



Michigan Cancer Consortium

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

- [Article](#) – sample skin cancer awareness article for MCC member 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 2016
National Skin Cancer Detection and Prevention Month
Sample Article for MCC Member and Stakeholder Organization Employee Newsletters

May is Skin Cancer Detection and Prevention Month

Check Your Tanning IQ and Protect the Skin You're In

Are these three tanning statements true or false? Controlled tanning is safe tanning. A base tan is a safe tan. Tanned skin is healthy skin. All three are false – don't get burned by tanning myths.

A tan is how the body responds to injury from ultraviolet (UV) rays, showing that damage has been done. The Centers for Disease Control and Prevention's (CDC) Burning Truth awareness campaign sets the record straight on tanning and skin cancer, the most common cancer in the United States. <http://www.cdc.gov/cancer/skin/burningtruth/>

"According to the CDC, 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 ultraviolet rays, whether from the sun or indoor tanning beds."

A 2013 study found that one in five high school females still engaged in indoor tanning and about one in ten girls used an indoor tanning bed 10 or more times during the year. Using a tanning bed before the age of 35 is associated with a higher risk of developing melanoma.

Follow this link to read stories from young women about tanning and subsequent experiences with skin cancer including melanoma.

<http://www.skincancer.org/true-stories/teen-tanners>.

This link shows what skin cancer and melanoma look like:

<http://www.cancer.org/cancer/skincancer/galleries/skin-cancer-images>. Be sure to talk with your doctor if you notice any changes with your skin.

Protect your skin from the harmful effects of UV rays. Avoid the sun during the middle of the day. Cover exposed skin, wear sunglasses and a hat and also use sunscreen appropriately to lower your risk for skin cancer. Avoid tanning beds and check your skin regularly and report changes to your healthcare provider. For more information on lowering your risk for skin cancer, go to: <http://www.cancer.org/cancer/skincancer/index>.

The American Cancer Society projects that in Michigan, there will be over 2,500 cases and 300 deaths due to melanoma in 2016.

MCC Tool of the Month – May 2016
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 common of all cancers. About 3.5 million cases of basal and squamous cell skin cancer are diagnosed in the United States each year. It is projected that melanoma, a more dangerous type of skin cancer, will account for over 76,000 cases of skin cancer in 2016.

Quick data

- **U.S.**

- It is estimated that 76,380 cases of melanoma will occur in 2016
- It is estimated that there will be 10,130 deaths from melanoma in 2016
Source: American Cancer Society Facts and Figures 2016

- **Michigan**

Incidence

- In 2012, the age-adjusted melanoma of the skin invasive cancer incidence rate was 16.84/per 100,000
- In 2012, there were 1,893 cases of melanoma

Mortality

- In 2013, the age-adjusted mortality rate for melanoma of the skin was 2.49/per 100,000
- In 2013, there were 283 deaths due to melanoma
Source: [Michigan Cancer Surveillance Program](#) – readily available Michigan and county-level data

2016 Projections

- It is estimated there will be 2,560 cases of melanoma
- It is projected that 300 people will die as a result of melanoma
Source: American Cancer Society – Facts and Figures 2016
<http://www.cancer.org/research/cancerfactsstatistics/cancerfactsfigures2016/>

MCC Tool of the Month – May 2016
National Skin Cancer Detection and Prevention Month

MCC and Other Resources – Skin Cancer

For Health Professionals

<http://www.michigancancer.org/Resources/SkinPV.html>

For Your Patients

<http://www.michigancancer.org/Resources/SkinPT.html>

Public Outreach

<http://www.michigancancer.org/Resources/SkinPO.html>

Skin Cancer Prevention is addressed in the MCC's Cancer Plan for Michigan

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

<http://www.michigancancer.org/PDFs/CancerPlan/Michigan'sComprehensiveCancerControlPlan2016-2020.pdf>

Websites of Interest

- American Academy of Dermatology
<https://www.aad.org/media/stats/conditions/skin-cancer>
- American Cancer Society – Facts and Figures 2016
<http://www.cancer.org/research/cancerfactsstatistics/cancerfactsfigures2016/>
- Centers for Disease Control and Prevention
<http://www.cdc.gov/cancer/skin/index.htm>
- National Cancer Institute
<http://www.cancer.gov/types/skin>

MCC Tool of the Month – Skin Cancer – May 2016
May is National Skin Cancer Detection and Prevention Month
Ready-to-Use Social Media

Social Media – Quick Tweets and Posts

Sample Tweets

Tanned skin isn't healthy skin. Get more facts from @CDCgov's [#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 the skin you're in.

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

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

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

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 [Burning Truth communication initiative](#) is encouraging you to keep your skin healthy and beautiful for life by protecting yourselves 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.

What can you do to [reduce your risk of skin cancer](#), including melanoma? Avoid indoor tanning, use sunscreen, and stay in the shade 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 all the skin you're in 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 the [ABCDE's of melanoma](#)? This handy guide from CDC reminds you to regularly check for changes in your skin and 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 [National Cancer Institute](#).