

MCC Tool of the Month  
May 2019 is National Skin Cancer Detection and Prevention Month



May 2019

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

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- [Article](#) – sample skin cancer awareness article for MCC member and partner organization employee newsletters
  - [Data](#) – quick, ready-to-use skin cancer stats and sources
  - [Resources](#) – skin cancer resources for MCC member and partner organizations
  - [Social media](#) – ready-to-use skin cancer awareness Facebook posts and Tweets

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### **Sample Newsletter Article**

**Intended use:** use this article in your employee newsletters and as the basis for a press release; to promote awareness.

## **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. It is estimated that approximately 9,500 people in the U.S. are diagnosed with skin cancer every day.

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 about tanning and skin cancer from the [Centers for Disease Control and Prevention's \(CDC\)](#).

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.

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### Quick Data and Data Resources – Skin Cancer Awareness

**Intended Use:** use quick data to help tell the story of skin cancer burden and disparities.

**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 96,480 new cases of melanoma, the more deadly skin cancer, will be diagnosed in the US in 2019. 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 2019](#)

#### Quick data

- **U.S.**

- It is estimated that 96,480 cases of melanoma will occur in 2019
  - It is estimated that there will be 7,230 deaths from melanoma in 2019
- Source: [American Cancer Society Facts and Figures 2019](#)

- **Michigan**

Incidence

- In 2016, the age-adjusted invasive cancer new case rate of melanoma of the skin was 20.2/per 100,000
  - In 2016, there were 2,389 new cases of melanoma
  - New cases of melanoma have increased by 29% over the last 20 years
- Source: [Michigan Cancer Surveillance Program](#)

Mortality

- In 2017, the age-adjusted death rate due to melanoma of the skin was 2.06/per 100,000
  - In 2014, there were 255 deaths due to melanoma
- Source: [Michigan Cancer Surveillance Program](#) – readily available Michigan and county-level data

2019 Projections

- It is estimated there will be 3,300 cases of melanoma
  - It is projected that 230 people will die as a result of melanoma
- Source: [American Cancer Society – Facts and Figures 2019](#)

#### Disparities

Melanoma is most commonly diagnosed in non-Hispanic whites, with an annual incidence rate of 25.1 (per 100,000), compared to 5.9 in American Indians, 4.4 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: Centers for Disease Control and Prevention - United States Cancer Statistics (2015 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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### **Resources for providers and their staff**

**Intended use:** promote available skin cancer resources to both health care providers and patients

#### **MCC Resources**

[For Health Professionals](#)

[For Patients](#)

[Public Outreach](#)

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

See Objectives 12 & 13 (pages 11 and 12)

#### **Websites of Interest**

[American Academy of Dermatology](#)

[American Cancer Society – Facts and Figures 2019](#)

[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 25, 2019, is “**Don’t Fry Day**” To Encourage Sun Safety Awareness – find resources and more information

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## Social Media – Quick Tweets and Posts

### **Sample Tweets**

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

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. A base tan can lead to #melanoma. [Learn how to protect your skin.](#)

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

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

Keep your skin healthy and beautiful for life by protecting it from too much exposure.

<https://www.youtube.com/watch?v=n46BbCA4GWo&feature=youtu.be>

### **Sample Facebook Posts**

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.

<https://www.youtube.com/watch?v=n46BbCA4GWo&feature=youtu.be>

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](#).

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](#)

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.](#)