



Media Resource Package

A Community Affair, Practice Sun Safety Everywhere

Date: May 12th, 2006

To: All media regarding **Over Exposed**
A 2006 sun safety magazine for youth and young adults in Windsor and Essex County.

What: Skin is in! You don't have to be tanned to have that healthy glow. Preliminary research findings suggest youth and young adults prefer to receive health information in the format of a magazine, like Over Exposed. Come to the launch of Over Exposed.

From: 4 p.m. to 5 p. m.

Location: Shoppers Drug Mart, Devonshire Mall, 3100 Howard Ave., Windsor, ON

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Information Regarding Over Exposed

Goal of Over Exposed

To increase awareness and knowledge about sun safety among youth and young adults of Windsor-Essex, Chatham-Kent and Lambton Counties.

Why Over Exposed?

This magazine will educate youth and young adults about skin cancer and sun safety practices. Skin cancer is the fastest growing cancer in the world. In Canada, one in seven children will develop some form of skin cancer (basal cell carcinoma, squamous cell carcinoma or malignant melanoma) in their lifetime (Canadian Cancer Society). Cancer Care Ontario reports that one in three cancers today is a skin cancer.

According to the Canadian Dermatology Association (2005), a very common form of skin cancer usually seen in people over 50 years old is now being diagnosed in younger people, including teens and those in their twenties. The main cause for this is lifestyle changes - people are out in the sun at an earlier age (Canadian Dermatology Association, 2005). A tan is considered desirable, especially in young women. The World Health Organization warns teens under the age of 18 to avoid tanning beds. Skin damage occurs with each over-exposure to the sun or tanning bed. The damage is cumulative. Both chronic and intense intermittent exposures increase a person's risk for developing skin cancer.

The good news is that skin cancer is largely preventable.

- Reduce exposure to the sun during peak UV times – 10 a.m. to 4 p.m.
- Seek shade or make shade.
- Protect arms and legs with tightly woven, dark, loose fitting clothing.
- Wear a wide brimmed hat or a French Foreign Legion type hat to protect face, head, neck and ears.
- Keep babies under one year of age out of direct sunlight.
- Avoid exposure to artificial ultraviolet rays used by tanning salons as they too are harmful to human health.
- Wear sunglasses that protect the eyes from ultraviolet rays. Look for wrap around glasses that protect the sides of eyes and are labelled as UV protective.
- Use a broad-spectrum sunscreen (UVA and UVB) with at least a Sun Protection Factor (SPF) of 15. Apply 15-30 minutes before going outdoors. When outdoors for long periods of time, consider using a SPF of 30. Re-apply often, at least every 2 hours and after being in the water or doing vigorous activities and sweating.

Over Exposed is part of a three year community wide initiative, "A Community Affair, Practice Sun Safety Everywhere". This initiative is intended to reach schools, students, parents, workplaces, people who visit beaches, vacationers, pool users, parks and recreation lifeguards, and more.

Previous Year Activities– 2005

- 70,000 postcards and hundreds of posters were distributed throughout the community. The goal was to increase awareness about the harm associated with over-exposure to ultraviolet rays of the sun.
- Track and field sun safety guidelines were developed for use to all Windsor and Essex County elementary schools.
- Sun safety policy support provided to the community.

Next Year Activities – 2007

- The campaign focuses on increasing shade.

Background Information on Skin Cancer

What is Skin Cancer?

Skin cancer is a disease that starts in the skin cells as abnormal cells begin to grow uncontrollably. These cells often cluster together to form moles. Most moles are non cancerous, but some may develop into a serious type of skin cancer. There are three types of skin cancer: basal cell carcinoma, squamous cell carcinoma and malignant melanoma. The first two are usually non-fatal and can be treated. However, malignant melanoma can be fatal and can spread to almost any part of the body. Most skin cancers will occur on areas of the skin that are exposed repeatedly to the sun. The face, neck, arms, or hands are most at risk.

What causes skin cancer?

One of the main causes of skin cancer can be linked to the amount of exposure of ultraviolet radiation (UVR) that the sun and certain kinds of heat lamps produce.

What other factors can increase the risk of skin cancer?

- Age (especially over the age of 50)
- Fair or freckled skin
- Sunburned during childhood (Health Canada reports that there is evidence to suggest that even a single sunburn in childhood may increase the risk of developing skin cancer later in adult life; the more our skin is exposed to the sun's harmful rays, the more irreversible damage is done).
- Using tanning facilities that use UVR
- History of skin cancers in the family
- Previous skin disorders
- Severe skin damage such as burns
- Having lots of moles

Who is at Risk?

Skin cancer can occur in both men and women. Statistics Canada reports that the rate for melanoma skin cancer is increasing in both men and women. It is speculated that the rate of skin cancer is increasing because of intense sunlight exposure and to improvements in the detection of the disease.

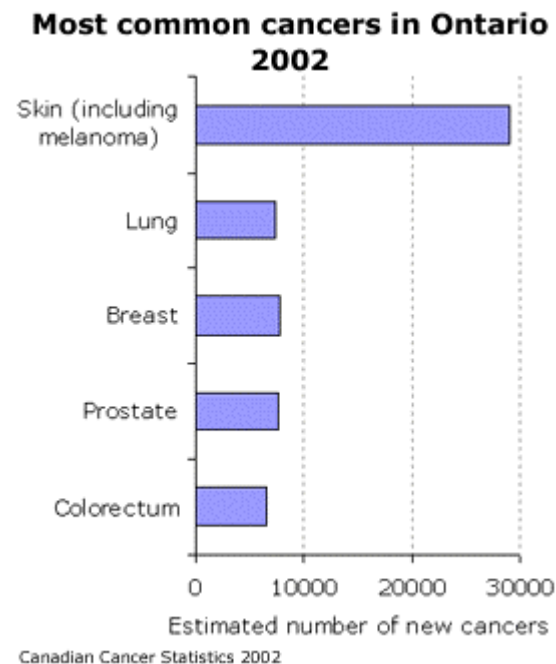
Early detection is the key

The early detection of skin cancer significantly increases the odds of a successful treatment. If melanomas are treated in their early stages, it could be 90% curable (Canadian Cancer Society).

Skin Cancer Statistics

In 2004, the Canadian Cancer Society estimated that:

- 76,000 Canadians would be diagnosed with all three forms of skin cancer.
- 4,200 Canadians would be diagnosed with malignant melanoma.
- 850 deaths would occur due to melanoma.



Resources

Artificial Tanning Bed, Risks and Guidance, World Health Organization, 2003
<http://www.who.int/uv/publications/en/sunbeds.pdf>

Global Solar UV Index, a Practical Guide, 2002
<http://www.who.int/uv/publications/en/GlobalUVI.pdf>

Health Canada

http://www.hc-sc.gc.ca/index_e.html

Canadian Cancer Society

<http://www.cancer.ca/ccs/internet/cancer/0,,3172,00.html>

Canadian Dermatology Association

<http://www.dermatology.ca>

Windsor-Essex County Health Unit –

You will soon be able to download our magazine and other sun safety resources at www.wechealthunit.org - click on the box to the left called “A community affair, Practice sun safety everywhere.”

Local Resources

Windsor- Essex County Health Unit, Contact info provided on page 1

Canadian Cancer Society, 3201 Marentette Ave., Unit 2, Windsor, ON N8X 4G3 (519) 254-5116

Cancer Care Ontario, 2220 Kildare Road, Windsor, ON N8W 2X3 (519) 253-5253

Important Information about the Ultraviolet (UV) index

UV Index	Description	Sun Protection Actions
0 - 2	Low	<ul style="list-style-type: none"> Minimal sun protection required for normal activity Wear sunglasses on bright days. If outside for more than one hour, cover up and use sunscreen Reflection off snow can nearly double UV strength. Wear sunglasses and apply sunscreen
3 - 5	Moderate	<ul style="list-style-type: none"> Take precautions- cover up, wear a hat, sunglasses and sunscreen - especially if you will be outside for 30 minutes or more Look for shade near midday when the sun is strongest
6 - 7	High	<ul style="list-style-type: none"> Protection required – UV damages the skin and can cause sunburn Reduce time in the sun between 10 a.m. and 4 p.m. and take full precautions – seek shade, cover up, wear a hat, sunglasses and sunscreen
8 - 10	Very High	<ul style="list-style-type: none"> Extra precautions required unprotected skin will be damaged and can burn quickly Avoid the sun between 10 a.m. and 4 p.m. and take full precautions seek shade, cover up, wear a hat, sunglasses and sunscreen
11 +	Extreme	<ul style="list-style-type: none"> Values of 11 or more are very rare in Canada. However, the UV Index can reach 14 or more in the tropics and southern U.S. Take full precautions. Unprotected skin will be damaged and can burn in minutes. Avoid the sun between 10 a.m. and 4 p.m., cover up, wear a hat, sunglasses and sunscreen White sand and other bright surfaces reflect UV and increase UV exposure

Environment Canada, 2005, modified
Windsor-Essex County Health Unit, February
2006.