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Sun Safety Champions Team Up with LPGA Tour Pro Paula Creamer

Play Safe in the Sun volunteers mount winning effort to fight skin cancer at LPGA's Samsung World Championship where sun safety ambassador Paula Creamer triumphs

(October 17, 2008—Half Moon Bay, CA)— Volunteer

dermatologists, nurses, medical students and others representing the **Women's Dermatologic Society (WDS)** teamed up at the recent LPGA's Samsung World Championship in Half Moon Bay, CA to combat skin cancer at a time when melanoma rates are on the upswing among younger women.

Supporting their efforts is top-ranked LPGA Tour player **Paula Creamer**, who serves as sun safety ambassador of the WDS *Play Safe in the Sun* campaign. Creamer won the prestigious championship in a field consisting of the world's top 20 players. "It feels so great winning this championship and so does supporting the Women's Dermatologic Society's winning effort to raise awareness about sun safety and skin cancer for outdoor enthusiasts," comments Paula Creamer.

This community service outreach, presented in collaborative partnership with **L'Oréal USA**, primarily targets females who enjoy outdoor sports such as golf and tennis.

WDS President **Suzanne Connolly** states, "Every person who comes into the booth to learn more about protecting the skin from sun damage is a victory for us, as we are fully committed to doing our part to promote good skin health practices and skin cancer prevention through sun safety education and early detection."

WDS Board member and board-certified California dermatologist **Mary Spellman, MD**, successfully led a well-rounded team of volunteers through a weekend of free skin cancer screenings, sun safety education and sun damage assessments utilizing ultraviolet reflectance units. Dermatologists, dermatology nurses, medical students, family members of the WDS volunteers and others worked together to reach out to a population that faces a heightened risk of developing skin cancer due to the prolonged sun exposure that comes with the game of golf.

"We were delighted to educate and screen tournament spectators and members of the media who spend a considerable amount of time outdoors and did not fully realize the necessity of year-round sun protection in the Bay Area's cloudy and cooler weather," remarks event chair **Dr. Spellman**.

The following local dermatologists volunteered at the outreach: **Kiera Barr, MD, Sonia Badreshia, MD, Kelly Cordoro, MD, Juliette Lee, MD, Paradi Mirmirani, MD, Kristin Nord, MD, Marlyanne Pol-Rodriguez, MD, Mary Spellman, MD, Lynn Sydor, MD, and Nancy Todes-Taylor, MD.** WDS President **Suzanne Connolly, MD** of the **Mayo Clinic (Arizona)** joined in the sun safety educational outreach as well.

Boston University medical students **Cindy Bae** and **Lisa Nguyen** conducted the campaign's first formal questionnaire, which was designed to measure the impact of viewing sun damage on participating individuals in terms of present and future sun protection behaviors. The study will eventually be published after further data is collected during a future WDS outreach.

Enhancing the public outreach in support of the physicians were dermatology nurses **Janet Lewis, RN** and **Pat McClelland, RN**, both members of the Dermatology Nurses Association, and **Pat Wong, RN**. Others providing hands-on support included **Sandy Esquivel, Nora Zappas** and several family members of the WDS dermatologists, including young children who helped distribute free sunscreen to the crowd.

Event highlights include:

- 292 sun damage assessments were conducted utilizing UV reflectance units.
- 242 individuals participated in the sun damage assessment study.
- 92 free skin cancer screenings were conducted for fans and members of the media.
- 35% of the individuals who were screened were referred to dermatologists for further diagnosis/biopsy of suspicious sites presumptively diagnosed as skin cancer.
- Golf fans received 13,000 free samples of broad-spectrum sunscreen with reminders to protect the skin even under the area's cloudy skies and cooler weather.
- Hayward Mayor Michael Sweeney issued a proclamation to WDS in recognition of the importance of sun safety and skin cancer prevention.

The 3-year outreach campaign is made possible through a generous grant from L'Oréal USA to the WDS Foundation. Product donations were provided by Garnier, Lancôme and La Roche-Posay.

WDS members **Adrienne Stewart, MD** (Denver, CO) and **Michel McDonald, MD** (Nashville, TN) serve as co-chairs of the WDS Service Committee. The *Play Safe in the Sun* campaign draws from the

Society's 1,600 members to provide volunteer support in local communities to heighten sun safety awareness and promote healthy skin practices among outdoor enthusiasts. For further information, please visit: www.playsafeinthesun.org or www.womensderm.org. To view Paula Creamer's video message about sun safety, visit:http://www.playsafeinthesun.org/news/paula_creamer.html

ABOUT THE WOMEN'S DERMATOLOGIC SOCIETY

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 and the exchange of ideas and research relevant to women's issues; and promote the highest possible standards of ethics, research, patient care and education, as well as public education.

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