



PDX Skincare Festival

Recap by the numbers

MAY 18, 2019

BY THE NUMBERS

- 1,500+ total attendees
 - ~750 at skincare festival (690 on clickers at 4 of 6 entrances)
 - 206 Steps Against Melanoma 5K Walkers
 - 248 screened (+100 significant others)
 - ~50 combined in-person and online Melanoma CME
 - ~75 combined in-person and online Melanoma Symposium (including satellite viewings)
 - 17 Melanoma Early Detection Provider Training
- 70 Volunteers



SKIN CANCER SCREENING

- 13 screening providers
- 248 participants screened (~19/per screener)

Presumptive diagnoses

Possible melanomas	13
SK	90
BCC	12
SCC	12
Atypical Nevi	94
AK	36

- 13 participants enrolled and biopsied as part of Imaging and Biopsy Research Study.
- 3 confirmed melanomas found

STEPS AGAINST MELANOMA 5K WALK

Presented by AIM at Melanoma

- 206 Walkers
- \$13,800 raised
 - 15 teams
(\$5,188 one team)



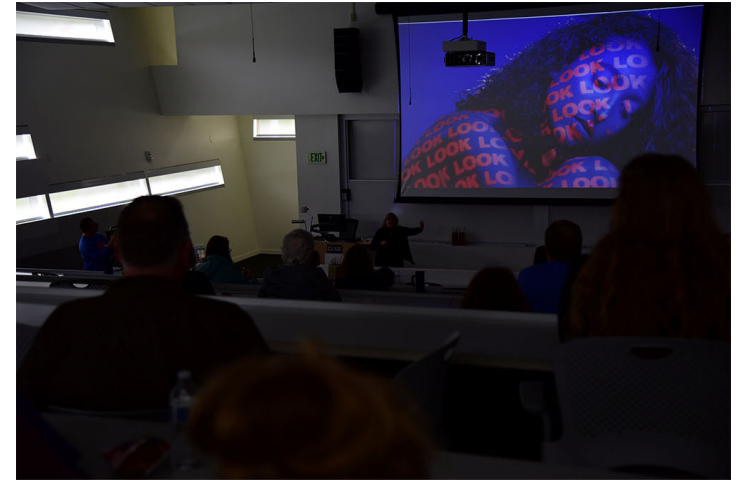
MEDICAL CME: FIGHTING MELANOMA ON ALL FRONTS

- 30 in-person participants
- 17 virtual participants



SURVIVORS TO THRIVERS MELANOMA SYMPOSIUM

- 20 in-person participants
- 30+ online participants
 - Viewings in:
 - Salem
 - Astoria
 - Roseburg
 - Medford
 - Coos Bay



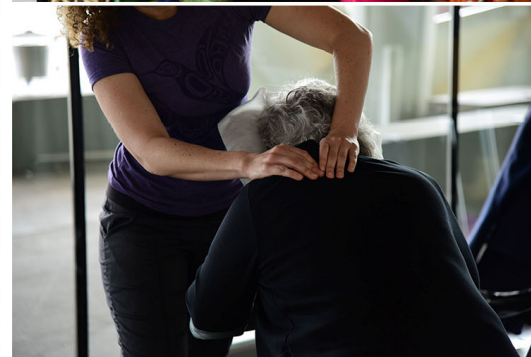
MELANOMA EARLY DETECTION PROVIDER TRAINING

- 17 PCP/Nursing participants
- 89 PCP/Nursing participants have signed up for online self-guided training



SKINCARE FESTIVAL

- 23 OHA-affiliate tables (~75 individuals)
- 9 OHSU Research tables
- 37 total tables
- 157 entries to the Start Seeing Melanoma Fact Scavenger Hunt
- 93 'spit kits' collected by Healthy Oregon Project



MARKETING/EARNED MEDIA RECAP

BY THE NUMBERS



Social Media

The collage features several social media posts and images:

- Top Left:** A large crowd at the PDX Skincare Festival. Text overlay: "Did You (aka Did'ja) Know!?" Presented by Sancy Leachman, M.D., Ph.D. Hey Oregonians... Another did you know?!
- Top Center:** A post from Dr. Leachman's Instagram profile, dated 1w, showing a photo of her in a white protective suit.
- Top Right:** A screenshot of the OHSU Knight Cancer Institute's LinkedIn profile, showing 418 posts, 2,555 followers, and 545 following.
- Middle Left:** A Facebook post from OHSU Knight Cancer Institute, dated May 15 at 11:50 AM. Text: "Since May 2014, OHSU and the OHSU Knight Cancer Institute have been waging a 'war' on skin cancer through community-based efforts in Oregon. This year, Dr. Sancy Leachman, director of the OHSU Knight Cancer Institute's Melanoma Program, is taking the war around Oregon, and beyond. Learn more - and join us at the #PDXSkincareFestival on May 18."
- Middle Center:** A large image of Dr. Sancy Leachman with the text: "Dr. Sancy Leachman is taking over our Instagram Stories today!"
- Middle Right:** A grid of 12 small photos showing various people, likely participants or staff at the festival.
- Bottom Left:** A photo of a hand holding a small, glowing purple device. Text overlay: "OHSU Department of Dermatology Published by Derm Mktg (7) · May 3 at 5:29 PM Are you at high-risk for melanoma? Dr. Leachman shares her second 'Did you know?'"
- Bottom Center:** A photo of Dr. Sancy Leachman in a white lab coat. Text overlay: "Did you know, or did'ja know?"
- Bottom Right:** A video thumbnail showing Dr. Sancy Leachman. Text overlay: "Watch for Dr. Sancy Leachman's video messages throughout the month"



Social Media

- **Facebook**
 - Event page
 - 3 Posts
- **(Derm Facebook)**
 - 11 posts
- **Instagram**
 - 5 Posts
 - 41 Instagram Stories (including takeover)
- **Twitter**
 - 21 Tweets



Resulting in

- A total reach of 245.7K people
- Over 5K engagements



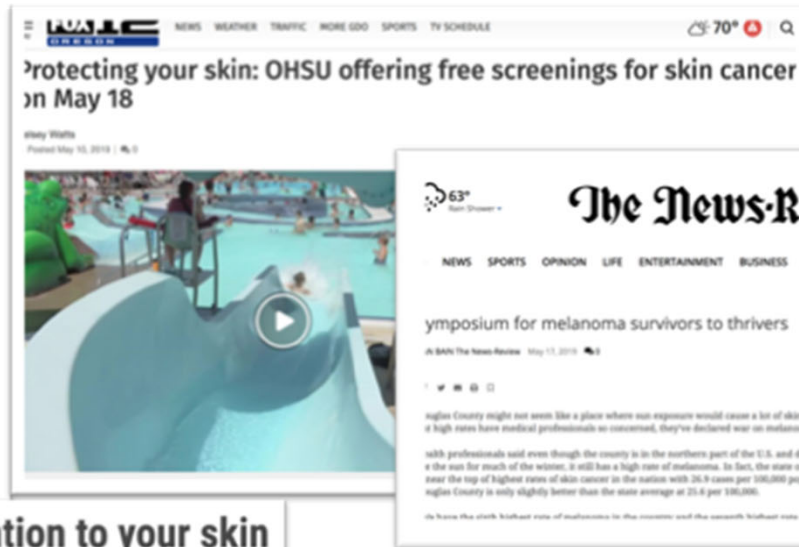
Earned media



Doctor wants you to pay attention to your skin

Leachman leads a war on melanoma

By Katie Frankowicz, The Daily Astorian | Apr 17, 2019



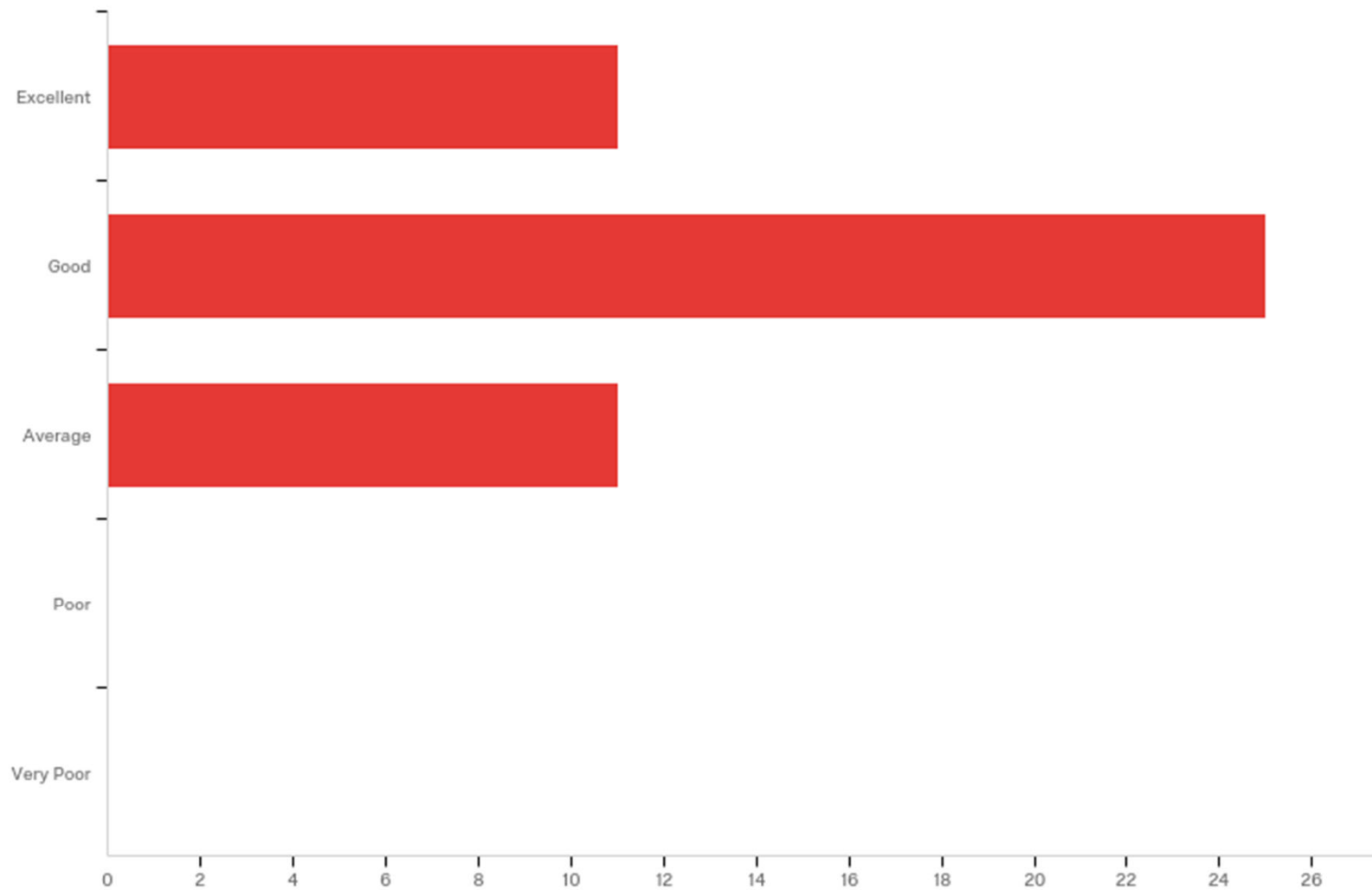
- [OHSU doctors launch 'War on Melanoma' campaign](#)—KATU-TV (aired on morning and afternoon broadcasts on Wednesday, 5/15, and again on Saturday morning, 5/18)
- [Protecting your skin: OHSU offering free screenings for skin cancer on May 18](#)—KPTV (aired on afternoon and evening broadcasts on Friday, 5/10)
- [OHSU waging war on melanoma](#)—KOIN-TV (aired on afternoon and evening broadcasts on Saturday, 5/18)
- [Oregonians Die From Skin Cancer at the Same Rate as People in Arizona. OHSU Wants to Change That](#)—Willamette Week
- KXL radio interview with Dr. Sancy Leachman and patient Mindi Helmandollar-Armatas (story aired on 5/17, did not publish online)
- [Melanoma presentation set for Saturday](#)—The Daily Astorian
- [Doctor wants you to pay attention to your skin](#)—The Daily Astorian (published in April, after Columbia River forum)
- [Symposium for melanoma survivors to thrivers](#)—The News-Review (Roseburg)
- [Melanoma simulcast event May 18th](#)—KQEN Radio (Roseburg)
- [PDX Skincare Festival unites health care, skincare to reduce melanoma mortality statewide](#)—OHSU news release
- [May 18: 2nd Annual 'PDX Skincare Festival' open to the community](#)—OHSU media alert



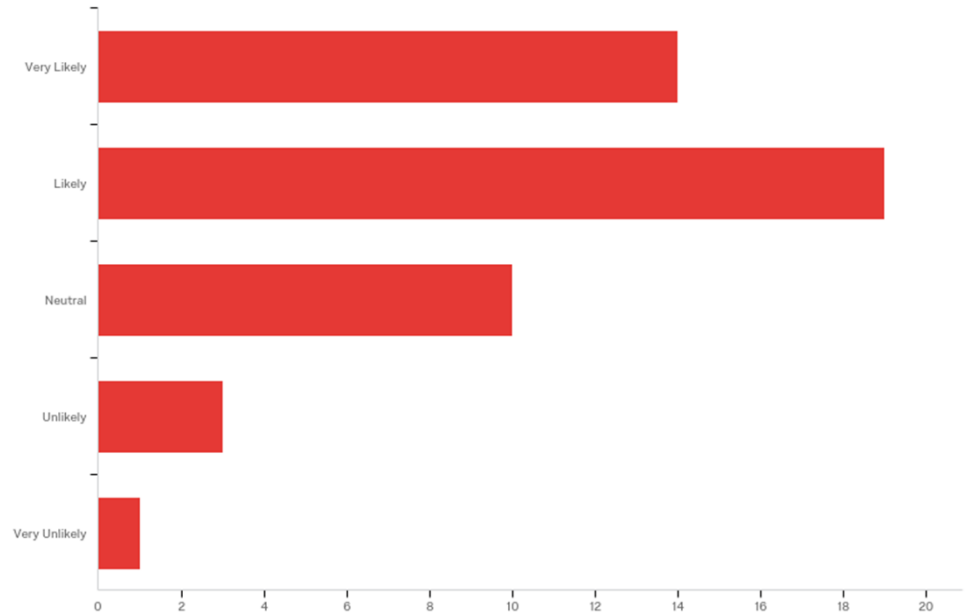
PARTICIPANT FEEDBACK SURVEY



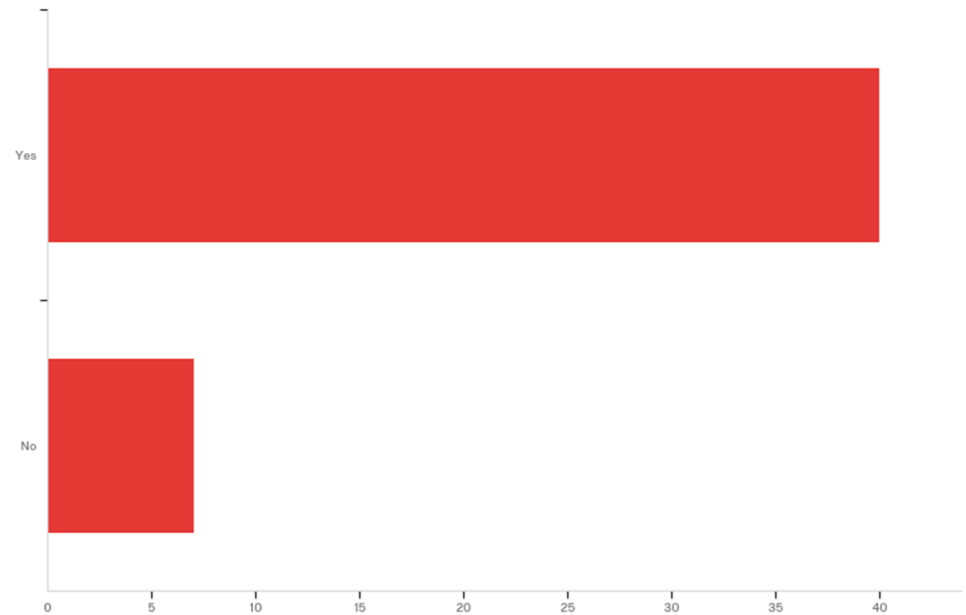
How would you rate the festival overall?



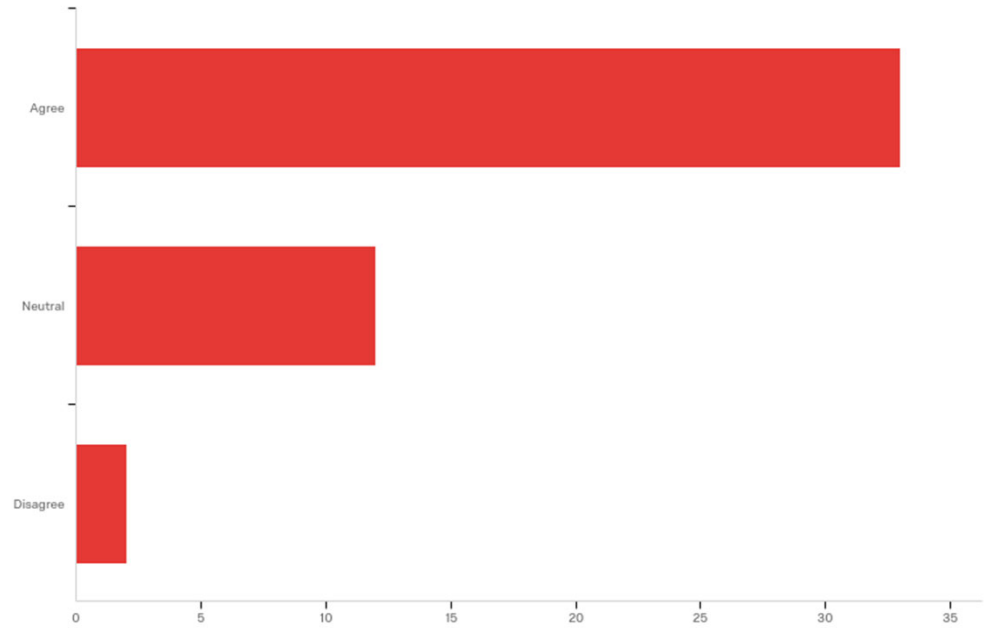
How likely are you to attend this festival again?



Did you learn something new about melanoma?



**I am more likely to check
my skin for melanoma.**



**I am more likely to
inform others about
melanoma early
detection**

