<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter(s)</th>
</tr>
</thead>
</table>
| 2:00 pm | Welcome & Introductions | Steven L. Reynolds, MPH  
Deputy Director, Office for State, Tribal, Local and Territorial Support, CDC |
| 2:05 pm | Presentations         | Gery P. Guy, Jr., PhD, MPH  
Health Economist, Division of Cancer Prevention and Control, National Center for Chronic Disease Prevention and Health Promotion, CDC |
|         |                       | Matthew Roach, MPH  
Climate & Health Program Manager, Office of Environmental Health, Arizona Department of Health Services |
|         |                       | Michelle Strangis, JD, MPH  
Policy Coordinator, Comprehensive Cancer Control Program, Minnesota Department of Health |
| 2:30 pm | Q&A and Discussion    | Steven L. Reynolds, MPH                                                     |
| 2:55 pm | Wrap-up               |                                                                            |
| 3:00 pm | End of Call           |                                                                            |
Vital Signs Teleconference

to support STLT efforts and build momentum around the monthly release of CDC Vital Signs
Melanoma Incidence and Mortality Trends and Projections—United States, 1982–2030

Gery P. Guy Jr., PhD, MPH
Health Economist, Epidemiology and Applied Research Branch,
Division of Cancer Prevention and Control

Vital Signs Town Hall Teleconference
June 9, 2015
Melanoma

- Skin cancer is the most common form of cancer in the United States
  - Melanoma is responsible for the most skin cancer deaths

- More than 90% of melanoma cases in the United States are attributed to ultraviolet radiation (UV) exposure

- Melanoma can be prevented by reducing UV exposure from sunbathing and indoor tanning and increasing the use of sun protection
Preventing Melanoma—
Communities Play a Vital Role

- More than **9,000** Americans die of melanoma each year
- The rate of new cases of melanoma **doubled** from 1982 to 2011
- Using proven community prevention programs could avoid an estimated **21,000** new melanoma cases each year

![Image showing prevention of melanoma](image-url)
Community-level interventions to reduce sun exposure include:

- Providing sunscreen and shade
- Increasing the availability of protective clothing and hats
- Scheduling activities before or after midday hours

The Guide to Community Preventive Services recommends community-wide programs that combine education, mass media campaigns, and policy changes to increase skin protection.
Methods

- **Current melanoma incidence and mortality rates**
  - United States Cancer Statistics, 2011
  - CDC’s National Cancer for Health Statistics, 2011

- **Melanoma incidence and mortality trends, and future projections of cases and treatment costs**
  - Surveillance, Epidemiology, and End Results (SEER) program, 1982–2011
  - National Cancer for Health Statistics, 1982–2011
  - Estimated potential melanoma cases and costs that could be averted if a comprehensive skin cancer prevention program was implemented in the United States
In 2011, a total of 65,647 melanomas were reported in the United States:
- The overall age-adjusted rate was 19.7 per 100,000.
- Melanoma incidence rates increased with age and were highest among non-Hispanic whites (24.6).

In 2011, a total of 9,128 melanoma deaths occurred in the United States:
- The overall age-adjusted rate was 2.7 per 100,000.
- Melanoma incidence rates increased with age and were higher among men (4.0) than among women (1.7).

Source: MMWR, 2015
Observed and Projected Age-Adjusted Melanoma Incidence Rates—United States, 1982–2011
Annual Observed and Projected Number of New Melanoma Cases Among Whites—United States, 2011–2030
Annual Observed and Projected Cost of Treating of New Melanoma Cases Among Whites—United States, 2011–2030
Reducing the Health and Economic Burden of Melanoma

Community skin cancer prevention programs can prevent future melanoma cases and decrease treatment costs.

21,000
Melanoma cases prevented every year beginning in 2020 through 2030.

$250 Million
Projected savings every year beginning in 2020 through 2030.
What Can Be Done to Address Melanoma?

Communities and policymakers can

- Increase shade at playgrounds, public pools, and other public places
- 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
Thank You
www.cdc.gov/cancer

For more information, contact
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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.
Implementing Sun Safety Education in Arizona

Matthew Roach, MPH
Climate and Health Program Manager
Office of Environmental Health
Arizona Department of Health Services
Preventing Skin Cancer by Building Momentum: Getting the Ball Rolling

- From sun-seeker and journalist to melanoma survivor and skin cancer prevention specialist
- One person can make a difference!
- Start with one step, one action
- Let’s jump right in!
How Did We Start Sun Safety in Arizona?

- **Who are you?:** State health department, foundation, advocate?
- **Take stock:** What resources do you already have?
- **Identify likely advocates:** schools, parks, sports teams
- **Identify your audience:** Who will you most likely impact?
What Did We Do?

- Adapted EPA SunWise Program and vetted it with Arizona Department of Education
- Outreach to schools: In-person presentations worked best
- Evaluation: Ask people for feedback informally or through a 1-page anonymous survey

Today, you have The Community Guide and the Surgeon General’s Call to Action to Prevent Skin Cancer as your roadmaps!

Arizona’s School Sun Safety Mandate

- Arizona: First state to mandate sun safety education, August 2005
  - Affects 707,329 students in 1,100 K-8 public and charter schools
  - Partnerships with ~250 organizations including sports teams, summer camps, libraries, afterschool programs
  - Requirement for the state’s 2,488 licensed childcare providers

- Customer service is KEY to success

- Be visible
  - Poster & video contests
    - [https://www.youtube.com/watch?v=g7zjMcWC1CA](https://www.youtube.com/watch?v=g7zjMcWC1CA)
  - Speak at existing conferences/events
  - Talk to people
Goals: Reach & Protect Kids, Educators, and Reduce Ultraviolet Exposure in Arizona

Why kids? Why schools?

- Kids are outdoors during hours of peak ultraviolet (UV) exposure
- Kids spend about 180 hours outdoors annually
- K-8 most receptive to developing sustainable, life-long habits
- Policies are easier for schools to enforce at this age
- Evaluations show most improvement in ability to demonstrate harmful effects of the sun
Precautions & Sun Safety Messages

- Cover up
- Use sunscreen and lip balm with a Sun Protection Factor (SPF) of 15+ every day
- Wear a wide-brimmed hat
- Wear sunglasses
- Seek shade
- Limit midday exposure
- Check the UV Index
- Avoid sun lamps and tanning booths

School Policy: Sample Template, Can Be Expanded

- **Introduction**

- **Rationale**

- **Policy and Guidelines**
  - The following precautions will be taken for all outdoor activity and physical activity, including but not limited to: recess, physical education classes, field trips, club meetings, after-school and before-school activities, athletic practices and competitions. Students and staff are encouraged to protect skin with sunscreen SPF 15+, lip balm, hats, sunglasses, clothing, shade, and limit exposure during peak midday UV.
  - [www.azdhs.gov/phs/sunwise](http://www.azdhs.gov/phs/sunwise)

- **Sun safety policies in K-8 schools recommended by The Community Guide**
Conclusions: Lessons from Arizona’s Leadership in Skin Cancer Prevention

- “No” just means “not right now”
- Measure processes and outcomes
- Use data and policy tools in a coordinated way
- Sun-safety policies can be effective at different levels
  - Statewide and school-specific efforts
- Focus on high-risk groups, such as children
- Partner widely with other sectors
- Communicate with others working on sun safety
Contact Information

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*Climate and Health Program Manager*
Office of Environmental Health
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**Email:** [Matthew.Roach@azdhs.gov](mailto:Matthew.Roach@azdhs.gov)
Preventing Skin Cancer in Minnesota

Michelle Strangis, JD, MPH
Cancer Policy Coordinator
Minnesota Department of Health
The Minnesota Partnership to Prevent Skin Cancer

- **Minnesota Cancer Alliance**
  - American Cancer Society Cancer Action Network
  - American Cancer Society
  - Minnesota Dermatological Society
  - University of Minnesota School of Public Health

- **Minnesota Department of Health**
  - Comprehensive Cancer Control Program
  - Cancer Surveillance System
  - Environmental Public Health Tracking Program
  - Center for Health Statistics
  - Communications Office
Preventing Skin Cancer in Minnesota

The Problems

- Increasing rates of skin cancer in Minnesota
- Indoor tanning among high school students
Melanoma of the Skin: Age-Adjusted Incidence Rates by Sex Among Non-Hispanic Whites Ages 20–49 in Minnesota, 1995–2011

Data source: Age-adjusted incidence rates were provided by the Minnesota Cancer Surveillance System (MCSS).

Source: MCSS (December 2011)
Indoor Tanning in Minnesota

- 34% of 11th grade, white females in Minnesota tanned at least once in the past year

- More than half of that group tanned 10 or more times during the year

Source: 2013 Minnesota Student Survey
Multicomponent Community-Wide Interventions

- Individual directed components
- Media campaigns
- Environmental and policy components

Individual Directed Component

UVVideo Challenge website landing page
http://www.health.state.mn.us/uvideo/
Minnesota’s melanoma rates jump

- Health commissioner urges caution in sun and in tanning beds.

By PAUL WALSH • pwalsh@startribune.com

The incidence of melanoma, a serious form of skin cancer, has risen sharply in Minnesota since 2005, and state health officials are urging caution about exposure to the sun — winter and summer — and tanning beds.

“If not found early, melanomas can spread to other parts of the body and can be deadly,” said Dr. Ed Ehlinger, the state’s health commissioner. “For Minnesotans, the main risk for sun exposure is in the summer, but we also want to remind people taking winter vacations that they risk serious health consequences if they don’t protect their skin from ultraviolet light.”

38% rise in melanoma rates for females between 2005 and 2009

35% rise in males between 2005 and 2009, the Health Depart-
Teen girls risk cancer for a tan

By JEREMY OLSON
jeremy.olson@startribune.com

In the quest to look “better, cuter, hotter,”
a troubling number of teenage girls in Min-
nesota are exposing themselves to harmful
levels of ultraviolet light with tanning beds
and increasing their risks of skin cancer.

Fully a third of white 11th-grade Min-
nesota girls have tanned indoors in the
past year, according to a state survey
released Tuesday, and more than half of
them used sun beds, sunlamps or tan-
ning booths at least 10 times in a recent
12-month period.

The results were sobering to public
health officials and dermatologists, who
have struggled to find a message as persuas-
ive to teens as the desire to achieve mythic
beauty or look bronzed in prom photos.

Indoor tanning beds deliver 10 to 15
times more ultraviolet (UV) radiation
than natural sunlight and increase risks
of developing melanoma by at least 59

Tanning continues on A7 ➤

DARK SIDE OF TANNING
Indoor tanning beds
deliver 10 to 15 times
more ultraviolet radia-
tion than natural
sunlight.

Melanoma is second
most common cancer
among 15- to 29-year-
old women.

Cases of melanoma
in young women have
doubled in 15 years.

Star Tribune, January 15, 2014
Policy Component
2014 Minnesota Skin Cancer Prevention Act

According to Minnesota Statute 325H.085

NOTICE

It is unlawful for a tanning facility or operator to allow a person under age 18 to use any tanning equipment.
Acknowledgment

DeAnn Lazovich, Associate Professor, University of Minnesota School of Public Health, for her leadership and guidance
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CDC *Vital Signs* Electronic Media Resources

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[www.cdc.gov/vitalsigns/SocialMedia.html](http://www.cdc.gov/vitalsigns/SocialMedia.html)
Provide feedback on this teleconference: OSTLTSFeedback@cdc.gov

Please mark your calendars for the next Vital Signs Town Hall Teleconference

July 14, 2015
2:00–3:00 pm (EDT)

For more information, please contact Centers for Disease Control and Prevention.

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