

The SUN BUS



Presented by the Colorado Melanoma Foundation and EltaMD



INFORMATION BOOKLET

Learn more at www.thesunbus.org

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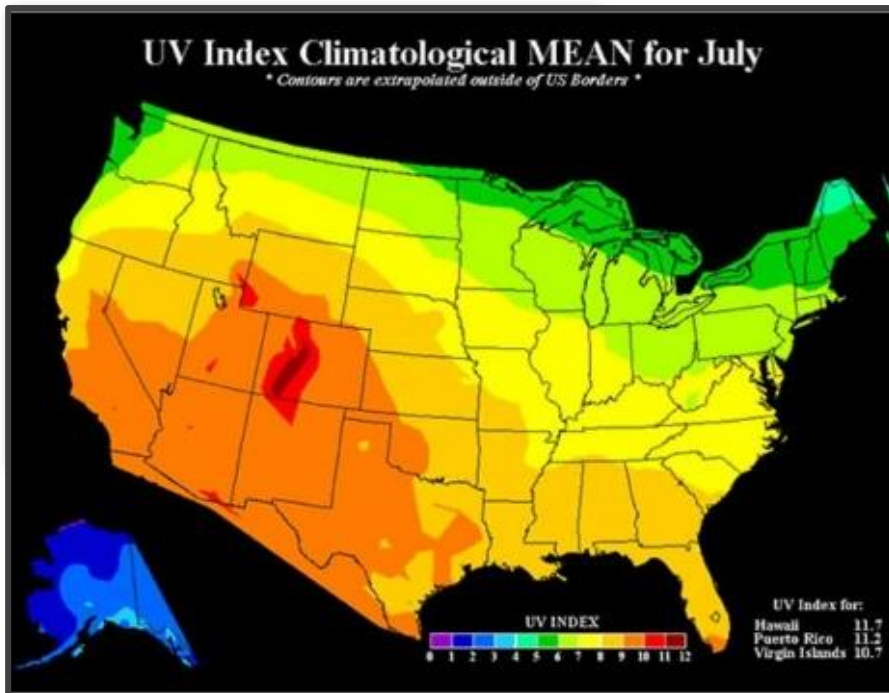
Thank You Message

*More information can be found online at the Sun Bus's official
website: www.thesunbus.org*

Melanoma Skin Cancer

HOW COMMON IS MELANOMA?

The American Cancer Society's estimates about 96,480 new melanomas will be diagnosed (about 57,220 in men and 39,260 in women) in the United States during 2019. In Colorado, these rates are even higher due to resident's excessive exposure to harmful UV radiation which has been a well-documented cause of melanoma incidences.



In fact, nearly 90% of melanomas are thought to be caused by exposure to UV sunlight. Colorado's high altitude & love for the outdoors means the annual rate of new skin cancer diagnosis higher than the national average. We have one of the **highest** risk groups for death from skin cancer in the U.S.A.

SUNLIGHT AND ULTRA-VIOLET RADIATION

Recent studies suggest there may be 2 main ways that UV exposure is linked to melanoma, but there is likely some overlap. The first link is to sun exposure as a child and teenager. People with melanoma often have an early history of sunburns or other intense sun exposures, although not everyone does. Some doctors think this might help explain why melanomas often occur on the thighs (in women) and trunk (in men), areas that generally aren't exposed to the sun as much in adulthood. The second link is to melanomas that occur on the arms, neck, and face. These areas are chronically exposed to sun, particularly in men.

- About 7,230 people are expected to die of melanoma (about 4,740 men and 2,490 women).
- The rates of melanoma have been rising for the last 30 years.
- 1,850 people will contract melanoma in Colorado in 2019
- Melanoma rates have increased 15x in the last 40 years in the U.S. alone
- More than 350 people in the US are diagnosed with some form of skin cancer every hour
- 1 person in the US dies every hour from melanoma
- Skin cancer accounts for more than 50% of all cancers combined

The Challenge

Melanoma deaths in Colorado are preventable through sun safety education, sun safe behavior modification, and frequent skin checks

While preventive measures (sun safety education, sun safe behavior modification, and skin checks) are easy to perform, many Coloradans do not have the means or resources to access these prevention methods — particularly in rural or mountainous regions where professional Dermatologists clinics can be scarce. Unprotected exposure to the sun is a major health concern that many do not fully understand. This lack of awareness needs to be addressed immediately right here in Colorado!

Our challenge at the Colorado Melanoma Foundation is to find a way to effectively engage and educate these individuals that successfully changes their perceptions and behaviors to prevent skin cancer occurrences.

THE COLORADO MELANOMA FOUNDATION



Our mission is to increase local Colorado efforts at skin cancer and melanoma prevention screening, new patient services, and research

www.comelanoma.org

Our Solution

The Colorado Melanoma Foundation's "Swiss Army Knife", capable of reaching Colorado residents throughout the state for skin screenings, sun safety education, and melanoma research



The Sun Bus is a mobile classroom that has the flexibility to hyper-target select audiences at varying times through tailored messaging and relevant events or festivals. In addition to offering skin screenings, the Sun Bus will target both children and adults, providing fun and engaging educational activities about sun safety and skin health at Colorado high schools. As funds grow and outreach capabilities expand, the Sun Bus will also incorporate melanoma research initiatives to further increase the knowledge associated with this deadly cancer.

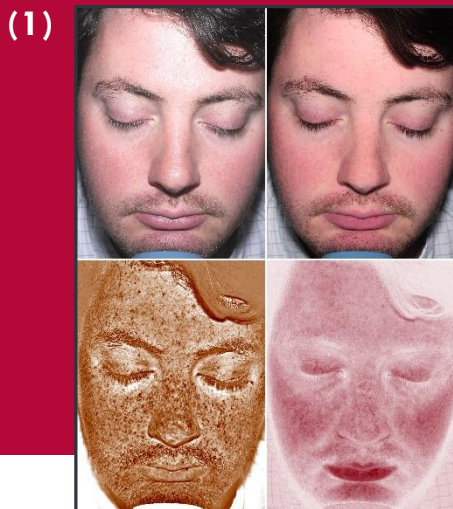
HIGHLIGHTS

- The Sun Bus will travel to highly populated community events, schools, and municipalities throughout the year
- Skin screenings will be provided in collaboration with community dermatologists. Dr. Karen Nern of Vail/Aspen/Breckenridge Dermatology is the Medical Director
- Possible melanomas will be referred to local dermatologists for biopsy

Our Solution



The Sun Bus will attend highly populated events and festivals to allow patrons to embark on an educational journey that leads them through interactive touch-points to provide well-rounded education on sun safety and skin health. Digital Survey Kiosks will be present to answer questions if an instructor is not present as well as gauge users' perception about skin cancer, sun safety and skin health—an important statistical measure to capture for researchers attempting to recognize additional ways to further prevent this disease.



To make the Sun Bus's education objective both engaging and memorable, this mobile education classroom will integrate state-of-the-art Ultraviolet Cameras to view past sun-damage and the protection offered by sunscreens. Personal sunscreens will be available free of charge to any passing patron.



Image (1). The Reveal camera reveals underlying sun damage by imaging increased pigmentation (bottom left) and new blood vessel growth (bottom right). **(2).** A modified DSLR camera shows users what the sun sees by filtering out the visible spectrum and imaging the UV spectrum. This allows the user to see the effects of sunscreen live on a large screen television.

Inside the Sun Bus, local dermatologists, registered nurses, or physician assistants who have volunteered their time will provide skin examinations in one of the two state-of-the-patient exam rooms. Visitors will be greeted in a cozy waiting area where they can read additional sun education materials and sun safety



Patrons will have the ability to impact their own melanoma prevention through private skin examinations and voluntary participation in skin cancer research. By working with prominent skin cancer researchers, The Sun Bus will facilitate research investigating how melanoma develops, helping healthcare professionals in the community to recognize additional ways to further prevent this disease.

The Audience



Colorado Public & Private Schools

Classroom instruction is a very important component of a school sun safety program. A single intervention, such as a one-time school assembly, can be impressive but for maximum effectiveness children should receive age-appropriate sun safety instruction at every grade level.



Community and state events, fairs, and

outdoor summer events in Colorado are a great way to reach its residents with our message. The Sun Bus will hyper-target these summer events to maximize its exposure and efficacy throughout the state.



Municipalities and Businesses

Rural cities and large businesses lack the ability to provide quality skin checks effectively. The Sun Bus, in this case, allows an inexpensive method to provide this health service to their residents or employees.

The Sun Bus will target the youth through school-based educational programming, working closely with schools and their teachers to provide and conduct interactive educational activities both in and out of the classroom. During the summer, the Sun Bus will target highly populated community events where the audience is outdoors in the sun for long periods of time. The program will provide an experience that will invite the audience to step out of the sun and into the shade. This schedule includes national events, statewide annual festivals, county fairs, and community health screenings.



Physician Volunteers

Are you a Dermatologist looking to make a positive impact in your community? We NEED you!

If you are a community minded dermatologist looking to give back to our local community, and to create visibility and add impact for your practice, The Sun Bus can help!

Volunteer Opportunities with The Sun Bus are available for physicians seeking public service experience right here in Colorado!



Benefits of Volunteering with The Sun Bus

- Your clinic may present a large banner to advertise during the day you screen
- You may pass out your business cards to anyone who visits the bus
- Your clinic and personal contribution will be noted on The Sun Bus website and on Social Media
- You will help improve the health of individual patients and the community
- It will be fun!

If you are interested in becoming a Physician Volunteer for the Sun Bus, please complete the Physician Volunteer Sign-up located at <https://www.thesunbus.org/volunteer-physician> or send an email titled "Physician Volunteer" to Brittany Langevin at Brittany.langevin@comelanoma.org.

Thank You!

Thank you for your interest in The Colorado Melanoma Foundation's *Sun Bus* initiative. For recent updates and more information about this project, please visit the official website at www.thesunbus.org. For additional information about the Colorado Melanoma Foundation, including other projects, fundraisers, and a list of the Board of Directors, please visit www.comelanoma.org.



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