

Environmental Scan of Skin Cancer Prevention Messages

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INTRODUCTION

The National Association of Chronic Disease Directors (NACDD), collaborating with the Centers for Disease Control Division of Cancer Prevention and Control, conducted two needs assessments on skin cancer messaging targeting African American and Hispanic persons aged 18-44 years.

NACDD consultants completed an environment scan of federal and non-federal pre-developed skin cancer messaging materials for all audiences and specifically for Hispanic and African American populations as one of the assessments..

This poster highlights the results of the environmental scan.

PRIORITIES

- 5 Million People are treated annually for skin cancer
- Skin cancer is the most common cancer diagnosed yet most cases can be prevented
- Rates of skin cancer have increased over the last 5 decades.
- All persons are at risk of skin cancers not just persons with light, fair skin.
- There is a lack of awareness of the risk for skin cancer, especially melanoma, in persons of color

IMPACT

- 101 resources met criteria: 48 federal resources, 44 non-federal resources and 9 comprehensive cancer program resources
- 68% of resources reflected the Surgeon General’s Call to Action of 2014
- 28% of resources addressed persons of color
- 63.5% of resources had a call to action but some messages had confusing terminology or message content.
- Format for environmental scan is EXCEL for ease of sorting messages

Code	Resource	Source	Year	Medium	Call to Action	Gender/Race/Ethnicity Specified	Language	Web link
FA1	Action Steps for Sun Protection	EPA	2010	Adobe PDF fact sheet	Be sun wise, use sun safety strategies	Not Specific	English	https://www.epa.gov/sites/production/files/documents/actionstps.pdf

OBJECTIVES

NACDD will collaborate with the CDC Division of Cancer Prevention and Control to complete an environmental scan of existing skin cancer materials.

OUTLOOK

Contemporary messages address “all people are at risk of skin cancer not just fair skinned individuals.” These messages contain the need for ultraviolet radiation protection and the need to use sunscreen, the hours to avoid UV, and discourage use of tanning beds. Although there is a need to develop, test, produce and disseminate targeted population messaging in contemporary media formats.