

Did you know? Myth or Fact? Test Your Melanoma Knowledge!

MELANOMA IS RARE.
MYTH: For those born this year, 1 in 50 will develop melanoma over their lifetimes.

ONE OUT OF THREE TEENS USE TANNING PARLORS.
FACT: This is the reason the rate of melanoma is rapidly rising in young women and is the most common cancer in women ages 20 –29.

DON'T WORRY ABOUT MELANOMA, IT'S "JUST" SKIN CANCER.
MYTH: Melanoma takes the life of one person every hour.

THERE IS NO EFFECTIVE TREATMENT FOR MELANOMA.
FACT: Although early diagnosis results in simple outpatient surgery that usually cures the disease, therapies for later stage melanoma are in experimental clinical trials only with varied results.

SLATHER ON SUNSCREEN LOTION AND YOU'LL BE SAFE IN THE SUN.
MYTH: Sunscreen lotion needs to be used in conjunction with avoiding the prime solar hours of 10am –4pm, seeking shade, and wearing protective clothing including a hat and sunglasses. Always apply sunscreen lotion frequently and heavily to exposed areas.

DOCTORS ALWAYS FIND MELANOMAS .
MYTH: You and I find our melanomas most often and women are the champion spotters. That is why skin self-examination should also be performed regularly.

SUNBURN IN CHILDHOOD CAN ADD UP TO MELANOMA IN ADULTHOOD.
FACT: Less than one third of children are properly protected from the sun and 80% are sunburned at least once each summer. Just 5 sunburns in childhood increases the risk of adult melanoma by 75%.



SEATTLE 2006

By: DuPont Guerry, IV, M.D., world renowned melanoma expert and Catherine M. Poole, President of the Melanoma International Foundation

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"Never Walk This Path Alone."



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SAFE FROM THE SUN

Who We Are



Established in 2003, **The Melanoma International Foundation** (MIF) is a 501(c)(3) non-profit organization that provides patients and families with reassurance and information about the prevention, early detection, and treatment of melanoma, the most deadly form of skin cancer. On the treatment front, MIF was instrumental in getting 4 million dollars allocated to melanoma treatment research by the federal government. In addition, MIF focuses on navigating patients to clinical trials where we hope the answer to this disease will be found.

MIF is funded through the generous donations of individuals. Our fundraising events are held all over the United States providing educational opportunities in communities nationwide.

To find out more about how **The Melanoma International Foundation** is *"bringing understanding to the journey of melanoma"*, visit our award-winning, informational website at www.safefromthesun.org.

MIF MISSION - *"To reduce the burden of melanoma and bring understanding to the journey by developing and supporting the most innovative programs for the prevention, early detection and treatment of melanoma."*

What We Do

PATIENT EDUCATION: Over 1,000 free copies of Melanoma: Prevention, Detection, & Treatment have been sent to patients, loved ones, and medical libraries, 5,000+ self-exam bookmarks have been distributed nationwide. Early detection screenings have taken place for hundreds, free of charge.

PUBLIC EDUCATION: Prom PledgeSM rewards teens who avoid tanning salons. SproutsSM brings a skin awareness program to grades K-8. Lunch & Learn teaches early detection and self exam procedures in the workplace via webcast. Lectures are given to local and national audiences on patient navigation and advocacy for melanoma.

PATIENT NAVIGATION: Over 5,000+ patients and families have been personally navigated by our helpline or e-mail response system.

ONLINE SUPPORT: MIF's patient/family forum has thousands using scientifically validated information as well as receiving emotional support. We offer the only professionally moderated, melanoma, web-based forum. In addition, our new website has received numerous honors for truth and substance.

ADVOCACY FOR RESEARCH FUNDING: MIF has represented the voice of melanoma patients to many national organizations and was instrumental in bringing \$4 million of federal funding to melanoma research fall 2008.

How You Can Help

There are many ways to partner with MIF and make a difference in the fight against melanoma.

DONATE: MIF accepts donations online at www.safefromthesun.org or sent via USPS. Donations may be made in honor or memory of a melanoma patient.

BUILD A TEAM: Find some friends or co-workers and build a team to participate in one of our Safe From The Sun Walk & 5K Runs.

CREATE AN EVENT: Host a SEED event in your own community with the support and guidance of our MIF Staff.

INVITE MIF: Invite MIF to your workplace, community organization, or health fair.

OUR HISTORY

Catherine Poole, a 20-year melanoma survivor and patient advocate, founded MIF to provide the support and outreach that was so difficult to find during her own diagnosis and treatment. Poole is the author of *Melanoma Prevention, Detection and Early Treatment*, published by Yale University Press. Co-author is Dr. DuPont Guerry, a world renowned melanoma expert.

