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New Jersey Dermatologist Volunteers Show Golf Enthusiasts How to *Play Safe in the Sun*

Local members of the Women's Dermatologic Society (WDS) conducted free skin checks and provided sun safety outreach to LPGA Tour players, caddies, fans and sports writers at recent LPGA Sybase Classic in Clifton, New Jersey

(May 29, 2008—Clifton, NJ)--To promote sun safety and skin cancer prevention among golf enthusiasts, who face heightened

risks of developing skin cancer due to prolonged sun exposure, dermatologists representing the **Women's Dermatologic Society** (WDS) provided free skin cancer screenings and sun damage assessments at the recent LPGA's Sybase Classic Presented by ShopRite in Clifton, New Jersey. This event marked the debut of a 3-year community service campaign geared for outdoor enthusiasts, supported by L'Oreal USA.

WDS member and New Jersey dermatologist **Naomi Lawrence, MD** hosted the "Play Safe in the Sun" outreach event. Dr. Lawrence, board-certified in dermatology and dermatopathology, is Director of Procedural Dermatology, Cooper University Hospital. The WDS

volunteer team provided free skin cancer screenings, sun damage assessments, sun safety educational materials and free sunscreen to tournament spectators over the weekend. In addition, volunteers conducted private skin cancer screenings of LPGA Tour players, a record number of male caddies and several members of the media.

The following local dermatologists volunteered for the skin cancer screenings and sun safety outreach: **Naomi Lawrence, MD, (event chair), Cheryl Ackerman, MD, Adrian Connolly, MD, Ellen Cunningham, MD, Jason Marquart, MD and Suzanne Sirota-Rozenberg, DO.**

Other volunteers who provided support during the outreach included: **Suzie Davidowitz , Paul Fehn, Kelli Rodriguez, and Paul Rubino (all from L'Oreal USA); Thomas Moog (Canfield Imaging Systems); Vanessa DiSalvo, Joe Mamola, Mike Pinto, Blair Shepard and Sean Wilson (all from Medicis).**

Highlights from the event include:

- ✓ 90 sun damage assessments provided to the public, resulting in a majority of people who said they would change their habits after viewing their sun damage with the ultraviolet reflectance camera unit.

- ✓ 15 LPGA Tour Players and 20 male caddies (a record number) participated in the skin cancer screenings.
- ✓ One caddie's story of a suspected melanoma led to a New York Times article about the importance of skin cancer prevention for golfers. <http://www.nytimes.com/2008/05/19/sports/golf/19golfsun.html>
- ✓ 17 members of the Media underwent sun damage assessments and skin cancer screenings.
- ✓ 69 golf fans were screened during the rainy golf weekend.
- ✓ 35% of all people screened were referred to dermatologists for further diagnosis/biopsy of suspicious sites presumptively diagnosed as skin cancer.
- ✓ Despite inclement weather, 22,000 samples of broad-spectrum sunscreen were distributed to the public with the message, "use on sunny or cloudy days!"
- ✓ Clifton, New Jersey Mayor James Anzaldi presented WDS with a proclamation in recognition of the organization's effort to promote skin cancer prevention and sun safety awareness in the community through "Play Safe in the Sun."

In addition to funding support from L'Oreal USA, product donations for the public, players and members of the media were provided by several of L'Oreal USA's brands, including Garnier, Kiehls,

SkinCeuticals and La Roche Posay.

The WDS national campaign, is co-chaired by WDS members Adrienne Stewart, MD (Denver, CO) and Michel McDonald, MD (Nashville, TN).

The service effort draws from the Society's 1,500 dermatologist members to provide volunteer support in local communities to heighten sun safety awareness and promote healthy skin practices among outdoor sports enthusiasts. WDS will next present Play Safe in the Sun at the upcoming McDonald's LPGA Championship in Havre de Grace, Maryland, June 6-8, 2008 and later this season in Portland, Oregon and Half Moon Bay, California. WDS will premiere its sun safety outreach in the world of professional tennis at the Pilot Pen Classic in New Haven, Connecticut in August. For further information, please visit: www.playsafeinthesun.org or www.womensderm.org.

The Women's Dermatologic Society supports the careers and professional development of women dermatologists. The mission of the Women's Dermatologic Society is to help women in dermatology achieve their greatest personal and professional potential by striving to: foster, promote, and support women's issues in dermatology; identify, train, and recognize women leaders in dermatology; and provide a forum for developing relationships.

Women's Dermatologic Society~www.womensderm.org