

Skin Cancer Prevention Toolkit

For Institutions of Higher Education

This toolkit is designed to assist college and university leaders in adopting, implementing and enforcing skin cancer prevention campus policies and practices.

MD Anderson
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Making Cancer History®

Skin Cancer Prevention Toolkit

For Institutions of Higher Education

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Acknowledgements

MD Anderson Cancer Center's Moon Shots Program aims to drastically reduce the deaths from cancer by embarking upon a unique and innovative approach to prevention, early detection and treatment of cancer by forging new models for research, patient care, and community-oriented dissemination. Embedded in the Moon Shots Program are Platforms. The Platforms provide high-quality scientific expertise and technical infrastructure to support program priorities.

Together, the Melanoma Moon Shot Program and Cancer Prevention and Control Platform seek to develop and implement community-based efforts related to the prevention and early detection of skin cancer, specifically melanoma, the deadliest form of skin cancer. These two teams collaborated to develop the Skin Cancer Prevention Toolkit for Institutions of Higher Education.

We would like to specifically thank the following for their contributions to the Toolkit:

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We also thank our community partners that provided their feedback on the toolkit contents: the University of Houston Clear Lake and the American Cancer Society Cancer Action Network.

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Introduction

Implementing skin cancer prevention policy, education and services assists institutions of higher education in providing a safe and healthy environment.

The tools and materials provided in this toolkit support and explain the benefits and rationale for a 100% Indoor Tanning-Free Campus Policy, a Sun Protection Campus Policy, and skin cancer prevention education and health services activities. This toolkit also provides resources and tips on drafting, enforcing, communicating and evaluating policy.

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Dear Campus Administrators,

I am reaching out to you as a leader in shaping America's great young minds to share our Skin Cancer Prevention Toolkit for Institutions of Higher Education and to ask for your support in decreasing students' future cancer risk. I have the privilege of serving as president of The University of Texas MD Anderson Cancer Center, a world leader in cancer research, care and prevention. Did you know 50 percent of cancers can be prevented and, importantly, many of the instigators of cancer take root during young adulthood?

With that in mind, I'd like to call your attention to a study, Availability of Tanning Beds on US College Campuses, published by The Journal of the American Medical Association (JAMA) Dermatology. According to the study, nearly half of the top 125 colleges had indoor tanning bed facilities on campus or in off-campus housing. Tanning bed facilities are offered as a luxury. However, the U.S. Food and Drug Administration has reclassified tanning beds to strengthen their regulation, and these UV-emitting devices now are required to carry a visible black-box warning indicating the health risks.

Tanning bed use and suboptimal protection from natural UV radiation from the sun have contributed to a doubling of the melanoma incidence rate over recent decades. Research also shows that starting tanning bed use between the ages of 18 and 24 increases a person's risk of melanoma by 91 percent. The frustrating truth about these staggering figures is that they need not exist.

Many young adults are unaware of their elevated cancer risk due to UV exposure from tanning beds. While lack of knowledge may drive many to use tanning beds without caution, institutional leaders can curb use by enacting policy measures that decrease access and support education.

MD Anderson leads an ambitious national effort to reduce the incidence of melanoma and other skin cancers through K-12 and public education and evidence-based public policies. Our cancer control experts worked with organizations to educate legislators about the harms of tanning beds on our youth, which led to laws in Texas and 11 other states that restrict the use of tanning beds by children under the age of 18. Given that UV radiation exposure during young adulthood poses significant health risks, we hope to inspire policies and educational activities at our colleges that will reduce future death and suffering from cancer.

Much like we've enacted tobacco-free policies on virtually all campuses, I am respectfully calling upon you and your esteemed institution to consider implementing skin cancer prevention activities to protect the future health of your students. Important activities include enforcing policies to prohibit the use of tanning beds on your campus, using your influence to request area apartment complexes to take similar actions, and prohibiting the use of campus debit cards to pay for services at indoor tanning businesses.

We designed this toolkit to assist college and university leaders in adopting, implementing and enforcing skin cancer prevention campus policies and practices. Reducing the risk and impact of cancer takes a united effort on many fronts, and I appreciate your attention to this important effort. Our cancer prevention experts at MD Anderson are well versed on this topic and will gladly offer you support in addressing this health imperative. You also can find information and resources at www.mdanderson.org/skin-safety. Together, we can save lives and reduce pain and suffering caused by this dreaded disease.

Sincerely,



Ronald A. DePinho, M.D.
President

Overview

Why a Comprehensive Approach to Skin Cancer Prevention on Campus is Important

Each year there are more new cases of skin cancer than the combined number of new cases of cancer of the breast, prostate, lung and colon.¹

Melanoma, the most deadly type of skin cancer, is one of the most common cancers in 15 to 29 year-olds,² which contributes to the years of potential life lost and social and economic toll of this disease.^{3,4}

In July 2014, The Surgeon General's Call to Action to Prevent Skin Cancer called upon key partners in the education sector to increase skin cancer awareness and support prevention efforts to reduce the risk of skin cancer.⁵

The vast majority of skin cancers are caused by ultraviolet radiation (UV) exposure from the sun or indoor tanning devices.^{6,7} Melanoma and other skin cancers can be prevented by eliminating use of indoor tanning devices and reducing sun exposure.

Many colleges and universities have adopted campus policies that discourage alcohol and tobacco use. Similar policies are needed to eliminate indoor tanning and reduce sun exposure.

What is an Indoor Tanning Device?

Indoor tanning devices include, but are not limited to, tanning beds, tanning booths, sunbeds, sunlamps and facial tanning devices. These devices emit UV radiation for the purpose of tanning. Lamps can emit both UVA and UVB radiation.

A 100% indoor tanning-free policy is one that restricts the use of any indoor tanning device anywhere on the campus grounds and at off-campus housing or events.



Skin Cancer Facts

- Skin cancer is the most common type of cancer in the United States.¹ About 5 million cases of skin cancer are diagnosed annually.⁸
- According to the Centers for Disease Control and Prevention (CDC), the incidence rate of melanoma has doubled in the U.S. over the past 30 years.⁹
- 73,870 new cases of melanoma are expected in 2015.¹
- From 1992 to 2007, the number of new melanoma cases increased rapidly in young white women.¹⁰
- One person dies from melanoma every hour; 9,940 deaths due to melanoma are expected in 2015.¹ Melanoma represents fewer than 2% of all skin cancers, but is responsible for most skin cancer deaths.¹
- Anyone can get skin cancer, regardless of skin color.^{11, 12}

Reasons to Consider a 100% Indoor Tanning-Free Campus Policy

- The World Health Organization has classified UV-emitting indoor tanning devices as a human carcinogen.¹³
- Indoor tanning has been associated with a significant increase in the risk of squamous cell carcinoma (SCC),¹⁴ basal cell carcinoma (BCC),¹⁴ and melanoma.¹⁵⁻¹⁷
- Individuals who had ever used a tanning bed during adolescence and early adulthood increased their risk of early-onset (<40 years of age) melanoma by 41%¹⁸ and increased their risk of early-onset BCC by 69%.¹⁹
- When adjusting for a number of variables such as family history, outdoor activity, and sunscreen use, individuals who had ever used a tanning bed increased their melanoma risk by 74%.²⁰
- Melanoma risk increases as the number of hours, sessions and years spent tanning increases.²⁰
- In individuals who began indoor tanning between 18 and 24 years of age, melanoma risk increased by 91%.²⁰
- In 18-29 year-olds who had ever used a tanning bed, 76% of melanomas diagnosed were attributable to the tanning bed use.¹⁸
- Indoor tanning is most prevalent in college-aged individuals, especially non-Hispanic white women. The 2010 National Health Interview Survey (NHIS) showed that 32% of non-Hispanic white women aged 18–21 years had used an indoor tanning device in the past year, and 68% of these women indoor tanned at least 10 times that year.²¹
- According to the 2010 NHIS, men also used indoor tanning devices at high rates, with 40% of non-Hispanic white men tanners aged 18-25 years reporting indoor tanning at least 10 times in the past year. Individuals of diverse racial and ethnic backgrounds also reported indoor tanning.²¹
- Commercial tanning facilities outnumber Starbucks and McDonald's in 116 large U.S. cities.²²
- Almost 2,000 indoor tanning-related injuries were treated in emergency departments in 2012; most of the injuries were skin burns.²³ Universities may be held liable if a student pays for indoor tanning using a university-sponsored debit card that includes indoor tanning businesses on the list of approved vendors and the student experiences a burn or other injury.²⁴
- Many employees at apartments that offered free indoor tanning and were located near universities reported that minors were permitted to use the indoor tanning facilities at the apartment, even though state legislation prohibited minor access to tanning beds in these facilities.²⁵
- A survey of the top 125 colleges and universities listed in the 2013 U.S. News and World Report showed that 48% had indoor tanning facilities on campus and/or in off-campus housing.²⁶ Almost all off-campus housing provided free indoor tanning as an amenity, and 14% of the colleges had campus cash cards that students could use to purchase indoor tanning sessions at off-campus facilities.

Universities Taking Steps

Eighteen of 96 universities (representing the largest four-year universities in each state, based on number of undergraduate students) had agreements with indoor tanning businesses to allow students to use university-sponsored debit cards to pay for services.²⁷

As of February 2015, five of these 18 universities (Rutgers University, University of Illinois, Western Kentucky University, Southern New Hampshire University, and Virginia Polytechnic Institute and State University) no longer include indoor tanning businesses on their college debit card websites. The University of Pittsburgh has banned indoor tanning businesses from accepting university-sponsored debit cards to pay for services.²⁸

Reasons to Consider a Sun Protection Campus Policy

Sunburn is a major risk factor for skin cancer.²⁹ In the 2010 NHIS, 50% of adults aged 18-29 years reported that they experienced at least one sunburn in the past year.³⁰

Regular use of sunscreen has been shown to reduce the incidence of melanoma.³¹ Other practices are also recommended for a comprehensive approach to sun protection, including wearing protective clothing, wide-brimmed hats and sunglasses; staying in the shade; and limiting time outdoors in the middle of the day when UV radiation from the sun is most harmful.¹

Adults are not adequately protected from the sun, despite recommendations. In the 2010 NHIS, only 26% of men reported using shade for protection, and sunscreen and protective clothing behaviors (such as wearing a wide-brimmed hat or a long-sleeved shirt) were reported even less frequently. Similarly, few women reported use of wide-brimmed hats or long-sleeved shirts. Use of sunscreen and shade were more prevalent in women, with 35 to 37% of women reporting these protective behaviors.³⁰



Behavioral Recommendations to Reduce Skin Cancer Risk

- Cover up with a tightly-woven wide-brimmed hat that shades the face, ears and neck; sleeved shirt (longer sleeves are better); long shorts or pants; socks and closed-toe shoes or tennis shoes; and wear sunglasses that protect against 99-100% of UV rays.
- Apply broad-spectrum SPF 30 sunscreen and lip balm 30 minutes before you go outside, and reapply every 1-2 hours and after sweating, swimming or toweling off. Broad-spectrum sunscreen protects against both UVA and UVB rays from the sun.
- Stay in the shade. Remember to use sun protection in the shade because UV rays can reflect off surrounding sand, ice, snow, concrete and light-colored walls or surfaces to reach your skin.
- Remember peak sun hours (10:00 AM to 4:00 PM) when the sun is directly overhead, shadows are shorter and UV rays from the sun are more harmful. Use multiple forms of sun protection during this time.
- Don't spend time in the sun to intentionally tan (don't sunbathe).
- Don't use indoor tanning devices.

Policy Templates

*Sample 100% Indoor Tanning-Free Campus Policy*³²

XYZ University acknowledges and supports the findings of the Surgeon General that skin cancer is a serious public health concern, and that skin cancer can be prevented through elimination of indoor tanning. XYZ University further recognizes that UV-emitting indoor tanning devices have been classified as carcinogenic to humans (Group 1 carcinogen). In light of these health risks, and in support of a safe and healthy learning and working environment, XYZ University has set the following 100% Indoor Tanning-Free Campus Policy to be implemented on <Month> <Day>, <Year>.

1. Indoor tanning is prohibited on all university grounds and XYZ University owned or leased properties. This includes but is not limited to all university residences, including dormitories and fraternity and sorority houses located on the university property.
2. This policy applies to all faculty, staff, students, clients, contractors and visitors. The policy is in effect during and after campus hours.
3. For the purposes of this policy, an indoor tanning device is defined as a device that emits UV radiation, such as tanning beds, tanning booths, sunlamps, sunbeds and UV lamps.
4. The sale of indoor tanning devices or related merchandise (including items that display indoor tanning company logos) is prohibited in and on all university property and at all university-sponsored events, regardless of the vendor.
5. The free distribution or sampling of indoor tanning devices and associated products and offers for discounted indoor tanning services are prohibited on all university-owned or leased property and at university-sponsored events, regardless of the venue.
6. XYZ University will not enter into agreements with indoor tanning facilities for university-sponsored debit cards that pay for student expenses at indoor tanning facilities.
7. XYZ University will not refer students to off-campus housing that provides free indoor tanning services as an amenity or part of the rental agreement.
8. Indoor tanning industry and related company sponsorship of campus events, including athletic events and athletes, is prohibited.
9. XYZ University does not accept any direct or indirect funding, gifts or anything else of value from indoor tanning companies.
10. Campus officials, staff or other persons representing the campus including campus organizations shall not accept money or gifts or enter into any arrangement, association or partnership with representatives of indoor tanning companies, including:
 - a. Sponsorship of campus events by organizations that promote indoor tanning and/or allowing them to distribute free, reduced price or fully priced indoor tanning services, offers or products (shirts, hats, or other items displaying indoor tanning company logos) on campus.
 - b. Any indoor tanning advertising, such as billboards and signs in sports stadiums owned and operated by XYZ University.
11. Companies that promote or provide indoor tanning are excluded from participating in campus career fairs or other vocational or recruitment activities.
12. All indoor tanning promotion, advertising, marketing and distribution are prohibited in and on XYZ University campus property including university-run publications and facilities owned, operated or leased by XYZ University.

13. XYZ University shall divest itself of all indoor tanning industry investments by [date] and in the future shall not invest any university funds in any indoor tanning-related business.
14. XYZ University will provide education on the dangers of UV exposure from indoor tanning devices. Skin cancer prevention and anti-tanning messages should be publicized regularly in student and staff publications, posted in residence halls and academic buildings, and communicated through Student Services, the Student Health Center and through other appropriate means and settings. Health education and wellness classes should teach about skin cancer prevention and the health risks associated with using indoor tanning devices.
15. Implementation and compliance:
 - a. A campus committee shall develop a plan for communicating the policy with students, staff, faculty and visitors.
 - b. This policy shall be included in the student, staff and faculty handbooks, new employee and student orientation programs, in admissions application materials and other campus documents where appropriate. The university shall provide a comprehensive marketing and signage effort to ensure that all university visitors, vendors, guests and other people arriving on property owned or leased by the institution are aware of the policy.
 - c. Violators of the policy shall be issued a verbal reminder of the policy. If the offense continues, a second verbal warning will be issued. If this warning is ignored, a penalty will be issued. A campus telephone number and e-mail address will be promoted to report violations.
 - d. Housing and Residential Life is responsible for compliance in campus student residences, per the XYZ University Student Handbook [name of publication or equivalent].

This policy was adopted by [entity] on [date].

*Sample Sun Protection Campus Policy*³²

XYZ University acknowledges and supports the findings of the Surgeon General that skin cancer is a serious public health concern, and that skin cancer can be prevented through reduction of ultraviolet (UV) exposure from the sun. XYZ University further recognizes that UV radiation has been classified as carcinogenic to humans (Group 1 carcinogen). In light of these health risks, and in support of a safe and healthy learning and working environment, XYZ University has set the following Sun Protection Campus Policy to be implemented on <Month> <Day>, <Year>.

1. XYZ University will provide shaded areas on campus for protection from sun exposure, by planting trees in strategic places, building or installing shade structures, and including shade structures in plans for new buildings.
2. Outdoor classes and sports teams will actively encourage and support the use of sun protection strategies such as sunscreen, tightly-woven protective clothing, wide-brimmed hats and sunglasses, to protect skin from sun exposure. Sunscreen dispensers will be provided at campus events.
3. XYZ University will provide education on the dangers of UV exposure from the sun. Skin cancer prevention and sun protection messages should be publicized regularly in student and staff publications, posted in residence halls and academic buildings, and communicated through Student Services, the Student Health Center and through other appropriate means and settings. Health education and wellness classes should teach about skin cancer prevention and the health risks associated with sun exposure.
4. Create easy access for sun protective behaviors by selling sunscreen, sunglasses, umbrellas, and wide-brimmed hats in campus stores.
5. Implementation and compliance:
 - a. A campus committee shall develop a plan for communicating the policy with students, staff, faculty and visitors.
 - b. This policy shall be included in the student, staff and faculty handbooks, new employee and student orientation programs, in admissions application materials and other campus documents where appropriate. The university shall provide a comprehensive marketing and signage effort to ensure that all university visitors, vendors, guests and other people arriving on property owned or leased by the institution are aware of the policy.
 - c. Violators of the policy shall be issued a verbal reminder of the policy. If the offense continues, a second verbal warning will be issued. If this warning is ignored, a penalty will be issued. A campus telephone number and e-mail address will be promoted to report violations.
 - d. Housing and Residential Life is responsible for compliance in campus student residences, per the XYZ University Student Handbook [name of publication or equivalent].

This policy was adopted by [entity] on [date].

*Policy Planning and
Enforcement*



Policy Planning: Get Creative³²

This toolkit has described ways your school can approach skin cancer prevention on your campus. The following describes the next steps to consider when creating a specialized plan for your campus.

Create an Implementation Plan

Meet with key individuals on campus to develop an implementation plan. Recommendations on how to customize your plan are to:

- Include as many key groups as early as possible, particularly those who will be able to support and enforce the 100% indoor tanning-free and sun protection campus policies and those who will be affected by these policies.
- Form an advocacy group through partnerships with school organizations. Enlist faculty and staff to assist in the implementation process. Advocacy groups can:
 - Distribute educational material
 - Spread awareness about skin cancer prevention
 - Be campus advocates of the policy
- The plan can include a timeline of implementation, possible alliances, identified challenges, communication and policy enforcement strategies and marketing material.

It's key to gain the full support of the administration, campus community and surrounding community for skin cancer prevention campus policies and practices to be maximally effective.

Engage the Campus Community

Understanding the perspectives of faculty, staff and students is critical to ensure that the campus plan reflects the needs of these constituents. Administration should reach out to all segments of the campus community. The checklist on the next page provides ideas on whom to involve and how to reach these groups.

Whom To Educate

- Students
- Visitors
- Residential advisors
- Potential recruits
- President/chancellor
- Department heads
- Community organizations
- Alumni groups
- Faculty senate
- Athletic coaches
- College deans
- Health services staff
- Grounds and facility staff
- Environmental health and safety officers
- Governing boards (system and campus)
- All other faculty and staff
- Fraternities and sororities
- Student government
- Health and wellness campus organizations

Where To Educate

- Residential halls
- Enrollment materials
- Sidewalk chalking
- College catalogue
- Chalkboards
- Orientation
- Dining halls
- Campus events
- Classroom buildings
- Campus newspaper
- Student e-mail accounts
- Campus web site
- Student unions
- Libraries
- Health and wellness facilities
- Sports stadiums and facilities
- Faculty-only areas

Engage the Surrounding Community

Partner with off-campus organizations to support skin cancer prevention campus policies and practices. Within the surrounding campus community, identify community leaders and existing coalitions that are known to, or may be willing to, support skin cancer prevention efforts. These collaborations can help your campus address any implementation barriers and challenges that may arise. They will also create a forum for individuals with similar goals to discuss strategies for limiting students' UV exposure and educate the surrounding community about skin cancer prevention. These community connections will reinforce the support for a skin cancer prevention initiative and improve campus efforts to provide a healthy environment for students, faculty and staff.

Some examples of surrounding community partners are:

- Local chapter of the American Cancer Society
- Health and wellness organizations
- Community coalitions
- Neighboring businesses that are frequented by students
- Community leaders
- Local sports teams
- Off-campus housing

*Campus Implementation: How-To*³²

Enforcement

During the planning phase, it is critical to establish how the policy will be enforced.

Determine roles and responsibilities.
Identify who will enforce the policy and consequences of violating the policy.

Post Signage

Reminders around campus will help reinforce skin cancer prevention messages to students, visitors, staff, and faculty.

Signage can be posted in classroom buildings, recreation centers, residential houses and dormitories, student centers, and other appropriate venues.
Permanent outdoor signage is also recommended.

Offer Resources

Educational resources can help individuals adhere to the new policy.

Provide easy and accessible resources to educate individuals about skin cancer and the importance of prevention.

Be Supportive

Changing norms and health behaviors takes time.

Offer support to those who are trying to stop tanning and establish new skin cancer prevention behaviors.

Celebrate Success

Share success stories and lessons learned with the campus and the surrounding community.

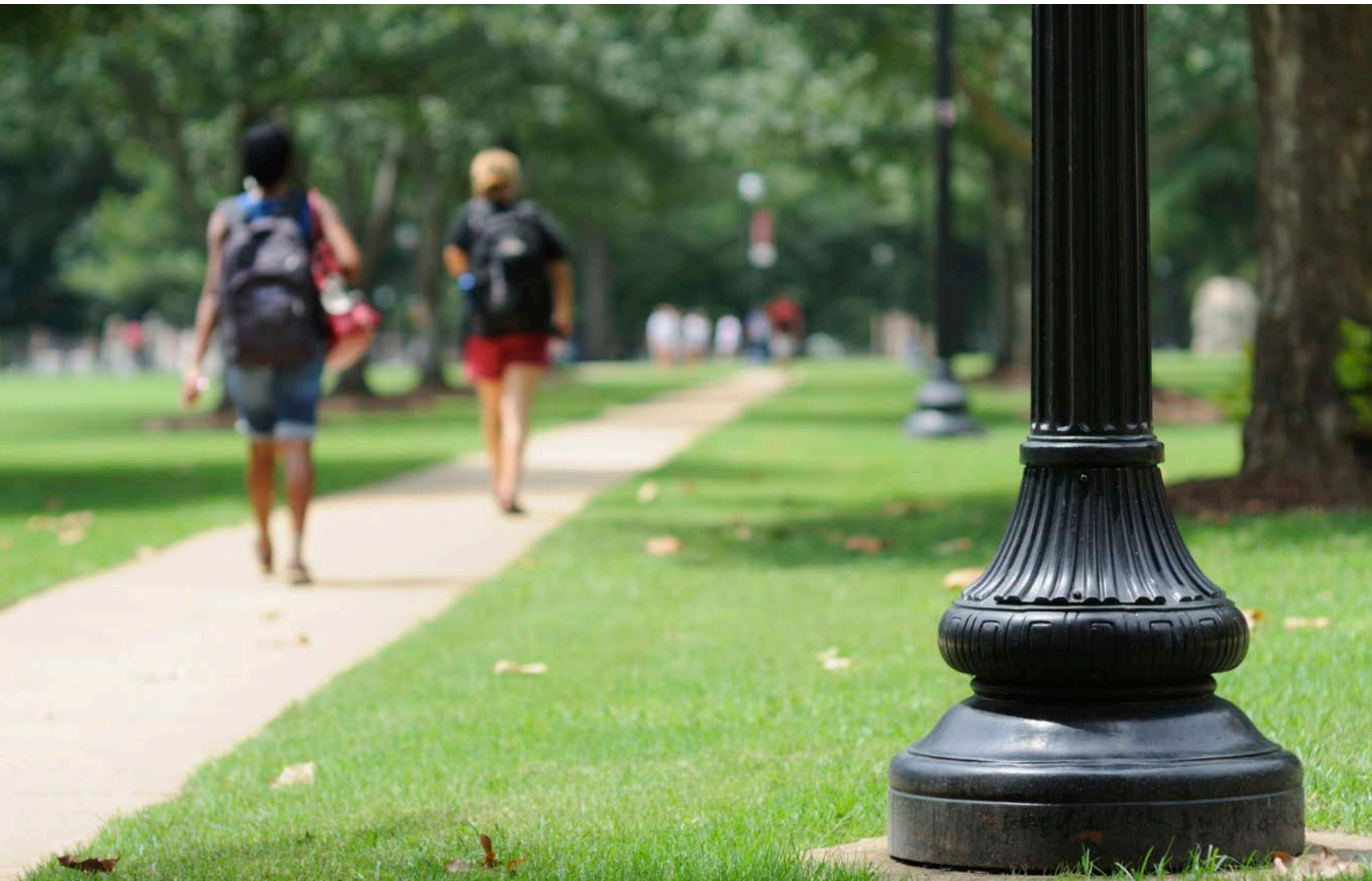
Use campus resources such as newsletters, the university website, listservs, and local newspapers to share progress and success.

Policy Evaluation

Collect campus baseline data prior to implementing policy, to aid in evaluating the effects of the policy over time. Routine policy evaluations can identify stakeholder perceptions, barriers to and facilitators of policy implementation, and effects of policy on skin cancer prevention behaviors and practices on campus.

Questions to Consider:

- What are student, faculty and staff opinions about skin cancer and the need for policies to encourage sun protection and eliminate campus access to indoor tanning devices? How do these opinions change over time as the campus community is educated on the importance of skin cancer prevention?
- What is the level of compliance with policies? What is the level of enforcement?
- What resources or technical assistance is needed to enhance implementation of the policies?
- What resources are needed to educate the campus community on the importance of skin cancer prevention?
- Did the planned activities yield the expected results?
- Was the policy implemented consistently across all campus areas or communities?
- Were there any unintended consequences of the policy?



Student Health Services



Behavioral Counseling to Prevent Skin Cancer

The United States Preventive Services Task Force (USPSTF) recommends counseling children, adolescents, and young adults aged 10-24 years who have fair skin about minimizing their exposure to ultraviolet radiation to reduce risk for skin cancer.³³

Health services staff may use the information about skin cancer prevention presented in this toolkit to inform students about the importance of using sun protection and eliminating use of indoor tanning devices. Consider distributing samples of broad-spectrum SPF 30 sunscreen in the student health center.

Behavioral Recommendations to Reduce Skin Cancer Risk:

- Cover up with a tightly-woven wide-brimmed hat that shades the face, ears and neck; sleeved shirt (longer sleeves are better); long shorts or pants; socks and closed-toe shoes or tennis shoes; and wear sunglasses that protect against 99-100% of UV rays.
- Apply broad-spectrum SPF 30 sunscreen and lip balm 30 minutes before you go outside, and reapply every 1-2 hours and after sweating, swimming or toweling off. Broad-spectrum sunscreen protects against both UVA and UVB rays from the sun.
- Stay in the shade. Remember to use sun protection in the shade because UV rays can reflect off surrounding sand, ice, snow, concrete and light-colored walls or surfaces to reach your skin.
- Remember peak sun hours (10:00 AM to 4:00 PM) when the sun is directly overhead, shadows are shorter and UV rays from the sun are more harmful. Use multiple forms of sun protection during this time.
- Don't spend time in the sun to intentionally tan (don't sunbathe).
- Don't use indoor tanning devices.

Current Procedural Terminology (CPT) Codes to Use for Behavioral Counseling

Use the following CPT codes to submit claims for possible reimbursement of preventive medicine services provided in the physician office setting.³⁴ Documentation of a preventive visit may be necessary.

CPT codes 99384–99385, 99394–99395

- These codes can be used when conducting comprehensive preventive medicine evaluation and management of an individual, including counseling and risk factor reduction interventions for patients aged 12–17 years (99384, 99394) and 18–39 years (99385, 99395).

CPT codes 99401–99404

- These codes can be used when preventive medicine counseling or risk factor reduction intervention is provided as a separate procedure.

Skin Examinations

Health services staff can provide education about skin cancer and skin self-examination, to encourage students to be aware of their skin and any skin changes. The ABCDE tool developed by the American Cancer Society can be helpful in identifying skin spots for further evaluation by a physician.³⁵

- **Asymmetry:** Does one half look different than the other half?
- **Border:** Are the borders irregular or ill-defined?
- **Color:** Is there a mixture of colors, uneven coloring, or has it changed colors?
- **Diameter:** Is the spot larger than the size of a pencil eraser?
- **Evolution:** Is the spot growing in size or shape, or changing in any other way, such as how it feels?

Also be aware of:

- Any change: a new spot or mole; or change in size, shape, texture or color
- A sore that does not heal, even if it just looks like a bug bite
- A spot or sore that changes in sensation, itchiness, tenderness or pain
- A spot that bleeds, oozes or becomes scaly

Look for more information about the ABCDEs at <http://www.cancer.org/cancer/skincancer-melanoma/moreinformation/skincancerpreventionandearlydetection/skin-cancer-prevention-and-early-detection-what-to-look-for>.

Health services clinicians can conduct skin examinations for individuals 20 years of age and older as part of a recommended periodic cancer-related checkup. This should include health counseling about minimizing sun exposure and eliminating use of indoor tanning devices.³⁶

Skin Cancer Information Resources

For more information about skin cancer, please refer to the following links.

- <http://www.mdanderson.org/patient-and-cancer-information/cancer-information/cancer-types/skin-cancer/index.html>
- <http://www.mdanderson.org/patient-and-cancer-information/cancer-information/cancer-types/melanoma/index.html>
- <http://www.cancer.gov/cancertopics/types/skin>
- <https://www.aad.org/dermatology-a-to-z/diseases-and-treatments/q---t/skin-cancer>

*Advocacy, Education
and Marketing*

Advocacy and Education

Join a local college or university chapter of the American Cancer Society Colleges Against Cancer to focus on strategic directions such as advocacy and cancer education.³⁷ Find out if there is a chapter on your campus by calling 1.800.227.2345. If there is not a chapter at your school, call 1.800.227.2345 or visit Campusrelay.tumblr.com or www.cancer.org to learn how to start a chapter. Encourage participation by student organizations to endorse skin cancer prevention efforts. Your local Colleges Against Cancer chapter can support campus efforts related to implementing and enforcing 100% Indoor Tanning-Free and Sun Protection Campus Policies, as well as create opportunities to educate about skin cancer. Your local chapter can also advocate for creating shaded areas on your campus. For guidance on how to conduct a shade audit and other helpful resources, refer to *Shade Planning for America's Schools* developed by the Centers for Disease Control and Prevention.³⁸

Education activities should focus on communicating the importance of minimizing sun exposure and eliminating indoor tanning to prevent skin cancer, providing information on the recommended behaviors to reduce UV exposure, motivating students to practice skin cancer prevention, and informing students what to look for during skin self-examinations. See *The Colleges Against Cancer Guidebook* for suggested cancer education activities you can implement on your campus, which may include holding demonstrations, providing education on specific skin cancer-related topics, and distributing sample-sized portions of sunscreen.³⁷ Also refer to *The Surgeon General's Call to Action to Prevent Skin Cancer* for additional ideas and suggestions.⁵



Marketing and Communication

Remind Individuals about Skin Cancer Prevention

- Place signage in high-visibility locations around campus, including at football or other sports stadiums and outdoor practice areas
- Eye-catching posters that present the campus skin cancer prevention initiative and reinforce the benefits of practicing sun protection and eliminating indoor tanning
- Post daily UV Index readings
- Remember to communicate with parents about skin cancer prevention initiatives and policies at your college/university and the importance of these commitments to student health
- Emphasize prevention messages, events, new website content and other promotions during May, which is skin cancer awareness month

Provide Promotional Items to Support Sun Protection

- Consider community partnerships that may provide discounted sunscreen

Suggested Website Content

- Provide a brief overview of the 100% Indoor Tanning-Free Campus Policy and Sun Protection Campus Policy, a link to the official policy documents (PDF or HTML), and rationale for the policies
- Provide contact information via e-mail link, phone number and/or feedback form to enable the campus community to provide feedback or ask questions regarding policies
- Provide links to any related social media sites (Facebook, Twitter, etc.) that have been set up to raise awareness of skin cancer prevention and related policies
- News page that includes news related to the skin cancer prevention policies at your college/university, campus policies at other universities or skin cancer-related health news or research
- Blogs or Videos – student, faculty or staff thoughts, comments or interviews related to the policy, tanning bed use or sun protection
- Committee Members – information regarding student, faculty, staff or other community members who participated in developing and leading the implementation of the policy
- Consider placing information or links related to health observance days in advance of the days, particularly if your college/university is participating in any events related to the day
- Announce campus events to raise awareness about skin cancer prevention
- Include a PDF or HTML document to list frequently asked questions (FAQ) and provide detailed answers to questions regarding the policy, tanning bed use, sun protection, health statistics, and available resources
- Include links to resources available to students, faculty and staff (e.g., the College/University Health Plan, the Student Health Center and the Student Wellness Center) to provide further information on skin cancer and how to prevent it

Social Media

Example Tweets

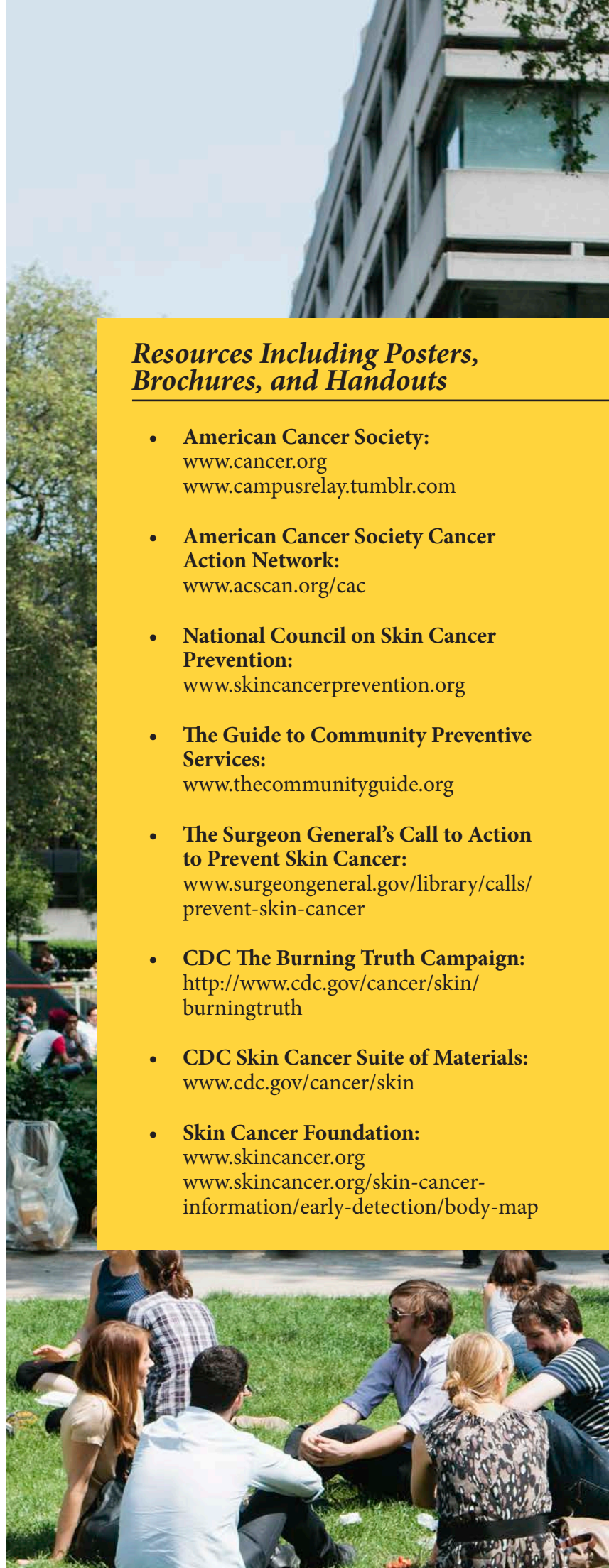
- Remember to wear sunscreen and protective clothing, seek shade and use multiple forms of sun protection during peak sun hours of 10-4.
- There is no safe tanning. A tan is a sign of skin damage.
- Say no to tanning!
- Indoor tanning can cause premature skin aging such as wrinkles.
- One person dies from melanoma every hour. Protect your skin.
- Spread the word and take the pledge to not tan.

Example Facebook Posts

- Our campus will be implementing a 100% Indoor Tanning-Free Campus Policy and/or Sun Protection Campus Policy as of <date>. For more information, please visit our website at <insert policy website>.
- <Insert college name> provides many resources for how to educate yourself about skin cancer prevention and how to protect your skin. A list of resources can be found at <insert college's policy website>.
- If you have questions about the new <insert college name> 100% Indoor Tanning-Free Campus Policy and/or Sun Protection Campus Policy, visit our frequently asked questions page to see if your question is answered here: <insert schools FAQ page on policy website>.
- Don't forget <insert college name> will be implementing our 100% Indoor Tanning-Free Campus Policy and/or Sun Protection Campus Policy starting <date> #notanning.

Resources Including Posters, Brochures, and Handouts

- **American Cancer Society:**
www.cancer.org
www.campusrelay.tumblr.com
- **American Cancer Society Cancer Action Network:**
www.acscan.org/cac
- **National Council on Skin Cancer Prevention:**
www.skincancerprevention.org
- **The Guide to Community Preventive Services:**
www.thecommunityguide.org
- **The Surgeon General's Call to Action to Prevent Skin Cancer:**
www.surgeongeneral.gov/library/calls/prevent-skin-cancer
- **CDC The Burning Truth Campaign:**
<http://www.cdc.gov/cancer/skin/burningtruth>
- **CDC Skin Cancer Suite of Materials:**
www.cdc.gov/cancer/skin
- **Skin Cancer Foundation:**
www.skincancer.org
www.skincancer.org/skin-cancer-information/early-detection/body-map



**For Immediate Release
Skin Cancer Prevention Initiative**

**Press Release Title
Press Release Subtitle**

City, State – Program Name – (Institution of higher education) is pleased to announce that on (month/year) we will implement a campus-wide skin cancer prevention initiative.

“Skin cancer is the most commonly diagnosed cancer in the United States, yet most cases are preventable. Every year in the United States, nearly 5 million people are treated for skin cancer, at an estimated cost of \$8.1 billion. That is why The Surgeon General’s Call to Action to Prevent Skin Cancer is important for all of us. It outlines action steps we can all take—as individuals, parents, educators, employers, policy makers, health care professionals, and communities—to reverse this alarming trend. As a nation, we can all do more to address skin cancer as a serious public health challenge,” said Dr. Howard Koh, M.D., M.P.H., Assistant Secretary for Health, U.S. Department of Health and Human Services.

The development of a skin cancer prevention initiative has been a XX-(year or months) process for (institution of higher education). Key drivers that led to our decision to highlight skin cancer prevention are:

- The Surgeon General’s Call to Action to Prevent Skin Cancer emphasizes indoor tanning and unprotected sun exposure as significant health hazards that increase the risk of melanoma and other skin cancers
- XYZ University further recognizes that the World Health Organization has classified ultraviolet (UV) radiation as a human carcinogen.

In light of these health risks, and to safeguard the health of our faculty, staff and student body, XYZ University has set the following skin cancer prevention initiative to be implemented on <Month> <Day>, <Year>. <Describe skin cancer prevention initiative including policies, education and health services>.

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For more information, press only:
Contact Name, Title
Phone
Email

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