

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



## **2018 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.



2018 estimates for melanoma in the United States reveal about 91,270 new melanomas will be diagnosed and about 9,320 people are expected to die from melanoma (American Cancer Society, 2018).

## 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 individuals 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 their 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.



# To Do a Skin Self Check? Or Not?

**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.<sup>1</sup> **Early diagnosis and treatment is key.**



Population	Recommendation	Grade (What's This?)
Young adults, adolescents, children, and parents of young children	The USPSTF recommends counseling young adults, adolescents, children, and parents of young children about minimizing exposure to ultraviolet (UV) radiation for persons aged 6 months to 24 years with fair skin types to reduce their risk of skin cancer.	<b>B</b>
Adults older than 24 years with fair skin types	The USPSTF recommends that clinicians selectively offer counseling to adults older than 24 years with fair skin types about minimizing their exposure to UV radiation to reduce risk of skin cancer. Existing evidence indicates that the net benefit of counseling all adults older than 24 years is small. In determining whether counseling is appropriate in individual cases, patients and clinicians should consider the presence of risk factors for skin cancer. See the <a href="#">Clinical Considerations</a> section for information on risk assessment.	<b>C</b>
Adults	The USPSTF concludes that the current evidence is insufficient to assess the balance of benefits and harms of counseling adults about skin self-examination to prevent skin cancer. See the <a href="#">Clinical Considerations</a> section for suggestions for practice regarding the I statement.	<b>I</b>

"Although the ACS does not have guidelines for the early detection of skin cancer, knowing your own skin is important to finding skin cancer early. Many doctors also recommend regular skin exams.

Regular skin exams are especially important for people who are at higher risk of skin cancer, such as people with reduced immunity, people who have had skin cancer before, and people with a strong family history of skin cancer. Talk to your doctor about how often you should have your skin examined."



**AMERICAN ACADEMY of  
DERMATOLOGY | ASSOCIATION**

Perform regular skin self-exams to detect skin cancer early, when it's most treatable, and see a board-certified dermatologist if you notice new or suspicious spots on your skin, or anything changing, itching or bleeding.

If you have a history of melanoma:

- full-body exam by a board-certified dermatologist at least annually
- AND perform regular self-exams to check for new and changing moles

1- USPSTF - <https://www.uspreventiveservicestaskforce.org/Page/Document/UpdateSummaryFinal/skin-cancer-counseling2>

2 - American Cancer Society <https://www.cancer.org/cancer/skin-cancer/prevention-and-early-detection/skin-exams.html>

3- American Academy of Dermatology - <https://www.aad.org/public/spot-skin-cancer/learn-about-skin-cancer/prevent>

# Colorado Melanoma & Skin Cancer Stats

## MELANOMA IN COLORADO : WHO IT AFFECTS?



IN COLORADO,  
INCIDENCE  
OF MELANOMA IS  
DECREASING



Source: Colorado Central Cancer Registry, 2017  
(C) 2018 Colorado Cancer Coalition No Rights Reserved

### INCIDENCE

**21.0**  
per 100,000

### MORTALITY

**3.1**  
per 100,000

### INCIDENCE BY ETHNICITY, per 100,000



**21.0**  
All Races



**25.5**  
White, non-Hispanic



**5.3**  
White, Hispanic



**0.0**  
Black

## MELANOMA IN COLORADO : LIFETIME RISK



Sun safety is one of the best  
things you can do to reduce  
your risk of melanoma!



Love skin you're in! Slip,  
slap, slop. Cover up.

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A woman has a **1 in 52** chance\*  
of getting melanoma.

\*Up to age 85



**1 in 52**

**1 in 28**

A man has a **1 in 28** chance\*  
of getting melanoma.

\*Up to age 85



Over **24,864** melanoma  
survivors living in Colorado\*.

\*As of 2016



**24,864**

Source: Colorado Central Cancer Registry, 2017

# Staging & Ocular Melanoma

Research shows that 97% of people survive at least five years when melanomas of the skin are found early. <sup>1</sup>

5-year survival rates:

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

## 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.



1,212

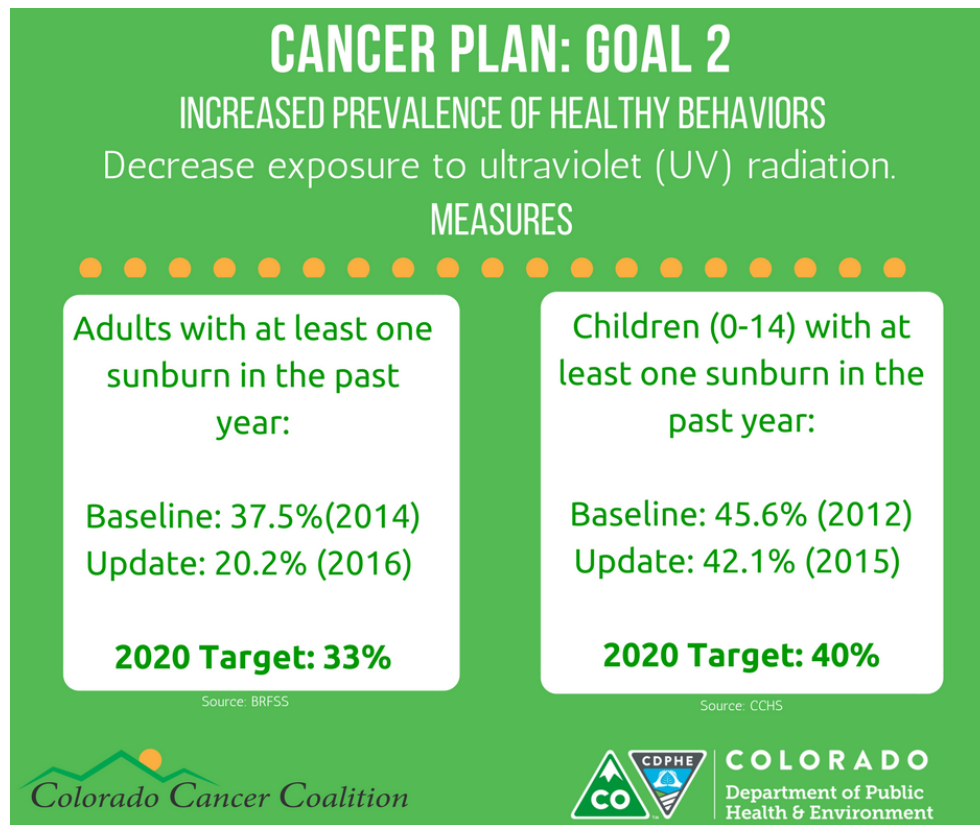
cases of melanoma  
in Colorado in 2016

## 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.

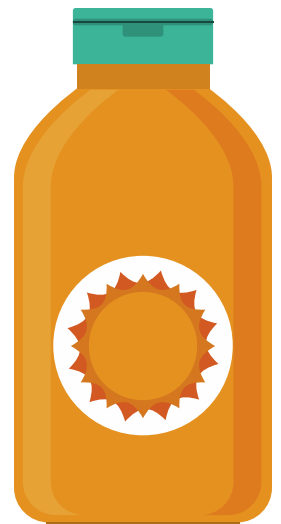
<sup>1</sup> -American Cancer Society <https://www.cancer.org/cancer/melanoma-skin-cancer/detection-diagnosis-staging/survival-rates-for-melanoma-skin-cancer-by-stage.html>

# The Colorado Cancer Plan and Skin Cancer



## STRATEGIES:

- Develop educational materials for state and local policymakers on the risks of indoor tanning.
- Educate adults on the risks of indoor UV tanning beds.
- 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.







# The Colorado Cancer Plan and Sun Protection

## CANCER PLAN: GOAL 2

### INCREASED PREVALENCE OF HEALTHY BEHAVIORS

Objective 2.3: Decrease exposure to ultraviolet (UV) radiation

Adults 18+ who use at least one method of sun protection when outside during a sunny summer day for more than one hour

Baseline: 70.3% (2014)

Update: 51.4% (2016)



**2020 Target: 75%**

Source: BRFSS

Children (1-14) who use at least one method of sun protection when outside for more than 15 minutes between 11 am and 3 pm

Baseline: 78.8% (2012)

Update: 72.5% (2015)



**2020 Target: 82%**

Source: CCHS



**COLORADO**  
Department of Public  
Health & Environment

### 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.
- Educate adults and children, in particular those who participate in outdoor recreation, on sun safety behaviors.
- Educate students, particularly those in K-8th grade about sun safety and the effects of UV radiation; reinforce by modeling, demonstration or role-playing.



# 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 care provider.**

# Communicating #SkinCancer 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      #TanningMyths  
#SkinCancerAwareness      #Melanoma  
#Detection      #SkinCancer  
#Prevention      #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 IN COLORADO : KNOW THE SYMPTOMS



Talk to your care provider about how often you should have your **skin examined**.

## RISK FACTORS

- History of sun burns and indoor tanning.
- High # of moles.
- Personal or family history of skin cancer.
- Lighter skin, blue/green eyes, blonde/red hair.



## SYMPTOMS

Skin lesions that:

- change color or shape.
- bleed or itch.
- grow rapidly in size.



# Skin Cancer Awareness

## Sample Social Media Messaging

### Facebook Ideas

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: <http://bit.ly/291trgd>

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

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?)

<http://bit.ly/2p3P61j>

There are just over 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: <http://bit.ly/25Jm6sj>

### Twitter Ideas

May is #MelanomaAwareness Month! Kick it off by learning some tips on #prevention  
<http://bit.ly/291trgd>

How often are you in the sun?  
See how at risk you are for  
#Melanoma #SkinCancer  
<http://bit.ly/2oldrsB>

Know your ABCDEs; it could save your life #SkinCancer #Melanoma  
#MelanomaAwareness  
<http://bit.ly/2p3P61j>

Check out the free resources for  
#SkinCancer #Detection and  
#Prevention #MelanomaAwareness  
<http://bit.ly/25Jm6sj>



# Skin Cancer Awareness

## Sample Social Media Messaging

### Facebook Ideas

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. Visit a board certified dermatologist if any symptoms arise. Find free skin cancer screenings here: <http://bit.ly/1UsQ8wg>

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

Kids are highly discouraged from smoking; 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. <http://bit.ly/2oJFFT9>

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

### Twitter Ideas

Early #Detection of #Melanoma can save your life. Find free screenings here  
<http://bit.ly/1UsQ8wg>

Protect ALL the skin you're in. #Melanoma can be deadly, yet can be prevented.  
<http://bit.ly/2oSUIQi>

You don't let kids smoke; why let them tan? Get the #BurningTruth about #IndoorTanning  
<http://bit.ly/2oJFFT9>

Headed outdoors this weekend? Be prepared! #SkinCancerAwareness #Melanoma Awareness Wear your sunscreen and hat!  
<http://bit.ly/2oNNZlg>



# Skin Cancer Awareness

## Sample Social Media Messaging

### Facebook Ideas

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:  
<http://bit.ly/2oT474S>

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 really get youth attention? Indoor tanning causes wrinkles and age spots, and changes your skin's texture.  
<http://bit.ly/2oI5W6Y>

"Dear 16-year-old me ... " Watch this powerful message that could encourage youth to protect the skin they're in. <http://bit.ly/1lsmN43>

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:  
<http://bit.ly/2gsSzh9>

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: <http://bit.ly/1ce0gnh>

### Twitter Ideas

#TanningMyths There's no such thing as a "safe" base tan. Protect yourself from #Melanoma  
#BurningTruth  
<http://bit.ly/2oT474S>

#TanningMyths "Indoor tanning is the safer way to tan." Wrong! Learn the #BurningTruth  
#Melanoma  
<http://bit.ly/2oI5W6Y>

"Dear 16-year-old me ... " Protect the skin you're in.  
#MelanomaAwareness  
#SkinCancer  
<http://bit.ly/1lsmN43>

Can Melanoma be treated? Yes! Early #Detection is vital. See your options here:  
<http://bit.ly/2gsSzh9>

Go with your own glow! Tanning increases your risk of developing  
#SkinCancer #Melanoma  
#BurningTruth  
<http://bit.ly/1ce0gnh>





# Skin Cancer Awareness

## Sample Social Media Messaging

### Facebook Ideas

Do you have a teenage girl at home? This #protectyourselfie video is for her: <https://youtu.be/x0SJa9l2Oks>

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: <http://bit.ly/2p8UYpZ>

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. Self-examination kit resource: <http://bit.ly/2olcfY2>

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: <http://bit.ly/1UDXMo4>  
#EyeGetDilated #ocularmelanoma

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: <http://bit.ly/2pugv8A>

### Twitter Ideas

Do you have a teenage girl at home? This #protectyourselfie video is for her: <https://youtu.be/x0SJa9l2Oks>

Talk #SunSafety at a young age. Find resources to get your local schools on board with #Melanoma #Prevention  
<http://bit.ly/2p8UYpZ>

Early #Melanoma #SkinCancer #Detection has an almost 100% five-year survival rate. Self-examination kit resource: <http://bit.ly/2olcfY2>

Ocular #Melanoma is the most common form of eye cancer in adults. #Detection #Prevention #ocularmelanoma  
<http://bit.ly/1UDXMo4>

Many people don't use sunscreen regularly, although #Melanoma is usually caused from UV exposure. <http://bit.ly/2pugv8A>



# Skin Cancer Awareness

## Sample Social Media Messaging

### Facebook Ideas

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:  
<http://bit.ly/2pnWg0c>

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.  
<http://bit.ly/2po6fCD>

Become a skin cancer superhero: <http://bit.ly/2HvVDY3>  
You can be a Skin Cancer Hero by detecting the disease early, when it's most treatable. Learn how to spot the signs of skin cancer on yourself and your partner.

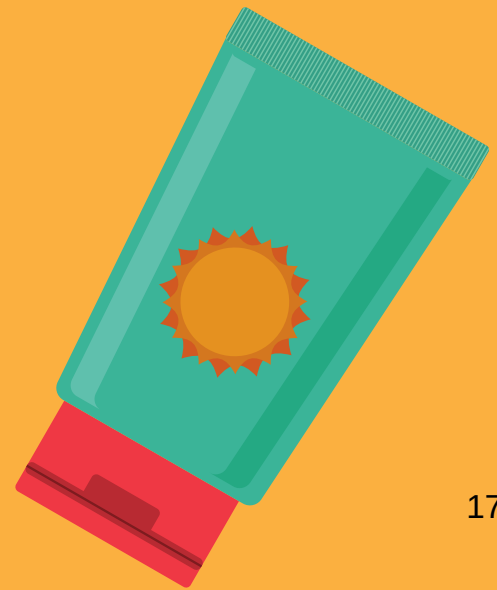
### Twitter Ideas

Tanning or burning? Both expose skin to damage and an increased risk for #Melanoma #SkinCancer #BurningTruth  
<http://bit.ly/2pnWg0c>

Colorado is beautiful, but the altitude gives an increased risk for #SkinCancer. #Prevent #Melanoma  
<http://bit.ly/2po6fCD>

Become a skin cancer superhero: <http://bit.ly/2HvVDY3>  
You can be a #SkinCancer Hero by detecting the disease early, when it's most treatable. Learn how to spot the signs of skin cancer on yourself and your partner.

*Love the  
Skin  
You're In!*



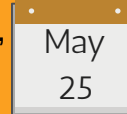


# Skin Cancer Screening Events

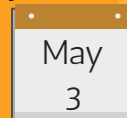
## Social Media Posts

### Facebook Ideas

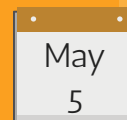
It's "Don't Fry Day!" Join the Skin Cancer Task Force, the Melanoma Research Foundation and members of the National Council on Skin Cancer Prevention to raise awareness and help reduce the rates of skin cancer, including melanoma.  
<https://bit.ly/2rp971O>



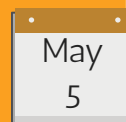
Do you live in Pueblo, check out the free SPOT me(tm) skin cancer screening on May 3rd. <http://bit.ly/2KiLoIj>



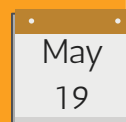
Do you live in Colorado Springs, check out the free SPOT me(tm) skin cancer screening on May 5th. <http://bit.ly/2KiLoIj>



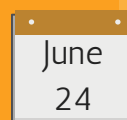
Do you live in Wheat Ridge check out the free SPOT me(tm) skin cancer screening on May 5th.  
<http://bit.ly/2KiLoIj>



Enjoy the Sun Safety Awareness Day at the Denver Botanic Gardens (May 19) with the Colorado Dermatologic Society. <http://bit.ly/2oh5PKo>



Join the Miles For Melanoma 5k run/walk. This fun event is June 24, 2018 at the Stapleton Central Park in Denver, and raises funds to support research, education and advocacy for melanoma. For more information or to register:  
<http://bit.ly/2oyCNbE>



### Twitter Ideas

It's #DontFryDay Join @skincancerprev to raise #MelanomaAwareness and reduce the rates of #SkinCancer  
<https://bit.ly/2rp971O>

Do you live in Pueblo, check out the free SPOT me(tm) #skincancer screening on May 3rd. <http://bit.ly/2KiLoIj>

Do you live in Colorado Springs, check out the free SPOT me(tm) #skincancer screening on May 5th.  
<http://bit.ly/2KiLoIj>

Do you live in Wheat Ridge check out the free SPOT me(tm) skin cancer screening on May 5th.  
<http://bit.ly/2KiLoIj>

Enjoy the Sun Safety Awareness Day at the Denver Botanic Gardens 5/19  
<http://bit.ly/2oh5PKo>

The #MilesForMelanoma is 6/24 in Denver. For more info and to register:  
<http://bit.ly/2oyCNbE>

# Melanoma & Skin Cancer Support in Colorado

## Events

### Sun Safety Awareness Day

May 19

Denver Botanic Gardens

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

### Miles For Melanoma

June 24

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/2r2Uf87>

## Screening Events

### Lutheran Medical Center - Free SPOT me™

May 5

Wheat Ridge

To make an appointment, call  
303-403-3608 or email  
[janette.obrien@sclhs.net](mailto:janette.obrien@sclhs.net)

### Dorcy Cancer Center - Free SPOT me™

May 3

Pueblo

To make an appointment, call Brenda  
Galassini, 719-557-4548

### Peak Vista Health Clinic- Free SPOT me™

May 5

Colorado Springs

To make an appointment, call  
Peggy Thomas, 719-776-8208



# 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/>



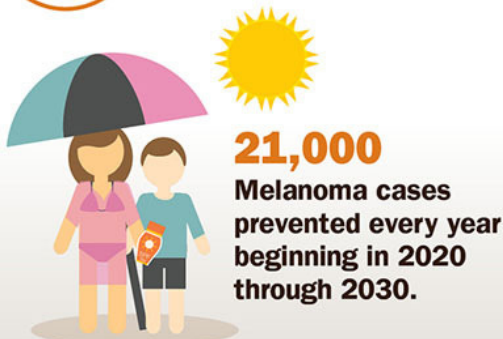
# Preventing Melanoma

## 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%20Social%20MediaToolkit%202018%20FINAL\\_0.pdf](https://smhs.gwu.edu/cancercontroltap/sites/cancercontroltap/files/Melanoma%20Social%20MediaToolkit%202018%20FINAL_0.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**



## **2018 Social Media Toolkit**

  
*Colorado Cancer Coalition*

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