

## TALKING POINTS

### *Don't Fry Day*

Friday, May 28, 2010



**Problem:** Skin cancer is among the few preventable cancers; yet incidence rates continue to rise. *Over one million new cases of skin cancer are diagnosed in the U.S. each year, comprising about half of all other types of cancers combined.*

**Causes:** Overexposure; Genetics; Behavior; Tanning salons are all too common; Cultural perception of tan as beautiful/healthy-looking; Compromised ozone layer.

**Solution:** National Council on Skin Cancer Prevention launches the second annual National Sun Safety Day, *Don't Fry Day*, to promote a spike in education and awareness before many families spend time outdoors Memorial Day weekend and begin the season of summer outdoor activities. National Council members are collectively and individually promoting sun safety year-round with an emphasis in May and on *Don't Fry Day* (the Friday before Memorial Day).

**Slogan:** The Friday before Memorial Day is *Don't Fry Day*: Protect your skin today and every day.

**Action Steps This Year:** Promote all six action steps this year: do not burn; generously apply sunscreen; wear sun-protective clothing; seek shade; use extra caution near water, snow and sand; and get vitamin D safely.

**Goal of National Sun Safety Day Campaign:** Raise Awareness about Sun Safety and Skin Cancer Prevention.

**Supported by:** National Council on Skin Cancer Prevention. The National Council on Skin Cancer Prevention is the united voice of 45 groups dedicated to reducing skin cancer morbidity and mortality in the U.S. Council members represent some of the nation's premier researchers, clinicians and advocates for melanoma and skin cancer prevention.

#### **Main Points:**

Did you know that one in five children will grow up to develop skin cancer? As the unofficial start of summer begins, it is important to use our heads and protect them, along with the rest of our skin. In the same way we teach kids to wear bike helmets, we can also teach them to wear wide-brimmed hats. One catchy way to remember sun safety is: Slip, Slop, Slap® and Wrap:

- Slip on a shirt;
- Slop on some sunscreen;
- Slap on a wide-brimmed hat; and
- Wrap on some sunglasses.

Listen for the UV Index, and have fun in the shade between the hours of 10 and 4.

***A few compelling statistics: (For more, visit the fact sheet at: [www.skincancerprevention.org](http://www.skincancerprevention.org))***

- More than one million Americans get skin cancer each year, outnumbering breast, prostate, lung, and colon cancers combined.
- It is estimated that one American dies every hour from skin cancer
- Melanoma is the most common form of cancer for young adults 25-29 years of age.

- The incidence of many common cancers is falling, but the incidence of melanoma continues to rise significantly, at a rate faster than that of any of the seven most common cancers.