



## **Skin Cancer Awareness Month – May 2018**

**Melanoma Monday, May 7, 2018 • Don't Fry Day, May 25, 2018**

### **KEY MESSAGES**

*Use key messages as the basis for talking points, presentations, media, interviews, news releases, social media messages or outreach materials. Localize with information or stories from your own organization or community.*

- It's estimated that one in five Americans will be diagnosed with skin cancer in their lifetime; and one person dies from melanoma – the deadliest form of skin cancer – every hour.
- In Nevada an estimated 790 residents will be diagnosed with melanoma this year.
- Each year there are more new cases of skin cancer than the combined incidence of cancers of the breast, prostate, lung, and colon.
- When caught early, skin cancer is highly treatable. The two most common types of skin cancer, basal cell and squamous cell carcinomas, are highly curable. Melanoma, the third most common skin cancer, is much more dangerous.
- Monthly head-to-toe skin examination is recommended by dermatologists and skin cancer prevention organizations, and anything spotted that's suspicious should be checked out by a doctor. Information on how to do an examination and what to look for are available online at [SkinCancer.org](http://SkinCancer.org).
- The majority of skin cancers are caused by exposure to UV radiation. Nevada receives nearly 300 days of sunshine annually, meaning UV radiation is often present.
- Having five serious sunburns between the ages of 15 and 20 increases your risk for melanoma by 80%, according to the American Academy of Dermatology.
- The best prevention is to protect skin from UV radiation by following the 5 S's: Slip on sun protective clothing, Slop on broad-spectrum sunscreen with an SPF of 30 or greater, Slap on a wide-brimmed hat, Seek shade or shelter, and Slide on UV-protective sunglasses. One last tip is to avoiding indoor tanning.
- The younger a person is when they begin using tanning beds, the greater their risk for skin cancer. Starting indoor tanning before age 18 increases melanoma risk by 85%. Starting between ages 18 and 24 increases melanoma risk by 91%.
- Nevada was the 4<sup>th</sup> state to ban youth under 18 from using indoor tanning devices as of July 1, 2013. The law also requires tanning salons to display warning signs stating the dangers of indoor tanning and collect customer release forms acknowledging the dangers of indoor tanning.

## Spread the Word

*Be sure to include any of the following hashtags, based on topic:*

#SkinCancer #Melanoma

*(May 8 only)* #MelanomaMonday

### Suggested Tweets:

#SkinCancer is dangerous but also preventable! Practice the 5 S's to protect yourself from UV damage. Learn more: <http://ow.ly/Dy4830as4L3>

Love & protect the skin you're in to prevent #SkinCancer & #Melanoma. Check out the Go w/ Your Own Glow campaign: <http://ow.ly/JTKo4>

Early detection makes #SkinCancer more treatable. Learn how to do the recommended monthly self-exam: <http://ow.ly/JTKAd>

Do you know the ABCDEs of #Melanoma? Learn skin cancer's warning signs: <http://ow.ly/JTKQ2>

What's the best way to prevent and detect #melanoma? Great video from @docmikeevans <http://ow.ly/JTLhW>

Dear 16-year-old me: malignant #melanoma is an ugly term, an even uglier disease. Know your risk: <http://ow.ly/JTLwb>

In Nevada indoor tanning is banned for kids under 18 years of age. Download tanning toolkits available here to help salons adhere to the law: <http://ow.ly/tc9j30as4Wi> #SkinCancer

Tanning and #SkinCancer are SO out of style. Go with your own glow: <http://ow.ly/JTLWI>

An age group that almost never got skin cancer before is increasingly being diagnosed with the disease. #Melanoma is now the third-leading cancer diagnosis in women under 49. <http://ow.ly/YqBn30jLiQO>

### Suggested Facebook Posts:

Do you know the 5 S's when it comes to protecting yourself from UV damage? Share your best guesses with us! Then learn more: <http://ow.ly/Dy4830as4L3> #SkinCancer

Go With Your Own Glow, love the skin you're in...however you say it, it's time we stopped considering sun-tanned skin healthy and beautiful. <http://ow.ly/JTKo4>

The ABCDEs of Melanoma can help you identify the early signs of skin cancer and melanoma. Do you know what to look for? <http://ow.ly/JTKQ2>

The dangers of indoor tanning are real, and some studies have even linked more cases of skin cancer to tanning than cases of lung cancer to smoking. Get the facts: <http://www.skincancer.org/prevention/tanning>

Early detection makes skin cancer far more treatable, and it only takes a little bit of time each month. Learn how to do the recommended monthly self-check with just a few mirrors and some knowledge on what to look for. <http://ow.ly/JTKAd>

An age group that almost never got skin cancer before is increasingly being diagnosed with the disease. #Melanoma is now the third-leading cancer diagnosis in women under 49. <http://ow.ly/YqBn30jLiQO>