*Wisconsin Professional Photographers Association is working to put **Melanoma** in the Dark*

What Is Melanoma?

Melanoma is the most serious type of skin cancer.

It begins in skin cells called melanocytes.
Melanocytes are the cells that make melanin, which gives skin its color. Melanin also protects the deeper layers of the skin from the sun's harmful ultraviolet (UV) rays.
When people spend time in the sunlight, the melanocytes make more melanin and cause the skin to tan. This also happens when skin is exposed to other forms of ultraviolet light (such as in a tanning booth). If the skin receives too much ultraviolet light, the melanocytes may begin to grow abnormally and become cancerous. This condition is called melanoma.

FACTS ABOUT MELANOMA

- Melanoma is the deadliest form of skin cancer.
- One person dies every hour from melanoma.
- Melanoma is the fastest growing cancer in the USA.
- Melanoma is the most common cancer found in women ages 20-29.
- Melanoma is one of the most common cancers in people under 30, but white men over 50 have the most cases of melanoma.
- Since the 1970's the number of melanoma cases diagnosed annually has doubled.
- Melanoma is the primary cause of cancer death in women ages 20-25 and the #2 cause of death in women 30-35.
- The risk of having melanoma in the year 2000 was 1 in 74. It is estimated that by 2010 one in 50 people will be diagnosed with melanoma. This 3% rise in melanoma is considered an epidemic.
- Research has shown even the occasional use of a tanning bed increases the risk of melanoma by 300%, those who use it more than 10 times a year can increase their risk by 800%.

One in 13 people who use a tanning bed will develop melanoma in their lifetime.

Ann's Hope FOUNDATION
www.annshope.org

wisconsin WPPA professional photographers association, inc
www.wppa-online.com

Do You Know your A,B,C,D and E's about Melanoma

Asymmetry - *Melanomas are generally asymmetric, meaning that one side of the mole looks different from the other. Ordinary moles are usually symmetric, either round or oval.*


MOLE MELANOMA


MOLE MELANOMA

Borders - *Melanomas have uneven borders (edges) that are ragged, notched, or blurred. Ordinary moles have even borders.*

Color - *Melanomas have uneven coloring. They may have patchy areas of brown, blue, red, tan, white, gray, or pink. Ordinary moles are usually an even shade of brown or tan.*


MOLE MELANOMA


MOLE MELANOMA

Diameter - *Melanomas are usually more than 1/4 inch in diameter (about the size of a pencil eraser) but some may be smaller than this size. Ordinary moles are usually smaller and stay the same size and shape.*

Evolution - *Melanomas usually change in size, shape, or color over a short period of time. Ordinary moles stay the same size, shape, and color for many years.*


MOLE MELANOMA

SIGNS OF MELANOMA

Melanoma can appear suddenly—as a new mole—or it can grow slowly, in or near an existing mole. Get to know the pattern of moles, spots, freckles, and other marks on your skin so you can notice any changes. The best way to find changes in these moles and markings is by doing regular skin self-examinations.

If you notice any of the following on your skin, see your doctor as soon as possible:

- A growth that increases in size and looks pearly, translucent, tan, brown, black, red, pink, or multicolored
- A mole that changes in color or in texture, takes on an uneven shape, gets larger, or is bigger than a pencil eraser
- A spot or growth that continues to itch, hurt, crust, scab, fade, or bleed
- An open sore that lasts for more than 4 weeks, or heals and then reopens
- A scaly or crusty bump that is dry, rough, and pointed (sticks out like a horn) and may sometimes cause a pricking or tender feeling in the skin

If you notice any changes in the appearance of a mole or patch of skin, don't wait. Bring it to your doctor's attention immediately. The sooner melanoma is found, the greater the chances of treating it successfully. Melanoma can grow quickly, and it can grow in an area of skin that you do not notice or cannot see (for example, on your back). That's why you should see a doctor for routine skin cancer screenings.

It is important to find melanoma as early as possible. The American Cancer Society recommends a skin examination during a routine cancer-related check-up in all adults age 20 years and older. During this skin cancer check-up or "screening," your doctor will probably discuss your medical history and inspect your skin from head to toe—even areas that don't get any sun. Your doctor will record the location, size, and color of any moles. If a mole looks unusual, he or she may arrange for a biopsy.

SUN SAFETY TIPS
from the Wisconsin Professional Photographers Assoc.

- Avoid the sun between 10 a.m. and 3 p.m.
- Always use a sunscreen with a SPF of at least 15 applied 30 minutes prior to sun exposure. Use liberally and often
- Reapply sunscreen (even waterproof sunscreen) every 2 hours, especially if you're swimming or sweating.
- Protect your lips with a lip balm that has an SPF of 15 or higher.
- Cover the exposed skin areas and wear a wide brimmed hat.
- Use sun glasses that offer broad spectrum ultraviolet (UVA/UVB) protection. Melanoma of the eye is on the rise.
- Even on a cloudy and wintry day you can get sunburned. 80% of UV radiation comes through cloud cover.
- Snow reflects the sun like a mirror. Fresh snow reflects nearly 90% of the sun's rays.
- The sun's rays reach through up to 3 feet of clear water and 6 to 8 inches of lake water.
- Dry surfaces reflect some of the sun's rays! Concrete reflects up to 85% of the sun's rays.1
- NEVER use sunlamps, tanning booth, tanning pills, or sun accelerators.
- More then 10 minutes of direct exposure to sunlight is dangerous for a newborn.
- Even people with naturally darker skin can develop skin cancer.
- Damage to the skin begins as soon as the skin is exposed to the sun . . . NOT just when a sunburn occurs.
- 80% of sun damage occurs before the age of 18.
- After the tan or sunburn fades the cellular damage remains and is built upon.
- Sun damage is cumulative.
- A cotton T-shirt is only the equivalent of an SPF 15. This is only true if the T-shirt is new and not wet.
- Some medications can make you more sun-sensitive, including oral contraceptives, antibiotics, skin treatments, and medications for blood pressure, arthritis, and depression. Read the labels on your medications and talk with your doctor, to see what extra steps you may need to take when you're in the sun.

How to choose sunscreen

Sunscreens will protect your skin, especially sunscreens that reflect, absorb, and/or scatter both UV-A and UV-B radiation. These are sunscreens with "broad-spectrum coverage." Sunscreens are also rated in strength, according to a sun protection factor (SPF) number. The higher the SPF number, the more protection from sunburn it provides. Sunscreens with an SPF value of 2 to 11 provide little protection against sunburns. Sunscreens with an SPF of 12 to 29 provide moderate protection. Those with an SPF of 30 or higher provide the most protection against sunburn.

WPPA CHARITIES 2007-2008

In the past eight years the Wisconsin Professional Photographers Association has made a commitment to give back to the community. They have raised over $50,000 and donated to various charities including the MACC fund (Midwest Athletes against Childhood Cancer), Juvenile Diabetes and others.

This year WPPA President, Donna Swiecichowski has taken on a cause very near and dear to her heart. When Donna's niece and goddaughter, Bobbi Jean Kimball was just fourteen years old a mole on her left arm was beginning to change and grow. Bobbi's pediatrician told her mom that it was nothing to worry about, however Diane did worry. Several months later Bobbi bumped her mole and it began to bled, this time Diane insisted the doctor remove the mole. The doctor still insisted there was nothing wrong with it, but removed it and sent it in for tests. The tests came back as malignant Melanoma, it had already spread to her lymph nodes. Bobbi was on Interferon for one year and then was cancer free for almost 2 years. In October 2000 a normal chest x-ray showed the cancer had returned and Bobbi Jean lost her fight with Melanoma on August 16, 2001 just 2 1/2 months after graduating from Seymour High School.

In Bobbi's memory Donna has chosen Ann's Hope Foundation as WPPA's beneficiary for our charity efforts for 2007-2008. Ann's Hope was started in 2005 with two friends named Ann Harrington and Anne Frentzel. Ann Harrington's brother was ending his six month battle with melanoma, and Anne Frentzel had lost her father to the disease just two years earlier. The main objective of Ann's Hope is to generate support and funding for melanoma cancer research, education, and awareness. Ann's Hope is based out of Hartland Wisconsin, and they host a Gala event and a Run/Walk every year.

You may be saying Melanoma isn't that common, unfortunately that is not the case. Melanoma is the fastest growing cancer in the USA. One person dies every hour from melanoma and it is the leading cancer cause of death in women ages 20-25 and the second leading in women ages 30-35. The risk of having melanoma in the year 2000 was 1 in 74, it is estimated by the year 2010 one in 50 people will be diagnosed with melanoma. This 3% rise in melanoma is considered an epidemic.

Ann's Hope Foundation has made grants to Melanoma research in the amount of $100,000 in the past two years, and is beginning to go into high schools to spread the word of the dangers of tanning and skin cancer. For more information on Ann's Hope log on to www.annshope.org.

For more information on melanoma go to www.melanoma.com and for more information on WPPA's involvement go to www.wppa-online.org