

# Healthy Skin

May June 2017 CNSA Toolkit



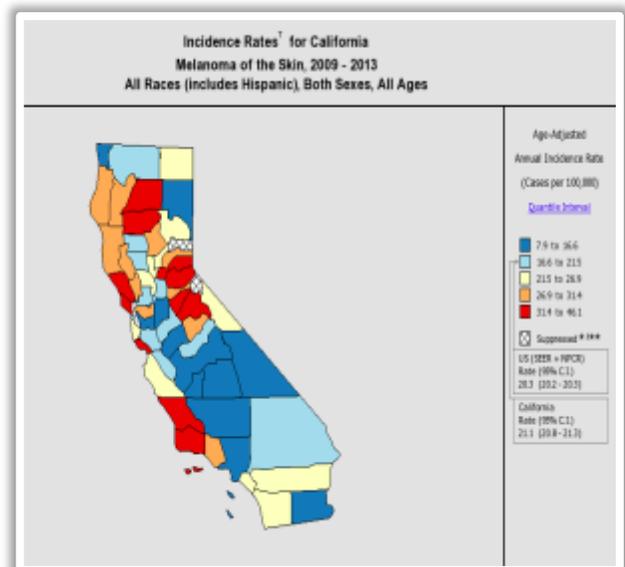
## FAST FACTS:

- Nearly 5 million people are treated for skin cancer each year in the United States
- Skin Cancer is the number one cancer diagnosed in the United States yearly
- The current estimate is that 20% of Americans will develop skin cancer in their lifetime
- A person's risk for developing skin cancer is increased as they increase their exposure to ultraviolet light
- Individuals can reduce their risk of developing skin cancer by wearing sunscreen, protective clothing and avoiding tanning beds



## CNSA is here to help educate and Stop the Burn:

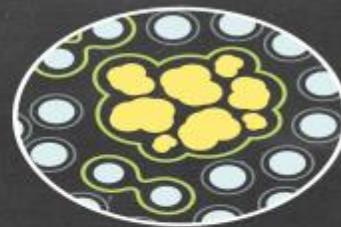
- This toolkit is meant to assist your CNSA chapter in educating the public on how they can help to reduce their probability of developing skin cancer.



# UNDERSTANDING SKIN CANCER

## WHAT IS SKIN CANCER?

When skin cells are damaged by the sun or tanning beds, they may begin to rapidly multiply out of control and form a tumor.



## FACT:

One in five Americans will develop skin cancer in the course of a lifetime.



### ACTINIC KERATOSIS (AK)

- Scaly or crusty patch
- Red or brown patch
- Rough, elevated bump
- Lower lip with blood-filled cracks



### MELANOMA

- Appears uneven
- Changes in appearance
- Has a variety of colors
  - Black
  - Flesh-colored
  - Pink
  - Red
  - Purple

## WHAT TO LOOK FOR:



### BASAL CELL CARCINOMA (BCC)

- Open sores
- Red patches
- Pink growths
- Shiny bumps
- Scar-like areas



### SQUAMOUS CELL CARCINOMA (SCC)

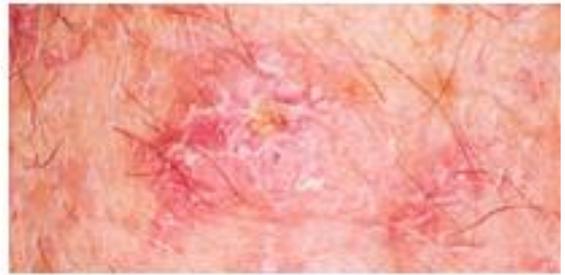
- Scaly red patches
- Elevated growth
- Wart-like crusty growth
- Open sore that bleeds



TO LEARN MORE, VISIT  
[SKINCANCER.ORG](http://SKINCANCER.ORG)

## Actinic Keratosis

Actinic Keratosis affects more than 58 million people and can be identified as tall, crusty lesions, which are caused by the sun's ultraviolet (UV) rays. They usually show up on sun-exposed areas like the face, lips, back of the hand or a bald scalp. People with a fair complexion, natural blond or red hair have a higher likelihood of developing actinic keratosis.



Actinic Keratosis



Basal Cell Carcinoma

## Basal Cell Carcinoma

Basal Cell Carcinoma is the most common form of skin cancer. They are abnormal and uncontrolled growths that line the deepest layer of the epidermis. They look like open sores, red patches and scars. This form of skin cancer rarely spreads beyond the original tumor site but it can be disfiguring if it is not treated promptly.

## Dysplastic Nevi (Atypical Mole)

These are unusual benign moles. It's estimated that people who have 10 or more of these moles have up to 12 times more risk of developing melanoma when compared to the general population. Medical reports indicate that 2% to 8% of Caucasians have these types of moles.



Atypical Moles



Squamous Cell Carcinoma

## Squamous Cell Carcinoma

Squamous cell carcinoma is the second most common form of skin cancer. It is characterized by an uncontrolled growth of the upper layers of skin cells. It usually looks like a scaly red patch, open sore or wart that might crust or bleed. This type of cancer is usually found on areas of the body that are frequently exposed to ultraviolet (UV) light such as the rim of the ear, bald scalp, hands, arms and legs.

## Melanoma

Melanoma is the most dangerous form of skin cancer. Mutations of the skin cells get damaged by ultraviolet(UV) radiation from sunlight or tanning beds. They usually look like black or brown moles but they can also be skin colored, pink, red, purple, blue or white. Melanoma is caused by occasional UV exposure which leads to sunburn.



Melanoma

### increasing risk: *Skin Cancer in California*

- **Sunburns.** A 2004 survey found that 34.8% of white adults in California had at least one sunburn in the past year.<sup>3</sup> Sunburns are a significant risk factor for the development of skin cancer.<sup>3,6</sup>
- **New Cases of Melanoma.** Melanoma—responsible for 75% of all skin cancer deaths—is the 5<sup>th</sup> most common cancer among Caucasians in California. The rate of new diagnoses of melanoma in California has increased over the past decade, especially among Hispanics and Caucasians.<sup>9</sup>
  - An estimated 9,080 state residents were diagnosed with melanoma in 2009.<sup>7</sup>
  - San Luis Obispo County has the highest rate of new melanoma diagnoses in the state, 106% above the national average.<sup>10,11</sup>
- **Deaths from Melanoma.** About 2 Californians die of melanoma each day, for a total of more than 800 deaths from melanoma every year.<sup>12</sup>
  - Tuolumne County has the highest melanoma death rate in the state, 96% higher than the national average.<sup>12</sup>

**PROTECT YOUR SKIN,  
USE PREVENTION  
TECHNIQUES AND  
CHECK FOR SIGNS OF  
CANCER.**

## Who Does Skin Cancer Affect

Anyone can develop skin cancer.

Chronic sun exposure and ultraviolet radiation given off by tanning bed lights is the underlining cause of most forms of skin cancer. Because the total amount of time spent in the sun or in tanning beds adds up, year after year, older adults are more likely to develop skin cancer.

Actinic keratosis, basal cell carcinoma and squamous cell cancer becomes much more common in people over the age of 50, although the average age of skin cancer onset is steadily decreasing. Along with individuals who have fair skin and light hair, immune compromised individuals are more susceptible to the different forms of skin cancer.



## SKIN CANCER RISK FACTORS:

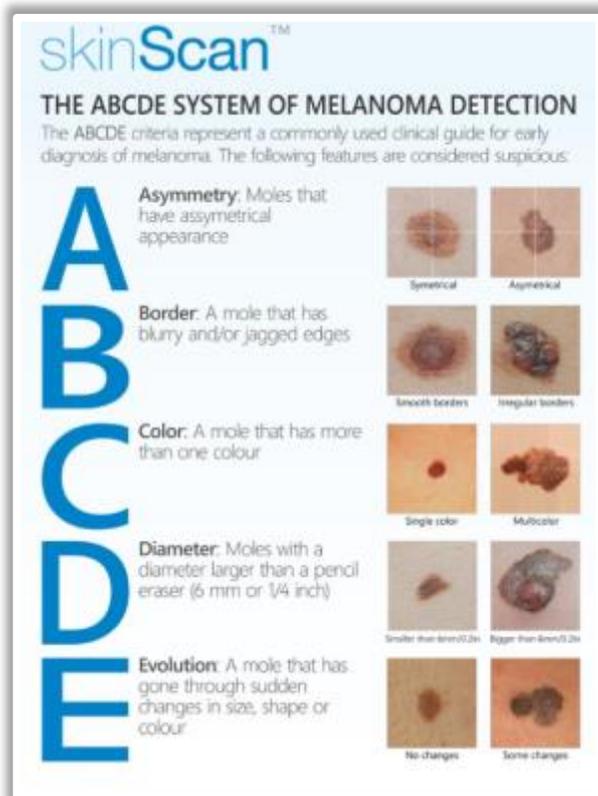
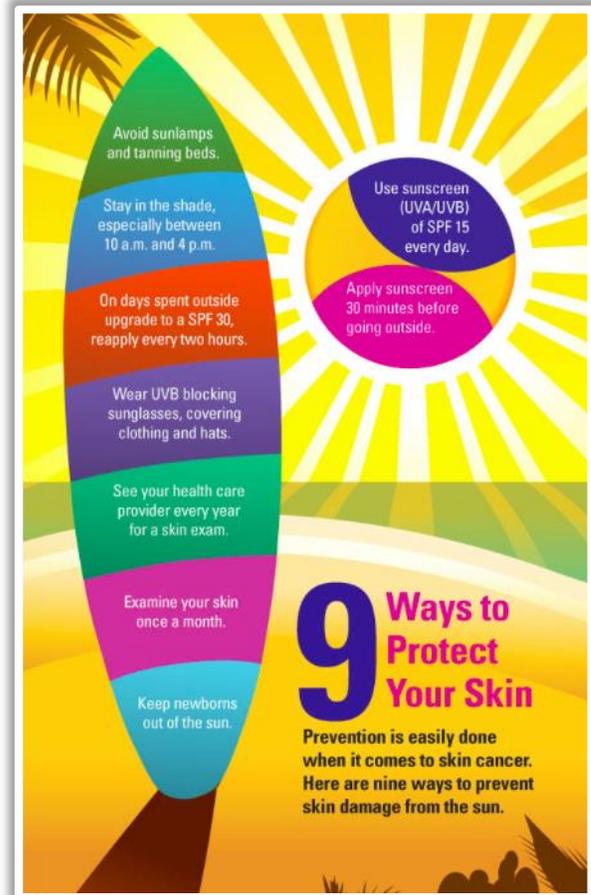


### Risk Factors Include:

- A family history of skin cancer
- Blue or Green Eyes
- Red or Blonde Hair
- Sun exposure
- History of Sunburn (5 burns before age 20= 2x risk)
- Moles
- Skin type
- Weakened immune system
- Indoor tanning

## Prevention

To help prevent the occurrence of skin cancer, use sunscreen. Apply a generous amount to exposed areas of skin 15 minutes before going outdoors. Reapply the protectant every 2 hours, after swimming or excessive sweating to remain protected from ultraviolet light.



## Early Detection

With early detection and treatment there is a 98% five-year survival rate.

Annual examination- Contact your dermatologist to schedule an appointment every year.

Self examination- Examine the front and back of your entire body with the help of a mirror to detect early signs of skin cancer.

What to look for...

ABCDE of melanoma

A- Asymmetry, when one half does not look like the other half

B- Border- irregular or poorly defined

C- Color- is varied and has different shades

D- Diameter- larger than the size of a pencil eraser (6mm)

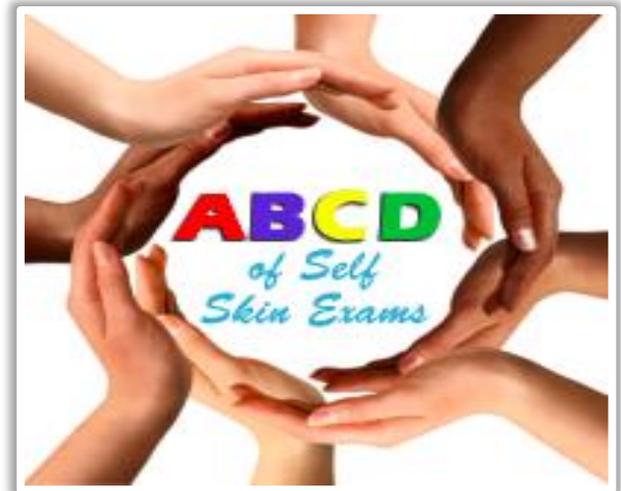
E- Evolving- a mole of lesion that looks different from the rest and is changing, shape, size, or color

## Early Detection Continued

Note: The back is the most common place for melanomas to occur.

The Skin Cancer Foundation's Step by Step Self Examination guide can be found by clicking on the following link:

<http://www.skincancer.org/skin-cancer-information/early-detection/step-by-step-self-examination>



NATURAL SKIN COLOUR	Very fair, pale white, does not tan	Fair, does not tan	Light, tans	Medium, tans easily	Dark, tans very easily
UV SENSITIVITY & TENDENCY TO BURN	Highly sensitive Always burns, never tans	Very sensitive Burns easily, tans minimally	Sensitive Burns moderately, usually tans	Less sensitive Burns minimally, tans well	Minimal sensitivity Rarely burns
SKIN CANCER RISK	Greatest risk of skin cancer	High risk of skin cancer	High risk of skin cancer	A normal risk of skin cancer	Low risk of skin cancer, but increased risk for those that never get their skin checked

## Raising Awareness In Your Chapter

- You can raise awareness for your chapter and community by hosting an event.
  - Use the PDF and flyers to distribute and advertise your event
  - Select a comfortable and easily accessible location that can accommodate people who have disabilities
  - Contact a local dermatologist who is willing to volunteer and provide skin assessments
    - screenings will be for skin cancer only
    - provide privacy for skin assessments
  - Collaborate with American Academy of Dermatology for free screening forms, handouts and advertise on their website.
    - Create an interactive skin cancer quiz
    - Create an interactive skin cancer game

Click on the images to be directed to the websites for more information!



### 9 STEPS TO HOSTING YOUR OWN SKIN CANCER SCREENING



For detailed information about planning a skin cancer screening, download the Academy's [Plan an Event Toolkit](http://www.SpotSkinCancer.org) at [www.SpotSkinCancer.org](http://www.SpotSkinCancer.org).

## Free Tool Kit Flyers:

Below are a list of free flyers and information to make your event successful.

<https://www.aad.org/public/spot-skin-cancer/free-resources>

[https://www.cdc.gov/cancer/skin/basic\\_info/fact\\_sheets.htm](https://www.cdc.gov/cancer/skin/basic_info/fact_sheets.htm)

<https://healthfinder.gov/NHO/PDFs/May2NHOToolkit.pdf>

**IS YOUR SKIN LOOKING GOOD?**

WHEN DETECTED EARLY, SKIN CANCER IS HIGHLY TREATABLE.

The American Academy of Dermatology recommends that everyone check their skin regularly for any new or suspicious spots.

**SKIN CANCER SELF-EXAMINATION**  
You can detect skin cancer early by following dermatologists' tips for checking your skin:

1. Examine your front and back in mirror, especially legs.
2. Bend elbows, look carefully at forearms, back of upper arms, and palms.
3. Look at feet, spaces between toes and soles.
4. Startting back of neck and scalp with a hand mirror, part hair and so.
5. Finally, check back and buttocks with a hand mirror.

If you notice any irregular spots on your skin, or anything changing, itching or bleeding, see a board-certified dermatologist.

Skin cancer is the most common cancer in the United States.

Current estimates are that 1 in 5 Americans will develop skin cancer in their lifetime.

On average, one American dies from melanoma every hour.

**SPOT SKIN CANCER**

To find a free SPOTme® skin cancer screening or a board-certified dermatologist, visit [SpotSkinCancer.org](http://SpotSkinCancer.org). #LookingGoodIn2016

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**BE SUN SMART!**

**SEEK!** out shade 🌳

**SLIP!** on a shirt 🧥

**SLAP!** on a hat 🧢 & sunglasses

**SLOP!** on sunscreen 🧴

BC Cancer Agency  
CIBC  
BC Centre for Disease Control  
Canadian Dermatology Association

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