

FORGING THE FUTURE:



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Friday FACTS

26 May 2000

"Leadership, Partnership, and Championship"

When You're in the Sun, **your choose** **cover**

Protect yourself from the sun's UV rays.

get a hat

seek shade

Did you know that UV rays can make your skin wrinkled and leathery and can lead to skin cancer? Protecting your skin makes sense. Know your options. Protect the skin you're in.

cover up

rub it on

Choose Your Cover
www.cdc.gov/ChooseYourCover

CDC

grab shades

May is National Melanoma/Skin Cancer Detection and Prevention Month

This month is dedicated to increasing public awareness of the importance of skin cancer prevention, early detection, and treatment, including basal cell, squamous cell, and melanoma. The American Cancer Society estimates that in 2000, approximately 1.3 million new cases of highly curable basal cell and squamous cell carcinomas will be detected, approximately 47,700 new cases of malignant melanoma will be diagnosed, and approximately 9600 persons will die from skin cancer. When detected early, approximately 95% of these carcinomas can be cured.

Exposure to the sun's ultraviolet (UV) rays appears to be the most important preventable factor in the development of skin cancer. Skin cancer is largely preventable when sun protection measures against UV rays are used consistently. However, approximately 50% of adults in the United States do not practice any such measures. Young people have moderate to high awareness of skin cancer but are unaware of the connection between severe sunburns and skin cancer; sunburns, although considered painful and embarrassing, are not perceived as a health threat.

CDC's skin cancer prevention and education efforts, including the **Choose Your Cover** campaign aimed primarily at young people, encourage all people to protect themselves from the sun's UV rays year-round. The overall goals include influencing social norms related to sun protection and tanned skin as well as improving awareness, knowledge, and behaviors related to skin cancer. CDC's efforts focus on 1) informing the public that even a few serious sunburns can increase a person's risk for skin cancer and 2) promoting the **Choose Your Cover** sun protection options: seeking shade, covering up, wearing a hat and sunglasses, and using sunscreen that has a sun protection factor of 15 or higher and has both UVA and UVB protection. Information on CDC's Choose Your Cover skin cancer prevention campaign is available at <http://www.cdc.gov/chooseyourcover>.

New Tobacco Web based Tobacco Cessation Program

A company, Oregon Center for Applied Science, has developed an internet-based smoking cessation program, with funding from the National Cancer Institute. They are looking for volunteers to evaluate the new program! If you are interested in testing the program, please contact Suzanne Suggs at the Oregon Center for Applied Science - phone 888-349-5472 and e-mail ssuggs@orcasinc.com

The Mayo Clinic has an article on Warning Signs of Suicide at: <http://www.mayohealth.org/mayo/9709/htm/suicide>.

"The wisest person is not the one who has the fewest failures, but the one who turn failures to best account."