

Welcome

Office for State, Tribal, Local and Territorial Support
presents . . .

CDC Vital Signs

The Rising Tide of Melanoma: Communities Play a Vital Role in Preventing This Deadly Skin Cancer

June 9, 2015

2:00–3:00 pm (EDT)



Centers for Disease Control and Prevention
Office for State, Tribal, Local and Territorial Support

Agenda

- | | | |
|----------------|------------------------------------|--|
| 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 | |



CDC
Vitalsigns™ 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

Vital signs™
June 2015

Preventing Melanoma Communities play a vital role

Skin cancer is the most common form of cancer in the US. In 2011, there were more than 65,000 cases of melanoma, the most deadly form of skin cancer. Melanoma can spread to other parts of the body and causes over 9,000 deaths every year. People who die of melanoma lose an average of 20 years of life expectancy. Melanoma can be caused by too much exposure to ultraviolet (UV) rays from sun or sources such as indoor tanning. Without additional prevention efforts, melanoma will continue to increase in the next 15 years. Communities and policy makers play a major role in these skin cancer prevention efforts.

Communities and policymakers can:

- ◊ Increase shade at playgrounds, public pools, and other public spaces.
- ◊ 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.

→ See page 4
Want to learn more? Visit
www.cdc.gov/vitalsigns

National Center for Chronic Disease Prevention and Health Promotion
Division of Cancer Prevention and Control

Community-Level Interventions

Community-level interventions to reduce sun exposure include

- ❑ Providing sunscreen and shade
- ❑ Increasing the availability 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

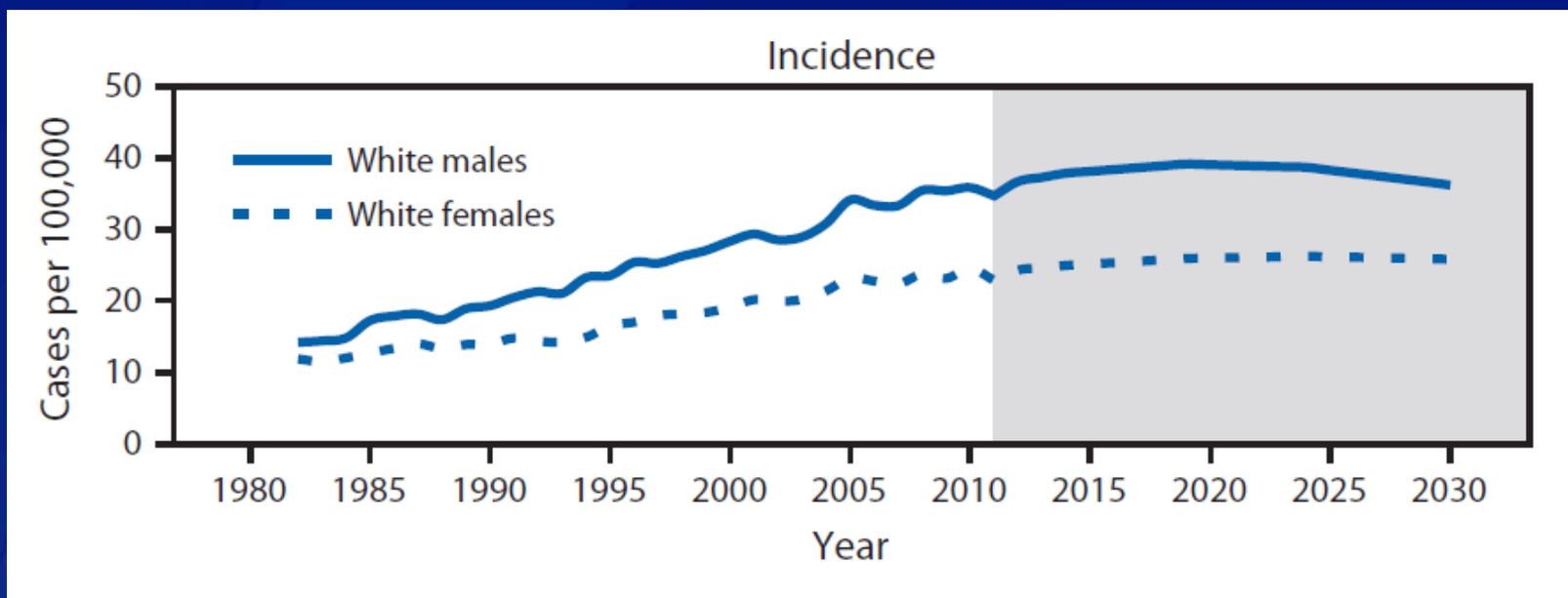
- ❑ **Melanoma incidence and mortality trends, and future projections of cases and treatment costs**
 - Surveillance, Epidemiology, and End Results (SEER) program, 1982–2011
 - National Cancer for Health Statistics, 1982–2011
 - Estimated potential melanoma cases and costs that could be averted if a comprehensive skin cancer prevention program was implemented in the United States

Number and Rate of New Melanoma Cases and Deaths— United States, 2011

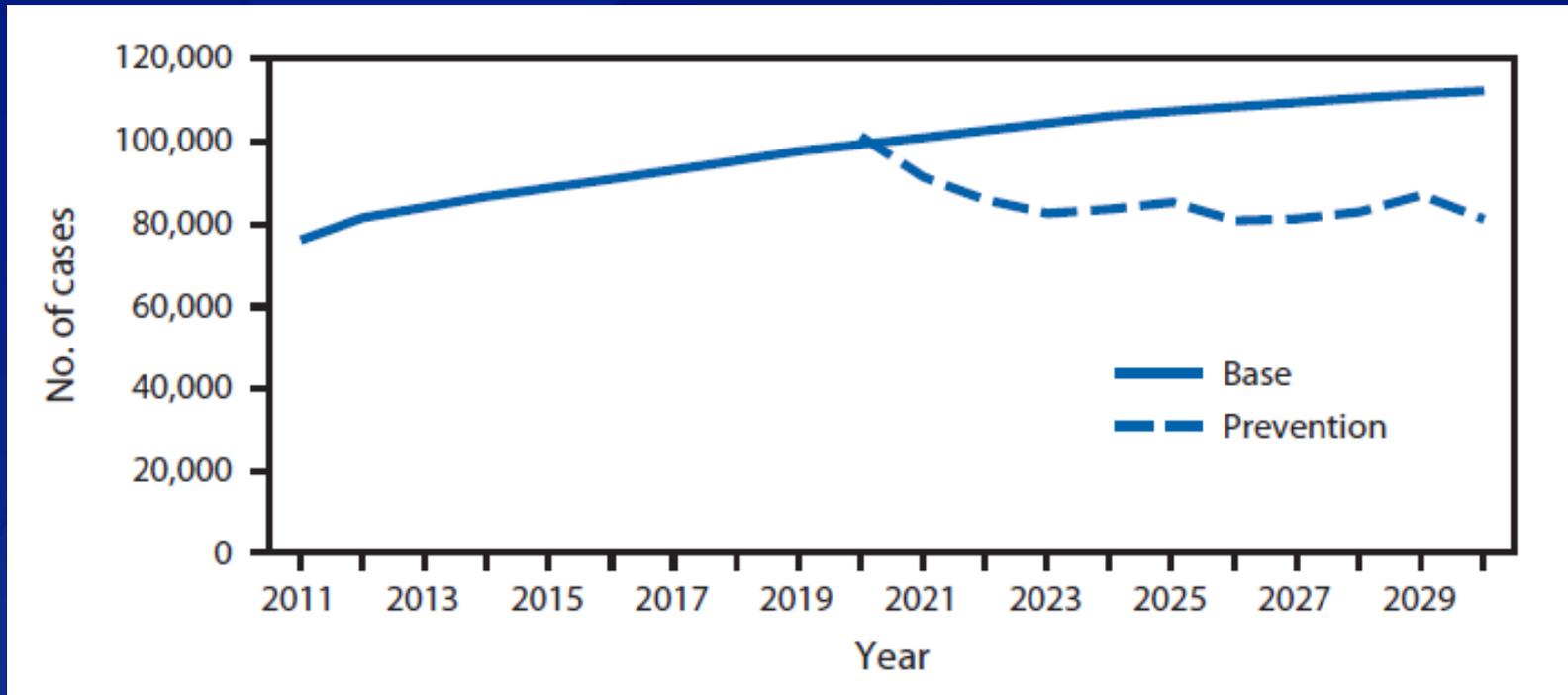
- ❑ **In 2011, a total of 65,647 melanomas were reported in the United States**
 - ❑ The overall age-adjusted rate was 19.7 per 100,000
 - ❑ Melanoma incidence rates increased with age and were highest among non-Hispanic whites (24.6)
- ❑ **In 2011, a total of 9,128 melanoma deaths occurred in the United 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

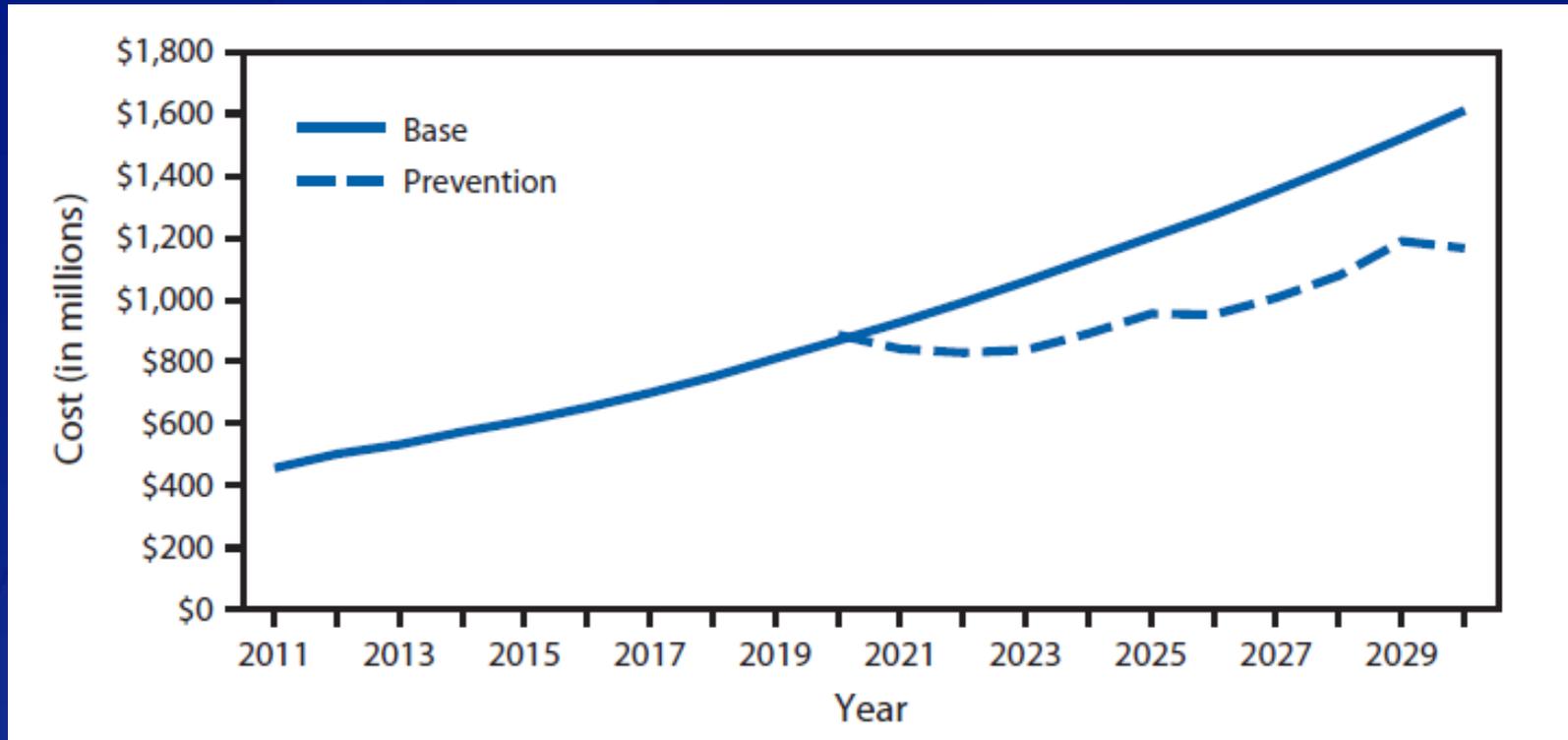
Observed and Projected Age-Adjusted Melanoma Incidence Rates—United States, 1982–2011



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!



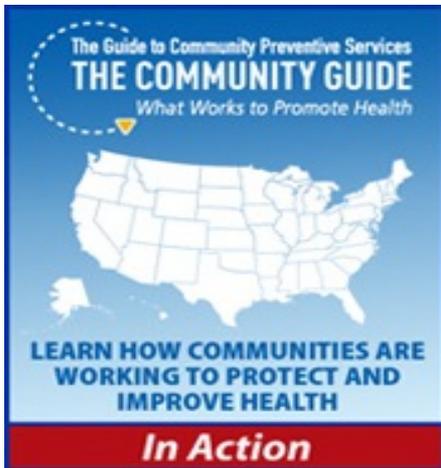
How Did We Start Sun Safety in Arizona?

- ❑ **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?

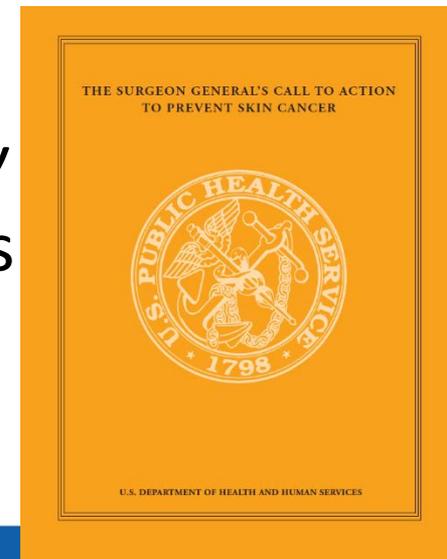


What Did We Do?

- ❑ **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!



The Community Guide, <http://www.thecommunityguide.org/cancer/>
The Surgeon General's Call to Action to Prevent Skin Cancer,
<http://www.surgeongeneral.gov/library/calls/prevent-skin-cancer/>

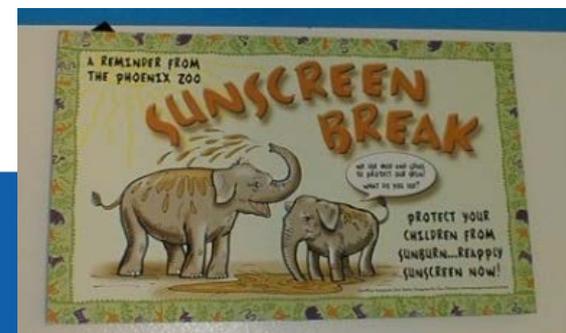
Arizona's School Sun Safety Mandate

- ❑ **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>
- 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

<http://www.azdhs.gov/phs/sunwise/documents/SunWise-tip-sheet.pdf>



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

□ 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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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

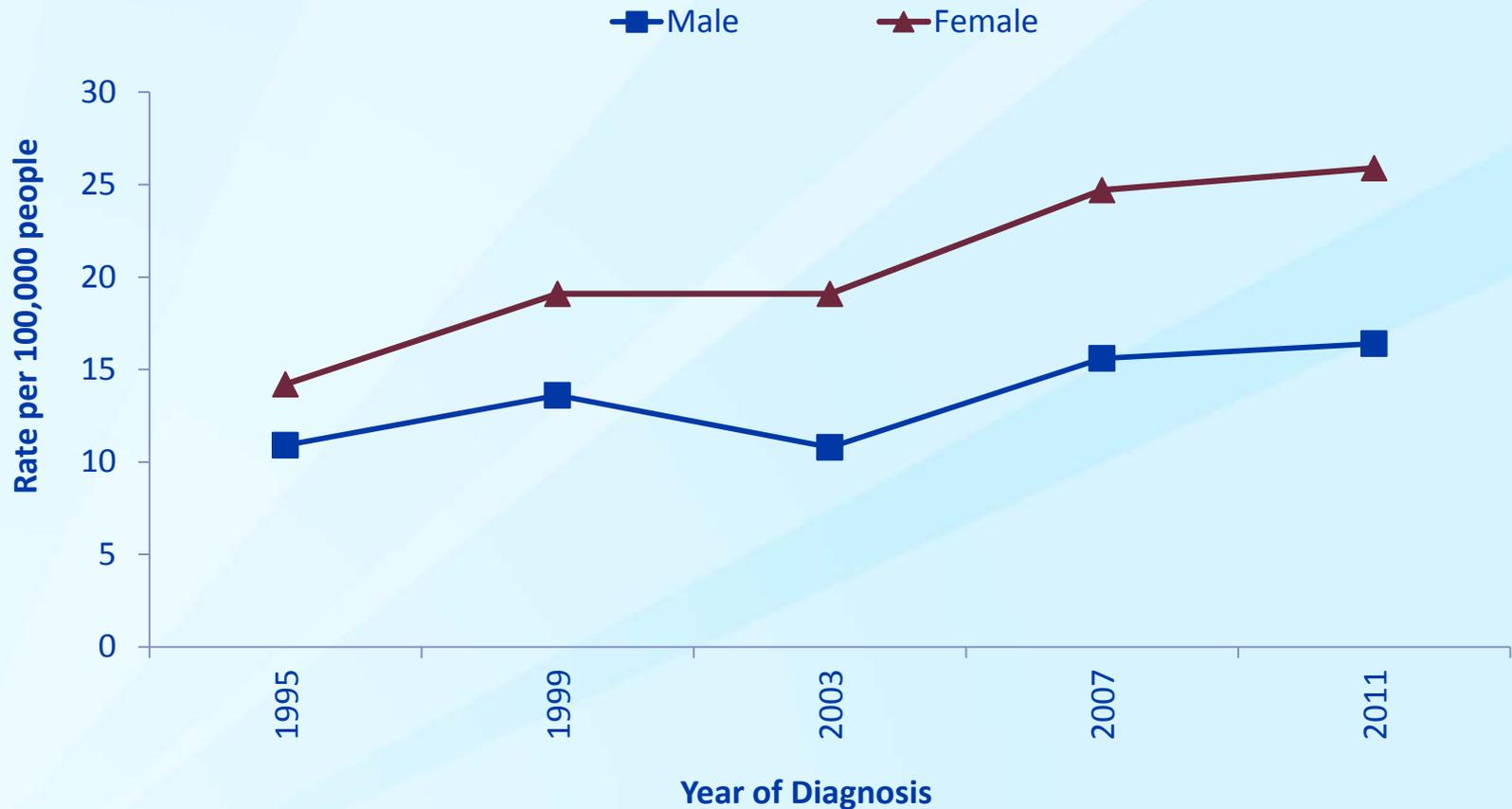


Preventing Skin Cancer in Minnesota

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).

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**



Multicomponent Community-Wide Interventions

**Individual
directed
components**

**Media
campaigns**

**Environmental
and policy
components**

Source: <http://www.thecommunityguide.org/cancer/skin/community-wide/supportingmaterials/AF-multicomponent.pdf>. Accessed August 1, 2014.

Individual Directed Component



Order your
FREE Poster

KEY DATES

FEBRUARY 4:
Contest kickoff

APRIL 1:
Last day to
submit entries

**APRIL 13 to
17:**
Public voting



CREATE THE BEST VIDEO ABOUT THE DANGERS
OF TANNING TO WIN \$\$\$
FOR YOU & YOUR SCHOOL!

THE MINNESOTA DEPARTMENT OF HEALTH IS CHALLENGING MIDDLE
SCHOOL AND HIGH SCHOOL STUDENTS TO CREATE 30 SECOND
VIDEOS ABOUT TANNING AND THE RISK OF SKIN CANCER.

SPREAD THE WORD THAT MINNESOTA NOW PROHIBITS ANYONE

FACTS ABOUT TANNING

1. Anyone under 18 is prohibited from tanning indoors at a Minnesota tanning facility.
2. Tanning can cause wrinkles, brown spots on skin, sagging skin and cataracts.
3. Ultra violet (UV) light can cause permanent damage to the skin and an increased risk for skin cancer.
4. Melanoma, the most serious skin cancer, can be deadly. It is the second most common cancer among female teens and young

UVideo Challenge website landing page
<http://www.health.state.mn.us/uvideo/>

Media Component

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

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

35%
rise in males

tween 2005 and 2009, the Health Depart-

to remind people taking winter vacations that they risk serious health consequences if they don't protect their skin from ultraviolet light."

Melanoma rates rose 38 percent for females and 35 percent for males be-

Star Tribune, January 31, 2013

Media Component

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 Minnesota are exposing themselves to harmful levels of ultraviolet light with tanning beds and increasing their risks of skin cancer.

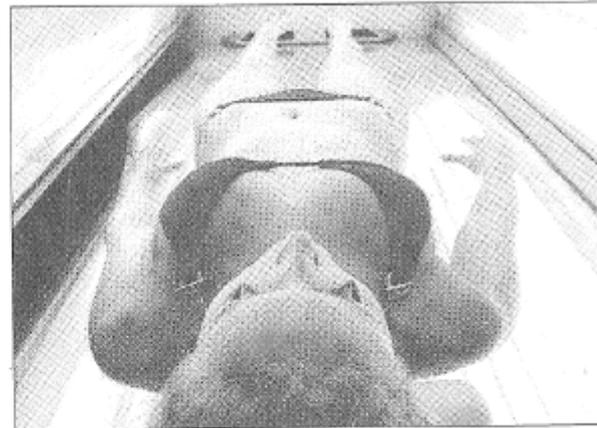
Fully a third of white 11th-grade Minnesota girls have tanned indoors in the past year, according to a state survey released Tuesday, and more than half of them used sun beds, sunlamps or tan-

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 persuasive 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 ▶



ROBERT GAUTHIER • Los Angeles Times file

DARK SIDE OF TANNING

Indoor tanning beds deliver 10 to 15 times more ultraviolet radiation 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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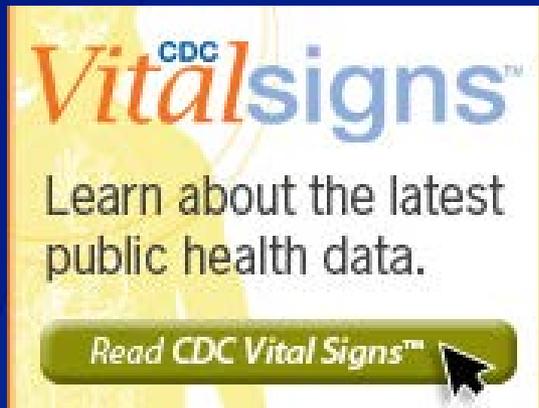
<http://tools.cdc.gov/syndication/search.aspx?searchURL=www.cdc.gov%2fvitalsigns>

Vital Signs interactive buttons and banners

www.cdc.gov/vitalsigns/SocialMedia.html

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OSTLTSFeedback@cdc.gov



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

July 14, 2015

2:00–3:00 pm (EDT)

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