About SPOT Skin Cancer

It is currently estimated that one in five Americans will develop skin cancer in their lifetime. Numbers like that make a world without skin cancer seem to be an impossible goal. But it is in our reach.

Exposure to ultraviolet light is the most preventable risk factor for skin cancer. If you could reduce your risk of skin cancer by just seeking shade, wearing sunscreen and protective clothing, and avoiding tanning beds, wouldn’t you?

Not only is skin cancer preventable, it is highly treatable when caught early. Because the signs of skin cancer are right there on the skin, you just need to call your dermatologist when you see something unusual, growing, or changing on your skin. In fact, the five-year survival rate for people whose melanoma is detected and treated before it spreads to the lymph nodes is 98 percent. Yet, sadly, one American dies from melanoma, the deadliest form of skin cancer, almost every hour.

A world without skin cancer IS an achievable goal and the American Academy of Dermatology is committed to reducing the incidence of and mortality from skin cancer. Public education is the key. By educating the public about how to reduce their risk of skin cancer and how to spot skin cancer early, we can help change behaviors and ultimately save lives.
Why SPOT Skin Cancer™

The American Academy of Dermatology (Academy) cannot achieve this goal alone. While we know that there are thousands of individuals, organizations and corporations that share our goal, we need to present a united front to be the most effective with our combined efforts. That’s why the Academy is launching SPOT Skin Cancer™. This large-scale public awareness campaign is designed to involve the public, the Academy’s 18,000 physician members (12,000 in the US), other health organizations, media, and for-profit corporations to advance the public’s understanding of skin cancer and motivate them to change their behavior to prevent and detect skin cancer.

A WORLD WITHOUT SKIN CANCER.

Table of Contents

Introduction ................................................................................................................... 4
Plan a SPOT Skin Cancer Event ................................................................................ 5-10
  How to organize a skin cancer screening ................................................................. 5-6
  Screening guidelines ............................................................................................... 6-7
  Timeline .................................................................................................................... 7-8
  Promote your event .................................................................................................. 8
  Frequently Asked Questions ...................................................................................... 8-10
Additional Resources ............................................................................................... 11-20
  Apply for a Shade Structure Grant ........................................................................ 11
  Media & Marketing Resources .............................................................................. 11-17
    Media Outreach Tips ............................................................................................. 13
    Media Timeline ..................................................................................................... 13
    Media Outreach Samples ...................................................................................... 14-17
Fact Sheets ................................................................................................................ 18
Promotional Items ..................................................................................................... 18
SPOT Products .......................................................................................................... 19
Additional Toolkits .................................................................................................... 20
Appendix .................................................................................................................... 21
  About the American Academy of Dermatology ..................................................... 21
  Fundraising & How to Partner with SPOT Skin Cancer .......................................... 21
  Terms and Conditions ............................................................................................ 21
Help Spread the Word About Skin Cancer — Easy as 1-2-3!

We need your help! You can make a difference and help put a SPOTlight on skin cancer in your community. Help us reach more people by educating your community, family, and friends about the ways they can prevent and detect skin cancer. Get family, friends, neighbors, PTA/PTO groups, schoolmates, co-workers, religious organization members, etc., involved with SPOT Skin Cancer™.

There are several free, online toolkits full of resources — such as downloadable handouts, posters, flyers and activity sheets — to help you get out in your local community and share skin cancer information. Take advantage of them and help spread the word!
Plan a SPOT Skin Cancer Event

Organize a skin cancer screening for your community

Thank you for your interest in the American Academy of Dermatology’s skin cancer screening program. Since 1985, we have educated millions of people about the importance of sun protection and early skin cancer detection. Most importantly, we have directly saved lives by identifying melanomas (skin cancer) in their earliest, most treatable stage.

The following frequently asked questions will help you conduct a large-scale public skin cancer screening.

**HOW DO I ORGANIZE A SCREENING?**

Skin cancer screenings can be organized and conducted in a variety of settings and in cooperation with organizations such as the American Cancer Society, local hospitals and even at state fairs. Following are components that every successful screening program should incorporate, regardless of location:

- **Determine your date and time frame for screenings and location.**
- **Seek approval from appropriate individuals/organizations where the screening will be held.**
- **Invite as many local dermatologists and their staff (residents, nurse practitioners and physician assistants) as possible. Assign two-hour time slots for those individuals to screen.**
  - One dermatologist can usually screen between 6-10 patients an hour.
  - Have assistants available if a chaperone is requested for opposite gender patients.
  - Recruit assistants to help with paperwork and traffic flow.
- **Most states require a physician to hold a medical license in the state in which he or she is providing a skin cancer screening. Check with the state’s medical board or your medical insurance carrier if providing a screening in another state or recruiting physicians from another state for the screening, or check with your medical malpractice insurance carrier.**
- **Order screening materials from the Academy as early as possible (2-3 weeks in advance).**
- **Contact individual’s or organization’s public relations/community relations/marketing staff, if applicable, to coordinate in-house and community publicity campaigns (visit [www.SpotSkinCancer.org](http://www.SpotSkinCancer.org) for templates).**
- **Identify waiting room areas and examination rooms. Make sure you have privacy, ample lighting, clipboards for screening forms, and room to display educational materials in the waiting area (e.g., pamphlets, bookmarks and posters).**
- **Prepare lists of dermatologists in the area for referral purposes, or provide the Academy’s website ([www.SpotSkinCancer.org](http://www.SpotSkinCancer.org)) or toll-free number (888-462-DErM [3376]) for participants. (The skin cancer handout provided has this information).**
- **It can be helpful to work with a dermatological society and/or a health organization to join in staffing, screening, promoting, and scheduling patients.**
- **If you are able, it can be helpful to schedule patient screening times in advance.**
- **Consider having a volunteer demonstrate how to conduct skin self-examinations in the waiting area.**
- **Send thank you letters to all volunteers after the screening event.**
- **Return data forms to the Academy in the pre-addressed envelope provided.**
WHAT ARE THE GUIDELINES FOR CONDUCTING A SCREENING?

• All screenings are conducted free of charge. This is a guiding principle of the program and cannot be altered.

• As this is an Academy-sponsored program and a member benefit, you must secure an Academy member dermatologist to order all materials, serve as the Program Director and be present at the screening. Residents and well-trained, non-dermatologists such as other physicians, nurse practitioners and physician assistants can conduct skin cancer screenings under the on-site supervision of a dermatologist. Academy members are prohibited from ordering the materials and giving them to other physicians who are not dermatologists. To find a dermatologist in your area, visit our Find a Dermatologist tool on our website: www.aad.org.

• Order skin cancer screening materials from the Academy early, as they can take up to a week to deliver. The screening date, time, location and the screening coordinator’s name and contact information will be posted on the Academy’s website and available through the Academy’s toll-free number to help publicize the screening.

• The Academy’s name and logo cannot be used for advertising purposes without prior written consent.

• Use only the current year screening forms.

• The Academy places no restrictions on who is eligible for free screenings.

• The Academy highly stresses the importance of teaching self-examinations at each screening.

• The Academy will not sanction the endorsement of a product or service, or the use of brand names in any materials or giveaways used in conducting or publicizing skin cancer screenings.

• Treatment at the time of screening is prohibited.

• Most states require physicians to hold a medical license in the state in which they are providing a skin cancer screening. Check with the state’s medical board or your medical insurance carrier if providing a screening in another state or recruiting physicians from another state for the screening.

• The screeners should offer a full-body examination whenever possible. Because screenings are rapid, undergarments should be kept on.

• At the screenings, distribute a list of all dermatologists in the area or provide the Academy’s toll-free number (888-462-DERM [3376]) or website (www.SpotSkinCancer.org) for referral purposes.

• The screeners should conduct an exit interview with all screened individuals with suspected cancers, especially those with suspected melanomas, to encourage a follow-up examination. If someone does not have insurance, please make every effort to provide that examination or assist the participant in finding a physician.

• The physician should keep the screening records. If a nurse practitioner or physician assistant performs the screening, the forms should be maintained by the institution that employs the screener, the attending physician or resident.
**SUGGESTED TIMELINE**

This timeline is designed as a checklist to help plan overall activities for a skin cancer screening.

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Tasks and Details</th>
</tr>
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</table>
| 8 weeks prior| Appoint an Academy member to be a Program Director for your screening event. To find a dermatologist in your area, visit our Find a Dermatologist tool on our website: [www.aad.org](http://www.aad.org).  
Appoint volunteers to assist with identifying date/time/location, recruiting volunteers, publicity, and outline duties and responsibilities of volunteers.  
Contact your dermatological society for assistance with recruiting and publicity. |
| 6 weeks prior | Review publicity efforts and recruitment of volunteers.  
Establish a telephone number for accepting appointments for screenings, if desired.                                                                                                                     |
| 5 weeks prior| Walk through screening sites to determine physical set-up, equipment needs and traffic flow.  
Recruit telephone volunteers to schedule and accept screening appointments, if applicable.  
Order necessary equipment (lighting, clipboards, and pens).  
Review the Academy’s guidelines for the screening program (listed above on page 6).  
Once you have found an Academy member to volunteer for your screening, order free skin cancer screening materials from the Academy website at [www.SpotSkinCancer.org](http://www.SpotSkinCancer.org). |
| 4 weeks prior | Write talking points for volunteers who are taking appointments by telephone.  
Display save-the-date posters in office and appropriate public places to promote the free skin cancer screening.  
Plan a schedule for the screening event and review with all participants. |
| 3 weeks prior | Call volunteer screeners and confirm scheduled times for screenings.  
Confirm that all supplies have arrived from the Academy and review materials.  
Confirm receipt of necessary equipment (lighting, clipboards, etc., if applicable). |
| 2 weeks prior | Confirm all arrangements with screening site.                                                                                                                                            |
| 1 week prior  | Confirm screening details and schedule with all volunteers.  
Prepare referral lists for handouts (a comprehensive list of dermatologists in the area), or simply use [www.aad.org](http://www.aad.org) and 888-462-DERM [3376].  
Complete necessary information on screening forms, including screening site city, state and zip code and screening physician’s information on Registration and Report form and Notice of Privacy Practices/PHI forms. |
| 1-2 weeks after| Send thank you letters to all volunteers.  
Return completed Program Volunteers Form (goldenrod) and white copies of the screening and HIPAA forms together to the Academy.  
Maintain the screener’s copy of the screening and HIPAA forms and a copy of the Notice of Privacy Practices. |
HOW TO PROMOTE YOUR SCREENING EVENT
There are various promotional items available for you to promote your screening event. See page 10 in this toolkit.

SKIN CANCER SCREENING FAQS
Q. When and where should I hold my skin cancer screening event?
A. Many skin cancer screenings are held between May and August. However, screenings can take place at any time of the year at any location such as state fairs, hospitals, cancer walks, beaches and even offices if it is open to the public. Although sun safety is usually top of mind during summer months, organizing a screening in the winter months reminds the public of the importance of year-round sun protection.

Q. Who can assist at the screening?
A. Medical personnel, including well-trained physician assistants and nurse practitioners, can screen under the direct supervision of a dermatologist. However, an Academy member MUST serve as the screening program director and be in attendance at the screening.

Q. What screening supplies does the Academy provide and how do I order them for my skin cancer screening event?
A. The Academy offers free skin cancer screening program materials to Academy members. An Academy member dermatologist must serve as the screening program director and be in attendance at the screening. If you are organizing a screening event and do not have an Academy member dermatologist confirmed to volunteer, you can use the Academy’s Find a Dermatologist tool on the Academy’s website to find local dermatologists and invite them to volunteer.

The following items are provided by the AAD:
- Skin cancer screening and report forms (HIPAA compliant)
- Guideline book with helpful screening tips and a planning timeline (provided herein)
- Notice of Privacy Practices poster and handout
- Save the date flyers
- Sun-safety posters for display
- Skin cancer educational handouts and information
- A pre-addressed envelope to return to the Academy

Place your order at least two weeks prior to your screening event in order to ensure timely receipt of your materials. Shipping charges apply for rush orders.

Q. What other materials are recommended for the screening?
A. The screening coordinator should provide the following:
- Clipboards
- Pens
- Push pins or tape to hang the posters
- Paper exam gowns
- Latex gloves
- Hand sanitizer
- Name badges for the volunteers
- Manila folders to file the screening forms for each volunteer and to send back to the Academy
- Contact information for each volunteer
- Additional lighting
Q. How many volunteers are needed for the screening?
A. Invite as many local dermatologists and their staff (residents, nurse practitioners and physician assistants) as possible. Assign two-hour time slots for those individuals who agree to screen. Note the following suggestions:
- One dermatologist can usually screen between 6-10 patients an hour
- Have female and male assistants available if a chaperone is requested
- Recruit assistants to help with paperwork and traffic flow
- Recruit male and female doctors

Q. How do I set-up the screening area?
A. The screening should be held in an area that can provide three to five separate, private screening rooms and a designated waiting area. Depending on the screening location, the screening rooms can be separate offices, or a larger area divided with pipe and drape. Each screening room should have at least two chairs (or an examining table) so that the participant and screening physician can have a comfortable consultation.

The waiting area should be equipped with a table and seating to register patients and distribute screening materials. The Notice of Privacy poster (complete with the Academy member dermatologist’s contact information) and other sun-safety posters can be displayed in the waiting area in a visible location for participants waiting to be screened.

Q. Will the Academy help promote this screening to the public?
A. The Academy posts details about all public screenings on its website www.SpotSkinCancer.org and event details are also available through the Academy’s toll-free number. Screening listings include the date and location of the screening event, and a contact’s phone number to make an appointment, get directions, or ask questions. Visitors looking for a free screening in their area can enter their zip code to find a screening within a 50 mile radius.

Q. What type of payment is involved?
A. After the Academy member orders the skin cancer screening materials, a packet is sent, including a guideline book with complete instructions. It is important that the Academy’s copy of the screening form and the list of program volunteers is returned to the Academy. Both records are extremely important to send back to the Academy using the pre-addressed envelope provided because the screening form data is tabulated for the program’s annual report and also cumulative report. The data collected is useful in knowing the age ranges of the individuals seeking a skin cancer screening, gender, race, family history of skin cancer, as well as recording any presumptive diagnosis.

From the Program Volunteers Form, the Academy issues thank you letters and certificates of appreciation to the volunteers.

For more information or questions, please contact Yvonne Urbikas at yurbikas@aad.org or (847) 240-1736.
Plan an Event Toolkit

Apply for a Shade Structure Grant
The American Academy of Dermatology’s (Academy) Shade Structure Grant Program awards grants to public schools and non-profit organizations for installing permanent shade structures for outdoor locations that are not protected from the sun, such as playgrounds, pools or recreation spaces. Each shade structure grant is valued at a maximum of $8,000, which includes the cost for a shade structure and installation. The number of grants depends on the availability of funding each year. In addition to the grant, the Academy also provides a permanent sign near the shade structure.

Learn more and download resources at SpotSkinCancer.org.

Media & Marketing Resources
The following marketing, media, and additional resources for SPOT Skin Cancer™ have been created to help you generate awareness for events and activities you plan, as well as to strategically assist you in aligning your efforts and outreach with the Academy’s national SPOT Skin Cancer™ brand.

MEDIA OUTREACH TIPS
There are many ways you can work with your local media to promote skin cancer events in your area. Here are some helpful tips and suggestions:

Local Media Relations: Promoting an Event in Your Community
Newspaper, television and radio offer opportunities to reach large audiences with information about an event or campaign. One way to interest your local media will be to provide them with specific information, such as:
• Details of the event (who, what, where, when, why)
• Accurate stats and facts on skin cancer
• Skin cancer survivors or loved ones who are willing to share their story
• Resources where their audience can obtain additional information on skin cancer, such as SpotSkinCancer.org.
Media Lists
A media list is simply a list of reporters, editors and broadcast producers you hope to interest in your story. You can develop a list of appropriate contacts by searching the Internet or your local telephone directory. The list should include news editors, medical or health reporters, and feature reporters at:

- Daily newspapers
- Weekly community newspapers
- Local network affiliates and cable television stations, including specific news, talk and community affairs programs
- Radio stations, including news, talk and community affairs programs
- Employee and member newsletters published by area businesses, industries, allied health professionals, schools, churches and community groups

Media Materials
Your primary tools for contacting the media will be a media alert, a news release, fact sheets and/or public service announcements. Here are some tips for using each of these materials for local media outreach you may conduct for an event.

Media Alert
A media alert is usually the most appropriate tactic to use when you want to let the media know about an event and invite them to cover it. It is a brief one-page overview of the details of the event, including “who, what, where, when and why” information. Be sure to include contact and/or website information for more information. Media alert example is on page 13.

News Release
A news release can be used to communicate newsworthy information or an interesting feature story to the media. If there is an interesting cause or history behind your event, you may want to develop a news release. Some tips to keep in mind in preparing a news release include the following:

- Share the most important information (the news) in the opening paragraph.
- Answer the questions who, what, when, where, why and how.
- Provide complete and accurate information as briefly as possible. Keep the release to two or three pages at the most.
- Stick to the facts. Avoid giving your opinions in a news release, except when in quotes, or including unsubstantiated conclusions.
- Include the first and last names of people mentioned in the release, along with titles or affiliations. Be sure to double-check names and titles for accurate spelling.
- Use specific dates in releases instead of “today” and “yesterday.”
- Include release instructions at the top of the first page. For example, if the news may be used by the media at any time, the instructions should read, “For Immediate Release.” If the news should not be reported until a certain time, then provide more specific instructions, such as, “For release at 10 a.m., October 10, 2012.”
- News release example is on page 13-14.
Public Service Announcements
Public service announcements (PSAs) are brief broadcast messages that usually last 15 to 30 seconds. They are of community interest and are often used to announce events such as observances, screenings, or health education reminders. Television and radio stations donate air time for these announcements based on the public service value and quality of the announcements. The announcements cannot contain any commercial references. Public service announcement examples are on page 15.

Fact Sheets
Fact sheets provide bulleted information about a topic for easy reference. Key statistics, facts, figures and definitions are often included. Media often find this background information helpful when writing a story. Fact sheets are available on the AAD website at SpotSkinCancer.org.

LOCAL MEDIA TIMELINE
You should typically allow six weeks for the implementation of a media relations campaign. This general timeline can be adapted for any media campaign that you conduct, whether it is in conjunction with a national Academy campaign or your own local effort.

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Task Description</th>
</tr>
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</table>
| 4 weeks prior | Create media lists.  
Send pitch letter and PSAs to radio public service directors. |
| 3 weeks prior | Send media alert or news release to radio and television talk show producers and newspaper medical writers and editors.  
Follow up with the public service directors at radio stations to encourage them to use the PSAs. |
| 2 weeks prior | Contact radio and television talk show producers and newspaper medical writers and editors to determine interest in an interview about your topic. If applicable, tell the media this is a local tie-in with a national campaign. Ask if they need additional information. Offer them a patient spokesperson and additional visuals you may have such as photos from past events, etc. |
| Week of event | Confirm any media interviews. Provide your onsite contact information to any media who plan to attend the event. |
| 1 week post-event | Follow up with any media who attended the event to see if they need any additional information.  
If applicable, prepare and distribute a follow-up news release announcing results of the event.  
Send thank you notes to PSA directors and/or reporters who covered your story. |
MEDIA OUTREACH SAMPLES

Sample Media Alert – Skin Cancer Event

MEDIA ALERT

FOR IMMEDIATE RELEASE

Contact:  
Name
Telephone
Email address

[HEDLINE ABOUT EVENT]

WHAT: [3 sentence description of the event]

WHEN: [Date(s) and time of event]

WHO: [Description of who should attend the event]

WHERE: [Address of the location where the event will occur]

WHY: [Optional Reason for the event]

Include registration information and/or general contact for more information about the event.

Visit SpotskinCancer.org.

Click here to download or visit SpotskinCancer.org.

Sample News Release – Skin Cancer Event

News Release

FOR IMMEDIATE RELEASE

Contact:  
Name
Telephone
Email address

[NAME OF ORGANIZATION] TO HOST
SKIN CANCER [TYPE OF EVENT] ON [DATE(S) OF EVENT]

[Your City, State, Date] - [Name of organization] will be hosting a [type of event] for example: a free skin cancer screening, a skin cancer awareness run, a health fair for the public on [date(s)] from [hours] at [location].

“Current estimates are that one in five Americans will develop skin cancer in their lifetime,” event organizer’s name, [said]. “That’s why raising awareness of skin cancer in our community through this event is so important.”

Include a sentence or two with other details about the event.

Exposure to ultraviolet radiation from the sun and indoor tanning devices is the most important preventable cause of all skin cancers, including melanoma, the deadliest form of skin cancer. Protect your skin by seeking shade, and wearing sunscreen and protective clothing.

Early detection also is vital to effectively treat skin cancer. Regularly check your skin for moles that are growing, changing or bleeding, and make an appointment with a dermatologist if you see anything suspicious.

Include registration information and/or general contact for more information about the event.

Visit SpotskinCancer.org.

Click here to download or visit SpotskinCancer.org.
Sample Pre-Event News Release

**FOR IMMEDIATE RELEASE**

**Contact**: Your Name
Telephone: [Number]
Email: [Email address]

**[ORGANIZATION NAME] TO OFFER FREE SKIN CANCER SCREENINGS (DATE(S) OF EVENT)**

**[Your City, State, Date]** - [Organization name] will be offering free skin cancer screenings to the public on [specify date(s) and location].

Include other details about the event, for example, if an appointment needs to be made or if the screenings are offered on a first-come first-served basis.

"Skin cancer is unique in that it is the only cancer you can see on the surface of the skin. A skin cancer screening is a visual, non-invasive exam that only takes a few minutes, yet it could save a person’s life," said Dr. [your name, title]. "One person dies from melanoma, the deadliest form of skin cancer, every hour. Yet melanoma is often successfully treated, if caught early."

This screening event is part of the American Academy of Dermatology’s SPOT Skin Cancer™ initiative. The screening program has provided more than 2.2 million screenings since its inception in 1985. This program offers the opportunity for dermatologists to educate the public about skin cancer prevention and early detection while saving lives by finding skin cancers in their earliest, most treatable stages.

For more information or to make an appointment, call [phone number] or visit [website]. To learn more about what to expect at a screening or to find other free skin cancer screenings in your area, visit SpotSkinCancer.org.

Headquartered in Schaumburg, Ill., the American Academy of Dermatology (Academy), founded in 1938, is the largest, most influential, and most representative of all dermatologic associations. With a membership of more than 18,000 physicians worldwide, the Academy is committed to: advancing the diagnosis and medical, surgical and cosmetic treatment of the skin, hair and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin, hair and nails. For more information, contact the Academy at 1 (888) 462-DERM (3376) or visit www.aad.org. Follow the Academy on Facebook (American Academy of Dermatology) or Twitter (@AADskin).

###

Sample Post-Event News Release

**FOR IMMEDIATE RELEASE**

**Contact**: Your Name
Telephone: [Number]
Email: [Email address]

**FREE SKIN CANCER SCREENINGS AT [ORGANIZATION NAME]**

**[Your City, State, Date]** - More than 3.5 million new cases of skin cancer will be diagnosed in more than 2 million people in the United States this year. On [date], [organization name] examined more than [number] people for suspicious moles and spots at a free skin cancer screening sponsored by [organization name] and the American Academy of Dermatology.

Of the [number] people screened, [number] had suspicious moles and other spots of which were suspected melanomas, the deadliest form of skin cancer. If these numbers are not known, you can substitute with the following statement, if applicable: A number of suspicious moles and other spots were detected at the screening event, several of which were suspected melanomas, the deadliest form of skin cancer.

"Skin cancer is highly treatable if caught early," said Dr. [your name, title]. "In fact, studies show that the five-year survival rate for people whose melanoma is detected and treated before it spreads to the lymph nodes is [percentage]—making early detection essential."

This screening event was part of the American Academy of Dermatology’s SPOT Skin Cancer™ initiative. The screening program has provided more than 2.2 million screenings since its inception in 1985. This program offers the opportunity for dermatologists to educate the public about skin cancer prevention and early detection while saving lives by finding skin cancers in their earliest, most treatable stages.

The best way to find skin cancer in its earliest, most treatable stage is by checking your skin regularly and if you find something suspicious, have a dermatologist perform a full body skin check screening.

To learn more about how to perform a skin self-exam or to search for a free skin cancer screening in your area, visit SpotSkinCancer.org.

Headquartered in Schaumburg, Ill., the American Academy of Dermatology (Academy), founded in 1938, is the largest, most influential, and most representative of all dermatologic associations. With a membership of more than 18,000 physicians worldwide, the Academy is committed to: advancing the diagnosis and medical, surgical and cosmetic treatment of the skin, hair and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin, hair and nails. For more information, contact the Academy at 1 (888) 462-DERM (3376) or visit www.aad.org. Follow the Academy on Facebook (American Academy of Dermatology) or Twitter (@AADskin).

###

Click here to download or visit SpotSkinCancer.org.

Click here to download or visit SpotSkinCancer.org.
Sample Pitch Letter for Radio PSA

SKIN CANCER SCREENING: Sample Pitch Letter for Radio PSA

SEND TO: Radio Station Public Service Directors

Dear [Name of public service director],

More than 3.5 million new cases of skin cancer will be diagnosed in more than 2 million people in the United States this year. The deadliest type of skin cancer—melanoma—is estimated to kill more than 10,000 people this year. That means one American dies from melanoma every hour. Fortunately, most skin cancers, including melanoma, can be cured if detected early. In fact, studies show that the 5-year survival rate for people whose melanoma is detected and treated before it spreads to the lymph nodes is 98 percent—making early detection essential.

That’s why [organization name] is hosting a free skin cancer screening event for the public on [Date and Time]. This screening event is part of the American Academy of Dermatology’s SPOT Skin Cancer™ initiative. This program has provided more than 2.2 million screenings since its inception in 1988. This program offers the opportunity for dermatologists to educate the public about skin cancer prevention and early detection while saving lives by finding skin cancers in their earliest, most treatable stage.

A skin cancer screening is a visual, non-invasive exam that only takes a few minutes, yet it could save a person’s life. I hope that you will air the endorsed public service announcements as often as possible to encourage your listeners to attend the free screening and raise awareness of the importance of skin cancer prevention and early detection.

Thank you for your consideration. With your help, we can help detect skin cancer early and possibly save lives.

Sincerely,
[Your name], M.D

Click here to download or visit SpotSkinCancer.org.

Sample Public Service Announcements

SKIN CANCER SCREENING: 15-Second Radio Public Service Announcement

SPONSOR: AMERICAN ACADEMY OF DERMATOLOGY

PRODUCT: PUBLIC SERVICE ANNOUNCEMENT

TOPIC: FREE SKIN CANCER SCREENINGS

LENGTH: 15 SECONDS

ANNOUNCER:

A SKIN CANCER SCREENING ONLY TAKES A FEW MINUTES, YET IT COULD SAVE YOUR LIFE. [CITY/STATE] AREA DERMATOLOGISTS ARE OFFERING FREE SKIN CANCER SCREENINGS ON [DATE] AT [LOCATION]. CALL [PHONE NUMBER] FOR MORE INFORMATION.

Click here to download or visit SpotSkinCancer.org.
Sample Public Service Announcements

SKIN CANCER SCREENING:
30-Second Radio Public Service Announcement

SPONSOR: AMERICAN ACADEMY OF DERMATOLOGY
PRODUCT: PUBLIC SERVICE ANNOUNCEMENT
TOPIC: FREE SKIN CANCER SCREENINGS
LENGTH: 30 SECONDS
ANNOUNCER:
WHEN CAUGHT EARLY, SKIN CANCER – INCLUDING MELANOMA, THE DEADLIEST FORM OF SKIN CANCER – IS HIGHLY TREATABLE. A SKIN CANCER SCREENING ONLY TAKES A FEW MINUTES, YET IT COULD SAVE YOUR LIFE. (CITY/COUNTY) AREA DERMATOLOGISTS ARE OFFERING FREE SKIN CANCER SCREENINGS IF APPLICABLE DURING MELANOMA/SKIN CANCER DETECTION AND PREVENTION MONTH ON DATE FROM TIME TO TIME AT LOCATION CALL PHONE NUMBER FOR MORE INFORMATION.

TO LEARN MORE ABOUT WHAT TO EXPECT AT A SCREENING, VISIT SPOTSKINCANCER.ORG.

Click here to download
or visit SpotSkinCancer.org.
Buy SPOT Products

Visit www.aad.org/store to show your support for SPOT and purchase items that benefit skin cancer awareness and education.

A. **Ladies V-Neck Shirt**
   - Fitted tri-blend ladies v-neck shirt available in grey heather.
   - Material: 50% polyester/37.5% cotton/12.5% rayon.
   - **Please note:** These run small and you may want to order a size up.
   - Women’s Sizes: S-2XL
   - Retail Price: $21.99/ea

B. **White T-shirt**
   - White T-shirt, perfect for men or women. Material: 100% cotton.
   - Sizes: S-2XL
   - Retail Price: $17.99/ea

C. **Wristband**
   - Orange adult size silicone awareness bracelet embossed with SPOT Skin Cancer. Wristband is reversible with spots on the opposite side.
   - Retail Price: $2.00/ea

D. **Water Bottle**
   - Sleek 32 oz. orange water bottle with twist top. BPA free.
   - Retail Price: $11.99/ea

[Click here to buy SPOT products](#)
ADDITIONAL RESOURCES

Fact Sheets
There are a variety of easy-to-print and share tools available to help educate your community about skin cancer awareness and education. Visit www.SpotSkinCancer.org to download fact sheets on skin cancer, sunscreen, melanoma, indoor tanning and vitamin D.

Promotional Items
There are a variety of easy-to-print and share tools available to help educate your community about skin cancer awareness and education. Visit www.SpotSkinCancer.org to download flyers, handouts, posters and videos.

Additional Toolkits
Children's Kit
Help kids learn about skin cancer with these fun and interactive games:
Click here to download or visit SpotSkinCancer.org.

Athlete's Kit
Use the tools in this kit to help get the message about skin cancer to athletes and sports enthusiasts:
Click here to download or visit SpotSkinCancer.org.

Kids Skin Health Website
KidsSkinHealth.org is a unique website which provides information about caring for skin, hair, and nails to kids ages 8-12 and their parents. Through interactive games, kids learn how to prevent sunburn and practice other good habits. They also learn about skin cancer and how the sun can hurt your skin. Learn more at www.KidsSkinHealth.org
Appendix

About the American Academy of Dermatology

The American Academy of Dermatology (Academy), founded in 1938, is the largest, most influential, and most representative of all dermatologic associations. A sister organization to the Academy, the American Academy of Dermatology Association is the resource for government affairs, health policy and practice information for dermatologists, and plays a major role in formulating policies that can enhance the quality of dermatologic care. With a membership of more than 18,000 physicians worldwide, the Academy is committed to: advancing the diagnosis and medical, surgical, and cosmetic treatment of the skin, hair and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin. For more information, contact the Academy at (888) 462-DERM (3376) or visit www.aad.org.

Fundraising and how to partner with SPOT Skin Cancer

SPOT Skin Cancer™ would not be possible without our many partners and sponsors.

Our initiatives to educate the public on how to prevent and detect skin cancer through local and national events, products, support of research, surveys, and political action depend on the generosity of our donors. Find out who currently supports SPOT Skin Cancer™ and learn how you can join us in the fight against the number one diagnosed cancer in the United States.

To learn more about the mission of the American Academy of Dermatology’s SPOT Skin Cancer™ and see how your organization can become involved, visit our website at www.SpotSkinCancer.org/partners.