

**Clinicians' Role in Reducing the Risk of Skin Cancer:
Barriers and Solutions to
Implementing the
United States Preventive Services Task Force
Recommendations**

Pediatrics/Pediatric Dermatology

U.S. Preventative Services Task Force Recommendation Statement: Behavioral Counseling to Prevent Skin Cancer (2012)

- Evaluated:
 - evidence that counseling patients about sun protection reduces intermediate outcomes (sunburn) or skin cancer
 - link between counseling and behavior change and incidence of skin cancer
 - potential adverse effects of counseling or sun-protective behavior changes
 - Does not consider costs of providing this service in assessment
- Recommends counseling children, adolescents, young adults aged 10-24 years who have fair skin about minimizing their exposure to UV radiation to reduce risk of skin cancer (B recommendation)
- B= high certainty that net benefit is moderate or moderate certainty that net benefit is moderate to substantial

U.S. Preventative Services Task Force Recommendation Statement: Behavioral Counseling to Prevent Skin Cancer (2012)

- Limitations

- “as most trials of skin cancer counseling include only people with fair skin type, the recommendation for counseling of children, adolescents, and young adults aged 10-24 years is limited to this population”



U.S. Preventative Services Task Force Recommendation Statement: Behavioral Counseling to Prevent Skin Cancer (2012)

- Limitations
 - “few trials were available to determine the effectiveness of counseling parents to provide UV exposure protection for children under 10 years”



Counseling Adolescents: Sun Protection

- Target audience from USPTF:
 - Fair skin, ages 10-24 years
- Goal behavioral changes
 - Reducing UV exposure
 - Use of broad spectrum SPF15 or > sunscreen
 - Use of protective clothing
 - Avoiding midday sun (10 AM- 3 PM)
 - Avoiding tanning booth use
- USPSTF successful counseling interventions
 - Cancer prevention messages
 - ***Appearance focused*** messages (stressing potential aging effect)
 - Effective for late-adolescent females to reduce UV indoor tanning



Pediatric Well Child Visits: Opportunity to change behavior to reduce skin cancer

Parents, early visits

- cultural change

Adolescents

- counsel on sun protection
- counsel against tanning and tanning bed use



Counseling Parents and Children on Sun Protection: A National Survey of Pediatricians

Sophie J. Balk, MD*, Karen G. O'Connor, BS†, Mona Saraiya, MD, MPH§

- Survey randomly sent to 1616 US Pediatricians, members of AAP **(2001)**
- Response rate = 55%; n = 775 pediatricians providing direct patient care
- **>90%** reported that **skin cancer is a significant public health problem** and that **preventing episodic high exposures to the sun during childhood will reduce the risk of adult melanoma**
- Only **38%** of pediatricians rated skin cancer prevention as **very important** to their patients' health **compared with other topics** such as:
 - use of car seats (86%), nutrition (79%), immunization issues (76%), and smoking/avoidance of environmental tobacco smoke (74%)
- most frequently named barrier to sun protection counseling was **lack of time**

Providing effective sun protection counseling: Challenges for Pediatricians

- Time
- Tools
- Training

Providing effective sun protection counseling: Challenges for Pediatricians

- Time
 - 33% of well child visits are < 10 min
 - 47% of well child visits are 11-20 min
 - 20% of well child visits are > 20 min
 - Longer visits associated with more anticipatory guidance and psychosocial risk assessment
 - N. Halfon et al, Pediatrics, 2011



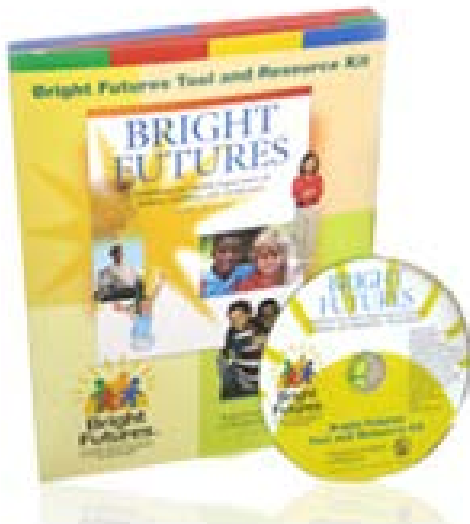
Providing effective sun protection counseling: Challenges for Pediatricians

• Tools



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children, adolescents, and their families™

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ANTICIPATORY GUIDANCE FOR THE ADOLESCENT

In addition to providing anticipatory guidance, many health professionals give families handouts at an appropriate reading level or a videotape that they can review or study at home.

Promotion of Healthy and Safe Habits

Try to get 8 hours of sleep a night.

Engage in moderately strenuous to vigorous physical activity (e.g., walking, biking, aerobics) for 30 to 60 minutes at least three times a week. Encourage friends and family members to be physically active.

Check with the health professional before increasing physical activity. Ask the health professional or coach about athletic conditioning, weight training, drinking fluids, and weight gain or loss.

Limit TV viewing and computer and video games.

Practice time management skills.

Injury and Violence Prevention

Always wear a safety belt when driving or riding in the car. If you are driving, insist that your passengers wear safety belts.

Follow the speed limit and drive responsibly.

Concentrate when driving and avoid distractions (e.g., playing loud music, eating, talking on the phone when driving).

Do not drink alcohol, especially while driving, swimming, boating, or operating farm equipment or other machinery.

Plan to ride with a designated driver or to call for a ride if drinking.

Write and sign a "no drinking and driving" contract with your parents.

Learn how to swim (if you haven't already learned).

Learn first aid and CPR.

Reduce your risk of developing skin cancer by limiting time in the sun and applying sunscreen before going outside. Avoid tanning salons.

Help your parents test smoke alarms in your home to be sure they work properly, and help change the batteries yearly.

Know what to do in case of a fire or other emergency. Review fire safety plans at home.

Always wear a helmet when riding on a motorcycle, bike, or all-terrain vehicle. However, ATVs and motorcycles are dangerous, even with a helmet.

Wear protective gear (e.g., eye protection, mouth guard, helmet, knee and elbow pads) for sports and other physical activities such as in-line skating.

Wear appropriate protective gear at work and follow job safety procedures.

Avoid high noise levels, especially when using earphones.

Do not carry or use a weapon of any kind.

Develop skills in conflict resolution, negotiation, and dealing with anger constructively.

Learn techniques to protect yourself from physical, emotional, and sexual abuse or rape.

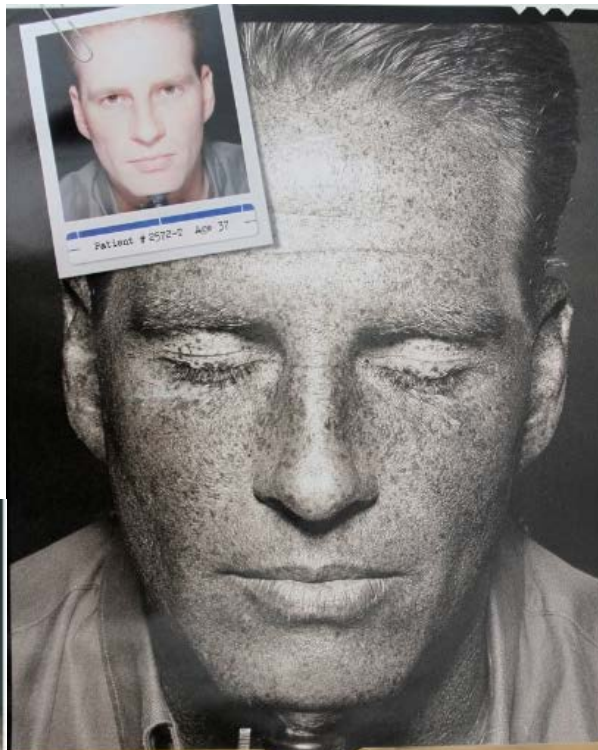
Seek help if you are physically or sexually abused or fear that you are in danger.

- Tools
 - Streamlined
 - Customized
 - Targeted: *especially* for teens

Effect of appearance-based education compared with health-based education on sunscreen use and knowledge: A randomized controlled trial

William Tuong, BA,^a and April W. Armstrong, MD, MPH^b
Sacramento, California, and Aurora, Colorado

- appearance-based group demonstrated a statistically significant increase in sunscreen use ($p < 0.001$)
- No difference in knowledge scores between groups

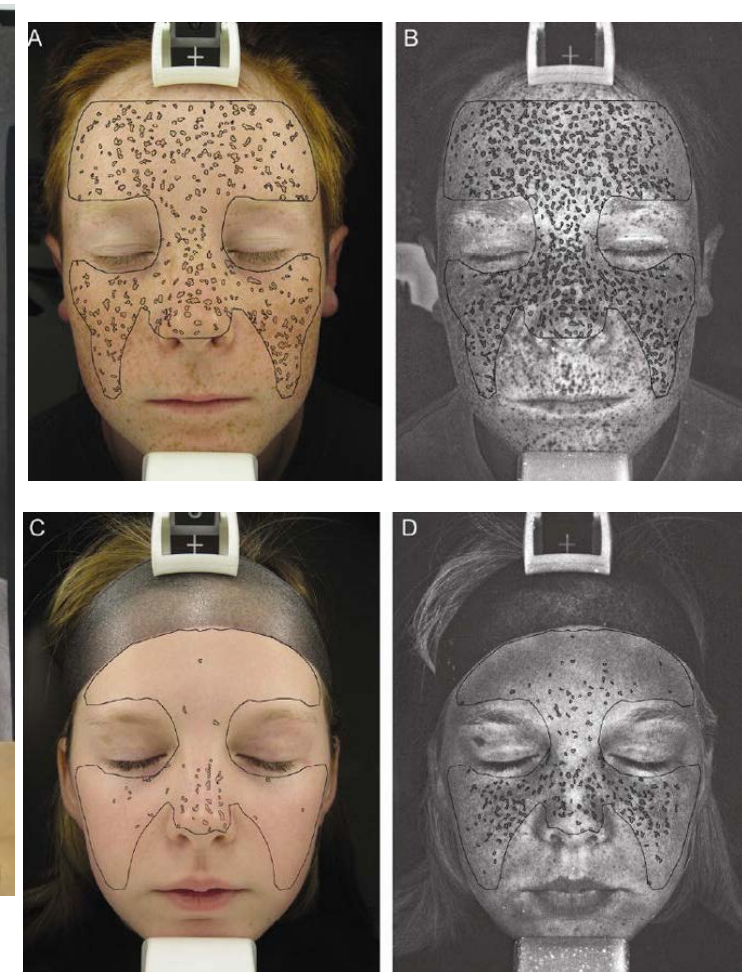


THE TAN YOU DON'T SEE IN THE MIRROR

A special ultraviolet camera makes it possible to see the underlying skin damage done by the sun. And since 1 in 5 Americans will develop skin cancer in their lifetime, what better reason to always use sunscreen, wear protective clothing and use common sense.

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Gamble, R et al, J Am Acad Dermatol. 2012 Oct; 67(4): 587–597.

Providing effective sun protection counseling: Challenges for Pediatricians

- Training
 - Emphasize importance of sun safety and dangers of tanning/tanning bed use
 - Residency programs
 - CME programs

Providing effective sun protection counseling: Challenges for Pediatricians

- Time
- Tools
- Training

