



Entertainment Industries Council
- Encouraging the Art of Making a Difference



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Spring 2009



Message From the Chairman

Dear Friends,

Welcome to Sun Safety Alliance's spring 2009 newsletter. In continuing with SSA's SunSations tradition, we hope our newsletter finds you well, and in the spring spirit! We hope you gain fresh and insightful new sun safety tips. Our mission at SSA is great but by working together we can raise skin cancer awareness. . . and together save lives!

Our newsletter also features two unique melanoma survivor stories, including Professional Volleyball Player, Jeff Nygaard's personal sun safe habits and a special story from a young woman that no longer considers being tan a symbol of beauty. Our goal at SSA is to help educate the public regarding the dangers of skin cancer, and we hope our newsletter will inspire others to practice sun safety year round!

We depend upon readers like you to help us increase awareness about skin cancer prevention, and we encourage you to share this newsletter with colleagues, family and friends across the United States and beyond. We hope you enjoy our spring newsletter and greatly welcome feedback, questions, or comments!

Sincerely,

Phil Schneider
President, National Association of Chain Drug Stores Foundation



Founding Chairman, Sun Safety Alliance

[CLICK HERE](#) to read the newsletter in its entirety!

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Survivor Speaks Out!

A Life Changing Experience

Growing up in Erie, Pennsylvania, I spent a great deal of time outdoors enjoying the lake with my friends. My mother always promoted wearing sunscreen; however, like most teenagers, I often overlooked her warnings in favor of perfecting my summer tan. Unfortunately, at the age of eighteen, when most seniors in high school are focused on graduation and prom, I was faced with a very scary reality...



[PHOTO: Allison Henry, SSA Intern, George Mason University]

[Click here](#) to read more!

Communicating Strategically

About Cancer Risks to Vulnerable Populations

Many serious health risks threaten the public today, including risks from cancer, heart disease, diabetes, stroke, and HIV/AIDS. Effective health communication is needed to help at-risk consumers recognize, minimize and respond to health threats. It is particularly important to communicate clear, accurate, relevant, and motivating information to vulnerable populations about cancers due to the serious public health threats.



[PHOTO: Dr. Gary Kreps, Chair Dept. of Communication, Director, Center for Health & Risk Communication, George Mason University; Board Director, SSA]

[Click here](#) to Read More!

Dispelling Myths About Skin Cancer

A Colorblind Disease

[PHOTO: Dr. Lynn McKinley Grant, Senior Attending, Georgetown-Washington Hospital Center Dermatology, Melanoma Center]



Myth: Individuals with darker skin aren't at risk for skin cancer.

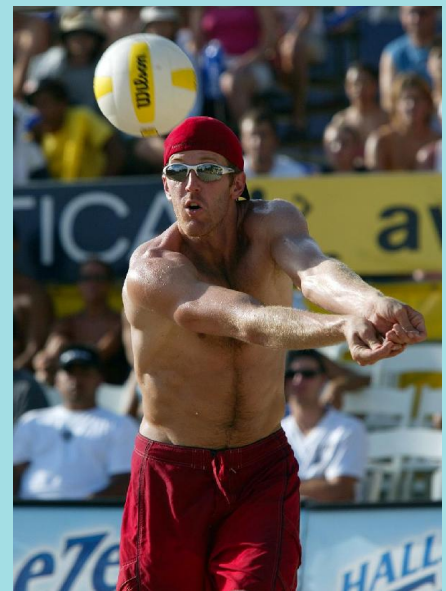
Fact: While people with darker skin do not burn as easily or frequently as lighter skinned individuals, they are still not safe from harmful ultraviolet rays from the sun. People with darker skin are actually more likely to die from skin cancer than those with fairer skin due to late detection and diagnoses.

With common misconceptions abounding, we set out to get some questions answered from expert dermatologist and Senior Attending, Georgetown-Washington Hospital Center Dermatology, Melanoma Center, Dr. Lynn McKinley-Grant.

Protect Yourself Like a Pro!

[PHOTO: Jeff Nygaard]

- Three-time Olympian volleyball player,
- Seven-time AVP Open Champion,
- Two-time MVP and NCAA Champion,
- Melanoma survivor.



This professional beach volleyball player is also a member of the Board of Directors of the Sun Safety Alliance.

We recently had the opportunity to sit down with Jeff to talk about how he

[Click here](#) to read more!

Spring Sports are Here Again!

Blocking the Sun not



theFun

is that time of year again. The chilly days are starting to pass and we can almost feel the sun's rays peeking through the clouds. While we have been daydreaming from our winter cabin fever, we cannot help but imagine all the fun and activities that come with spring. For many of us this means the arrival of spring sports such as, baseball, lacrosse, and golf.

[Click here](#) to Read More!

puts the *pro* in protection...

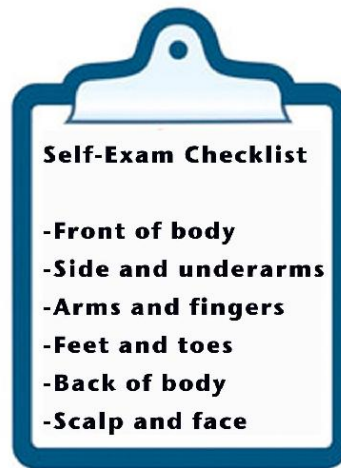
[Click here](#) to read Q&A with Jeff Nygaard!

Learn the A, B, C, D, E's of Skin Cancer Detection:

[Click here](#) for the full article!

Learn how to perform a self-examination of your skin:

[Click here](#) to also learn more about performing self-examinations to detect skin cancer.



Save the Dates!

Spring fever, or feelings of excitement brought on by the coming of spring, does not equate with sunburn! We are here to help prepare you to enjoy the spring weather safely.

Sun safety and skin cancer prevention is important year-round, so remember to be safe in the sun!

[Upcoming dates to remember:](#)

May - Melanoma Awareness Month
May 16, 2009 - Colette Coyne Melanoma Awareness Campaign Walk
May 22, 2009 - Don't Fry Day

June 1 - 7, 2009 - National Sun Safety Week

Yours in Sun Safety,

The Sun Safety Alliance, Inc.



Please visit www.sunsafetyalliance.org today for more information about sun safety and skin cancer prevention!

[Click here for a new research discovery from the National Cancer](#)

[Institute](#)



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