



Exposure

The Arkansas Foundation for Skin Cancer is a non-profit organization dedicated to increasing awareness of skin cancer in Arkansas. We educate citizens about prevention, detection and treatment of skin cancer.

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New law limits teen tanning

Act 707 requires a parent's signature for indoor tanning

Arkansas Governor Mike Beebe signed into law on March 31 a measure that aims to limit minor's access to tanning beds. Arkansas now joins 29 other states that regulate the use of tanning facilities.

Act 707 requires a guardian's signature before anyone under 18 years old is able to use a tanning facility. The parent or guardian must sign a warning, which describes the dangers of UV exposure, in the presence of the tanning operator, according to the provisions of the act.

Tanning legislation has been popular this year among legislatures across the country. According to AIM at Melanoma, an organization that tracks state and national legislation, twenty states have passed or are currently considering tanning bed provisions this legislative session.

The American Cancer Society estimates that there are 1 million new cases of skin cancer diagnosed each year. In 2008, the

ACS estimated that 62,480 of those were new cases of melanoma - a deadly form of skin cancer, with 8,420 estimated deaths last year.

Representative Bruce Maloch authored the original bill at the request of the Arkansas Foundation for Skin Cancer, a non-profit organization that helps raise awareness of skin cancer and its causes in Arkansas. Senator Cecile Bledsoe also helped move the bill through the Senate.

Maloch said he introduced the bill to help bring attention to the realities of skin cancer and the danger of repeated UV exposure, especially for young people.

Most skin damage occurs before age 18, and some experts report that 80 percent of a person's lifetime UV exposure happens in childhood.

UV radiation is known to increase the chances of developing skin cancer later in life and this law will help educate parents

about the very real dangers that tanning poses to young people," said Jennifer

Long, executive director of the Arkansas Foundation for Skin Cancer. "Just like tobacco, UV rays are carcinogenic and should be treated with the same seriousness."

If caught early melanoma is treatable. However, because it easily spreads to other parts of the body, it can be very dangerous. It is the most common cancer among young adults and the leading cause of cancer death in women ages 25 to 30. It is also one of the few types of cancer that is on the rise, with a 7.7 percent increase in incidences for men and a 3 percent increase for women since 2001.

Exposure to UV radiation also causes other types of skin cancer, which are much less fatal but can still be disfiguring and painful. Non-melanoma skin cancer is the most diagnosed cancer in the U.S. Forty to 50 percent of people who live to 65 will develop this form of skin cancer in their lifetime, according to the National Cancer Institute.

Save These Dates!

Making Magic Beads at Little Rock's Riverfest : Memorial Day Weekend

The AFSC will once again promote sun safety at the annual Riverfest. Drop by the booth with the kids to make magic bead necklaces, keychains and bracelets. The beads change color in the sun.

Twilight 5K Run at Murray Park : Saturday July 11

Bring the family and enjoy the Twilight 5K, a run over the Big Dam Bridge. There is fun for everyone - runners and spectators alike - with live music, free food and a play area for the kids. So bring a blanket and enjoy sunset at the park. Register at www.arkansasrunner.com or www.getmeregistered.com.

Calling Volunteers!

The AFSC is always looking for volunteers and our events are successful because of supporters like you.

Riverfest is a good opportunity for area students to get their volunteer hours in before the end of the school year, too!

If you are interested in volunteering for the 5K, our skin cancer screenings or other events, just call Jennifer Long at 479-652-3780.

Melanoma rates on the rise

National report shows skin cancer incidences significantly higher, while most other cancers, including breast and prostate, continue to decrease in the US.

New melanoma rates are continuing to inch up, even as the incidence rates of most other cancers slowly decreased over the last 10 years, according to the nation's leading cancer organizations. While early detection and better treatment has helped cancer death rates gradually decline for several years, preventing cancer in the first place is the ultimate goal.

According to the "Report to the Nation" on cancer, melanoma incidences have increased a startling 7.7 percent for men and 3 percent among women since 2001. Melanoma is the deadliest form of skin cancer with more than 8,000 U.S. deaths in 2008. The news is even bleaker for young women, according to the National Cancer Institute, which reported a 50 percent increase in melanoma among young women ages 15 to 39 between 1980 and 2004 - the same block of time that has seen Americans getting more and more sunburns and UV exposure from tanning beds.

Exposure to UV, both outdoors and in tanning beds, is a risk factor for melanoma, as well as for other types of skin cancers.

Increases in any cancers is sometimes attributed to better detection practices, but the researchers noted that the increase in melanoma across all social groups and all levels of cancer thickness indicates the findings document a genuine increase.

The American Cancer Society estimates that in 2008 there were 540 new melanoma cancers diagnosed in Arkansas. In 2002, the estimate was 500.

What is Melanoma?

Melanoma begins in the skin cells that are responsible for protecting the deeper layer of the skin from the harmful effects of the sun. Because most of these cells make melanin - the substance that makes skin tan or brown - tumors are often brown or black, though that isn't always the case.

The cancer most often starts on the trunk of fair-skinned men and on the lower legs of fair-skinned women, but it can start other places, as well. While having dark skin lowers the risk of melanoma, it can still occur.

Best defense? YOU!

Keeping an eye on your own skin is the best defense against a future melanoma. In fact, most melanomas are discovered by a patient or spouse.

The American Academy of Dermatology created the *ABCDEs of Melanoma Detection* for self-exams. You should consult a dermatologist if any of your moles or pigmented spots show these signs:

Asymmetry: When one half of a mole or spot is unlike the other half.

Border: When the mole or spot has an irregular, scalloped or poorly defined border.

Color: When color varies from one area of the mole or spot to another. Sometimes they are shades of tan and black, and sometimes white, red or blue.

Diameter: Melanomas are usually bigger than the size of a pencil eraser (6mm), but they can occur in smaller spots.

Evolving: When a mole or spot looks different from the rest or is changing size, shape or color over time.

For more information about the ABCDEs, visit www.aad.org/public/exams/abcde.html

In Appreciation . . .

We would like to thank the following for their generous support of the Foundation's mission and projects between October and April.

SPF 45

Bill Nolan
Murphy Oil Corp.
Theodosia Nolan

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Ruby Henderson
Vanessa Hendershot
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SPF 30

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Mary Wren

Sunscreen 101 : Understanding UV

Most of us already know that the sun can cause skin damage and even cancer, but the large selection of sunscreens lining the shelves can make it confusing when looking for sun protection.

What does SPF stand for?

SPF is the sun protection factor and this rating indicates the amount of time the sunscreen will protect your skin compared to the time it would take the sun to burn or tan your skin. An SPF of 30 will protect you 30 times the time it takes to get sunburned without sunscreen. Let's say you start to burn after 10 minutes of exposure. Using an SPF 30 sunscreen would allow you to spend 300 minutes in the sun before burning, generally speaking.

What are UVA and UVB rays?

Simply put, both can cause cancer and skin damage, which is why it is important to protect yourself from both.

UVA rays are long-wave solar rays and can penetrate windows and even light clothing. Though less likely to cause sunburn than UVB rays, they penetrate deeply, causing wrinkling and leathering of the skin. Tanning

booths primarily emit these types of rays - as much as 12 times that of the sun.

UVB rays cause more sunburns and were once thought to be the most damaging of the two. They do not penetrate the skin as far as UVA rays and they cannot penetrate glass. They actually only make up five percent of the UV radiation reaching the Earth's surface.

Who needs sunscreen?

Everyone needs sunscreen when exposed to the sun's radiation. However, those who are fair-skinned should take extra care to protect their skin.

What type of sunscreen should be used?

The SPF currently printed on sunscreens only applies to UVB rays. The FDA is currently looking at standards for UVA rays, which should be released in the next two years. However, choosing a sunscreen that is at least SPF 15 and states that it is "broad spectrum" will keep you protected from both types of rays. Always remember that no matter what sunscreen you use, some radiation always gets through to your skin.

How much and how often?

You should spread about two tablespoons of sunscreen over your exposed areas before heading outdoors. Reapply every two hours or immediately after swimming or sweating. Also, sunscreen is not made for newborns and should be used on children who are 6 months old or above.



Sunlight or Supplements?

Food and supplements are the safest way to boost vitamin D

A recent debate is being played out in popular media and medical journals on how best to boost vitamin D levels. Some of these reports have suggested that Americans tend to be deficient in the "sunshine" vitamin, which can be derived from food and supplements or produced by the body when exposed to UV radiation.

But recommending sunlight to reach healthy levels of vitamin D is ill-advised, according to dermatologist Dr. Scott Dinehart, president of the Board of Directors for the Arkansas Foundation for Skin Cancer.

"Unprotected exposure to UV rays can cause skin cancer and there are much better ways to get the right amount of vitamin D," he said. "Why put yourself at unnecessary risk?"

Sunburns, especially in childhood, significantly raises a person's risk of

developing skin cancer later in life. One blistering sunburn before the age of 18 can more than double the chances of developing melanoma - the deadliest form of skin cancer.



Some media reports have gone as far as to encourage people to increase their vitamin D levels with a dose of UV exposure from a tanning booth. That is a careless recommendation, according to many

dermatologists. It only takes an average of 15 minutes, three times a week, of sunshine on the skin of unprotected hands, arms and face to produce enough daily vitamin D.

Vitamin D is essential to good health. Without sufficient levels, children can develop rickets and adults can suffer from thin, brittle bones. The Institute of Medicine of the National Academy of Science recommends that adults up to 50 years old get 200 international units (IU) daily, while younger and older individuals should get 400 IUs.

Healthy Vitamin D Sources

There are many healthy ways to make sure vitamin D levels are where they should be. Several types of fish are packed with it and many foods are fortified.

- *One tablespoon of cod liver oil: 1,360 IUs
- *Salmon/Mackerel/Tuna fish: 200-360 IUs
- *1 cup of milk: 98 IUs
- *Many fortified cereals: 40 + IUs
- *1 egg, (vitamin is in the yolk): 20 IUs

Smart Plays in Sun Rays

Program urges sun safety in sports

The Arkansas Foundation for Skin Cancer will soon be launching "Smart Plays in Sun Rays" - a program that will help youth sports' programs across the state create and implement a sun safety policy. The policy puts in place measures for keeping players safe from UV exposure - a leading factor in developing skin cancer.

Along with the policy, the program will also offer an educational component for players and coach support in the form of training. An "Ultraviolet Delight" pack, complete with UV meter and information, will also be available to coaches.

"We believe this program will help encourage young people's behaviors

regarding sun safety, while also educating parents and coaches about the realities of skin cancer and its link to childhood UV exposure," said Jennifer Long, executive director of the AFSC.

One blistering sunburn in childhood can more than double a person's chance of developing melanoma - the deadliest form of skin cancer - later in life, according to the American Academy of Dermatology.

The program will be implemented on a trial basis this summer in select soccer and swimming organizations in different parts of the state. After an evaluation, the Foundation hopes to expand the program to additional sports programs and age groups. If your organization is interested in this program or if you have more questions, please contact Jennifer Long at 479.652.3780.



Pictured from left to right: Jennifer Long, Dr. Renie Bressinck, Dr. Hayden Franks, Dr. Patrick Hatfield, Gov. Mike Beebe, Dr. Brian Russell, Laura Hawkins and Mary Rodgers.

Governor Mike Beebe proclaimed March 5, 2009 Skin Cancer Awareness Day in Arkansas. To celebrate the day and bring awareness to skin cancer, the AFSC hosted a free skin cancer screening at the state Capitol. Volunteer doctors screened more than 70 people.

The AFSC: Our Story



Arkansas
FOUNDATION
for Skin Cancer

The Arkansas Foundation for Skin Cancer has advocated sun safety and skin cancer screenings in the state since 2004, when two local dermatologists created the organization. The epidemic numbers of skin cancer diagnoses in Arkansas, especially in the younger population, motivated the two physicians to form a foundation that would encourage prevention and early detection of skin cancer. While there were several national groups that were dedicated to raising awareness, there were none that actively promoted sun safety in the state.

After assembling its first full working board and hiring its first staff in 2007, the Foundation began focusing our efforts on educating children and their parents about the dangers of sun exposure and providing skin cancer screenings across the state as early detection is key in treating skin cancer.

A few of our current projects include educational programming for children through school visits and teacher training, increasing the number of skin cancer screenings across the state and educating health professionals on new information research and techniques at our annual Nurses Skin Care Conference. We are also currently working on a project that will focus on summertime sports programs in Central and Northwest Arkansas, which will include training coaches about helping their teams stay smart in the sun.

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Scott Dinehart, MD — President

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Representative Bruce Maloch, Susan Manley, MD; Ray Parker,
MD

Questions

Feel free to contact our Executive Director, Jennifer Long, regarding donor or volunteer opportunities or additional information . She can be reached at 479.652.3780 or by email at jlong0112@yahoo.com

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