
Moving Forward with the Surgeon General's Call to Action to Prevent Skin Cancer



2015 Dialogue for Action
Baltimore, MD
April 24, 2015

Boris D. Lushniak, MD, MPH, Rear Admiral
Deputy U.S. Surgeon General, USPHS

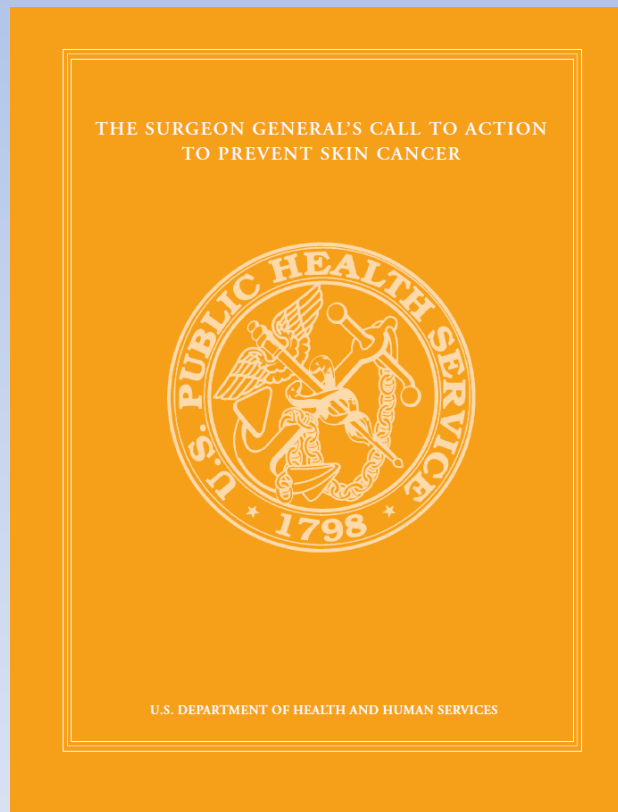
DISCLOSURE OF RELEVANT RELATIONSHIPS WITH INDUSTRY

Boris D. Lushniak, MD, MPH

- I do not have any relevant relationships with industry
- No relationship with commercial supporters
- No off-label discussion of drugs or devices
- Officer in the Federal government
- Work supported by US Government (DHHS, CDC, NIOSH, FDA, USPHS)

The Surgeon General's Call to Action to Prevent Skin Cancer

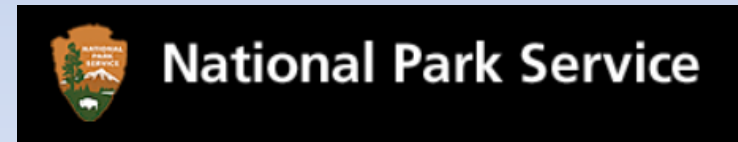
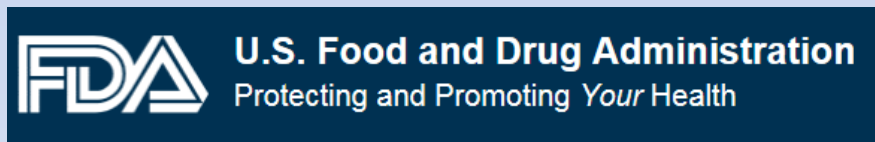
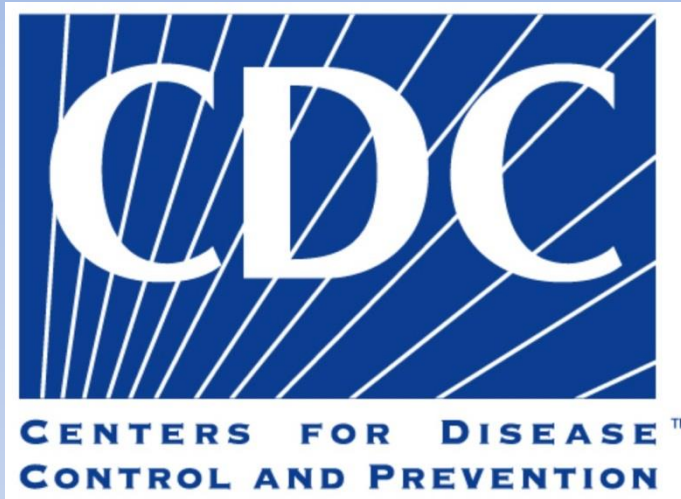
A science-based document to stimulate action nationwide to solve a major public health problem.



- Raises the issue of skin cancer prevention to a higher level of priority and attention.
- Provides clear action steps to move the issue forward.

<http://www.surgeongeneral.gov/library/calls/prevent-skin-cancer/index.html>

Development of the Call to Action



Partners in Prevention



American Academy of Dermatology



Melanoma
Research Alliance



American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™



MELANOMA
RESEARCH
FOUNDATION



NEW MEXICO
RAYS Skin Cancer Prevention Program



Calls To Action: 5 Strategic Goals

1. Increase Opportunities for Sun Protection in Outdoor Settings.
2. Provide Individuals with the Information They Need to Make Informed, Healthy Choices about UV Exposure.
3. Promote Policies that Advance the National Goal of Preventing Skin Cancer.
4. Reduce Harms from Indoor Tanning.
5. Strengthen Research, Surveillance, Monitoring and Evaluation Related to Skin Cancer Prevention.



Calls To Action: Key Strategies



- **Incorporate sun safety education and policies in schools**
- **Support shade planning in land use development**
- **Protect outdoor workers from overexposure**
- **Enforce existing indoor tanning laws and consider adopting additional restrictions**
- **Providers can counsel patients according to USPSTF guidelines, and report cases of melanoma**

Announcement of the U.S. Surgeon General's Call to Action July 29, 2014 The Bully Pulpit and the Media



CTA Launch Broadcast Coverage Highlights

July 29 – 30, 2014

- ABC World News Tonight
- NBC Nightly News
- MSNBC's Morning Joe
- Telemundo NOTICIERO TELEMUNDO
- TODAY Show (NBC)
- NPR news feature in regular rotation and aired on Morning Edition.
- The Weather Channel's 'Wake Up With Al'
- NBC News Channel
- FOX News
- Local TV coverage around the country

NBC Nightly News

Deadly Skin Cancer
Cases Jump 200
Percent Since 1973

menu **NBC NEWS** HOME LATEST SEARCH

Deadly Skin Cancer Cases Jump 200 Percent Since 1973

WASHINGTON (AP) -- Stop sunbathing and using indoor tanning beds, the acting U.S. surgeon general warned in a report released Tuesday that cites an alarming 200 percent jump in deadly melanoma cases since 1973. The report blames a generation of sun worshipping for the \$8 billion spent to treat all forms of skin cancer each year.



Melanoma Rates Soar in Teens and Young Adults

Rear Adm. Boris Lushniak said state and local officials need to do more to help people cover up, such as providing more shade at parks and sporting events. Schools should encourage kids to wear hats and sunscreen and schedule outdoor activities when the sun is low in the sky.

Brian Williams (7/29) : “In the 143 year history of the Office of the Surgeon General, this has never happened. It’s an urgent warning about skin cancer...”

<http://www.nbcnews.com/nightly-news/deadly-skin-cancer-cases-jump-200-percent-1973-n167966>



MORNING JOE 07/30/14

Report: Skin cancer cases increase

Acting U.S. Surgeon General Boris Lushniak talks about the alarming new report that claims the rate of melanoma has increased more than 200% from 1973-2011.

Local Coverage Example - KGTV SAN DIEGO

Surgeon General to
public: Stop tanning

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Surgeon General to public: Stop tanning

BY: 10News Digital Team
POSTED: 7:31 AM, Jul 29, 2014
UPDATED: 9:23 AM, Jul 29, 2014


Surgeon General to public: Stop tanning



Autoplay: On

VIDEO BY KGTV

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SAN DIEGO - Surgeon General Boris Lushniak issued a rare call to action Tuesday against tanning, calling the rise in skin cancer a major public health issue.

Launch Print Coverage Highlights

July 29 – 30, 2014

- USAToday “Surgeon General: Stop tanning and save your skin”
- Washington Post "Why the acting Surgeon General thinks skin cancer is a 'major public health problem'"
- The New York Times “Surgeon General Calls for Action to Reduce Skin Cancer Rate”
- CNN “Surgeon general issues skin cancer warning”
- Additional coverage on AP and WSJ Live



Surgeon general: Stop tanning and save your skin



38232



946



123



80

**SKIN CANCER IS A SERIOUS
PUBLIC HEALTH CONCERN.**



FROM CDC.GOV

Every year, there are more
than **63,000**
new cases of melanoma,
the deadliest form of skin
cancer, resulting in nearly
9,000 deaths.

**USA
TODAY**



00:08 | 01:29

Surgeon General issues warning about tanning | USA NOW



The U.S. Surgeon General issues a report today warning Americans to protect their skin from outdoor and indoor UV light, as skin cancer cases are on the rise.

To Your Health

Why the acting Surgeon General thinks skin cancer is a 'major public health problem'



By Brady Dennis July 29

[Follow @brady_dennis](#)




Rear Admiral and Acting U.S. Surgeon General Boris D. Lushniak discusses health topics during the Washington Post forum: Health Beyond Health Care in Washington, DC, June 18, 2014 (Evelyn Hockstein for The Washington Post).

Acting U.S. Surgeon General [Boris D. Lushniak](#) wants to shine a spotlight on the nation's ever-growing number of skin cancer cases, calling it a "major public health problem that requires immediate action."

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**BREAKING
NEWS**

Exit polls analyzed by CNN show about 8 in 10 Americans disapprove of how Congress is handling its job. Watch on CNNgo.

Surgeon general issues skin cancer warning

By **Caitlin Schmidt**, Special to CNN
updated 11:56 AM EDT, Wed July 30, 2014

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Media Coverage Summary Report

July 29 – August 29, 2014

- 2,156 stories were written and/or broadcast.
- Television programs led the coverage with 703 stories that were broadcast on 382 television stations, followed by 333 stories on general interest websites.
- The total publicity value for the coverage was \$12.8 million
- The cumulative reach of the coverage was nearly 1 billion people worldwide (1/3 on general interest websites).
- Social media -- #sgsunsafe generated more than 4.5 million impressions on 7/29
- SGSunSafe Thunderclap (single message to be mass-shared) reached more than 3.1 million on 8/14

Prevention in Action



Photo Credit Marisa Demarco

Indoor Tanning Among Youth

- **Millions of teens are exposing themselves, unprotected, to intense levels of UV radiation via indoor tanning**
- **Policy change can help change social norms to discourage intentional tanning**
 - WHO classified indoor tanning devices as carcinogenic to humans in 2009
 - FDA has clearly stated indoor tanning is contraindicated for minors, requiring warning labels on the devices
 - Members of congress have written letters to universities asking them to stop allowing students to use school debit cards to pay for tanning services

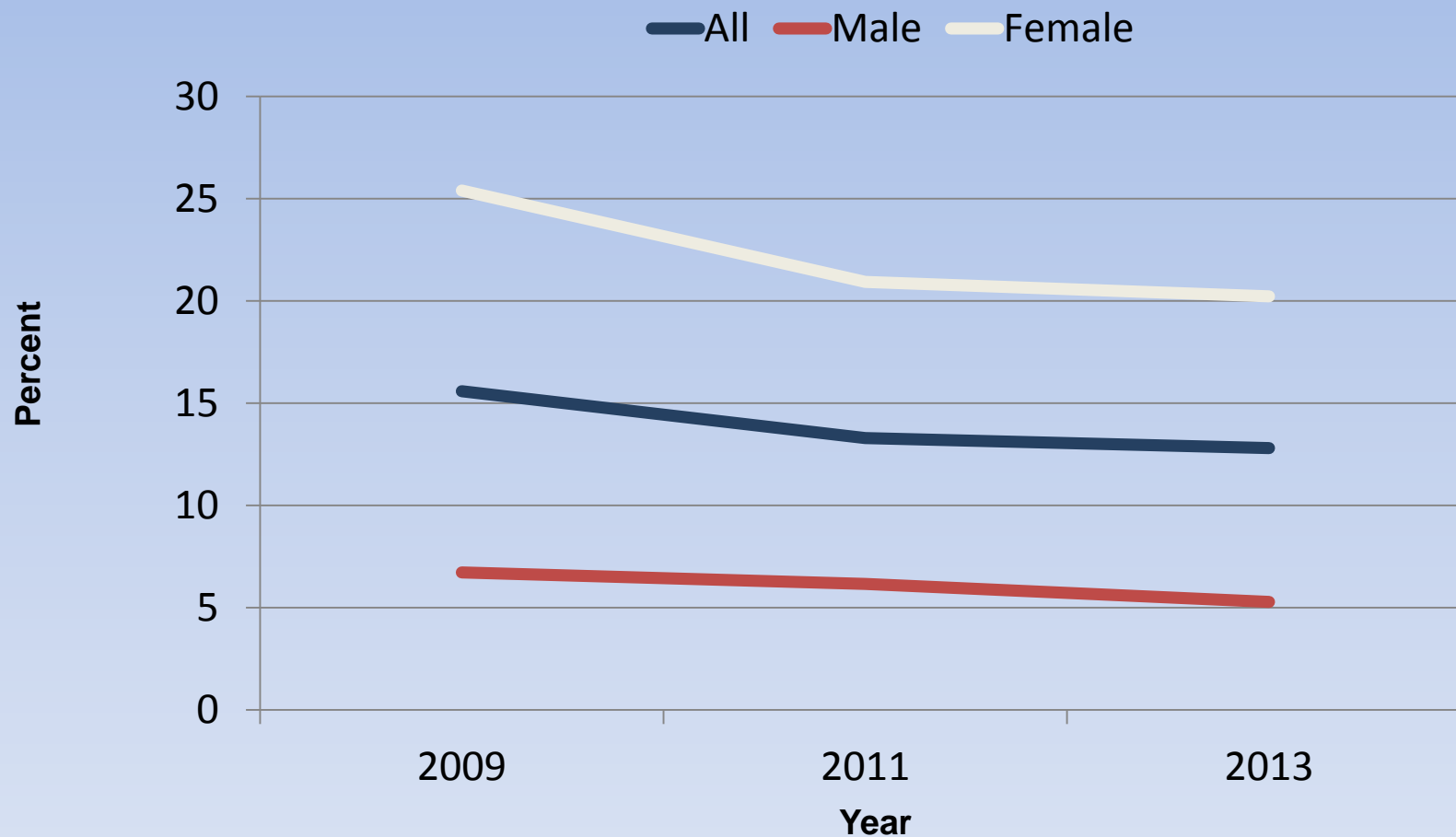
- El Ghissassi, F., Baan, R., Straif, K., Grosse, Y., Secretan, B., Bouvard, V. et al. International Agency for Research on Cancer Monograph Working Group. (2009). Lancet Oncol, 10(8), 751-752.
- FDA (2014). Rule. General and Plastic Surgery Devices: reclassification of ultraviolet lamps for tanning, Henceforth To Be Known as Sunlamp Products and Ultraviolet Lamps Intended for Use in Sunlamp Products. Fed Regist., 79, 31205-31214

Prevention in Action



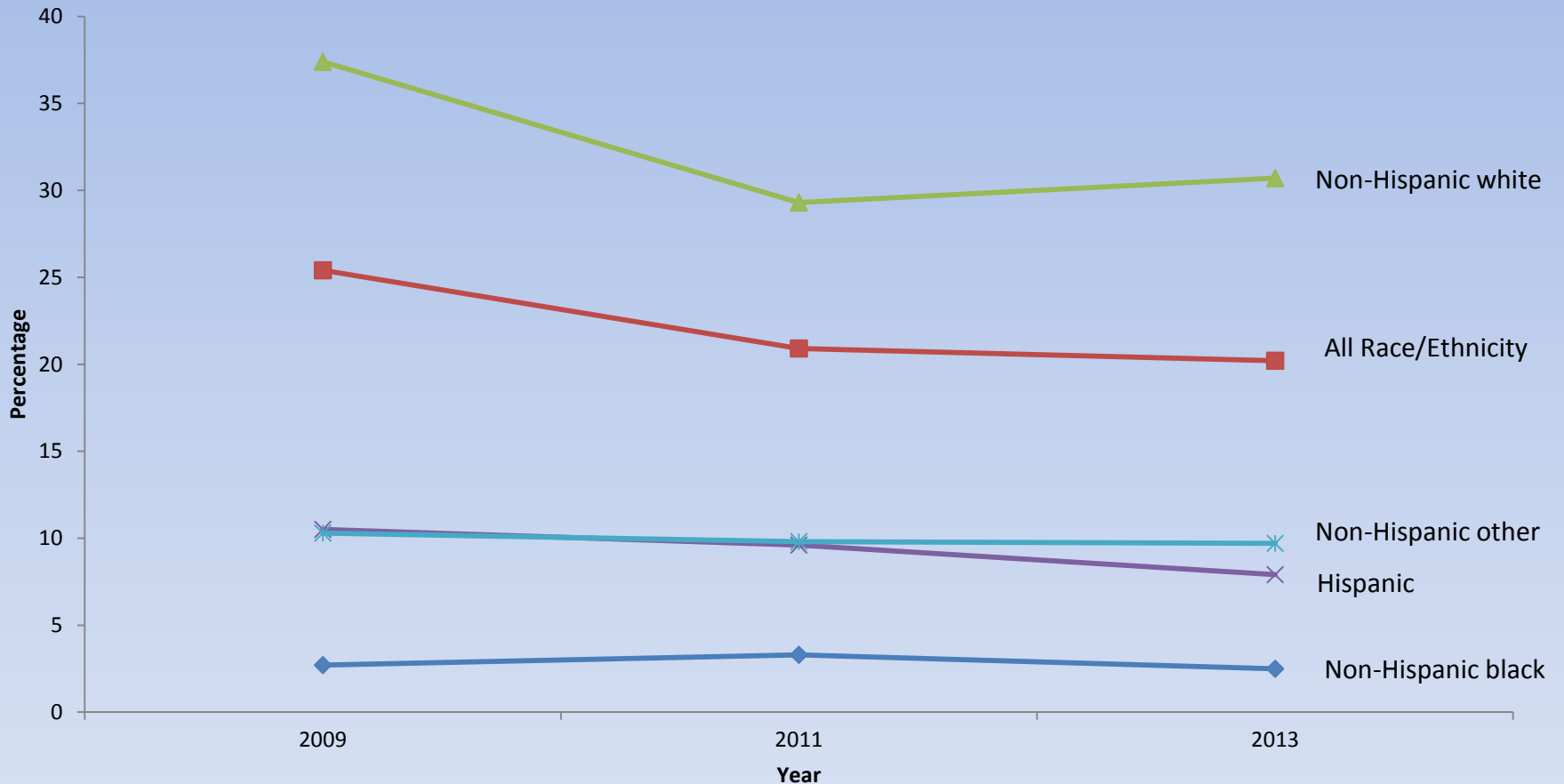
26% of Chapel Hill apartment complexes provide indoor tanning to renters

Indoor Tanning Among US High School Youth



CDC. 1991-2013 High School Youth Risk Behavior Survey Data.
Available at <http://nccd.cdc.gov/youthonline/>. Accessed on 12-12-2014.


Indoor Tanning Among Female High School Students in the United States, 2009-2013



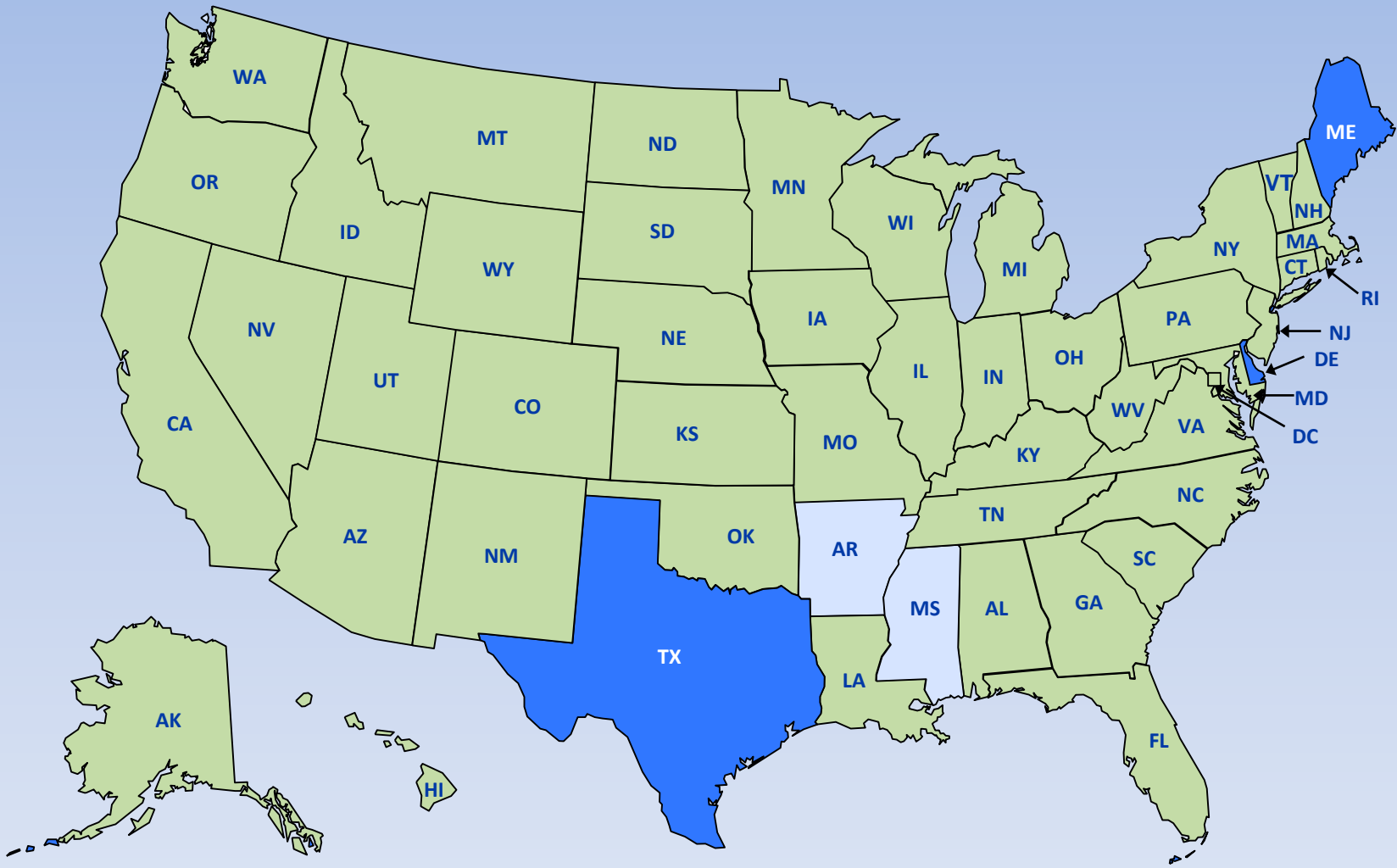
Source: Guy GP Jr., Berkowitz Z, Everett Jones S, Garnett E, Holman DM, Watson M. Trends in Indoor Tanning among US High School Students, 2009-2013. JAMA Dermatology. In Press.

Indoor Tanning Restrictions for Under Age 18, 2009

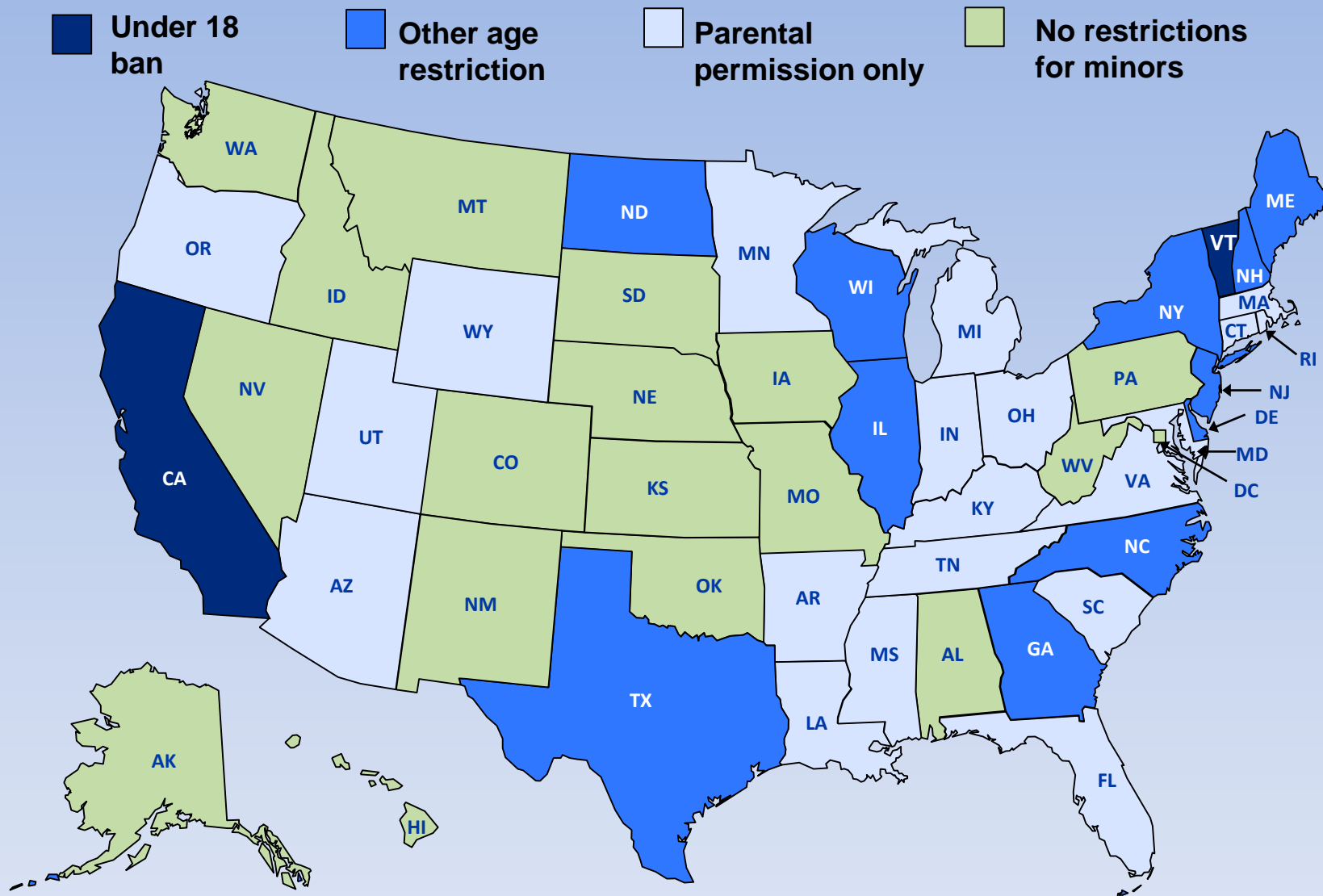
 Some age restriction

 Parental permission only

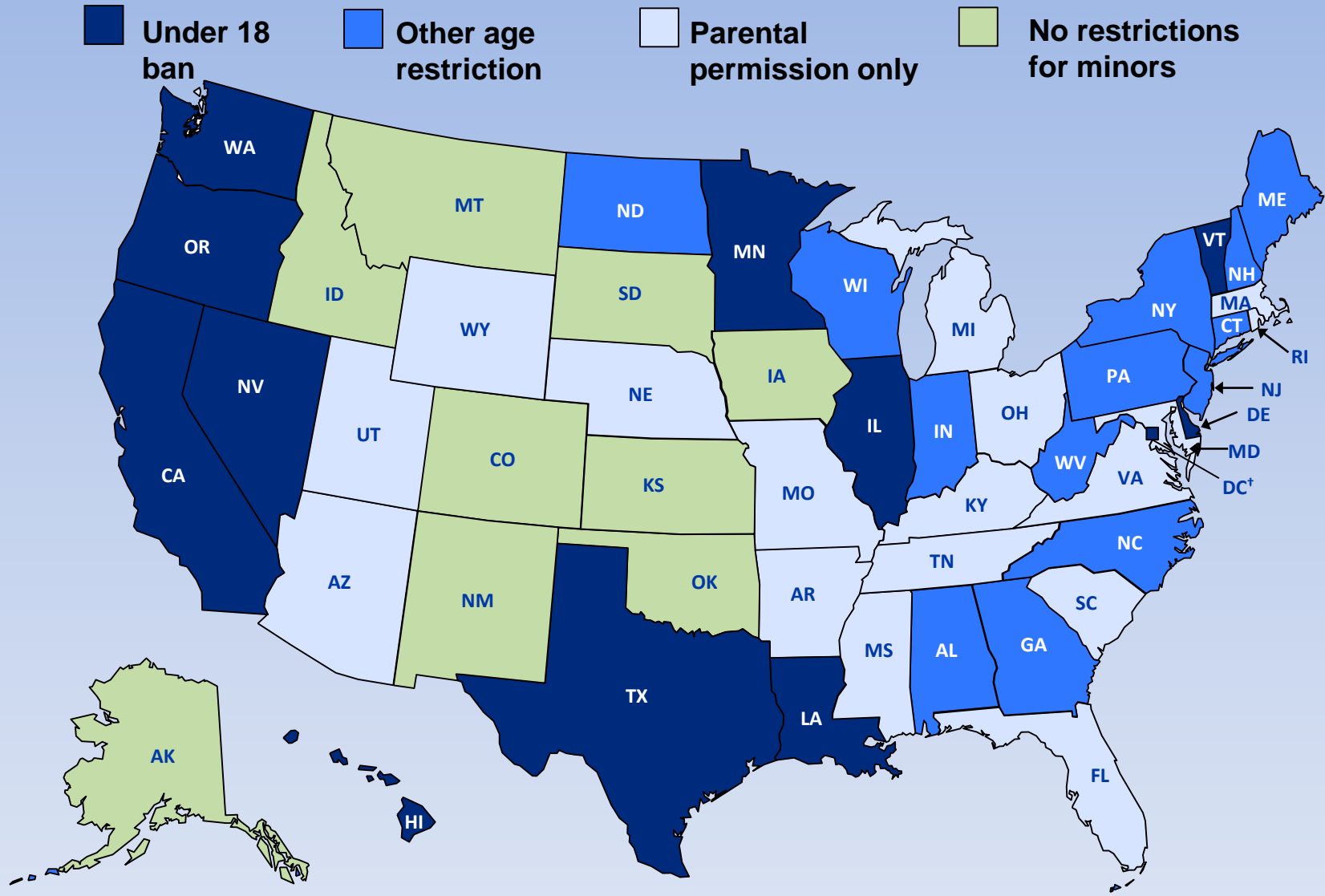
 No restrictions for minors



Indoor Tanning Restrictions for Minors, 2012



Indoor Tanning Restrictions for Minors, 2014-2015



In states with
multiple youth
access restrictions,
the odds of indoor
tanning among
teen girls were
42% less.



Skin Cancer Prevention: Progress and Room for Improvement

- **More than 1 in 3 Americans reports sunburn each year**
- **Indoor tanning**
 - Rates declining, still common among some
 - Although contraindicated by FDA, 39 states still permit indoor tanning by minors under age 18
 - Estimated 1.6 million teens <18 still tanning each year
- **Rates of sun protection still low**

Guy GP, Berkowitz Z, Watson M, Holman DM, Richardson LC. JAMA Intern Med. 2013 Nov 11;173(20):1920-2.

Guy GP, Berkowitz Z, Everett Jones S, Holman D, Garnett E, Watson M. JAMA Dermatology.

CDC, National Center for Health Statistics, 2010 National Health Interview Survey, <http://www.cdc.gov/nchs/nhis.htm>

Next Steps

***Comprehensive,
community wide***
efforts to prevent skin
cancer can work, with
adequate support and
a unified approach



Photo courtesy of Queensland Department of Health
SunSmart Australia /www.sunsmart.com.au/
Shih ST, Carter R, Sinclair C, Mihalopoulos C, Vos T. *Prev Med.* 2009;49(5):449-453.



Boris Lushniak, M.D., M.P.H.
RADM, USPHS
Deputy US Surgeon General
Surgeon.General@hhs.gov

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