



Prevention

Skin Cancer Awareness Month May 2024

SKIN CANCER AWARENESS MONTH

SKIN CANCER AWARENESS **Note to readers:** Innovation is essential to cancer prevention. Using genomic data and new analytic techniques to create precision medicine may also enable **precision prevention**. Innovation may also increase the reach and effectiveness of cancer prevention approaches. Strang will continue to highlight innovation in cancer prevention.

INNOVATION **Social media as a prevention tool: Social media (SM) has enormous reach** with 4.8 billion users in 2023. In a systematic review, Haff et al explored dermatology in SM, including prevention.¹ The close review of 112 studies identified **best practices for use of SM platforms** as well as **harms**, particularly for **amplifying disinformation**. Greater interaction increases engagement with content information and action. Shock, humor, anger, and fear drive interactivity. SM offers opportunities to inform. The Instagram hashtag **#skincancerawareness** is dominated by celebrities and influencers, not dermatologists. Misinformation is an important harm. SM users are more **dissatisfied with their skin tone** and **likely to use indoor tanning facilities**. Successful examples of SM to **stimulate legal change** (requiring parental approval for Danish minors to use tanning beds), **outreach** (tattoo artists including skin care information in tattoo aftercare instructions, beauty technicians as information sources, and outreach to African Americans on skin cancer risk) and peer skin cancer **support groups**.

Does social media neglect skin cancer prevention for men? Skin care advertising for men focuses exclusively on beard care and shaving. Social media has broader content and growing reach. A study of top Instagram skincare hashtags² found posts on beard care, but also skin care routine product lines, anti-aging and moisturizing were also common. **Only 5% focused on sunscreen, an established anti-aging agent. Adding sunscreen information to posts could increase sunscreen use and skin cancer prevention.** Because **men respond to straightforward messaging and influencer credibility** more than women, dermatologists could create highly influential content about skin cancer prevention for men.

Could wearable UV measuring devices reduce UV exposure? A 50-patient trial of elderly patients with a history of precancerous actinic keratoses (AKs) of a wearable UV dosimeter found 20% fewer AKs and a **95% decrease in non-melanoma skin cancers**.³ These early data suggest that measuring UV exposure may reduce UV exposures and skin cancer incidence.

SKIN CANCER SCREENING **Still not enough evidence for skin cancer screening:** The US Preventive Services Task Force's 2023 update to its 2016 Screening for Skin Cancer recommendation once again found insufficient evidence to determine risks of benefits of visual inspection screening for skin cancer in standard risk adolescents and adults.⁴

SKIN CANCER PREVENTION HOW TO REDUCE UV EXPOSURE **Avoid sun exposure**, especially mid-day (10 AM to 4 PM; 1 hour earlier with daylight savings time). **Shaded play areas** for children. **Wear broad-brimmed hats, sunglasses and densely woven clothing:** Denim is dense and highly protective; a cotton T-shirt is about SPF 8. **Preapply and reapply sunscreen.** Apply **15 minutes before** exposure for skin absorption, **reapply every 2 hours** and after swimming or heavy sweating. **Reapplication more important than SPF number. SPF is the fraction of sunlight allowed** (alternatively, the extension of safe exposure). For example, SPF 15 = 1/15, or about 7% of sunlight allowed (93% of sunlight blocked). Benefit rises slowly with higher SPF: SPF 30 blocks 97%, SPF 50 98%, SPF 70 98.5%.

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The Strang Cancer Prevention Cookbook

Reduce your Risk for Cancer by Eating a Healthy Diet!

No-Fuss Broccoli Soufflé

4 Servings

4 cups fresh broccoli florets or 1 1/4 pounds frozen broccoli, thawed and drained
1 medium potato peeled and cut into 1/2-inch cubes
2 large egg whites
1 large egg
1/3 cup freshly grated Parmesan cheese
1/8 to 1/4 teaspoon cayenne pepper, to taste
1/3 teaspoon salt
Freshly ground black pepper to taste
1 teaspoon olive oil or olive oil- based cooking spray



Cook the broccoli florets and potato in boiling salted water until very tender, 5-7 minutes. Drain. Puree the broccoli and potato in a food processor until no large chunks remain. Add the remaining ingredients except for the olive oil and puree until very smooth. Evenly coat four 4-6 ounce ramekins or small ceramic bowls with olive oil and fill with the broccoli mixture. Pat down and smooth out the surface with a rubber spatula so that it is flat and firmly packed.

Microwave individually for 5-8 minutes on high (time depends on the power of the oven) until the center is set and firm. Run a paring knife around the sides of the ramekins to loosen the soufflé's for easy removal. Carefully invert each mold and serve hot or at room temperature.

Notes: For a lighter soufflé whip the egg whites separately until soft peaks form. Fold the egg whites into the seasoned, pureed broccoli mixture and continue as directed.

Calories 126 Protein 12g Carbohydrates 14g Fat 4g Cholesterol 59mg Dietary fiber 5g Saturated fat 2g

Major sources of Potential cancer fighters: Phytochemicals: capsaicin, glucosinolates, plant polyphenols (flavonoids), plant sterols, terpenes (carotenoids, monoterpenes).

Recipe by Laura Pensiero, R.D., **Strang** Nutrition Consultant
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