



Meredith Harmon  
(847) 240-1744  
[mharmon@aad.org](mailto:mharmon@aad.org)

## **FACT SHEET: American Academy of Dermatology's *Play Smart When It Comes To The Sun*<sup>®</sup> Skin Cancer Awareness Program**

### **WHAT:**

*Play Smart When It Comes To The Sun*<sup>®</sup> is a public service partnership between the American Academy of Dermatology (Academy), Major League Baseball (MLB) and Major League Baseball Players Association (MLBPA) to raise awareness of the importance of skin cancer prevention and detection. The program provides a unique angle to raise awareness of sun-safe behaviors and skin self-examination as the baseball players, who spend so many hours in the sun, serve as role models for their fans.

2007 marks the ninth year of the *Play Smart When It Comes To The Sun*<sup>®</sup> partnership. Every year, MLB players and organization staff members are invited to participate in skin cancer screenings in their stadium. Board-certified dermatologists volunteer their time to conduct the screenings.

### **WHEN:**

- MLB has dedicated June 21, the first day of summer, as *Play Smart When It Comes To The Sun*<sup>®</sup> skin cancer awareness day. Screenings take place throughout the summer at team ballparks.

### **WHY:**

- More than 1 million new cases of skin cancer will be diagnosed in the United States this year.
- 1 in 5 Americans will develop some form of skin cancer during their lifetime.
- One American dies of melanoma almost every hour (every 65 minutes).
- The incidence of melanoma has increased 690 percent from 1950 to 2001, and the overall mortality rate increased 165 percent during this same period.

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**American Academy of Dermatology**

930 E. Woodfield Road • Schaumburg, IL 60173 • P: (847) 330-0230 • F: (847) 240-8907 • [www.aad.org](http://www.aad.org)

**PROGRAM SUCCESS/STATISTICS:**

- Since 1999, nearly 17,000 players, coaches, trainers, office staff and their family members have been screened.
- More than 570 suspicious lesions have been detected, including 381 suspected basal cell carcinomas, 48 suspected squamous cell carcinomas and 50 suspected melanomas.
- 50% of the participants had never been to a skin cancer screening before.
- 66% of the participants would not have seen a doctor for their skin without this screening.
- Visit [www.playsmartsun.org](http://www.playsmartsun.org) for more information.

**ABOUT THE AMERICAN ACADEMY OF DERMATOLOGY:**

Headquartered in Schaumburg, Ill., the American Academy of Dermatology (Academy), founded in 1938, is the largest, most influential, and most representative of all dermatologic associations. With a membership of more than 15,000 physicians worldwide, the Academy is committed to: advancing the diagnosis and medical, surgical and cosmetic treatment of the skin, hair and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin, hair and nails. For more information, contact the Academy at 1-888-462-DERM (3376) or [www.aad.org](http://www.aad.org).

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