



**FOR IMMEDIATE RELEASE**

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**Protect your Family from the Summer Sun**

**Eau Claire, WI, July 13<sup>th</sup>, 2016** – With summer fun comes lots of time in the sun. While the sun is great in moderation, there can be too much of a good thing. Most skin cancers are caused by sun exposure. In fact, 90 percent of non-melanoma skin cancers are associated with exposure to ultraviolet (UV) radiation from the sun.

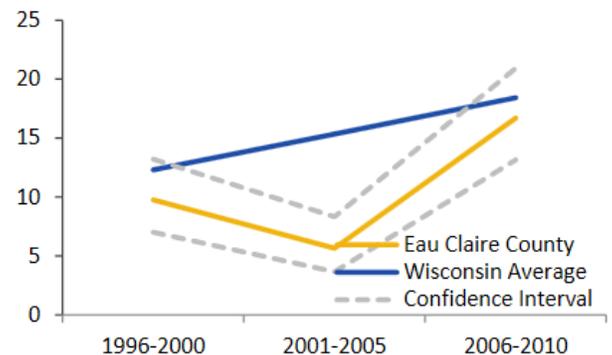
Skin cancer is by far the most common type of cancer. In the past 30 years, more people have had skin cancer than all other cancers combined. One in five Americans will develop it in the course of a lifetime. Melanoma is the most deadly type of skin cancer. The rate of melanoma in Wisconsin is increasing over time, and Eau Claire County is following the same upward trend.

“Prevention is the key to reducing the number of people in our community with skin cancer. There are many ways to lower your chance of getting skin cancer,” says Shane Sanderson, Environmental Health Director of the Eau Claire City-County Health Department. The Skin Cancer Foundation recommends the following year-round prevention guidelines:

- **Seek the shade**, especially between 10 AM and 4 PM.
- **Do not burn.**
- **Avoid tanning and UV tanning booths.**
- **Cover up** with clothing, including a broad-brimmed hat and UV-blocking sunglasses.
- **Use a broad spectrum (UVA/UVB) sunscreen** with an SPF of 15 or higher every day. For extended outdoor activity, use a water-resistant, broad spectrum (UVA/UVB) sunscreen with an SPF of 30 or higher.
- **Apply 1 ounce** (2 tablespoons) of sunscreen to your entire body 30 minutes before going outside. Reapply every two hours or immediately after swimming or excessive sweating.
- **Keep newborns out of the sun.** Sunscreens should be used on babies over the age of six months.
- **Examine your skin** head-to-toe every month. Nearly all skin cancers can be treated effectively if they are found early.
- **See your physician every year** for a professional skin exam.

For more information about skin cancer, visit <http://www.cdc.gov/cancer/skin/index.htm>.

**MELANOMA**  
RATE OF CASES PER 100,000 PEOPLE



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