

# Melanoma & Skin Cancer Detection and Prevention Month



## 2017 Social Media Toolkit

Created by:



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# Why a Tool Kit?

## What is Melanoma/Skin Cancer Detection and Prevention Month?

May has been declared National Melanoma/Skin Cancer Detection and Prevention Month, a time to raise public awareness of the importance of prevention, early detection and treatment of the most common form of cancer in the United States.

Most of the three most common types of skin cancer - basal cell carcinoma, squamous cell carcinoma, and melanoma - are caused by exposure to ultraviolet (UV) light. These invisible rays of radiation come from the sun, tanning beds, and sunlamps. UV rays penetrate skin cells, leaving a sunburn, a change in skin texture, premature aging in skin, and can lead to cancer.



2017 estimates for melanoma in the United States reveal about 87,110 new melanomas will be diagnosed and about 9,730 people are expected to die from melanoma (American Cancer Society, 2017).

## About this Kit

This kit was created to raise awareness through social media about melanoma/skin cancer prevention and early detection. We hope you use this guide to help spread awareness during the month of May and throughout the year.



Colorado residents spend a lot of time outside in the sun. This kit acknowledges the health benefits of being outdoors while educating on skin cancer prevention.

## Who Should Use this Kit?

This kit is for public health professionals, cancer control professionals, coalitions, community-based organizations and stakeholders who want to help spread the word about skin cancer prevention. It was created for health care providers, nonprofits, and other community organizations in Colorado to help amplify social media reach during Melanoma/Skin Cancer Detection and Prevention Month. You will find suggested sample social media messaging that you can post as is or alter to fit your intended audience.



# Colorado Melanoma & Skin Cancer Stats

To lower your skin cancer risk, protect your skin from the sun and avoid indoor tanning.

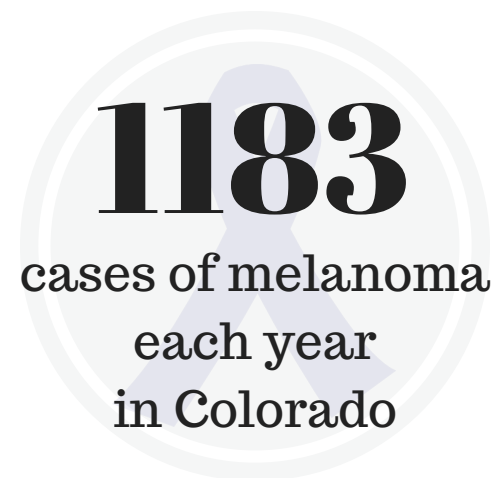
While there is not enough research to recommend for or against routine screening, report any unusual moles or changes in your skin to your doctor.

**Early diagnosis and treatment is key.**

Research shows that 97% of people survive at least five years when melanomas of the skin are found early.

Early diagnosis 5-year survival rates:

- Stage IV: 15-20%
- Stage IIIC: 40%
- Stage IIIB: 59%
- Stage IIIA: 78%
- Stage IIC: 53%
- Stage IIB: 70%
- Stage IIA: 81%
- Stage IB: 92%
- Stage IA: 97%



**1183**  
cases of melanoma  
each year  
in Colorado

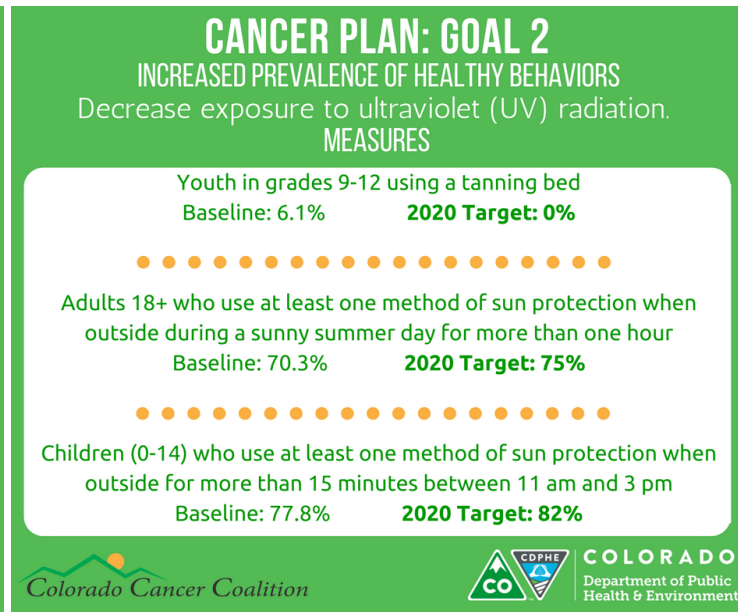
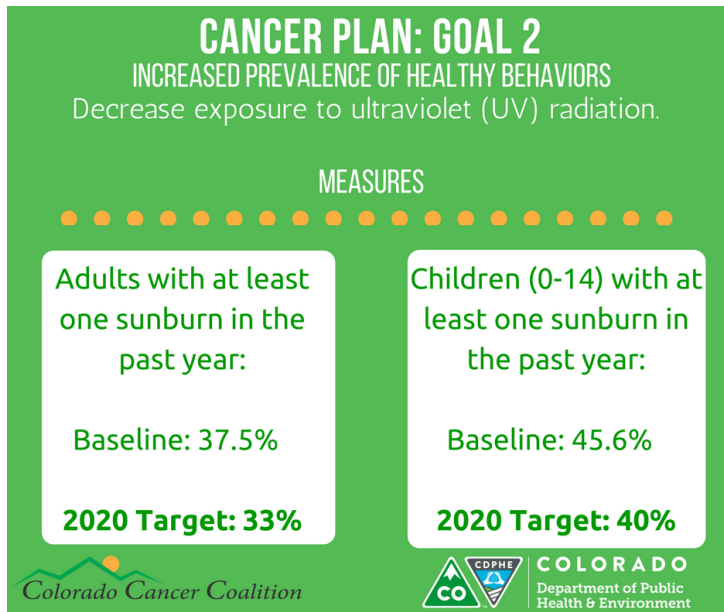
## **Ocular Melanoma:**

This is the most common form of eye cancer in adults, and accounts for 5-12% of all melanoma cases. Approximately 2,000 U.S. adults are diagnosed each year. In about half the cases, it spreads to other organs in the body.

## **The Truth About Tanning:**

A tan does not indicate good health; it is a response to injury because skin cells signal that they have been hurt by UV rays.

# The Colorado Cancer Plan and Skin Cancer



## STRATEGIES:

- Advocate for local governments and parks departments to establish design guidelines and policies to promote increased sun protection and shade.
- Advocate for schools, preschools and child care centers to establish sun safety guidelines, procedures and policies.
- Advocate for workplaces to establish sun safety guidelines, procedures and policies.
- Develop educational materials for state and local policymakers on the risks of indoor tanning.
- Educate adults and children, in particular those who participate in outdoor recreation, on sun safety behaviors.
- Educate adults on the risks of indoor UV tanning beds.
- Educate students, particularly those in K-8th grade about sun safety and the effects of UV radiation; reinforce by modeling, demonstration or role-playing.
- Include warning labels on UV tanning bed advertisements.
- Prohibit use of indoor UV tanning devices by minors.
- Raise awareness of indoor tanning as a liability for institutions of higher education.

# Communicating #SkinCancer Detection and Prevention on Social Media



Educate on **risk factors**.

## General risk factors for developing skin cancer include:

- A lighter natural skin color
- Family history of skin cancer
- A personal history of skin cancer
- Exposure to the sun through work and play
- A history of sunburns, especially early in life
- A history of indoor tanning
- Skin that burns, freckles, reddens easily, or becomes painful in the sun
- Blue or green eyes
- Blonde or red hair
- Certain types and a large number of moles

## Know Your Skin Type to Evaluate Risk

Type I: Always burns, never tans, sensitive to UV exposure

Type II: Burns easily, tans minimally

Type III: Burns moderately, tans gradually to light brown

Type IV: Burns minimally, always tans well to moderately brown

Type V: Rarely burns, tans profusely to dark

Type VI: Never burns, deeply pigmented, least sensitive

\*Although everyone's skin can be damaged by UV exposure, people with skin types I and II are at the highest risk



## All Skin Types:

Keep an eye out for any suspicious growths, & make sure to schedule an appointment to get your skin checked.

# Communicating #SkinCancer Detection and Prevention on Social Media



Educate on **symptoms**.

Not all skin cancers look the same! A change in your skin is the most common sign of skin cancer, whether it be from a new growth, a sore that doesn't heal, or a change in a mole.

To remember the signs of melanoma, remember the A-B-C-D-Es

## ABCDEs of Melanoma

**A**



### ASYMMETRY

Does the mole or spot have an irregular shape with two parts that look different?

**B**



### BORDER

Is the border irregular or jagged?

**C**



### COLOR

Is the color uneven?

**D**



### DIAMETER

Is the mole or spot larger than the size of a pea?

**E**



### EVOLVING

Has the mole or spot changed during the past few weeks or months?



If you have any of these signs, **talk to your doctor**.

# Communicating #SkinCancer Detection and Prevention on Social Media



Educate on **prevention**.

UV rays from the sun can reach people on bright and sunny days AND cloudy and hazy days. They can reflect off surfaces like water, cement, sand and snow. Indoor tanning also exposes users to UV radiation.

Here are easy prevention options:

- Stay in the shade, especially during midday hours
- Wear clothing that covers your arms and legs
- Wear a hat with a wide brim to shade your face, head, ears, and neck
- Wear sunglasses that wrap around and block all UVA and UVB rays
- Use sunscreen with SPF 15 or higher, and both UVA and UVB protection
- Avoid indoor tanning

## The importance of **protection**.

Sunburns often happen when we are outside unprotected for longer than expected. Plan ahead by keeping sun protection handy - in your car, bag, child's backpack.

- Unprotected skin can be damaged by UV rays in as little as 15 minutes.
- UV rays, not the temperature, do the damage.
- Clouds do not block UV rays, they filter them, and sometimes only slightly.



# Tips for #Melanoma and #SkinCancer Awareness on Social Media

## Hashtags for Melanoma & Skin Cancer Detection and Prevention Month:

#MelanomaAwareness  
#SkinCancerAwareness  
#Detection  
#Prevention  
#TanningMyths  
#Melanoma  
#SkinCancer  
#BurningTruth  
#EyeGetDilated



## Follow these influencers for #Melanoma and #SkinCancer Month:

### Colorado Cancer Coalition

Twitter: @CoCancerFund

Facebook: @ColoradoCancerCoalition

Web: <http://www.coloradocancercoalition.org>

### Sun Safe Colorado

Facebook: @Sun Safe Colorado - Skin Cancer Task Force

Web: [www.sunsafecolorado.org](http://www.sunsafecolorado.org)

### Melanoma Research Foundation

Twitter: @CureMelanoma

Facebook: @Melanoma.Research.Foundation

Web: <https://www.melanoma.org/>

### Skin Cancer Foundation

Twitter: @SkinCancerOrg

Facebook: @skincancerfoundation

Web: <http://www.skincancer.org>



# Skin Cancer Awareness

## Sample Social Media Messaging

Date	Facebook	Twitter
Monday 5/1	May is Skin Cancer Awareness Month! This is a time to raise public awareness of the most common form of cancer in the United States and how it can be prevented. Most cases of melanoma, the deadliest kind of skin cancer, are caused by exposure to ultraviolet (UV) light. See tips, facts and resources here: <a href="http://bit.ly/291trgd">http://bit.ly/291trgd</a>	May is #MelanomaAwareness Month! Kick it off by learning some tips on #prevention <a href="http://bit.ly/291trgd">http://bit.ly/291trgd</a>
Tuesday 5/2	Do any of these describe you: a lighter natural skin color, experience exposure to the sun through work and play, a history of sunburns (especially early in life), a history of indoor tanning, blue or green eyes, blonde or red hair, or skin that burns, freckles, reddens easily, or becomes painful in the sun? If so, you are at higher risk for skin cancer. Learn more about risk factors and what you can do here: <a href="http://bit.ly/2oIdrsB">http://bit.ly/2oIdrsB</a>	How often are you in the sun? See how at risk you are for #Melanoma #SkinCancer <a href="http://bit.ly/2oIdrsB">http://bit.ly/2oIdrsB</a>
Wednesday 5/3	A simple way to remember the signs of melanoma is to remember the ABCDEs. Talk to your doctor if you notice any of these characteristics. A - asymmetrical (irregular shape?) B - border (jagged or irregular?) C - color (uneven?) D - diameter (larger than a pea?) E - evolving (changed in weeks or months?) <a href="http://bit.ly/2p3P61j">http://bit.ly/2p3P61j</a>	Know your ABCDEs; it could save your life #SkinCancer #Melanoma #MelanomaAwareness <a href="http://bit.ly/2p3P61j">http://bit.ly/2p3P61j</a>
Thursday 5/4	There are just under 1200 new cases of melanoma each year among Coloradans. The first step toward a world without skin cancer is educating others about prevention and early detection. The American Academy of Dermatology has resources to help you spread the word: <a href="http://bit.ly/25Jm6sj">http://bit.ly/25Jm6sj</a>	Get some free resources for #SkinCancer #Detection and #Prevention #MelanomaAwareness <a href="http://bit.ly/25Jm6sj">http://bit.ly/25Jm6sj</a>



# Skin Cancer Awareness

## Sample Social Media Messaging

Date	Facebook	Twitter
Friday, 5/5	Early detection of melanoma can significantly reduce both morbidity and mortality, as the risk of dying from it is directly related to the amount of time it has been growing unnoticed. Conducting a head-to-toe skin exam every month is encouraged to find anything suspicious. Visit a dermatologist if any symptoms arise. Find free skin cancer screenings here: <a href="http://bit.ly/1UsQ8wg">http://bit.ly/1UsQ8wg</a>	Early #Detection of #Melanoma can save your life. Find free screenings here <a href="http://bit.ly/1UsQ8wg">http://bit.ly/1UsQ8wg</a>
Monday, 5/8	Tune into 9News TOMORROW (Tuesday, May 9) as Buddy Check9 focus on skin cancer prevention, detection and treatment. Call Times: 6:45-8:00 am 4:00-5:30 pm	Tune into @9NEWS tomorrow from 6:45-8am and 4-5:30pm for #Melanoma #SkinCancer #Prevention #Detection and #Treatment #BuddyCheck9
Tuesday, 5/9	It's not too late to tune into 9News this afternoon from 4-5:30 pm for Buddy Check9, where they are focusing on any and everything skin cancer.	@9NEWS #BuddyCheck9 is open from 4-5:30pm for #Melanoma #SkinCancer #Prevention #Detection and #Treatment
Tuesday, 5/9	Protect ALL the skin you're in. Did you know you can protect your family and yourself from skin cancers like melanoma? Use broad spectrum sunscreen with SPF 15+, seek shade during midday hours, wear a hat, sunglasses and other clothes to protect your skin. Start with these tips from the CDC to stay sun safe outdoors: <a href="http://bit.ly/2oSUIQi">http://bit.ly/2oSUIQi</a>	Protect ALL the skin you're in. #Melanoma can be deadly, yet can be prevented. <a href="http://bit.ly/2oSUIQi">http://bit.ly/2oSUIQi</a>



# Skin Cancer Awareness

## Sample Social Media Messaging

Date	Facebook	Twitter
Wednesday, 5/10	You don't let kids smoke; why let them tan? Indoor tanning exposes users to excessive levels of UV radiation, which are harmful and easy to avoid. Protecting young people from the harms of indoor tanning may help prevent future cases of skin cancer. Start with this guide from CDC for policy strategies and practices. <a href="http://bit.ly/2oJFFT9">http://bit.ly/2oJFFT9</a>	You don't let kids smoke; why let them tan? Get the #BurningTruth about #IndoorTanning <a href="http://bit.ly/2oJFFT9">http://bit.ly/2oJFFT9</a>
Thursday, 5/11	There's no such thing as a "safe" base tan. A tan is the body's response to injury from UV rays, showing that damage has been done. Protect yourself and learn the truth about tanning: <a href="http://bit.ly/2oT474S">http://bit.ly/2oT474S</a>	#TanningMyths There's no such thing as a "safe" base tan. Protect yourself from #Melanoma #BurningTruth <a href="http://bit.ly/2oT474S">http://bit.ly/2oT474S</a>
Friday, 5/12	The weekend is a great time to get outdoors and enjoy time with family and friends, but don't forget your sunscreen and hat! Nearly 5 million people are treated for skin cancer each year in the United States. Skin cancer can be serious, expensive, and sometimes even deadly. Fortunately, most skin cancers can be prevented. These fact sheets list strategies for parents, teachers, employers, and parks and recreation staff: <a href="http://bit.ly/2oNNZlg">http://bit.ly/2oNNZlg</a>	Headed outdoors this weekend? Be prepared! #SkinCancerAwareness #Melanoma Awareness Wear your sunscreen and hat! <a href="http://bit.ly/2oNNZlg">http://bit.ly/2oNNZlg</a>
Monday, 5/15	RIDE through Sunshine Canyon in Boulder, ROCK out at a concert after the ride, and RALLY with other melanoma advocates in the foothills of the Rocky Mountains. All while supporting skin cancer efforts! 100% of the proceeds go to Melanoma Research Foundation. Ride. Rock. Rally. Saturday, May 20. For more information or to register: <a href="http://www.riderockrally.com/">http://www.riderockrally.com/</a>	Support @CureMelanoma RIDE ROCK AND RALLY Sat. 5/20 for canyon cycling and a music festival. #SkinCancerAwareness <a href="http://www.riderockrally.com">riderockrally.com</a>



# Skin Cancer Awareness

## Sample Social Media Messaging

Date	Facebook	Twitter
Tuesday, 5/16	<p>Don't get burned by tanning myths like this one: "Indoor tanning is the safer way to tan." Indoor tanning is harmful and can lead to skin cancers like melanoma. It's particularly dangerous for minors. Every time you tan you increase your risk of getting skin cancer, including melanoma. Know what might <i>really</i> get youth attention? Indoor tanning causes wrinkles and age spots, and changes your skin's texture.</p> <p><a href="http://bit.ly/2ol5W6Y">http://bit.ly/2ol5W6Y</a></p>	<p>#TanningMyths "Indoor tanning is the safer way to tan." Wrong. Learn the #BurningTruth #Melanoma</p> <p><a href="http://bit.ly/2ol5W6Y">http://bit.ly/2ol5W6Y</a></p>
Tuesday, 5/16	<p>"Dear 16-year-old me ... " Watch this powerful message that could encourage youth to protect the skin they're in.</p> <p><a href="http://bit.ly/1lsmN43">http://bit.ly/1lsmN43</a></p>	<p>"Dear 16-year-old me ... " Protect the skin you're in.</p> <p>#MelanomaAwareness #SkinCancer</p> <p><a href="http://bit.ly/1lsmN43">http://bit.ly/1lsmN43</a></p>
Wednesday, 5/17	<p>What are the treatment options available for melanoma? Start with this info from the National Cancer Institute and talk to your doctor about your choices:</p> <p><a href="http://bit.ly/2gsSzh9">http://bit.ly/2gsSzh9</a></p>	<p>Can Melanoma be treated? Yes! Early #Detection is vital. See your options here:</p> <p><a href="http://bit.ly/2gsSzh9">http://bit.ly/2gsSzh9</a></p>
Thursday, 5/18	<p>Natural, glowing healthy skin is the look that makes everyone look great. When you tan, you increase your risk of developing skin cancer. The Skin Cancer Foundation encourages you to "go with your own glow" today:</p> <p><a href="http://bit.ly/1ce0gnh">http://bit.ly/1ce0gnh</a></p>	<p>Go with your own glow! Tanning increases your risk of developing #SkinCancer</p> <p>#Melanoma #BurningTruth</p> <p><a href="http://bit.ly/1ce0gnh">http://bit.ly/1ce0gnh</a></p>
Friday, 5/19	<p>Enjoy the Sun Safety Awareness Day at the Denver Botanic Gardens TOMORROW (May 20) with the Colorado Dermatologic Society.</p> <p><a href="http://bit.ly/2oh5PKo">http://bit.ly/2oh5PKo</a></p>	<p>Enjoy the Sun Safety Awareness Day at the Denver Botanic Gardens TOMORROW (5/20)</p> <p><a href="http://bit.ly/2oh5PKo">http://bit.ly/2oh5PKo</a></p>



# Skin Cancer Awareness

## Sample Social Media Messaging

Date	Facebook	Twitter
Monday, 5/22	What can schools do to prevent melanoma & protect kids from UV damage? Start talking about sun safety at an early age & teach students to avoid indoor tanning. Utilize this summer to get your community's school officials on board to implement some of these strategies for next year: <a href="http://bit.ly/2p8UYpZ">http://bit.ly/2p8UYpZ</a>	Talk #SunSafety at a young age. Find resources to get your local schools on board with #Melanoma #Prevention <a href="http://bit.ly/2p8UYpZ">http://bit.ly/2p8UYpZ</a>
Tuesday, 5/23	Skin cancer can affect people of any race, sex or age. The good news is that when detected early, skin cancer has an almost 100 percent five-year survival rate. Research shows that most skin cancers are found by an individual. When people regularly check their skin for suspicious moles or lesions, they can literally save their own lives. However, it can be something that people overlook because they don't have the knowledge or tools to perform monthly skin self-exams. Utilize this self-examination kit: <a href="http://bit.ly/2olcfY2">http://bit.ly/2olcfY2</a>	Early #Melanoma #SkinCancer #Detection has an almost 100% five-year survival rate. Self-examine yourself monthly! <a href="http://bit.ly/2olcfY2">http://bit.ly/2olcfY2</a>
Wednesday, 5/24	Ocular melanoma is the most common form of eye cancer in adults, and accounts for 5-12% of all melanoma cases. Approximately 2,000 U.S. adults are diagnosed each year. In about half the cases, it spreads to other organs in the body. Learn more about treatment options or locate an eye melanoma specialist here: <a href="http://bit.ly/1UDXMo4">http://bit.ly/1UDXMo4</a> #EyeGetDilated #ocularmelanoma	Ocular #Melanoma is the most common form of eye cancer in adults. #Detection #Prevention #ocularmelanoma <a href="http://bit.ly/1UDXMo4">http://bit.ly/1UDXMo4</a>
Thursday, 5/25	It's "Don't Fry Day!" Join the Melanoma Research Foundation and members of the National Council on Skin Cancer Prevention to raise awareness and help reduce the rates of skin cancer, including melanoma. <a href="http://bit.ly/2oNZw49">http://bit.ly/2oNZw49</a>	It's #DontFryDay Join @CureMelanoma to raise #MelanomaAwareness and reduce the rates of #SkinCancer <a href="http://bit.ly/2oNZw49">http://bit.ly/2oNZw49</a>



# Skin Cancer Awareness

## Sample Social Media Messaging

Date	Facebook	Twitter
Friday, 5/26	Tanned skin is not healthy skin. Some people believe the tanning bed gives them a “healthy glow.” Whether tanning or burning, you're exposing yourself to harmful UV rays that damage your skin and increase your risk of melanoma. More burning truths here: <a href="http://bit.ly/2pnWg0c">http://bit.ly/2pnWg0c</a>	Tanning or burning? Both expose skin to damage and an increased risk for #Melanoma #SkinCancer #BurningTruth <a href="http://bit.ly/2pnWg0c">http://bit.ly/2pnWg0c</a>
Monday, 5/29	Melanoma is the deadliest form of skin cancer and is commonly caused by UV exposure, yet many people still don't use sunscreen regularly. Protect all the skin you're in with these tips from the CDC: <a href="http://bit.ly/2pugv8A">http://bit.ly/2pugv8A</a>	Many people don't use sunscreen regularly, although #Melanoma is usually caused from UV exposure. <a href="http://bit.ly/2pugv8A">http://bit.ly/2pugv8A</a>
Tuesday, 5/30	Living in the beautiful, high-altitude state of Colorado has many benefits, but it has one sizable health hindrance—an increased risk for skin cancer. We usually think of sunburn as something that happens at the beach, but did you know more people get sunburned during day-to-day activities? Learn how you can prevent UV damage and cut your risk of skin cancer. <a href="http://bit.ly/2po6fCD">http://bit.ly/2po6fCD</a>	Colorado is beautiful, but the altitude gives an increased risk for #SkinCancer. #Prevent #Melanoma <a href="http://bit.ly/2po6fCD">http://bit.ly/2po6fCD</a>
Wednesday, 5/31	Continue to spread awareness throughout the year of the dangers of UV rays on our health.  Join the Miles For Melanoma 5k run/walk. This fun event is June 25, 2017 at the Stapleton Central Park in Denver, and raises funds to support research, education and advocacy for melanoma. For more information or to register: <a href="http://bit.ly/2oyCNbE">http://bit.ly/2oyCNbE</a>	The #MilesForMelanoma is 6/25 in Denver. For more info and to register: <a href="http://bit.ly/2oyCNbE">http://bit.ly/2oyCNbE</a>



# Melanoma & Skin Cancer Support in Colorado

## Events

### **Buddy Check9 with 9 News**

May 9

6:45-8 am and 4-5:30 pm

Tune or call into 9News for info on skin cancer prevention, detection and treatment.

### **Miles For Melanoma**

June 25

Stapleton Central Park, Denver, CO

Join this 5K run/walk to raise funds to support research, education and advocacy for melanoma. For more information or to register:

<http://bit.ly/2oyCNbE>

### **Ride Rock Rally**

May 20

Boulder, CO

Work up a healthy sweat while you cycle through Sunshine Canyon, then enjoy an outdoor music festival. 100% of the proceeds go to Melanoma Research Foundation.

For more information or to register:

<http://www.riderockrally.com/>

### **Sun Safety Awareness Day**

May 20

Denver Botanic Gardens

<http://www.coloradodermatology.org/meetings/sun-safety-awareness/>

## Screening Events

### **Free Skin Cancer Screenings**

May 13

Lutheran Medical Center, Wheat Ridge CO

To make an appointment, call 303-689-4595 or email [janette.obrien@sclhs.net](mailto:janette.obrien@sclhs.net)

### **Free SPOT Me Skin Cancer Screening**

May 9

5:30-7 pm

Dorcy Cancer Center, Pueblo CO

To make an appointment, call 719-557-4548 or visit

<https://www.aad.org/scs/search/default.aspx?state>





# Melanoma & Skin Cancer Support in Colorado

## Support

### **MyLifeLine.org**

Reduce the stress of communication, end isolation by building a community and take control of your cancer journey.

<https://www.mylifeline.org/>

### **CancerConnect**

Knowledge is power. Are you facing a new diagnosis, recurrence, living with metastatic disease, or supporting a loved one through their cancer journey? The Cancer Connect Skin Cancer Information Center has current, evidence-based information for you.

You are not alone—The CancerConnect Skin Cancer Community is the leading Social Media Application for Skin Cancer patients and caregivers seeking information, inspiration, and support in the wake of a cancer diagnosis.

<http://news.cancerconnect.com/types-of-cancer/skin-cancer/>

## Organizations

### **Colorado Cancer Coalition**

Skin Cancer Task Force

<https://www.coloradocancercoalition.org/task-forces/skin-cancer/>

### **Colorado Department of Public Health and Environment**

Prevention Services Division

Health Promotion and Chronic Disease Prevention Branch

### **Sun Safe Colorado**

[www.sunsafecolorado.org](http://www.sunsafecolorado.org)

### **Colorado Dermatologic Society**

Professional dermatologist society

<http://www.coloradodermatology.org/about-cds/>



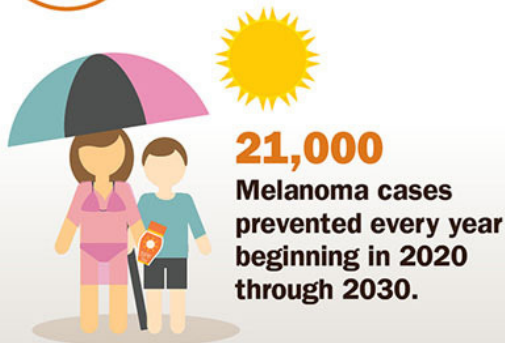
# Preventing Melanoma

## Communities and policy makers can:

- Increase shade at playgrounds, public pools, and other public spaces.
- Promote sun protection in recreation areas, including the use or purchase of hats, sunscreen, and sunglasses.
- Encourage employers, childcare centers, schools, and colleges to educate employees and students about sun safety and skin protection.
- Restrict the availability and use of indoor tanning by minors.



Community skin cancer prevention programs can prevent future melanoma cases and decrease treatment costs.



**\$250 Million**  
Projected savings  
every year  
beginning in 2020  
through 2030.



SOURCE: CDC Vital Signs, Morbidity and Mortality Weekly Report, June 2015.

## Employers, childcare centers, schools, and colleges can:

- Provide sun protection such as shade structures, sunscreen, and protective clothing for students and employees.
- Change policies that restrict sun protection, including school bans on wearing hats outdoors.
- Protect workers and students by scheduling activities before or after midday hours.
- Relocate activities and provide structures to increase shade when possible.
- Discourage indoor tanning and restrict its use on campuses.

## Every one can:

- Understand that tanned skin is damaged skin.
- Avoid sunbathing and indoor tanning.
- Protect themselves and their families by:
  - Wearing a wide-brimmed hat, sunglasses, and protective clothing outdoors.
  - Finding shade, especially during midday hours.
  - Using broad-spectrum sunscreen with SPF 15 or higher, even on cloudy days. Sunscreen is most effective when used with other sun protection and reapplied as directed.

# Are you a Public Health Professional?

## Toolkit

### **GW Cancer Center Cancer Control Tap**

Melanoma/Skin Cancer Detection and Prevention Month Social Media Toolkit

[https://smhs.gwu.edu/cancercontroltap/sites/cancercontroltap/files/Melanoma\\_SocMediaToolkit%202017.pdf](https://smhs.gwu.edu/cancercontroltap/sites/cancercontroltap/files/Melanoma_SocMediaToolkit%202017.pdf)

## Handouts

**ABCDEs Fact Sheet:** <http://bit.ly/2pWH6FQ>

**Melanoma Fact Sheet Bookmark:** <http://bit.ly/2oISPzS>

**Sunscreen FAQ:** <http://bit.ly/2pyuuLw>

## Resources

**American Academy of Dermatology Print Materials:** <http://bit.ly/25Jm6sj>

**Policies and Practices for Prevention: Indoor Tanning Among Minors:** <http://bit.ly/2pyLh0T>

**The Burning Truth Materials:** <http://bit.ly/2o0dG36>

**The Surgeon General's Call to Action to Prevent Skin Cancer:** <http://bit.ly/2oK5HUC>



# **Melanoma & Skin Cancer Detection and Prevention Month**



## **2017 Social Media Toolkit**

  
*Colorado Cancer Coalition*

Contact: [thecoloradocancercoalition@gmail.com](mailto:thecoloradocancercoalition@gmail.com)

