



# Melanoma Awareness Newsletter

Spring Edition

American Academy of Dermatology, [www.aad.org](http://www.aad.org). For screenings in other states (or for more information about the screenings), please go to [www.aad.org/SkinCancerScreening/LocationSearch.aspx](http://www.aad.org/SkinCancerScreening/LocationSearch.aspx)

## Free Skin Cancer Screenings

The American Academy of Dermatology Academy has been partnering with dermatologists across the United States since 1985 to offer free skin cancer screenings.

### What is a skin cancer screening?

A skin cancer screening is a FREE visual inspection of your skin by a medical professional. No blood work is taken whether it is a public or private screening. The screenings are for skin cancer only.

### Who will provide the skin cancer screening?

A dermatologist, resident or well-trained non-physician such as a nurse practitioner or physician assistant under the direction of a dermatologist.

### What areas of my body will be screened for skin cancer?

If the screening is in a private setting, a full-body screening can be provided if you desire. If the screening is in a public setting with very limited privacy, only exposed areas (face, neck, arms, hands, etc.) will be screened/visually inspected for skin cancer.

### How long will the screening last?

Screenings take approximately 10 minutes, including completing the paperwork and getting your skin checked. Please note that this is a rapid screening and is not to replace a skin exam with your physician.

Listed below are dermatology offices in Minnesota that have free skin check clinics. All you need to do to get a free skin check is call and make an appointment. Please call early because spots fill up quickly (see page 3 for locations).

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## St. Paul Women's Expo 2008

Melanoma Awareness' booth at the Women's Expo was very popular!

Men, women and children were amazed when they viewed their faces in our Dermaview machine (the machine shows sun damage that is not visible with the naked eye). The machine caused quite a stir, and many people came back a second time with their friends, insisting that they take a look at their skin as well.

We handed out buttons, sunscreen, brochures, candy and lots of information to the booth visitors.

This was our first time at this event, and we are excited to attend again next year.



## Tanning Bed Stats and Legislation



### Did you know that?

On an average day in the United States, more than 1 million people tan in tanning salons.

Nearly 70 percent of tanning salon patrons are girls and women, primarily aged 16 to 29 years.

Nearly 30 million people tan indoors in the United States annually. Of these, 2.3 million are teens.

The indoor tanning industry has an estimated revenue of \$5 billion, a fivefold increase from 1992

### What about Legislation?

Only half of the states in the U.S. regulate indoor tanning use by minors, despite the call from the World Health Organization (WHO) to prohibit minors from indoor tanning because of the danger of skin cancer.

In September 2007, the Tanning Accountability and Notification

Act, or TAN Act (FDA reform bill, HR 3580), became law. This law requires the U.S. Food and Drug Administration to determine whether the current labeling of indoor tanning beds provides sufficient information about the risks associated with indoor tanning and whether modifying the warning label required on tanning beds to read "Ultraviolet radiation can cause skin cancer" would more effectively communicate the risks of skin cancer to the general public.



## Melanoma Monday, May 7, 2008

MAY IS MELANOMA/SKIN CANCER DETECTION AND PREVENTION MONTH!

*Learn the facts about skin cancer and how you can take steps to reduce your risk of developing it.*



## Free Teleconference – Immunologic Drugs

**The Melanoma Research Foundation is offering a free teleconference on**

**MONDAY  
APRIL 28, 2008**

**FROM 12:00 PM TO 1:00  
PM (EDT)**

**SPEAKER: JEFFREY  
WEBER, MD, PhD**  
(Director, Donald A. Adam Comprehensive Melanoma Research Center; Professor

and Associate Chair, Department of Oncologic Sciences, H. Lee Moffitt Cancer Center & Research Institute).

**TOPIC:** Speaking generally about the immunologic drugs under investigation and specifically how the anti CTLA trials are progressing. What are the successes and where is the drug falling short? Which patients would

be most appropriate for participation in trials?

Register online at [www.melanoma.org](http://www.melanoma.org), or by calling 800-673-1290.

## Free Skin Screening Schedules

### MINNESOTA

Name	Phone	Location	City	State	Postal Code	Screen Date
Jane Veitch	952-442-2191 x611	Ridgeview Excelsior Clinic	Excelsior	MN	55331	Saturday, April 05, 2008
Lisa Zabel	952-469-503	Center for Dermatology	Lakeville	MN	55044	Friday, May 02, 2008
Janice Anastasi	952-403-2712	St. Francis Cancer Center	Shakopee	MN	55379	Wednesday, May 14, 2008
Susan Olson	952-929-8888	Please call for an appointment	Minneapolis	MN	55424	Saturday, May 03, 2008
Natalie Roholt, MD, FAAD	218-333-5017	Meritcare Dermatology Bemidji	Bemidji	MN	56601	Monday, May 05, 2008



## What People Really Think About Their Skin

The "RAYS: Your Grade" survey (<http://www.aad.org/RaysYourGrade/>) polled adults in 32 U.S. metropolitan regions spanning 29 states and tested their knowledge, attitudes and behaviors toward tanning and sun protection.

Nearly three-quarters (73%) of adults feel that people look more attractive with a tan.

Nearly half (47%) of adults incorrectly believe that sun exposure is healthy.

More than one-third (37%) of adults incorrectly believe their skin type means they don't have to worry about sun exposure.

Four out of five (80%) adults are concerned about skin cancer and

feel it is important to protect themselves.

Almost one in four adults (24%) incorrectly believe that given the climate in which they live, they don't have to worry about skin cancer.

Four in 10 (42%) adults report having sunbathed in the past year.

Nearly one in 10 (9%) adults have used sun lamps or tanning beds in the past year.

Nearly two-thirds (65%) of adults got a tan last year.

Half (50%) of adults have been sunburned at least once in the past year.

About one-quarter (23%) of adults never examine their own skin for changes to moles and other skin blemishes.

More than half (54%) of adults have never been screened for skin cancer by a health care provider.

Almost two-thirds (65%) of adults know that sun exposure during childhood is related to skin cancer in adulthood.

Almost two-thirds (63%) of adults know that you can get skin cancer on parts of your skin that are never exposed to the sun.

More than half (52%) of adults know that getting a base tan is not a healthy way to protect skin from sun damage.

*A large majority (71%) of adults do not apply sunscreen on an average day.*

*Statistics from the "Rays" survey*

## Teens with Melanoma

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*To get the message across to students, we need to show them information that relates to their age group... To a teen, being 30 is too far in their future, so they assume they don't need to worry about it until they are older*


Melanoma Awareness goes into schools and talks with students about sun safety and melanoma. The program is very well received, but it could be better.

Are you a teen or young adult who has had melanoma? If so, you can help.

High school students are listening, but they would listen more if the story they were hearing was about someone more their own age.

If you are willing to share your journey, we would love to talk to you, take pictures, hear your story, and incorporate it into our presentation.


If you would like to tell your story, please contact us. You do not have to give speeches in schools or make personal appearances. We simply want to add your story to our presentation to make the connection with the students that this is not an old-person's disease – it affects young people in the prime of their lives.



**Tanning and Your Skin**


A tan may be fashionable but it's also visible proof that your skin has cellular damage. Continued exposure to the sun and UV radiation can cause:

- wrinkles
- brown age spots
- blotchiness
- leathery, older-looking skin



**Vitamin D: "The Sunshine Vitamin"**

Vitamin D helps the body absorb calcium and protects it in other ways. The body gets some of its vitamin D from food and some by making it from sunlight (specifically UVB rays). You may have heard that you need to spend time in the sun without sunscreen to get enough of this vitamin. But that's not true. Plenty of UVB rays still get through sunscreen to help the body get enough vitamin D.



**Tans Weren't Always the Rage**

Being as pale as possible was once desirable in some countries because a tan was the sign of manual labor. The wealthy could afford to have other people do that work for them, so the paler people were, the richer they seemed. Then in the 1920s designer Coco Chanel returned from a vacation to the French Riviera with a deep tan and suddenly tans were the badges of the rich.

## Health Life Expo This Fall



OCTOBER 18-19, 2008

Saturday 10:00 am to 7:00 pm  
 Sunday 10:00 am to 5:00 pm

Hopkins Eisenhower Community Center  
 1001 Highway 7 - Hopkins, MN 55305

Tickets ONLY \$6 at the Door!  
 (anyone under 17 admitted for FREE with a paid Adult). If you pre-register, admission is free. You can pre-register on our web site.

Nutrition, Fitness, and Longevity - It's all here! See unique exhibitors offering everything for **health, balance and success** in all areas of life. There will also be special speaker room with ongoing speaker presentations.

We will have our Dermaview machine on hand for facial scans, and lots of other items to hand out.

If you are interested in volunteering to "man" the booth, please contact us.

## The Beauty of SPF in Your Makeup



In all of the years that makeup has been in use, it's a wonder that the creation of makeup and beauty products containing SPF wasn't thought of sooner. What better way to look great than wearing makeup that's actually good for your skin? SPF makeup is the perfect way to enhance your beauty while guaranteeing healthy, glowing skin that's safe from UV rays.

Sun care is a topic that more and more dermatologists are encouraging the general public to practice. During the summer months, the use of sunscreen and sun block is important in avoiding the risk of skin cancer. Unfortunately, the thought of wearing sunscreen on a daily basis isn't appealing to many people. Whether it's the greasy feel, the unpleasant smell or the unattractive white film, there are still scores of folks who don't wear sunscreen - in spite of all the latest spray-on sun blocks and fragrant-smelling formulas. Applying sunscreen to your body while at the beach is one thing but the thought of having to apply it to your face everyday can be seen as a hassle...enter SPF makeup.

Instead of ignoring the importance of sun care and putting your skin at risk this summer, look into replacing your regular makeup items with high-grade SPF makeup. Not only does SPF makeup prevent you from the sun's harmful UV rays, it also helps you preserve youthful skin. Even though skin cancer is the worst result, excessive exposure to the sun without protection can also lead to premature aging: age spots, leathery, rough textured skin, fine lines and wrinkles. Not a pretty sight.

The creation of SPF makeup makes it easy for anyone to protect their face during the day without the same hassles of applying regular sunscreen - no messy creams or lotions to put on your face, no heavy residue leftover and no worries about reapplication.

Many department stores and major cosmetic manufacturers have their own lines of SPF makeup. Visit a makeup counter and ask to try samples of the products or get a makeover using SPF makeup to see how it looks on your skin. There are a number of different makeup items that now contain SPF in its formulas. Sheer foundations now contain broad-spectrum titanium dioxide and zinc oxide sun block so you can still get great coverage that safely protects you from UVA/UVB rays. Tinted moisturizers with SPF 15 are also available if you don't need the complete coverage that foundation offers. Lipstick and other makeup must-haves also come with special SPF protection so no part of your face gets left behind.

The key to SPF makeup is to combine the benefits of sun care products into one product, making it easier to use on a daily basis. Not only does high-grade SPF makeup keep the sun from damaging your skin, many of these products are specially formulated to heal and repair skin that has been damaged in the past. With continued use, your complexion can stay safe from the signs of aging so you'll look youthfully radiant no matter what age you are!

[www.carefair.com](http://www.carefair.com)

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We're on the Web!

See us at:  
[www.melanomaawareness.org](http://www.melanomaawareness.org)

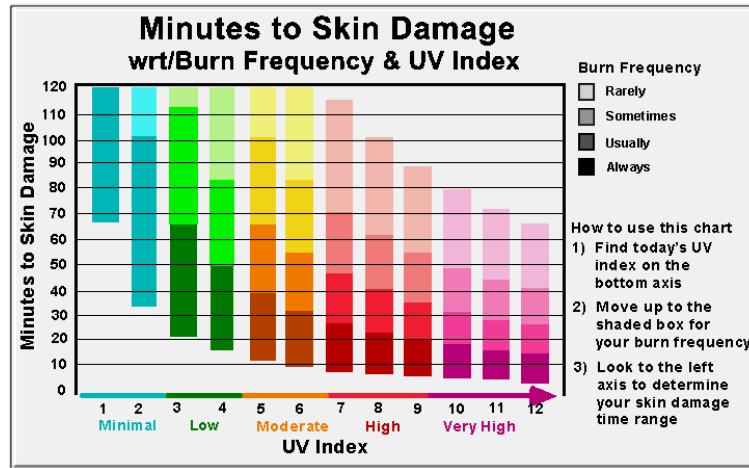


Chart was found on  
<http://www.sunblitz.com>

## Melanoma Support Group

**North Memorial Hospital  
 and Huber H. Humphrey  
 Cancer Clinic**

West Health Building;  
 2855 Campus Drive  
 Plymouth, Minnesota  
 55441

For more info: Please call  
 Jewel at 763-520-7383 or  
 Jean at 763-786-1905  
 Fourth Tuesday of every  
 month 6:30-8:00 p.m.

*"Remember, we all  
 stumble, every one of  
 us. That's why it's a  
 comfort to go hand in  
 hand."  
 ~Emily Kimbrough*

### About Our Organization...

Melanoma Awareness is a Minnesota 501(c)(3) non-profit corporation established in 2005 in honor of Keith Kamman, a talented architect and dedicated husband, father, son and friend, who passed away from melanoma at the age of 33. Our goal is to educate the public

about the dangers of uv rays and indoor tanning, and to reach teens in schools and explain sun safety, dangers, and body awareness.

Melanoma Awareness' mission statement: To raise public

awareness about melanoma, To provide moral support as well as financial support to melanoma victims and their families; and To support and promote melanoma research.

**MELANOMA  
 AWARENESS**  
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