

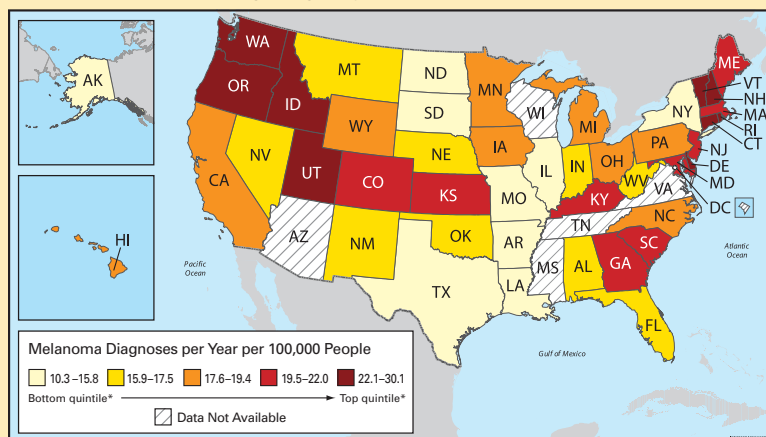
The Cost of Skin Cancer

In the U.S., medical costs to treat skin cancer are estimated at almost \$2 billion annually.¹³⁻¹⁴

statistics: *Cause for Concern*

- **In 2009, more than 1 million people were diagnosed with skin cancer, making it the most common of all cancers.**¹⁻⁴ More people were diagnosed with skin cancer in 2009 than with breast, prostate, lung, and colon cancer combined.² **About 1 in 5 Americans will develop skin cancer during their lifetime.**¹⁵
- **One American dies of melanoma almost every hour.**²
- **Melanoma is the second most common form of cancer for adolescents and young adults (15-29 years old).**¹⁶
- **For people born in 2006, 1 in 53 will be diagnosed with melanoma**¹⁷**—nearly 30 times the rate for people born in 1930.**¹⁸

National Annual Rate of New Melanoma Diagnoses, 2002–2006¹⁹
All Races, Both Sexes, All Ages, Age-adjusted Rates



* Please note that delays in reporting melanoma cases to cancer registries are more common since they are usually diagnosed and treated in non-hospital settings such as physician offices. States are grouped into quintiles based on rates of melanoma diagnoses. A quintile is a statistical "block" representing 20% of a total. Because data are available for only 45 states, each quintile includes nine states. For example, the nine states with the highest melanoma rates—22.1 to 30.1 diagnoses per 100,000 residents every year—are in the top quintile.

what works:
An Ounce of Prevention

- **Unprotected exposure to ultraviolet light—a known human carcinogen—is the most preventable risk factor for skin cancer.**^{6,15,20-24} Taking simple steps as early in life as possible can reduce one's risk.^{2,4,25,26}
- **Early detection of melanoma can save one's life.**²⁷⁻³³ Skin examinations may be the best way to detect skin cancer early.^{2, 34-38}
- The CDC found evidence that **education and policy approaches in primary schools (for children) and in recreational or tourism settings (for adults) can improve sun safety behaviors.**³⁹⁻⁴⁰
- Student self-reported data⁴¹—collected as part of the U.S. EPA's SunWise Program—showed that **teachers using the SunWise Tool Kit for 1-2 hours yearly can spur increases in students' sun safety knowledge and attitudes and small to modest improvements in short-term sun safety behaviors.**⁴²
- Using the data mentioned above, published modeling results show SunWise teaching between 1999 and 2015 could prevent more than 50 premature deaths and 11,000 future cases of skin cancer, saving the country more than \$30 million in medical costs and productivity losses.⁴²

skin cancer prevention: *Action Steps*

- **Do Not Burn.** Overexposure to the sun is the most preventable risk factor for skin cancer.
- **Avoid Sun Tanning and Tanning Beds.** UV light from tanning beds and the sun causes skin cancer and wrinkling.
- **Use Sunscreen.** Generously apply a broad spectrum sunscreen with an SPF of 15 or higher. Reapply at least every two hours, and after swimming or sweating.
- **Cover Up.** Wear protective clothing, such as a long-sleeved shirt, pants, a wide-brimmed hat, and sunglasses with 99-100% UVA/UVB protection, when possible.
- **Seek Shade.** Seek shade when the sun's UV rays are most intense between 10 a.m. and 4 p.m.
- **Watch for the UV Index.** Pay attention to the UV Index when planning outdoor activities to prevent overexposure to the sun.

¹⁻⁴² All references can be found on the SunWise Web site at: www.epa.gov/sunwise/statefacts.html