Making Children and Adolescents Sun Smart:
The Importance of Sun Protection

American Academy of Dermatology

American Academy of Pediatrics

We are sorry that you were unable to join us at the Monday, May 18th symposium on the importance of sun protection for children and adolescents.

As agreed, the materials distributed at the May 18th program are attached. We certainly do hope that you and your colleagues will assist the Academies in getting the word out to the the broader public.

We would appreciate receiving copies of materials that your organization generates around this issue such as magazine or newsletter articles, brochure copy, press releases for our files. Please send these materials to:

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c/o Sun Smart
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Washington, D.C. 20036

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Americans Concerned About Sun and Skin Cancer But Some Are Sunbathing More Than Before

WASHINGTON, May 18, 1987 -- Some sunbathers are spending more time basking in the sun than in the past and many sunbathers do not use a sunscreen, despite the fact that two-thirds of Americans are concerned that too much sun exposure can lead to skin cancer and premature skin aging, according to a national Gallup Survey.

Of 1,138 teenagers and adults surveyed, 21 percent said they are sunbathers. Of the sunbathers, 79 percent said they are concerned that too much sun may lead to skin cancer, and 73 percent said they are concerned about premature skin aging. However, 24 percent of sunbathers said they are sunbathing more than they did several years ago.

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"Unfortunately, while Americans are learning that the sun can cause their skin to age and may lead to skin cancer, millions of people are still foolishly and deliberately exposing their skin to sun and not using sunscreens to protect themselves," said Dr. Frank Krakowski, Director, Research and Development, Johnson & Johnson Baby Products Company, which sponsored the survey.

The survey results were announced at a national symposium, "Making Children and Adolescents Sun Smart: The Importance of Sun Protection," conducted by the American Academy of Dermatology and the American Academy of Pediatrics. The symposium was the first-ever collaborative education effort by the AAD and AAP on the subject of skin damage from the sun.

"Only 36 percent of those questioned in our survey had used a tanning or sunscreen product over the previous four months," Dr. Krakowski said.

Also, 76 percent said the sun is a source of vitamins, 67 percent feel a tan makes them more attractive, and 61 percent said the sun gives them a healthy feeling.

"It's especially important that parents recognize the dangers of the sun and take steps to protect their young children because most people get 80 percent of their lifetime sun exposure by the time they're 20," Dr. Krakowski said.

"However, most skin cancer and skin damage is only visible in adults, so this means most of the damage is done before we have a chance to do anything about it. Parents should be conscientious about applying a good, waterproof sunscreen on their children.

"Also, people should wear protective clothing and use a sunscreen while fishing, boating, golfing and playing tennis and other outdoor sports," he added.

One-third of all cancers are skin cancers -- most of them curable. One in seven Americans will get skin cancer in his or her lifetime, 500,000 this year alone.

Malignant melanoma, fatal in approximately 25 percent of cases, will strike about 25,800 Americans this year, killing some 5,800 of them, according to the AAD. The rate of melanoma rose 1,000 percent between 1930 and 1980 and has nearly doubled since 1980.

The rate per thousand has risen from one in 1,500 to one in 150, and it is expected that if the trend continues, the melanoma rate will reach one in 90 by the year 2000.

The sun is responsible for at least 90 percent of skin cancers, almost all of them preventable, by staying out of the sun, by wearing adequate clothing and by using a sunscreen, according to the AAD.

The symposium was supported by an education grant from Johnson & Johnson Baby Products Company, makers of SUNDOWN® sunscreen. The academies and Johnson & Johnson held the conference because of their concern over the increase in skin cancer.

The survey, conducted by The Gallup Organization, Inc. in September 1986, has a sampling error of $\pm$ 4 percent at the 95 percent confidence level.

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Childhood is Time to Prevent Skin Cancer, Dermatologists, Pediatricians Conclude

WASHINGTON, May 18, 1987 -- Parents and health care providers must teach young children and adolescents to protect themselves from the sun because the first two decades of sun damage lead to skin aging and skin cancer later in life, according to a panel of noted dermatologists and pediatricians.

"The only evidence most young people get that the sun is damaging their skin is a bad sunburn," said Richard B. Odom, M.D., President of the American Academy of Dermatology.

"If they continue to expose their skin to the sun, by age 35, they'll notice their skin becomes dry and wrinkled and they begin getting brownish marks.

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"After age 40, those who chronically expose themselves to the sun begin to develop pre-cancerous and cancerous growths," Dr. Odom said at a national conference, "Making Children and Adolescents Sun Smart: The Importance of Sun Protection," conducted by the American Academy of Dermatology and the American Academy of Pediatrics.

Sun Causes Most Skin Cancers

The sun, Dr. Odom stressed, is responsible for at least 90 percent of skin cancers, almost all preventable by staying out of the sun, wearing adequate clothing and using a sunscreen.

One third of all cancers are skin cancers, most of them curable. One in seven Americans will get skin cancer in his or her lifetime, 500,000 this year alone, Dr. Odom said. Cancerous melanoma, fatal in 25 percent of cases, will strike about 25,800 Americans this year and kill 5,800. The rate of melanoma rose 1,000 percent between 1930 and 1980 and has nearly doubled since 1980. The rate per thousand has risen from one in 1,500 to one in 150, and it is expected that if the trend continues, the melanoma rate will reach one in 90 by the year 2,000.

Up to 80 percent of one's lifetime exposure to the sun is obtained by the age of 20, so it's vital that parents help their children take precautions such as staying out of the sun during mid-day hours and using a sunscreen, said Sidney Hurwitz, M.D., Clinical Professor of pediatrics and dermatology, Yale University.

"One blistering sunburn during childhood or adolescence doubles one's risk of developing melanoma later in life," Arthur J. Sober, M.D., Associate Professor of dermatology at Harvard Medical School, told symposium attendees.

Even Gradual Sun Exposure Dangerous

"Spurts of intense sun such as those obtained on a vacation are particularly dangerous for children," Dr. Sober said, "because these occasional blistering sunburns are more likely to result in melanoma than is moderate, cumulative sun exposure."

However, other participants in the conference concluded that even shorter exposures to the sun over several years are dangerous because they tend to result in the more common basal cell carcinomas and squamous cell carcinomas.

"People probably are spending a lot more time indoors at work and school where they don't get much sunlight, then go outdoors with pale skin in intense exposure situations," Dr. Sober said.

"To avoid skin damage, I would like to see all children protected from long sun exposures."

Motivation Difficult

It's difficult, however, to teach parents to protect their children from the sun, according to Marshall H. Becker, Ph.D., Professor and Chairman, Department of Health Behavior and Health Education, University of Michigan School of Public Health.

"A parent will not take recommended action unless he or she feels that there is a reasonable chance that the thing to be prevented could really happen to the child. Parents have to realize that skin cancer is serious and that there are practical measures they can take to teach their children how to protect themselves.

"Since the risk is both time-and dose-dependent, heavy exposure in early childhood could lead to a situation in which the damage has already mostly been done before the child becomes an adolescent. If a parent teaches young children to protect themselves from the sun, that attitude is likely to carry over into adolescence and adulthood," Dr. Becker said.

Sunscreens Guard Against More Than Sunburn

In addition to avoiding intense sunlight, conference panelists recommended use of suncreens. By filtering the sun's burning rays, sunscreens reduce the risk of sunburn, but they accomplish more than just that, according to Alfred Lane, M.D., Assistant Professor of dermatology and pediatrics, University of Rochester (N.Y.) Medical Center.

"From data accumulated in a number of studies," he explained, "we know that sunscreens can reduce the risk of getting skin cancer. Sunscreen usage by children may prevent more than three-quarters of non-melanoma cancers in fair-skinned Americans.

"Sunscreens also slow skin aging, prevent further aging and help heal aging skin. In addition, there are cells in the skin that are involved in protecting our bodies' immunity. Ultraviolet radiation may injure and damage these cells, but sunscreens can protect them."

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"Often, children play outdoors and don't realize that they are getting a lot of sun exposure," Dr. Hurwitz said. "It is imperative that parents and physicians recognize this and start protecting children from the sun.

"Our concern is that the sun is responsible for most skin cancers. We are seeing more, including melanoma, which is the most devastating of all skin cancers, in young adults and teenagers," Dr. Hurwitz said.

The conference, supported by an education grant from Johnson & Johnson Baby Products Company, was the first-ever collaborative education effort by the AAP and AAD on the subject of skin damage from the sun. The academies and Johnson & Johnson held the conference because of their concern over the increase in skin cancer.

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Common Myths About Sunlight And Sun Exposure

WASHINGTON, May 18 -- Parents must educate their children at an early age how to protect themselves from skin damage, prominent dermatologists and pediatricians concluded at a national symposium, "Making Children and Adolescents Sun Smart: The Importance of Sun Protection."

The conference, a first-ever collaborative education effort on the sun and skin damage, was sponsored by the American Academy of Dermatology and the American Academy of Pediatrics.

"Because skin damage begins with the first unprotected sun exposure and accumulates over time, it is extremely important that sun protection begin early in life," says Richard B. Odom, M.D., AAD President. "Yet, many adults hesitate to teach children safe sun protection practices because they are uncertain about how skin damage occurs."

Dispelling old sun exposure myths is one step toward proper sun protection; the current facts will help parents and children understand the importance of practicing daily suncare regimens.

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Myth: A slow tan is a safe tan.

Fact: Dermatologists now believe that there is no such thing as a "safe" tan. Recent studies show that excessive sun exposure is the primary cause of skin cancer; approximately 90 percent of skin cancers occur on sun-exposed areas of the body.

Myth: Sun exposure is essential to good health.

Fact: A few minutes of daily sun exposure will help stimulate vitamin D formation in the skin. However, it is important to note that adequate amounts are available from vitamin D fortified foods, such as dairy products.

Myth: Skin damage is only temporary; it goes away when sunburn fades.

Fact: Skin damage occurs with each unprotected sun exposure and accumulates over the course of a lifetime, becoming permanent. It may show up 20 to 30 years later, in the form of wrinkles, blotches, red scales and, for some people, skin cancer.

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Myth: Only bad sunburns lead to skin cancer.

Fact: Sunlight, including both ultraviolet (UV) A and B rays, damages the skin whether or not a sunburn occurs. However, people who sunburn are more susceptible to skin cancer. A study by Arthur J. Sober, M.D., Associate Professor of dermatology, Harvard Medical School, found that one severe sunburn during childhood or adolescence doubles the risk of malignant melanoma (a potentially fatal skin cancer) later in life.

Myth: Only fair-skinned people need to apply sunscreens; dark-skinned people don't.

Fact: Sunscreens are for all skin types. While dark skin absorbs more of the harmful ultraviolet A and B rays than light skin, skin damage occurs in all skin types after a certain point.

Myth: I don't need to apply a sunscreen if I stay in the shade.

Fact: Experts advise sunscreen use, even in the shade. It's especially important to use a sunscreen if you're near reflective surfaces, such as, water, sand, snow or concrete. Beach umbrellas and shade trees are no protection against sunburn.

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Myth: Sunscreens are only for sunbathers.

Fact: Skin damage can occur whenever you're exposed to the sun, unprotected, for any amount of time. This includes when you're walking, driving, picnicking, playing a sport or doing yard work. If you must sunbathe, choose a waterproof sunscreen with a sun protection factor (SPF) of 15 or higher.

Myth: The best hours to sunbathe are from 10 a.m. to 3 p.m.

Fact: You should avoid the sun between 10 a.m. to 3 p.m. These are the best hours to burn because the sun's rays are most intense, especially in the summer.

Myth: Clouds and water block the sun's harmful rays.

Fact: Clouds and water don't protect you from the sun. Between 70 - 80 percent of the UV light from the sun penetrates the clouds. These rays also pass through up to three feet of water. Use of a waterproof sunscreen on hazy days and in the water is essential.

Learning the facts about sun exposure can help you and your child have a safe, sunburn-free summer and to maintain healthy skin in future years.

The conference was supported by an education grant from Johnson & Johnson Baby Products Company. The academies and Johnson & Johnson held the symposium because of their concern over the increase in skin cancer.

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Health Care Associations Team-Up To Prevent Skin Cancer

WASHINGTON, May 18, 1987 -- Children should be taught early to stay out of the mid-day sun and to use a sunscreen when they are outdoors, several prominent physicians concluded at a conference held by the major national organizations of dermatologists and pediatricians here.

"Sun protection should be taught as a basic, preventive measure like teaching your child to look both ways before crossing the street and to carry an umbrella when it rains," says Marshall H. Becker, Ph.D., Professor and Chairman, Department of Health Behavior and Health Education, University of Michigan School of Public Health.

Dr. Becker spoke at a national symposium, "Making Children and Adolescents Sun Smart: The Importance of Sun Protection," conducted in a first-ever collaborative education effort on the sun and skin damage by the American Academy of Dermatology and the American Academy of Pediatrics.

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Despite the increased incidence of skin cancer, 24 percent of sunbathers bask in the sun more than they did several years ago, according to a national Gallup Survey of 1,138 adolescents and adults revealed at the symposium.

"While two-thirds of Americans are aware of and concerned that sun exposure causes skin cancer and premature aging, many people don't practice safe sun protection," says Richard B. Odom, M.D., AAD president. "We've gotten together today to help tell parents that it's important to teach their children sun-sense."

Dispelling Sunbathing Myths

Many people surveyed cited vitamin source as the primary reason for sunbathing (76 percent), over sunbathing to obtain a golden tan (67 percent) and sunbathing for the healthy feeling/ psychological benefits provided by the sun's warmth (61 percent).

Many adults believe the outdated notion that sun exposure is essential to good health, especially for children. "A few minutes of daily sunlight will help stimulate vitamin D formation in the skin," says Dr. Alfred Lane, Assistant Professor of dermatology and pediatrics, University of Rochester Medical Center. "However, adequate amounts are available from vitamin D-fortified foods, such as dairy products."

While Americans perceive tanned skin as a sign of good health and enhanced appearance, dermatologists now believe that there is no such thing as a "safe" tan. Even the slightest tanning signals skin damage.

According to a study by Arthur J. Sober, M.D., Associate Professor of dermatology, Harvard Medical School, one severe sunburn during childhood or adolescence doubles the risk of malignant melanoma (a potentially fatal skin cancer) later in life.

"Because skin damage occurs with each unprotected sun exposure and accumulates over the course of a lifetime, early-life sun protection is essential to maintaining healthy skin," Dr. Sober says. "It is important to dispel the myth that tans are healthy."

Learning About Skin Damage

Recent studies show that excessive sun exposure is the primary cause of skin cancer; approximately 90 percent of skin cancers occur on sun-exposed areas of the body.

Sunlight damages the skin whether or not sunburn occurs. The damage may show up 20 to 30 years later in the form of wrinkles, blotches, sagging skin, red scales and for some people, skin cancer.

"Unless young people see skin damage, usually in the form of sunburn, they don't realize that they've damaged their skin," Dr. Odom says. "If they continue to expose their skin to the sun, by age 35, it may become dry, wrinkled and scaly. After age 40, chronic sun-worshippers may begin to develop pre-cancerous and cancerous growths, which have the potential to become cancerous if untreated."

Skin damage can occur whenever you're exposed to the sun, for any amount of time -- not just when you're sunbathing. This includes walking, driving, picnicking, playing a sport or doing yardwork.

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"Intensive sun exposures, such as those obtained on a vacation, are particularly dangerous for children and young adults," Dr. Sober says. "Occasional blistering sunburns are more likely to result in fatal melanoma than is moderate, cumulative sun exposure."

However, gradual sun exposures over an extended period also are dangerous and may result in basal and squamous cell carcinomas (two of the most common skin cancers).

Experts advise choosing a waterproof sunscreen with a sun protection factor (SPF) 15 or higher if you must sunbathe.

Understanding Sunlight's Effect on Skin

Sunlight contains three kinds of ultraviolet rays -- UVA, UVB and UVC. In the past, dermatologists believed that a "safe" tan could be obtained by channeling UVA rays (deep-penetrating rays, producing tan) and filtering out UVB rays (those penetrating the outer layer of skin, causing sunburn). UVC rays do not penetrate the atmosphere.

However, recent research shows that both UVA and UVB rays cause skin damage. UVA rays may have an effect on the breakdown of the skin's collagen, resulting in premature skin aging -- dried out, wrinkled and sagging skin.

Preventing Skin Damage

"Many adults hesitate to practice and teach their children sun precautions because they don't believe that skin damage is serious," says Dr. Odom.

Skin damage is very serious. It is predicted that one in seven Americans will get skin cancer in his or her lifetime, with 500,000 cases occurring this year alone.

Dr. Becker advises that you teach your child how to protect himself from the harmful rays of the sun by 1) helping your child to recognize the importance of sun protection, 2) agreeing on sensible behavior while in the sun and 3) setting an example for your child by protecting yourself from the sun. For older children and adolescents, provide information, such as brochures, that they can read on their own.

A study by Robert S. Stern, M.D., Associate Professor of dermatology, Harvard Medical School, predicts that regular use of a sunscreen with a sun protection factor (SPF) 15 during the first 18 years of life can reduce by nearly 80 percent the lifetime risk of basal and squamous cell carcinoma (two of the most common skin cancers). The study was underwritten by Johnson & Johnson Baby Products Company.

Because sunscreens contain substances that filter out the sun's damaging rays, experts advise using a waterproof sunscreen with an SPF 15 or higher to prevent skin damage.

"Often children play outdoors without realizing that they are getting a lot of sun exposure," says Dr. Sidney Hurwitz, Professor of dermatology and pediatrics, Yale University. "It is important that parents and physicians recognize this and protect children from the sun beginning with infancy."

The symposium was supported by an education grant from Johnson & Johnson Baby Products Company.

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About Skin Cancer

It is the most common of all cancers.

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Over 500,000 new cases in the United States are diagnosed each year.

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One in every seven Americans is affected.

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One in every three cancers is a skin cancer.

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Most skin cancers are either basal cell carcinoma or squamous cell carcinoma, depending upon the kind of skin cells from which the tumors arise.

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This year, 23,000 Americans will develop malignant melanoma, the most life-threatening form of skin cancer, which can spread rapidly throughout the body.

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The average American's lifetime risk of getting malignant melanoma is 1 in 150.

•

The sun is the cause of at least 90% of all skin cancers.

•

Skin cancer is completely curable when treated in its earliest stages.

•

Almost all skin cancers are preventable.

Prepared for The Skin Cancer Foundation by
Sidney Hurwitz, M.D., Arthur Rhodes, M.D., Henry Wiley III, M.D.

Supported by grants from
Johnson & Johnson Baby Products Company
and the David A. Leinbach Memorial Fund of The Skin Cancer Foundation

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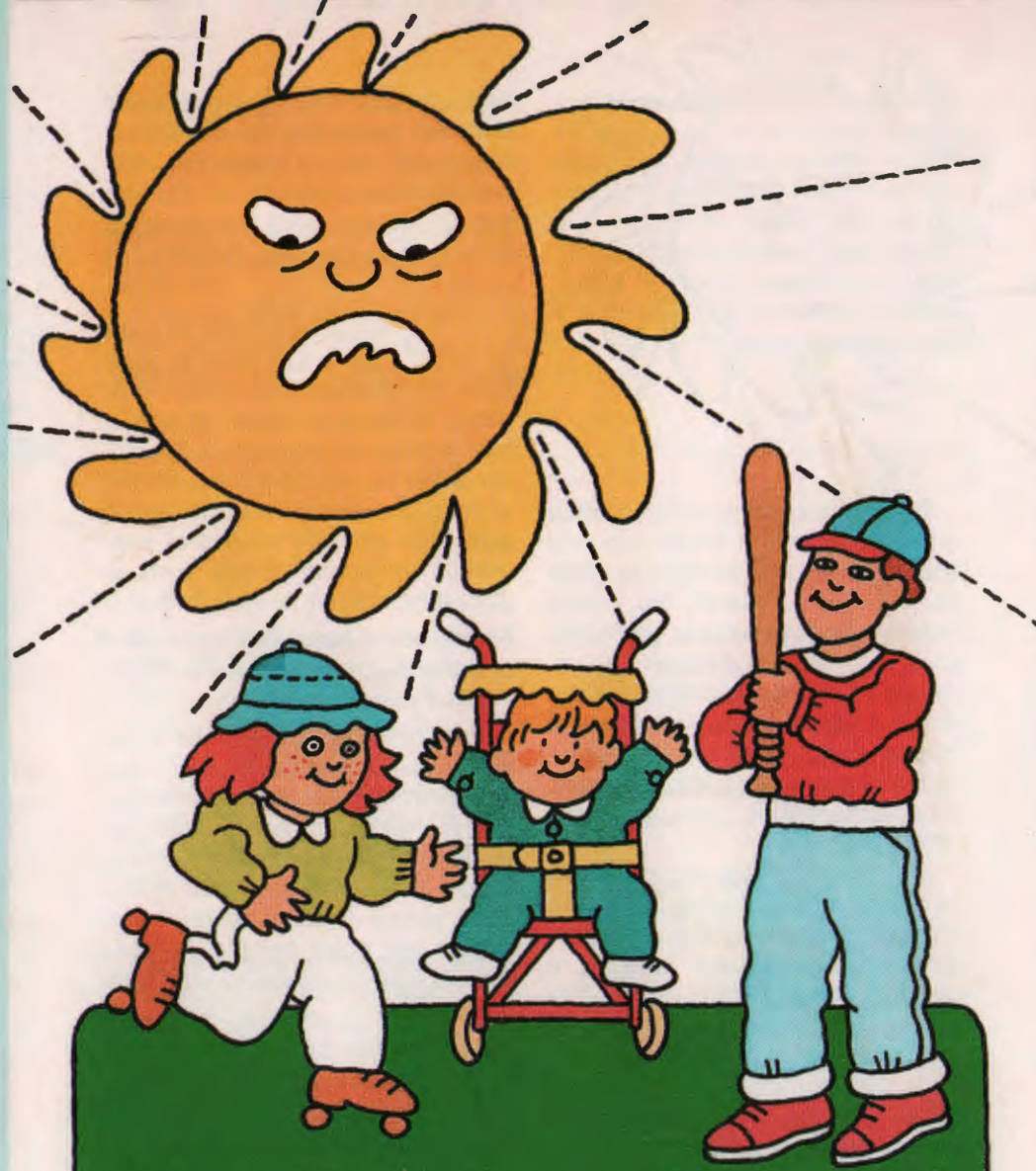
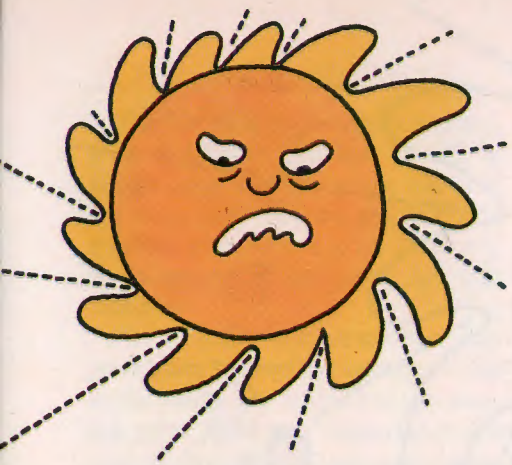
American Academy of Pediatrics



For Every Child Under the Sun

A Guide to Sensible Sun Protection



By the time many children reach adulthood, they have already soaked up enough sunlight to grow their first skin cancer. No matter how hard adults work at protecting their skin, the sun damage they received in childhood cannot be undone. Unlike a tan, the harmful effects of ultraviolet radiation don't fade away at the end of the summer. They accumulate. Year after year after year.

Outdoor activities are an important part of childhood. Fresh air, exercise, companionship, and a oneness with nature are legacies of working and playing in the outdoors. Unfortunately, so are painful sunburns, premature aging of the skin and, sometimes, skin cancer. Most take the bad with the good, but it doesn't have to be that way.

Common *Myth*conceptions

With proper protection, children of all ages can enjoy the outdoors without sacrificing the health of their skin. Yet most adults don't teach children good sun protection practices because they themselves are not really convinced that sunlight is all that bad. To understand why sun protection for children is important requires unlearning several common myths.

Myth: Children need a strong dose of natural sunlight to maintain good health.

Fact: It is true that a small amount of sunlight has health benefits. Sunlight, for instance, helps make vitamin D in the skin. However, only a few minutes of sunlight a day are necessary for adequate formation of vitamin D. Besides, most scientists agree that alternate sources of vitamin D in fortified foods, such as dairy products, are just as effective.

Myth: Skin cancer develops as part of the aging process, and you either get it or you don't.

Fact: The older you get, the more likely you are to get skin cancer. But evidence suggests that events occurring in childhood have a major influence on the development of skin cancer in adults. Besides, more and more people in their twenties and thirties are being treated for skin cancers, and occasionally, a teenager is affected.

Myth: In order for sunlight to cause skin cancer, you must get a sunburn.

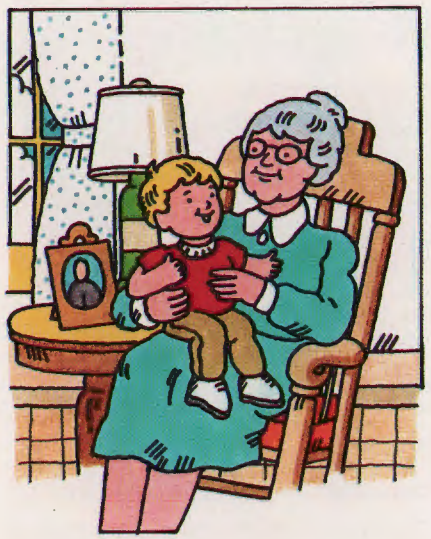
Fact: People who sunburn are more likely to get skin cancer than those who do not, but sunlight damages the skin whether a sunburn occurs or not.

Myth: Sun damage is only temporary. The skin quickly repairs itself. By "resting" the skin between sun exposures, the damage is erased.

Fact: The skin can repair some of the superficial damage. That's why a sunburn lasts only a few days. But the underlying damage remains. Over the years, with each successive exposure to the sun, the damage accumulates. The results may not be apparent for 20 or 30 years.

Myth: A tanned child is a healthy child.

Fact: Most people like the look of a suntan. Appearances, however, can be deceiving. A tan is really a sign of injury to the skin. In an effort to protect itself from further damage, the skin cells produce a pigment called melanin, which darkens the skin. By the time a tan develops, permanent damage that will someday show up in the form of wrinkles, blotches, sagging tissue and even skin cancer has already been done. So the term "healthy tan" is a contradiction in terms.



The Aging Skin

With the exception of birthmarks—moles and spots that some children are born with—infants have clear and unblemished skin. In the first few years of life, moles and freckles begin to form, with more appearing on the exposed parts of the body. With each year, especially in adolescence, new spots continue to appear. Some studies have shown that the number of moles and freckles produced by the skin in early life, particularly the first ten years, may be a critical factor in the development of the most life-threatening form of skin cancer, malignant melanoma.

By the age of 21, most young people show a few signs of sun damage on their skin. At age 40 virtually everyone has some wrinkling, blotching, drying and leathering of the skin. For hundreds of thousands of people in this country each year, precancerous growths and skin cancers are the final result of skin changes that began many years before.

Who Gets Skin Cancer

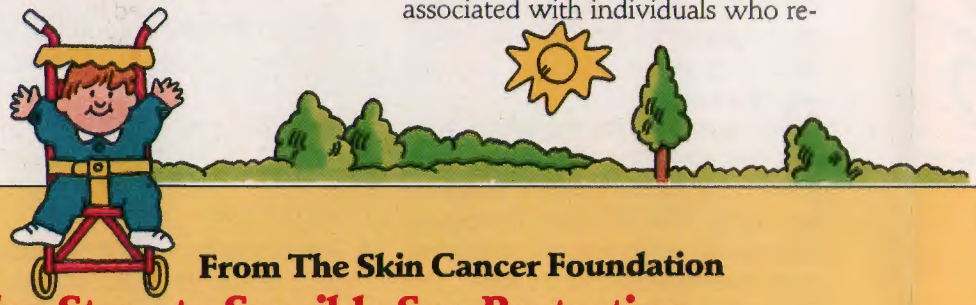
Although anyone can develop a skin cancer, some individuals are more susceptible than others. You should be especially careful about protecting your child from the harmful effects of the sun if he or she has one or more of the following risk factors:

- fair skin and/or freckles
- blond, red or light-brown hair
- blue, green or gray eyes
- a tendency to burn easily and to tan little or not at all
- a tendency to burn before tanning
- a family history of skin cancer
- residence in a warm, sunny climate
- long periods of daily exposure or short periods of intense exposure
- a large number of moles

The sun is the cause of at least 90% of all skin cancers. The most common types—basal cell and squamous cell carcinoma—have been linked to daily exposure to sunlight, year in and year out. Fair-skinned people who work outdoors or who regularly spend their leisure time in the sun are most often affected.

But the tendency to develop malignant melanoma has been associated with individuals who received painful, blistering sunburns as children or teenagers. The short, intense burst of sunlight young people get on the first warm days of summer and on short vacation trips to warmer climates are especially dangerous.

Certain large moles present at birth (congenital nevi) appear to indicate a slightly increased risk for malignant melanoma. The presence of unusual or atypical moles (dysplastic nevi) may also identify people at greater risk for melanoma. Unusual moles of this type are not readily apparent before adolescence. It may be wise to consult a specialist if your child was born with or develops any of these pigmented marks or moles.



From The Skin Cancer Foundation

Ten Steps to Sensible Sun Protection

1. **Keep infants and young children out of the sun** as much as possible during the first year of life. A bad burn in a small infant can be very serious.

2. **Watch the time.** The sun's rays are most intense between 10 a.m. and 2 p.m. (11 a.m. to 3 p.m. Daylight Savings Time). If your child is at high risk (fair skin with blond or red hair and light eyes), try to schedule gym classes, tennis lessons, or visits to the park for early morning or late afternoon, so that the child is inside when the sun's rays are strongest.

3. **Cover up your child** with a sun hat, long-sleeved shirt and long pants. Choose tightly woven fabrics and double layers when possible. For the newborn, a carriage with a hood is preferable to an upright stroller. With an infant or toddler, use a canopy stroller or get an umbrella attachment.

4. **Use a sunscreen.** Because sunscreens contain substances that filter out the damaging rays of the sun, they are an important element of the sun protection program. The higher the SPF (Sun Protection Factor), the greater the protection offered. The Skin Cancer Foundation recommends using products of SPF 15. For children two years of age or younger, consult your physician. But remember, using a sunscreen should not be an excuse for overexposure to the sun. Sunscreens offer relative, not absolute protection.

5. **Beware of reflected light.** Many surfaces—sand, cement, snow—can reflect this harmful radiation. Merely sitting in the shade or under an umbrella does not guarantee protection. Be careful on cloudy days, too, when up to 80% of the sun's radiation reaches the ground.

6. **Be especially careful at certain altitudes and latitudes.** For every 1,000 feet above sea level, radiation increases 4 to 5 percent. And the closer you are to the equator, the stronger the sun's rays. Take special care if you live in or visit warmer climates.

7. **Avoid artificial tanning devices.** That includes tanning salons, booths, beds, reflectors and lamps. Radiation from these light sources, whether ultraviolet A or ultraviolet B, can be dangerous, and the claim that they are "safer than the sun" is false. The use of tanning pills is not recommended either, as toxic side effects have been attributed to some of their ingredients.

8. **Don't mix sun with certain medications.** Photosensitivity—an adverse reaction to sunlight characterized by rash, redness and/or swelling—can be a side effect of certain medications. Consult your physician or pharmacist before letting your child go out in the sun while under medication.

9. **Examine your child's skin regularly,** as well as your own. Watch for any new raised growths, itchy patches, non-healing sores, changes in moles, or new colored areas. Skin cancer is extremely rare in children, and uncommon in teenagers. However, concern for the health of their skin needs to be taught from the beginning.

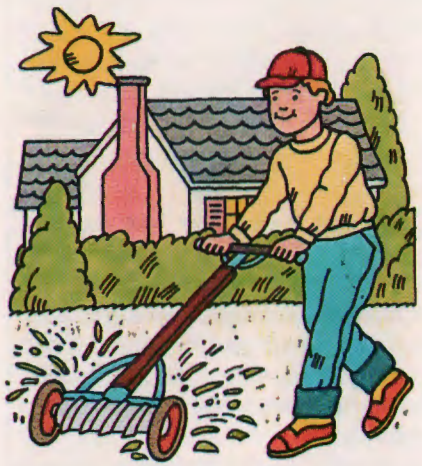
10. **Set an example for your child.** The principles outlined here apply to people of all ages. Use these simple measures to protect your own skin, and it is more likely that your child will also adopt sensible sun care habits.

A Lifetime Habit

The best time to prevent skin cancer is in childhood. Children should be taught good sun protection habits in the same way they are taught not to swallow poisons, not to run in front of an oncoming car, and not to play with matches.

An effective sun protection program goes beyond the occasional trip to the beach. The amount of sun damage your child gets depends on the time of day, time of year, and degree of protection. It does not depend on what he or she is doing. The only difference between sending your ten-year-old out to mow the lawn on a summer day and his spending the same time at the beach is that the lawn does not get mowed when he's at the beach!

Children need to learn to protect themselves whenever they're in the sun—while playing sports, doing chores, walking the dog, washing the car, waiting for the schoolbus, or anything else outside. All sunlight damage is undesirable, no matter where or how it occurs.



For All Who Care

From very early ages, children and young people spend a lot of time each week in the care of others besides their parents. At school, Little League or camp. In a play group, day care center or scout troop. Everyone has a role to play—Teachers, babysitters, coaches, recreation counselors, day care personnel, grandparents, aunts and uncles. The track coach worries about a sprained ankle, yet skin cancer is far worse. A total fitness program for young people needs to include sun protection. The simple steps that follow constitute a complete sun protection program that will guarantee your child's safety under the sun.

Choosing a Sunscreen

Most people would be embarrassed to admit that they do not know exactly what a sunscreen does—whether it helps or hinders tanning, for example. Sunscreens, which come in cream or lotion form, contain invisible substances that prevent ultraviolet light from going into the skin. Drugstores, department stores, and many grocery stores sell a wide variety of brands—and you do not need a prescription. Nearly all sunscreens, once applied to the skin, are invisible. Only you know that you are wearing one.

Buy a sunscreen the same way you buy anything else. Shop for a good price and a product that you like using. The SPF (Sun Protection Factor) tells you how well one brand protects compared to another (The higher the SPF number, the greater the protection). Things like how they feel on the skin and how they smell are best judged by the wearer.

Using a Sunscreen

1. Test the sunscreen first on a small patch of skin, preferably on the underside of the forearm, to see if any irritation occurs. Sunscreens differ in the types and concentrations of ingredients used. Choosing a sunscreen is the same as choosing the right brand of toothpaste or shampoo.
2. For young children, use a milky lotion or cream. These formulations are more soothing than clear lotions, which may contain alcohol, and it's easier to see where you have applied the sunscreen.
3. Apply carefully around the eyes, avoiding the upper and lower eyelids. Children tend to rub their eyes, and some sunscreen products can be irritating. If redness or irritation occurs, try a different formulation.
4. For teenagers with acne, consult your doctor for a sunscreen that won't cause the condition to flare up.
5. Use a sunscreen stick or lip balm for vulnerable areas such as the lips, scalp, nose and ears. For children who burn easily, zinc oxide may be used on these sensitive places.
6. Apply the sunscreen liberally on all uncovered areas, except the eyes. A little dab here and there is not sufficient. Don't forget to apply sunscreens under sheer clothing, especially if the clothing is likely to get wet—when the sun's rays can penetrate.
7. If possible, apply the sunscreen at least 15-30 minutes before going out. The extra time allows the active ingredients to sink into the skin. Reapply frequently and liberally—every 60 to 90 minutes is not too often.
8. Choose a water-resistant or waterproof product if your child is playing in the water or perspiring heavily. Reapply frequently. Towel-dry before reapplying, and avoid excessive rubbing of sensitive skin.

Johnson & Johnson

BABY PRODUCTS COMPANY

SKILLMAN, N.J. 08558

Contact: Shirley Stadtmueller
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Johnson & Johnson Continues Long-Term Commitment To Sun Protection Education

WASHINGTON, May 18, 1987 -- The professional symposium, "Making Children and Adolescents Sun Smart: The Importance of Sun Protection," is the latest effort in Johnson & Johnson's long-term commitment to educate the public about early-life suncare.

The symposium, a first-ever collaborative education effort on the sun and skin damage between the American Academy of Dermatology and the American Academy of Pediatrics, was supported by an education grant from Johnson & Johnson Baby Products Company, makers of SUNDOWN® Sunscreen.

"More than two-thirds of Americans are aware that sun exposure causes skin damage -- from minor sunburn to skin cancer -- yet increased incidence of skin cancer indicates people don't heed the warnings," says Dr. Frank Krakowski, Director, Research and Development for Johnson & Johnson. "Johnson & Johnson's pleased to have joined with the academies today because we're concerned over the increase in skin cancer."

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The focus of this year's public education effort is the need to educate parents about how to protect their children from the sun. A study by Arthur J. Sober, M.D., Associate Professor of Dermatology, Harvard Medical School, found that one severe sunburn during childhood or adolescence doubles the risk of malignant melanoma (a potentially fatal skin cancer) later in life.

Johnson & Johnson's related efforts to provide parents with up-to-date suncare information include:

Elementary School Sun Protection Education Kit - a sun protection poster for the classroom accompanied by instructor lesson plans and hand-outs, including facts about the sun and sun protection tips. It is distributed to approximately 10,000 elementary school teachers nationwide.

"For Every Child Under the Sun: A Guide to Sensible Sun Protection" - an easy-to-read booklet that provides children and parents with suncare tips, facts and common myths.

"Sun Sense: How to Play it Safe in the Sun" - a brochure highlighting sun protection tips and providing information on how to choose sunscreens with appropriate sun protection factors (SPFs) and how to recognize skin cancer's early warning signs.

American Cancer Society Public Education - a program that provides "Sun Sense" brochures and SUNDOWN® Sunscreen samples to local American Cancer Society Chapters nationwide, for use at each chapter's outdoor events and skin cancer prevention workshops. In 1987, Johnson & Johnson will distribute approximately 100,000 samples and brochures to participating chapters.

Day Camp Education - a program through which Johnson & Johnson plans to distribute "Sun Sense" brochures and sun protection education posters to approximately 650 day camps nationwide, for use by camp counselors to protect young campers from the sun.

Toll-Free Suncare Hotline - provided by Johnson & Johnson and staffed with trained personnel to answer suncare queries.

Professional Conventions - participating in a variety of professional meetings including: American Academy of Dermatology, American Academy of Pediatrics, National Association of Pediatric Nurse Associates and Practitioners (NAPNAP), Nurses Association of the American College of Obstetrics and Gynecology (NAACOG) and National Student Nurses Association, Johnson & Johnson provides healthcare professionals with sun care brochures and other education materials.

Television Public Service Announcements - In previous years, Johnson & Johnson, in cooperation with the American Academy of Dermatology and the American Cancer Society, developed two television public service announcements focusing on sun safety. Both spots aired on television stations nationwide.

For more information on Johnson & Johnson's suncare education programs write: Consumer Services, Johnson & Johnson Baby Products Company, Grandview Road, Skillman, N.J., 08558.

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Making Children and Adolescents Sun Smart:
The Importance of Sun Protection

American Academy of Dermatology

American Academy of Pediatrics

Contact: Shirley Stadtmueller
or Lindy Moran
Burson-Marsteller
(212) 614-5120
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Backgrounder:
Sun Exposure and Skin Damage

More than 93 million miles away, the sun emits rays that take more than eight minutes to reach the earth. And while sunlight plays an essential role in the earth's food chain, medical research is increasingly showing that the sun also poses substantial risk to humans.

Too much sunlight places humans at risk for cataracts, skin cancer and premature aging of the skin.

Sun: Biggest Factor in Skin Cancer

Cancer is one of man's most common diseases. One-third of all cancers are skin cancers.

One in seven Americans will get skin cancer in his or her lifetime, 500,000 this year alone. Cancerous melanoma, fatal in 25 percent of cases, will strike about 25,800 Americans this year and kill 5,800. The rate of melanoma rose 1,000 percent between

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1930 and 1980 and has nearly doubled since 1980. The rate per thousand has risen from one in 1,500 to one in 150 and if the trend continues, it is expected to reach one in 90 in the year 2,000.

The sun is responsible for at least 90 percent of skin cancers, almost all of them preventable, by staying out of the sun, by wearing adequate clothing and by using a sunscreen. When diagnosed early, most skin cancers are curable with surgery.

The Sun and Its Rays

Visible rays (light), infrared rays (heat) and ultraviolet rays (UVA, UVB and UVC) are found in sunlight. Visible rays have a negligible effect on the skin; infrared rays are felt as heat.

UVC rays do not penetrate the atmosphere. UVB rays result in a sunburn of the outer layer of the skin, the epidermis. Sunburn and skin cancer are chiefly caused by UVB rays.

UVA rays, commonly known as the sun's tanning rays, penetrate the skin more deeply. Like UVB rays, they can produce a change in the skin's pigmentation that is visible as a tan. Years ago, it

was thought that obtaining a gradual tan by UVA rays alone while screening out UVB rays was safe, but recent research shows that UVA rays can also contribute to the breakdown of the skin's collagen, resulting in premature skin aging. Long-time exposure to UVA and UVB rays causes the skin to wrinkle, dry out and become mottled.

And, while the tan fades in a few days, skin damage accumulates year after year.

Dermatologists now believe that there is no such thing as a "safe" tan. Even tans obtained by exposing the skin to just a few minutes of sunlight over a period of time indicate skin damage that may lead to premature skin aging, loss of the skin's natural elasticity and moisture and even skin cancer.

Safeguarding Children's Skin

Because children spend so much time playing outdoors, they absorb more radiation than do adults. In fact, most people receive 80 percent of their sun exposure by the time they're 20-years-old.

Childhood Crucial in Preventing Skin Cancer Later

The need to screen children and adolescents from exposure to the sun is further supported by research conducted by Arthur J. Sober, M.D., Associate Professor of dermatology, Harvard Medical School and Massachusetts General Hospital showing that one blistering sunburn during childhood or adolescence doubles one's risk of developing melanoma later in life. Melanoma is the most aggressive and most often fatal type of skin cancer.

Dr. Sober's research points out that overexposure of children to the sun is often the trigger for this devastating cancer. Occasional blistering sunburns are more likely to result in melanoma than is moderate, cumulative exposure to the sun, his research shows. However, shorter exposures over several years are suspected of leading to the more common basal cell carcinomas and squamous cell carcinomas.

In a growing child, a serious sunburn may change the pigment cell's genetic material, leading to moles which may become malignant, Dr. Sober reported. Dr. Robert Stern, also of Harvard Medical School, has reported that by using a sunscreen with a sun

protection factor (SPF) of at least 15 on the face, neck, upper chest and arms, a youngster can reduce his or her lifetime risk of developing non-melanoma skin cancer by 78 percent.

Isn't Some Sun Needed for Health?

For many years, parents have thought that children need vast amounts of sunlight to obtain their daily requirement of vitamin D. This appears to be an outdated concept, however, because sufficient vitamin D is found in milk and vitamin-fortified foods.

Take Steps to Prevent Skin Cancer

Here are some tips to avoid skin cancer and skin damage, taken from a brochure, "Sun Sense: How to Play It Safe In The Sun," sponsored by Johnson & Johnson Baby Products Company.

Enjoy...but use a sunscreen to filter out the damaging rays of the sun. The higher the SPF the better.

Watch the time of day. The sun's rays are most intense between 10 A.M. and 3 P.M. Outdoor activities are just as much fun in early morning or late afternoon.

Beware of reflected light. Many surfaces - sand, cement, water, snow - reflect hazardous levels of solar radiation.

Be more careful in higher altitudes and lower latitudes. Solar radiation increases 4 to 5 percent with every 1,000 feet above sea level. And, of course, as you get closer to the equator, the sun's rays get stronger.

Avoid artificial tanning devices. Radiation (UVA & UVB) from these light sources (lamps, tanning booths and beds) can contribute to premature skin aging and skin cancer.

Don't mix sun and certain medications. Consult your physician or pharmacist before letting your child go out in the sun while under medication.

Keep infants and young children out of the sun as much as possible. When exposed, cover their heads with a sun hat, and remember noses, ears, and lips are particularly sun sensitive.

Examine your child regularly. While skin cancer is rare in young children, watch for signs of trouble.

Set an example. Use these simple precautions for yourself as well as your children, and it is more likely that your child will also adopt sensible sun care habits.

# # #

RICHARD B. ODOM, M.D.

Richard B. Odom, M.D., is Professor and Vice-Chairman of the Department of Dermatology at the University of California-San Francisco. He also is Chief of Dermatology Services and Chairman of the residency selection committee at the University of California-San Francisco Medical Center.

Dr. Odom spoke on "The Importance of Sun Protection" at the May 18 symposium "Making Children and Adolescents Sun Smart: The Importance of Sun Protection," sponsored by the American Academy of Dermatology and the American Academy of Pediatrics.

Dr. Odom received his medical degree from Bowman Gray School of Medicine, Winston-Salem, NC. He completed his residency in dermatology at Walter Reed Army Medical Center in Washington, DC.

Dr. Odom is president of the American Academy of Dermatology and a member of several professional organizations and committees, including the American Dermatological Association, Society for Investigational Dermatology and Dermatology Foundation. He has written and lectured extensively on dermatology and skin disorders.

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WILLIAM C. MONTGOMERY, M.D.

William C. Montgomery, M.D., President of the American Academy of Pediatrics, is Clinical Professor of pediatrics at Wayne State University in Detroit, Michigan. Dr. Montgomery also is chairman of the department of child and adolescent health, as well as director of the pediatric residency program at Mount Carmel Mercy Hospital in Detroit.

Dr. Montgomery spoke on "Facing the Challenges of Public Education" at the May 18 symposium, "Making Children and Adolescents Sun Smart: The Importance of Sun Protection," sponsored by the American Academy of Dermatology and the American Academy of Pediatrics.

Dr. Montgomery received his medical degree from Johns Hopkins University School of Medicine. He completed his pediatric residency at the Henry Ford Hospital in Detroit.

Dr. Montgomery is a member of several professional societies including the International Pediatric Association and Association for Care of Children in Hospitals.

FRANK KRAKOWSKI, M.D.

Frank Krakowski, M.D., is Director of Research and Development at Johnson & Johnson Baby Products Company. He is responsible for all research and development activities on skin care, hair care, and sun care products for babies and adults.

Dr. Krakowski spoke on "Public Awareness and the Need for Sun Protection," at the May 18 symposium, "Making Children and Adolescents Sun Smart: The Importance of Sun Protection," sponsored by the American Academy of Dermatology and American Academy of Pediatrics.

Dr. Krakowski received his medical degree from the University of Pennsylvania. He completed his residency in internal medicine at the Hospital of the University of Pennsylvania and was chief medical resident at Philadelphia General Hospital.

He is a member of several professional societies and committees including the American College of Physicians, American Medical Association and American Geriatrics Society.

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SANDY CONLIN

Sandy Conlin is a student at Bayley-Ellard High School in Madison, New Jersey. She is a recovered victim of skin cancer.

Last summer, while vacationing on Cape Cod with her family, Sandy spent a good deal of her time swimming and waterskiing. However, Sandy left her skin unprotected from the damaging rays of the sun and as a result, her face was severely sunburned.

By the end of the summer, Sandy's face was peeling and a sore had developed on the side of her nose. She was examined by a dermatologist, who diagnosed Sandy's sore as a basal cell carcinoma. The carcinoma was removed via chemosurgery, which had to be repeated three times because of recurrences.

Sandy spoke of her successful recovery from skin cancer at the May 18 symposium "Making Children and Adolescents Sun Smart: The Importance of Sun Protection," sponsored by the American Academy of Dermatology and the American Academy of Pediatrics.

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ARTHUR J. SOBER, M.D.

Arthur J. Sober, M.D., is Associate Professor of dermatology at Harvard University Medical School and Director, Melanoma Research Unit, Massachusetts General Hospital in Boston.

Dr. Sober spoke on "Childhood Sunburns and Melanoma" at the May 18 symposium, "Making Children and Adolescents Sun Smart: The Importance of Sun Protection," sponsored by the American Academy of Dermatology and the American Academy of Pediatrics.

Dr. Sober received his medical degree from George Washington University. He completed his residency in internal medicine at Beth Israel Hospital, Boston and residency in dermatology at Harvard-Massachusetts General Hospital.

His widely published work includes a study showing that one severe sunburn during childhood or adolescence doubles one's risk of developing melanoma later in life. ("Sun Exposure Habits in Patients with Cutaneous Melanoma: A Case Control Study," J. Dermatol. Surg. Oncol., 9:12 December 1983.)

JOHN EPSTEIN, M.D.

John Epstein, M.D., is Clinical Professor of dermatology at the University of California School of Medicine, San Francisco.

Dr. Epstein spoke on "Other Sun-Related Problems" at the May 18 symposium, "Making Children and Adolescents Sun Smart: The Importance of Sun Protection," sponsored by the American Academy of Dermatology and the American Academy of Pediatrics.

Dr. Epstein received his medical degree from the University of California. He completed his dermatology residency at the Mayo Clinic in Rochester, Minn., as well as a postdoctural degree from the University of Minnesota Graduate School.

Dr. Epstein is a fellow of the American Academy of Dermatology, and a member of the American Dermatological Association, Dermatology Foundation and other professional societies. He also is an assistant editor of the Journal of the American Academy of Dermatology and serves on several editorial boards including Photodermatology and African Journal of Dermatology.

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ALFRED T. LANE, M.D.

Alfred T. Lane, M.D, one of a small group of physicians conducting research in infant skin disorders, is an Assistant Professor of dermatology and pediatrics at University of Rochester (N.Y.) Medical Center. He also is an attending physician at Strong Memorial Hospital, Rochester.

Dr. Lane spoke on "Sunscreens -- A Basic First Step Toward Protection" at the May 18 symposium, "Making Children and Adolescents Sun Smart: The Importance of Sun Protection," sponsored by the American Academy of Dermatology and the American Academy of Pediatrics.

Dr. Lane received his medical degree from Ohio State University. He completed his pediatric internship and residency at Children's Hospital in Los Angeles, and a dermatology residency at the University of Colorado School of Medicine. His honors and awards include the National Institutes of Health Clinical Investigator award.

Dr. Lane is a fellow of the American Academy of Pediatrics and the American Academy of Dermatology. He also is an active member of the Society of Investigative Dermatology and the Society for Pediatric Dermatology. He has written and lectured extensively on pediatric dermatology and skin disorders.

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LAWRENCE A. SCHACHNER, M.D.

Lawrence A. Schachner, M.D., is an Associate Professor of pediatrics and dermatology at the University of Miami, Florida, and director of its pediatric dermatology division. He also is director of the University's Housestaff Education Committee.

Dr. Schachner spoke on "Other Guidelines for Safe Sun Exposure" at the May 18 symposium "Making Children and Adolescents Sun Smart: The Importance of Sun Protection," sponsored by the American Academy of Dermatology and the American Academy of Pediatrics.

Dr. Schachner received his medical degree from University of Nebraska. He completed both his pediatric residency and dermatology residency at Montefiore Hospital and Medical Center, New York.

Dr. Schachner is a member of numerous professional organizations and committees, including the American Academy of Pediatrics, American Academy of Dermatology, Society for Pediatric Dermatology and Society for Investigative Dermatology. His articles on pediatric dermatology and skin disorders have been published in numerous professional publications, and he has lectured widely on the subjects.

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FAYE ARUNDELL, M.D.

Faye Arundell, M.D., is Clinical Professor of dermatology at Stanford University Medical School. She also is in private practice in Menlo Park, California.

Dr. Arundell spoke on "The Need for Improving Public Awareness" at the May 18 symposium, "Making Children and Adolescents Sun Smart: The Importance of Sun Protection," sponsored by the American Academy of Dermatology and the American Academy of Pediatrics.

Dr. Arundell received her medical degree from University of Western Ontario Medical School, London, Ontario, Canada. She completed her residency at Westminster Hospital, London, Ontario, Canada.

Dr. Arundell is chairman of the Task Force on Youth Education of the American Academy of Dermatology and a member of several professional societies including the American Dermatological Association and International Congress of Dermatology.

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MARSHALL BECKER, Ph.D., M.P.H.

Marshall Becker, Ph.D., M.P.H., is Chairman of the Department of Health Behavior and Health Education and Professor of Health Behavior, Department of Pediatrics and Communicable Diseases at the University of Michigan.

Dr. Becker spoke on "Reaching and Educating Parents" at the May 18 symposium "Making Children and Adolescents Sun Smarts: The Importance of Sun Protection," sponsored by the American Academy of Dermatology and the American Academy of Pediatrics.

Dr. Becker received his masters degree in public health and Ph.D. in medical sociology from the University of Michigan. He is a recipient of several public health education awards.

Dr. Becker is a fellow of the American Public Health Association and Society for Public Health Education. He is also a member of numerous professional organizations and committees, including the Ambulatory Pediatric Association, Association of Teachers of Preventive Medicine, Society for Pediatric Research and Delta Omega, an honorary national public health society.

Dr. Becker's articles on public health have been published in numerous professional publications. He is editor of Health Education Quarterly and serves on several editorial boards, including those of Journal of Behavioral Medicine, and Patient Education and Counseling.

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SIDNEY HURWITZ, M.D.

Sidney Hurwitz, M.D., is Clinical Professor of pediatrics and dermatology at Yale University School of Medicine. He also is in private practice in New Haven, Conn.

Dr. Hurwitz spoke on "Educating and Motivating Children and Adolescents" at the May 18 symposium, "Making Children and Adolescents Sun Smart: The Importance of Sun Protection," sponsored by the American Academy of Dermatology and the American Academy of Pediatrics.

Dr. Hurwitz received his medical degree from Downstate Medical Center, State University of New York. He completed both his pediatric and dermatology residencies at Yale University School of Medicine.

Dr. Hurwitz is chairman of the Section on Dermatology of the American Academy of Pediatrics and a member of several professional organizations including the American Academy of Dermatology and Society for Investigative Dermatology. He is also founder of the International Society for Pediatric Dermatology and the American Society for Pediatric Dermatology. Dr. Hurwitz's articles on pediatric dermatology and skin disorders have been published in several professional publications.

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MICHAEL S. JELLINEK M.D.

Michael S. Jellinek, M.D., is an Assistant Professor of child psychiatry at the Massachusetts General Hospital, Harvard Medical School. He is also a pediatrician, psychiatrist and chief of the child psychiatry service at the hospital.

Dr. Jellinek spoke on "Addressing the Challenges of Adolescent Psychology and Risk-Taking Behavior" at the May 18 symposium, "Making Children and Adolescents Sun Smart: The Importance of Sun Protection," sponsored by the American Academy of Dermatology and the American Academy of Pediatrics.

Dr. Jellinek received his medical degree from Albert Einstein College of Medicine, New York. He completed his residency in pediatrics at Montefiore Hospital and Medical Center, New York, as well as a residency in child psychiatry at Children's Hospital and Medical Center, Boston. He also served as a resident and clinical fellow in psychiatry at Massachusetts General.

Dr. Jellinek is a fellow of the American Academy of Pediatrics and American Academy of Child and Adolescent Psychiatry. He has written and lectured on child psychiatry.

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