Be Sun Smart
Skin Cancer & Melanoma Awareness

Supported by the Steven Robinson Memorial Endowment at

Foundation for Community Health
Steven Robinson’s story
Why we focus on melanoma

- Steven’s late diagnosis
- The number of new melanoma cases has more than doubled in the last 30 years; Montana’s rate is growing nearly seven times faster than US overall
- Every six minutes, one new case of melanoma could be diagnosed in the US this year
- One blistering sunburn when young can double a person's chances of developing melanoma; more sunburns, more risk
- Melanoma is the most common cancer for women age 25-29, and the second most common for age 15-29
One American dies of melanoma every hour
Sun... Friend or Foe?
Both!
### Effects of the Sun

#### HELPFUL
- Helps plants grow
- Keeps us warm
- Makes vitamin D
- Kills germs
- Makes us feel good
- Gives us light

#### HARMFUL
- Can cause drought
- Ultraviolet Rays
  - Makes our skin age and wrinkle
  - Causes sunburns
  - Causes eye damage
  - Causes skin cancer
Three Types of Ultraviolet (UV) Rays

- **UVA**: Present all year around, and all day. Pass through windows. Penetrate deeper into the skin than UVB rays. “Aging rays”

- **UVB**: More intense in the summer, at higher elevations, and closer to the equator. “Burning rays”

- **UVC**: The strongest and most dangerous UV rays. Filtered out by ozone layer.
UV Rays: Exposure Varies

- Time of day
- Season of the year
- Location
- Altitude
- Weather
- Reflection
- Ozone layer

Good sense and protection are key!
Our Skin – Let’s Protect It!

SLIP, SLOP, SLAP, & WRAP
FACT: You can be sunburnt on cool or cloudy days.

--- Slip ---

Slip into clothing that covers as much skin as possible

Use the Sun Protection System

slip, slop, slap, and wrap
FACT: 7 teaspoons is the amount of sunscreen you need to apply 20 minutes before going outside.

SLOP

Slop on plenty of broad spectrum sunscreen of at least SPF 30

Use the Sun Protection System
slip, slop, slap, and wrap
FACT: Wide brim hats give better protection.

SLAP

Slap on a hat with a wide brim or a cap with flaps

Use the Sun Protection System slip, slop, slap, and wrap
FACT: UV radiation can damage your eyes.

Wrap

Wrap on close fitting, wrap around style sunglasses

Use the Sun Protection System
slip, slop, slap, and wrap
<table>
<thead>
<tr>
<th>UV INDEX LEVEL</th>
<th>LOW 0-2</th>
<th>MODERATE 3-5</th>
<th>HIGH 6-7</th>
<th>VERY HIGH 8-10</th>
<th>EXTREME 11 &amp; more</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action to Take:</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Average Minutes to Skin Damage:</strong></td>
<td>60</td>
<td>45</td>
<td>30</td>
<td>15</td>
<td>10</td>
</tr>
</tbody>
</table>

Check out the UV Index at [https://www.epa.gov/sunsafety/uv-index-1](https://www.epa.gov/sunsafety/uv-index-1)
How the Sun Ages You

Skin damage shown through a UV camera filter

Author: Thomas Leveritt
How About Indoor Tanning?

- Source of intense UVA and UVB radiation
- World Health Organization declared indoor tanning devices to be cancer-causing agents of the same category as tobacco.
- Using indoor tanning before age 35 can increase your risk of melanoma by 59%, and your risk increases with each use.
- Use can result in permanent skin damage

American Academy of Dermatology
What Happens When our Skin Gets Sick?

- Skin cancer
  - Disease of the DNA within skin cells
  - Most common type of cancer in the United States - over last 30 years, more people have had skin cancer than all other cancers combined
- One in five Americans will develop skin cancer in their lifetime
  - One in four is younger than 40 years old
- Each year, more than 5.4 million cases of skin cancers are treated in the United States
- Do you know someone with skin cancer?
A Closer Look At Skin Cancer

- Three common types
  - Squamous cell carcinoma
  - Basal cell carcinoma
  - Melanoma
Squamous cell carcinoma

Tends to develop on skin that has been exposed to the sun for years
Basal cell carcinoma

Most commonly diagnosed cancer—about 80% of cases—in the US
Melanoma

- One of the most serious and deadly forms of skin cancer, if not diagnosed and treated in time
- Originates in the pigment-producing melanocytes
Melanoma
Who Is At Greater Risk?

- Exposed to excessive amounts of unprotected natural sunlight and/or indoor tanning
- Family or personal history of melanoma
- Multiple or unusual-looking moles
- Fair skin, blue, green or hazel eyes, red or blonde hair, and/or excessive freckling
- Traumatized skin sites such as major scars or burn areas
- Weakened immune system, especially after an organ transplant
Be Watchful for Melanoma

- May appear as a new mole, or in an existing mole or freckle that changes in color, size or shape
- Grows over weeks to months and may appear anywhere on the body, even in places not exposed to ultraviolet rays
- Can spread to other parts of the body, if not diagnosed and treated in time
A = Asymmetry

- Is it Asymmetric?
B = Border

- Is the Border irregular or poorly defined?
C = Color

- Is it more than one Color?
\[ D = \text{Diameter} \]

- Is the Diameter larger than the size of a pencil eraser?
E = Evolving

- Is it Evolving, changing in size, shape or color?
Melanoma in Children Can Look Different

- Often a single color, and not necessarily black or brown -- look for red, pink, purple or flesh-colored spot or growth
- Can present as a bleeding or itchy spot or growth
- Watch for an open sore that heals, then returns
- Rather than appearing flat, look for a bump that grows rapidly
- Also be watchful of a dark streak beneath a fingernail or toenail
Be a Sun Smart Example!

- Pack your sun-smart kit
- Keep an eye on your skin and the skin of others
- Lead by example with your family, friends, and those in your care
What is one thing you learned about **Being Sun Smart** today?

What one new step will you take to **Be Sun Smart**?
To Help You Remember

Be sun safe... Be sun smart

SKIN CANCER is the most common form of cancer in the United States and MELANOMA is one of the deadliest types. Protect your skin from ultra-violet (UV) rays!

ALWAYS REMEMBER TO:
- SLIP! on a long-sleeved shirt
- SLOP! on sunscreen with SPF 30+
- SLAP! on a wide-brimmed hat
- WRAP! eyes with UV-rated sunglasses

More SUN-SMART Tips:
- Check the UV Index when planning outside activities and avoid the mid-day sun
- Protect your skin when spending time on reflective sand, concrete, water and snow
- Drink a lot of water
- Use lotion after sun exposure
- Learn the signs of melanoma and all skin cancers

Remember the ABCDEs of melanoma to monitor moles, freckles and birthmarks:
- A is for Asymmetry: One half does not match the other
- B is for Border: Edges are irregular, ragged, notched or blurred
- C is for Color: The color is not the same all over
- D is for Diameter: The size is larger than a pencil-tip eraser
- E is for Evolving: It is changing in size, shape or color

If you have any questions about a spot or growth, consult a dermatologist or other medical professional.

Foundation for Community Health

BeSunSmart

Foundation

401.926.2522  FCMHT.ORG
Sunscreen SP30  Net Wt 0.11 oz (3.5 g)

Active Ingredients:
- Piroctone Olamine
- Hydrocortisone 2.25%
- Chlorhexidine Gluconate 0.1%
- Methylparaben (E218)
- Propylparaben (E216)
Other Sun-Smart Resources

- Skin Cancer Foundation: skincancer.org
- American Cancer Society: cancer.org
- Sun Safety Program of the US Environmental Protection Agency: www.epa.gov/sunsafety
- Sun AWARE program of the Children’s Melanoma Prevention Foundation: melanomaprevention.org
- National Cancer Institute: cancer.gov
- American Academy of Dermatology: aad.org
- Environmental Working Group: ewg.org
Thank you for being a Be Sun Smart partner!

fchwmt.org/be-sun-smart