



# Melanoma / Skin Cancer Detection and Prevention Month

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## **FOR IMMEDIATE RELEASE**

### **NEW SURVEY REVEALS AMERICANS KNOW SKIN CANCER IS PREVENTABLE, YET MANY AREN'T TAKING ACTION**

#### ***Dermatologists Aim to "RAYS: Your Grade" In Communities***

**SCHAUMBURG, ILL. (May 7, 2007)** – A new survey from the American Academy of Dermatology (Academy) found that while four out of five survey respondents (80%) are concerned about skin cancer and feel it is important to protect themselves, more than half (54%) have never been screened for skin cancer by a health care provider and nearly one-quarter (23%) never examine their own skin for changes to moles and other blemishes. These results have served as a call to action for dermatologists to teach their neighbors to Be Sun Smart™ and provide free skin cancer screenings in their communities.

"The 'RAYS: Your Grade' survey results showed that while many people are concerned and knowledgeable about skin cancer, they are not taking proper precautions to protect themselves," said dermatologist Diane R. Baker, MD, FAAD, president of the Academy. "The Academy's members are committed to educating the public about this important health issue and providing the services necessary to help detect skin cancer. Our goal is to reduce the incidence and mortality of this largely preventable condition."

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More than 1 million new cases of skin cancer will be diagnosed this year. Fortunately, when detected in its earliest stages, skin cancer, including melanoma, the deadliest form of skin cancer, is highly treatable.

Through the Academy’s National Melanoma/Skin Cancer Screening Program, each year nearly 2,000 dermatologists provide free skin cancer screenings in local communities and teach people how to conduct skin self-examinations. Since 1985, dermatologists have screened more than 1.7 million people at no cost and detected more than 171,200 suspicious lesions, including approximately 20,000 suspected melanomas. To find a free screening, visit [www.aad.org](http://www.aad.org).

Those unable to attend a screening can perform a skin self-examination that consists of regularly looking over the entire body, including the back, scalp, soles of the feet, between the toes and on the palms of the hands. To do a thorough exam, it is important to use both full-length and hand-held mirrors, so it is possible to see the back of the head, back and buttocks. See a dermatologist about anything changing, growing or bleeding on the skin.

The “RAYS: Your Grade” survey polled adults in 32 U.S. metropolitan regions spanning 29 states on their knowledge, attitudes and behaviors toward tanning and sun protection. Cities were then ranked based on the percentage of people who scored A’s and B’s.

To gauge their sun smarts, the public can visit the Academy’s Web site at [www.aad.org](http://www.aad.org) to take the survey. Upon completion of the survey, respondents will receive their own personalized sun-smart profile with lifestyle tips.

May 7 is Melanoma Monday<sup>®</sup> and the official launch of Melanoma/Skin Cancer Detection and Prevention Month<sup>®</sup>. For more information about skin cancer, please visit [www.skincarephysicians.com](http://www.skincarephysicians.com) and click on “SkinCancerNet.”

### **About the “RAYS: Your Grade” Survey**

The results of this study are based on an online national survey of 3,342 respondents (50 percent men and 50 percent women) in 32 U.S. metropolitan regions covering 29 states. The survey was conducted February 5 - 13, 2007, by Richard Day Research of Evanston, Ill. Respondents in each area were recruited randomly from a national online panel that closely reflects the U.S. population.

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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