

CDC *Vital Signs* Town Hall Teleconference  
Q&A

The Rising Tide of Melanoma: Communities Play a Vital Role in Preventing  
This Deadly Skin Cancer  
June 9, 2015  
2:00 pm (EDT)

Steve Reynolds: Thank you for those excellent presentations. Really, those were extremely well done and informative.

Remember everyone on the line, you can get in the queue to ask a question or make a comment by pressing star one. Say your name when prompted. The operator will announce when it's your turn. I encourage you to take advantage of this opportunity to share your own strategies and lessons learned, challenges, and success stories.

If you have resources you would like to share with us or websites you'd like to point to, remember you don't have to come on to ask a question. Come on the line and share your information or your story with us as well today.

Marcella, are we ready to take questions and is there anyone in the queue?

Alright. To start it off, why don't we start with a question - this question's for Gery. The *Vital Signs* reported projections in melanoma are furtive and in cost-savings as a comprehensive program was implemented. Can you describe what you used to generate those projections?

Dr. Gery Guy: Yes. So that's a great question. In order to estimate the impact of a comprehensive skin care prevention program, we used the experience of Australia. In Australia, they've had a program known as Sun Smart, which is essentially a comprehensive skin cancer prevention program which as many components that are recommended

by The Community Guide. For example, programs in schools, workplaces, sports programs, educational components, as well as building capacity for skin cancer prevention efforts at the community level.

So our projection looked at the results of what has happened in Australia as a result of that program, and applying that to what it could look like in the United States if we had such a program.

Steve Reynolds: Thank you. That's great. I was thinking. Matthew, this next question is for you. There are often challenges to sustaining public health prevention programs in schools and community settings. How have you addressed the sustainability of preventing efforts with your partners?

Matthew Roach: Thanks. So our prevention effort have focused on promoting awareness of sun safe behaviors using and adapting the EPA's SunWise curriculum, which is free for schools. Over the last few years, the SunWise has given numerous sun safety assemblies throughout all parts of the state and this has helped raise recognition for the program and its efforts, keeping up awareness of the tools available to empower schools and partners as vital for sustaining prevention efforts.

Attending, presenting, exhibiting at a booth for school health-related conferences and workshops are helpful for engaging new partners. For example, sharing a sun safety policy encouraging students and staff to protect themselves with SPF 15 sunscreen, hats, sunglasses, shade limiting exposure during peak UV hours gives them the tools and does not require a school to really buy anything new. Leveraging partnerships with our Arizona Department of Education has allowed us to send a mass mailing with sample sun safety policy template to schools.

We were also able to send notice of our poster contest to Arizona school principals through this partnership. We evaluated the poster contest with teachers whose

students participated and they noted that they really enjoyed the contest and look forward to doing it again. We also evaluated our assemblies and asked their feedback on how we can better address their needs.

So being flexible to attend partnering meetings and events help sustain that drive with partners.

Steve Reynolds: That's great. Real quick, how do you reach the parents of children who are under school age?

Matthew Roach: So here in Arizona we work with licensed early care and education facilities through a program called Empower. The program Empower reaches nearly 200,000 in these facilities, and these facilities receive a discounted licensing fee if they participate and follow Empower standards.

So, one of those standards involve sun safety. So to meet the standard, the facility would need to develop and implement a written policy that includes protecting all children and staff from overexposure to the sun during any outdoor and physical activity sessions.

We are also in the process of collaborating with our Empower program on a sun safety video to share with licensed early care providers, and all these messages that go to these facilities can also be sent home to the parents of those children at the early education facilities.

Steve Reynolds: Perfect. Hey, to all our participants today, remember if you are on the call and you would like to make a comment or just share some information about your programs or activities in your area, please press star one and state your name when prompted, and we'll get you in the queue to ask a question.

Michelle, quick question for you, though. Can you describe some strategies for engaging the media on this topic?

Michelle Strangis: Sure. Our UVideo Challenge competition is really all about media. So it's a web-based competition and we had online voting for two of the prize winners. And we were able to attract 4,000 people who voted and viewed the videos during the week-long voting period.

We also, in terms of social media, did tweet through the Department of Health social media and the thing about social media, though, is - one thing that I've learned - because I'm not of a social media generation. But one thing that I've learned is that in order to be successful on Twitter and other social media sites, you really need to have someone who's being followed, who has a lot of followers that are your audience.

And so we were challenged to find teens who were following topics on tanning, for example, in social media. So that's - I think that's a challenge with using social media for reaching teens - is just getting someone who has a lot of followers to be sending out messages.

One thing we did find, though, is we found one of our partners was the Minnesota State Visual and Media Arts Education Coordinator, and he has a very active social media presence. And so he was tweeting to over 2,000 followers, and most of these followers were teachers in the visual and media arts in Minnesota. And so that was, I think, our most successful use of social media - was finding this individual media arts education coordinator who used social media for the audience we were trying to reach.

And then in terms of working with the press, getting the attention of TV and radio and written press, our communications office was really helpful in helping us to

design a press release that they thought would attract media attention. And so they did a great job with the release of the student survey data and also the release of the increase in melanoma rates. And they specifically were interested in timing it for the coldest part of the Minnesota winter in January so it ended up to be that they were correct. The news media loved the fact that it was ten below in Minnesota and they could all put up pictures of beaches and talk about this topic of the dangers of UV protection.

So it just was a lot of learning as we were going along, but a lot of lessons learned in the use of the media.

Steve Reynolds: Great. I'm really interested in the bill that you all passed and hopefully others will take that into their communities and hopefully will do the same thing. I'm curious to know, when the bill was going through the legislature, of course there was probably some opposition to the bill. But were they loud? Was it a lot of opposition? And if so, how did you handle them?

Michelle Strangis: Well, first of all, it came as a surprise to us, but the Indoor Tanning Association did not oppose the bill in Minnesota. And we were aware of the fact that in other states and in North Carolina, in particular, we had followed what was going on in North Carolina where I know they did have opposition from the tanning industry. And I think that our bill in 2014 was more recent than the time period we were following North Carolina when they were having the problems with opposition.

But I think it could be two reasons that they did not oppose. The tanning industry actually came out and they testified that they did not oppose it. And I think there were possibly two reasons, and one is that we just have such strong work effort from the American Cancer Society Cancer Action Network in talking to legislatures and committee members' head of the session and getting their support. And I think that the tanning industry learned of the strong support that we were getting from

the key legislators, and so they might have decided to not come forward and oppose it for that reason.

The other reason is - and this actually - the lobbyists for the American Cancer Society speculated that the other reason might be that, similar to what happened with cigarettes for youth, the tanning industry - because we had such strong evidence of the harm of indoor tanning - when someone tans at a young age, for example, your chance of getting melanoma if you tan when you're under 35 increases 59% - if you tan indoors prior to age 35.

So we had really strong evidence in our testimony and I think they didn't want to come out and be advocating for a behavior that was so clearly against good health. They didn't want to come out and be saying that this thing that was not healthy for young people was something that they should be able to do.

Steve Reynolds: Right. That's interesting. Thank you so much.

Kelly Wilkinson: HI. This is Kelly Wilkinson with OSTLTS at CDC. Who is - this is a question for Michelle. Who in Minnesota has the authority to enforce the law?

Michelle Strangis: Well, that's a good question. The law is silent on who has the authority to enforce it, and that was a strategic decision - was to not put any enforcement authority in there because it would have required fiscal note and there would have been costs associated with it.

So there is no enforcement authority stated in the law, but there is a penalty for tanning salons that violate the law, and the penalty is a misdemeanor. Those offenses are within the jurisdiction of local law enforcement and so it's up to local law enforcement to enforce the law.

Now the new law requires that a sign be posted at the point of sale regarding the prohibition on minors tanning and it would be very easy for local law enforcement to monitor compliance with that requirement, to simply walk into the salon and see whether or not the sign in the correct language is posted at the point of sale. But they're not required to do so.

Steve Reynolds: Thank you. Real quick - probably this is the last question, but for Matthew and Michelle, I was just curious about - could you elaborate a little bit more on how you were able to work with your partners and focus on community action rather than just on what individuals can do to prevent melanoma? So community approach -- could you elaborate on that a little bit more? Matthew, can you go first?

Matthew Roach: Sure. So in terms of community, leveraging partnerships with your stakeholders and looking at evidence-based strategies grounded in literature - as I mentioned in the previous presentation, The Community Guide had limited support for some types of interventions and this is where you need to start your own evaluations to come up with a baseline for your activities for what works and what doesn't work.

So evaluation of activities is very helpful. For example, let's say in a school setting our preliminary evaluation results from a survey of 200 teachers indicated that the school assemblies that we did were very engaging and the students found them really interesting. They agreed that students and staff learned about the dangers of overexposure to the sun and one of the things in the talks that we do have - or have given with some of the school staff is on development of that school policy.

So having a school policy in place would affect children in the schools as well as protect those school staff, and that's information that can be shared with their parents.

The information from our adapted school toolkit showed that when you're doing some of the messages for communities and schools, the messages that go out have to be focused. So what may work for young kids -- let's say K to 2 -- may not work for the older age groups in grades three to five or six to eight. So including diverse messaging to reach different strategies, and reaching the population through a variety of methods at the levels of primary prevention, secondary, and tertiary prevention, would be helpful to engage the community partners.

But I'd like to say in summary that evaluation and getting a baseline for your results if there are no evidence-based strategies available for you may be your best strategy for your jurisdiction.

Michelle Strangis: This is Michelle. I agree with Matthew and I think those are some good points. We were really interested. Our community was - the teachers, school nurses, parents, and middle and high school students -- that was really the group that we were targeting. And as you can imagine, in cancer prevention, those are not partners we had been working with very much. We didn't really have relationships with school teachers.

So we've really had to build that relationship and, also, we used evaluation. We've done the UVideo Challenge now two years and we evaluated it after the first year. And if anybody wants information on how we evaluated it, I'd be happy to share that.

But we did a pretty intense evaluation of the first year of the competition, and we made two changes based on that evaluation in order to reach that audience better. And one of the changes we made was we - well, changed it that the prizes were split between the student and the school in the second year of the competition because, surprisingly enough, the cash prizes did not seem to be as attractive even though they were \$1,000 and \$500 to students.

I don't know if they just thought it was not likely that they were going to win, but once we - the second year, I think when we made the prizes split between the school and the student, it was much more successful because we had teachers who were now having their class submit videos, having a class project where kids had to do that as part of their grade.

So we had a lot more video submissions, which meant we had a lot more people going online to vote for their friends. So that was a really good change that we made in the second year.

And then also, we did - we had a poster designed specifically for the video competition - large poster that was graphically designed. And we sent it out to - in the second year, we sent it out to 1,600 middle and high school students in Minnesota, and we just addressed it to "Attention: School Nurse" and then sent the school nurse a note and said please post this.

And so I think that was also a really good way to engage more people, to reach our audience better, because in that case it didn't require a teacher. A student could just see the poster and say I could do that, I want to compete for that prize.

So again, I would agree with Matthew that - really evaluate what you're doing. Get some baseline information on what you're doing and then look at it, and alter your strategy according to your evaluation and be creative.

Steve Reynolds: Thank you. Alright. Seeing that we don't have any callers in the queue, before we - I think we're going to go ahead and close for today, but before we close please let everyone on the call, please let us know how we can improve the teleconference. Email your suggestions to [ostltsfeedback@cdc.gov](mailto:ostltsfeedback@cdc.gov). That's ostltsfeedback -- all one word -- at cdc.gov.

We hope you all are able to join us for next month's town hall on Tuesday, July 14 when we will focus on heroin abuse and overdose. I want to thank all the presenters for doing an amazing job today and for answering all of our questions, and for everyone who attended the call.

That ends our call for today. Thank you very much and goodbye.

Coordinator: Thank you for your participation in today's conference call. All participants may disconnect at this time.