



## Michigan Cancer Consortium

### Tool of the Month – May is Skin Cancer Detection and Prevention Month

- [Article](#) – sample skin cancer awareness article for MCC member/partner organization employee newsletters
- [Data](#) – quick, ready-to-use skin cancer stats and sources
- [Resources](#) – MCC and other resources of skin cancer information
- [Social media](#) – ready-to-use skin cancer awareness tweets AND posts

MCC Tool of the Month

May 2017 is National Skin Cancer Detection and Prevention Month

Sample Article for MCC Member and Stakeholder Organization Employee Newsletters

## **Learn Why Skin Cancer Rates Continue to Increase**

### **May is National Skin Cancer Detection and Prevention Month**

Most people are aware of the things that cause skin cancer such as indoor tanning, not using sunscreen, and not covering and protecting skin during peak sunlight hours. Despite this, skin cancer rates have continued to increase in the United States (U.S.) according to the Surgeon General's Call to Action to Prevent Skin Cancer Executive Summary. Skin cancer is the most commonly diagnosed cancer in the U.S. Current estimates are that one in five Americans will develop skin cancer in their lifetime. The American Cancer Society projects there will be 2,780 new cases and 290 deaths due to melanoma in Michigan in 2017.

It is clear what people can do to lower their skin cancer risk:

- Stay in the shade – especially during midday hours
- Wear a hat
- Wear clothing that covers your skin, including arms and legs
- Wear sunglasses that block harmful ultraviolet (UV) rays
- Use sunscreen appropriately
- Avoid indoor tanning

“According to the CDC, ultraviolet rays whether from the sun or indoor tanning can cause skin cancer including melanoma, the deadliest type of skin cancer,” says [IF DESIRED, INSERT SPOKESPERSON'S NAME AND TITLE HERE]. “Indoor tanning is particularly dangerous for younger users; people who begin indoor tanning during adolescence or early adulthood have a higher risk of getting skin cancer,” [SPOKESPERSON NAME HERE] states. “People need to protect their skin and limit their exposure to UV rays.”

Researchers estimate that indoor tanning may cause more than 400,000 cases of skin cancer in the U.S. each year. Women younger than 30 are six times more likely to develop melanoma if they tan indoors. Learn more from the Centers for Disease Control and Prevention's (CDC) [Burning Truth awareness campaign](#) about tanning and skin cancer.

Most cases of skin cancer are preventable. This is important because skin cancer can be disfiguring or even deadly. Be sure to check your skin regularly and report any changes to your health care provider.

## MCC Tool of the Month

### May 2017 is National Skin Cancer Detection and Prevention Month Data and Data Resources – Skin Cancer

## Data and Data Resources – Skin Cancer

**Quick background statement on skin cancer:** Skin cancer is the most commonly diagnosed cancer in the United States. The most recent study of basal and squamous cell skin cancer estimated that in 2012, 5.4 million cases were diagnosed among 3.3 million people. An estimated 87,110 new cases of melanoma, the more deadly skin cancer, will be diagnosed in the US in 2017. Invasive melanoma accounts for only about 1% of all skin cancer cases, but the vast majority of skin cancer deaths.  
Source: [American Cancer Society Facts and Figures 2017](#)

### Quick data

- **U.S.**

- It is estimated that 87,110 cases of melanoma will occur in 2017
  - It is estimated that there will be 9,730 deaths from melanoma in 2017
- Source: [American Cancer Society Facts and Figures 2017](#)

- **Michigan**

Incidence

- In 2013, the age-adjusted invasive cancer new case rate of melanoma of the skin was 18.7/per 100,000
- In 2013, there were 2,106 new cases of melanoma

Source: [Michigan Cancer Surveillance Program](#)

Mortality

- In 2014, the age-adjusted death rate due to melanoma of the skin was 2.4/per 100,000
- In 2014, there were 279 deaths due to melanoma

Source: [Michigan Cancer Surveillance Program](#) – readily available Michigan and county-level data

2017 Projections

- It is estimated there will be 2,780 cases of melanoma
- It is projected that 290 people will die as a result of melanoma

Source: [American Cancer Society – Facts and Figures 2017](#)

### Disparities

Melanoma is most commonly diagnosed in non-Hispanic whites, with an annual incidence rate of 26 (per 100,000), compared to 5 in Hispanics and 1 in Blacks. Incidence rates are higher in women than in men before age 50, but by age 65, rates in men are double those in women.

Source: [American Cancer Society – Facts and Figures 2017](#) (2009-2013 data)

People of European descent and non-Hispanic whites have the highest melanoma incidence and death rates because they generally have lighter natural skin color. **However**, race and skin type do not always align neatly, and wide genetic variation exists within races. People who identify as being other than non-Hispanic white may still be at higher risk of skin cancer because of their skin type and may underestimate their risk. Some black Americans report being sensitive to the sun. Recent data showed low reported use of sun protection behaviors among Hispanics, and melanoma may be increasing among some Hispanic groups.

Source: [The Surgeon General's Call to Action to Prevent Skin Cancer](#), Risk Factors for Skin Cancer, Race and Ethnicity

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## MCC and Other Resources – Skin Cancer

### **MCC Resources**

[For Health Professionals](#)

[For Patients](#)

[Public Outreach](#)

[Skin Cancer Prevention is addressed in the MCC's Cancer Plan for Michigan](#)

See Objectives 12 & 13 (pages 11 and 12):

### **Websites of Interest**

[American Academy of Dermatology](#)

[American Cancer Society – Facts and Figures 2017](#)

[Centers for Disease Control and Prevention](#)

[National Cancer Institute](#) (Skin Cancer – Patient Version)

[National Council on Skin Cancer Prevention](#)

The National Council Declares the Friday before Memorial Day, May 26, 2017, is  
“**Don't Fry Day**” To Encourage Sun Safety Awareness – find resources and more information

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Ready-to-Use Social Media

Social Media – Quick Tweets and Posts

**Sample Tweets**

Tanned skin isn't healthy skin. Get more facts from the @CDCgov [#BurningTruth](#) campaign

Indoor tanning can lead to skin cancers like #melanoma. Learn more facts from [@CDCgov](#):

What can you do to reduce your risk of #skincancer, including #melanoma? [Get some tips](#)

Don't get burned by #TanningMyths. Even a base tan can lead to #melanoma: [BurningTruth](#)

Teen girls & young women – tanned & burned skin is damaged skin – it's a risk for #skincancer – [Tanned Skin Is Not Healthy Skin.](#)

Teen girls & young women – indoor tanning is a risk for #skincancer. The burning truth: [Controlled Tanning Is Not Safe Tanning.](#)

DYK UV exposure is the most common cause of #skincancers like #melanoma? [Get the facts](#) & protect your skin

#Melanoma is the second most common form of cancer in females age 15-29. [Protect your skin](#)

#Melanoma is increasing faster in females age 15-29 than in males of the same age group. [Protect your skin.](#)

**Find skin cancer detection and prevention posts on the next page.**

## MCC Tool of the Month – Skin Cancer – May 2017

### May is National Skin Cancer Detection and Prevention Month

### Ready-to-Use Social Media

#### **Sample Facebook Posts:**

Teen girls and young women – [skin cancer](#) is the second most common cancer in women between 20 and 29 years old and the most common cancer in the US

The Centers for Disease Control and Prevention's [Burning Truth](#) campaign wants you to keep your skin healthy and beautiful for life by protecting it from too much exposure to ultraviolet (UV) rays from the sun and tanning beds.

Indoor tanning is harmful and can lead to skin cancers like melanoma. It's particularly dangerous for younger users. [Get more facts about indoor tanning](#) from CDC

You can [reduce your skin cancer risk](#) including melanoma – avoid indoor tanning, use sunscreen, cover exposed skin, and avoid the sun during midday hours

Melanoma is the deadliest form of skin cancer and is commonly caused by UV exposure, but many people still don't use sunscreen regularly. Protect your skin with these [tips from the CDC](#)

Did you know you can protect your family and yourself from skin cancers like melanoma? Start with these tips from the CDC to [stay sun safe outdoors](#)

Don't get burned by tanning myths like this one: "Indoor tanning is the safer way to tan." The truth is that [indoor tanning exposes you to intense UV rays](#) and increases your risk of melanoma

Indoor tanning causes wrinkles and age spots, changes your skin's texture and can lead to skin cancers like melanoma. Every time you tan you increase your risk of getting skin cancer, including melanoma. [More facts from CDC](#)

Do you know how to check for melanoma? Check out the [ABCDE's of melanoma](#) a handy way the CDC reminds us to regularly check for changes in our skin and also what to look for when you check

You can reduce your risk of melanoma skin cancer by avoiding excessive exposure to UV rays from the sun or indoor tanning. [Get more information from the Centers for Disease Control and Prevention.](#)