



August 3, 2007

Dear DNA Colleagues:

We want to inform you about a new skin cancer prevention campaign, SunAWARE, provided by the Dermatology Nurses' Association (DNA) to help teach patients and the public about sun protection. SunAWARE was first introduced by Mary and John Barrow in their award winning book, *Sun Protection for Life*. The book won a 2006 Gold Triangle Award from the American Academy of Dermatology for excellence in education. DNA hopes to promote this acronym as the one unifying message for skin cancer prevention in the United States.

This campaign was created to provide our membership with a model for sun protection that could be used with patients and the public alike. We chose the SunAWARE model because it focuses on prevention as well as early detection of skin cancer. It is an easy, action oriented tool to protect against skin cancer and other problems caused by ultraviolet radiation. We know that most Americans are still unaware that skin cancer is being diagnosed in epidemic numbers and that one person dies every hour from the disease. We believe that it is our responsibility to make our patients SunAWARE!

Each step in SunAWARE is based on scientific study and advice from experts around the world. Each step was reviewed by physicians, nurses and scientist from organizations such as the World Health Organization, the Environmental Protection Agency, the American Academy of Dermatology, the Dermatology Nurses' Association and the Skin Cancer Foundation. Here are the five simple SunAWARE action steps.

A – Avoid *unprotected* exposure at any time, and seek shade

W – Wear sun protective clothing, including a hat and sunglasses.

A – Apply broad-spectrum sunscreen with a sun protection factor ≥ 30 , reapply every two hours while exposed.

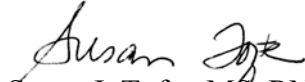
R – Routinely check your whole body for changes in your skin and report suspicious changes to a health care provider

E – Educate your family and community about skin cancer prevention and detection.

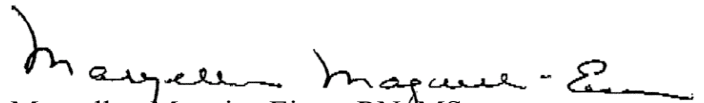
Bookmarks and t-shirts have been created to help launch the SunAWARE campaign at the summer meeting in New York City. Media events with the Naked Cowboy and WABC TV news anchor, Michelle Charlesworth, have been planned to educate the public. *The Dark Side of the Sun*, a DVD created by the Mollie Biggane Foundation, has been provided as an educational resource. It is a wonderful educational tool that is effective in teaching the young and old about the importance of prevention and early detection of skin cancer.

We truly hope that you enjoy these resources and would appreciate your feedback on the campaign. Together we can make a difference by teaching sun protection and early detection of skin cancer. An ounce of prevention is truly worth a pound of cure.....

Sincerely,



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President



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Skin Cancer Workshop Program Chair