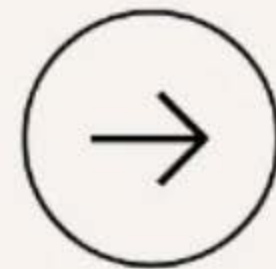




HEALTH DISPARITIES IN SKIN PROTECTION EDUCATION

AND HOW WE CAN COMBAT THEM



WHY POC ARE LESS LIKELY TO USE

Sun Protection

- **Misconception about risk:** Many people with darker skin may believe that they are not at risk for skin cancer or sun damage due to Melanin, but this isn't entirely true
- **Lack of education:** Many don't understand the importance of sunscreen and the risks of sun exposure.
- **Difficulty finding the right sunscreen:** Some individuals with darker skin may have difficulty finding a sunscreen that does not leave a white residue on their skin or that does not cause irritation.

[SEE NEXT SLIDE FOR SUNSCREEN BRANDS THAT ARE MEANT FOR POC!]

POC CERTIFIED

Sunscreen Brands



- *Black Girl Sunscreen*
- *Neutrogena Invisible Daily Defense*
- *Bolden Sunscreen*
- *Alba Botanica Sensitive Sheer Shield Sunscreen*
- *Colorescience Sun Forgettable Total Protection Brush-On Shield*
- *CeraVe Hydrating Mineral Sunscreen*
- *Farmacy Green Defense Daily Mineral Sunscreen*
- *HABIT No. 41 Facial Sunscreen Mist*

SKIN CANCER AND POC

*DARKER SKIN TONES STILL GET SKIN
CANCER. INFACT...*

*"black people are four times more likely
to be diagnosed with advanced stage
melanoma and tend to succumb at a rate
of 1.5 times more than white people with
a similar diagnosis."*

-Health Line



AREAS
WE
CAN
Impact



DERMATOLOGY

Advocate for the inclusion of more diverse populations in clinical trials for new dermatological treatments, to ensure that treatments are effective and safe for all patients, regardless of race or ethnicity.

EDUCATION

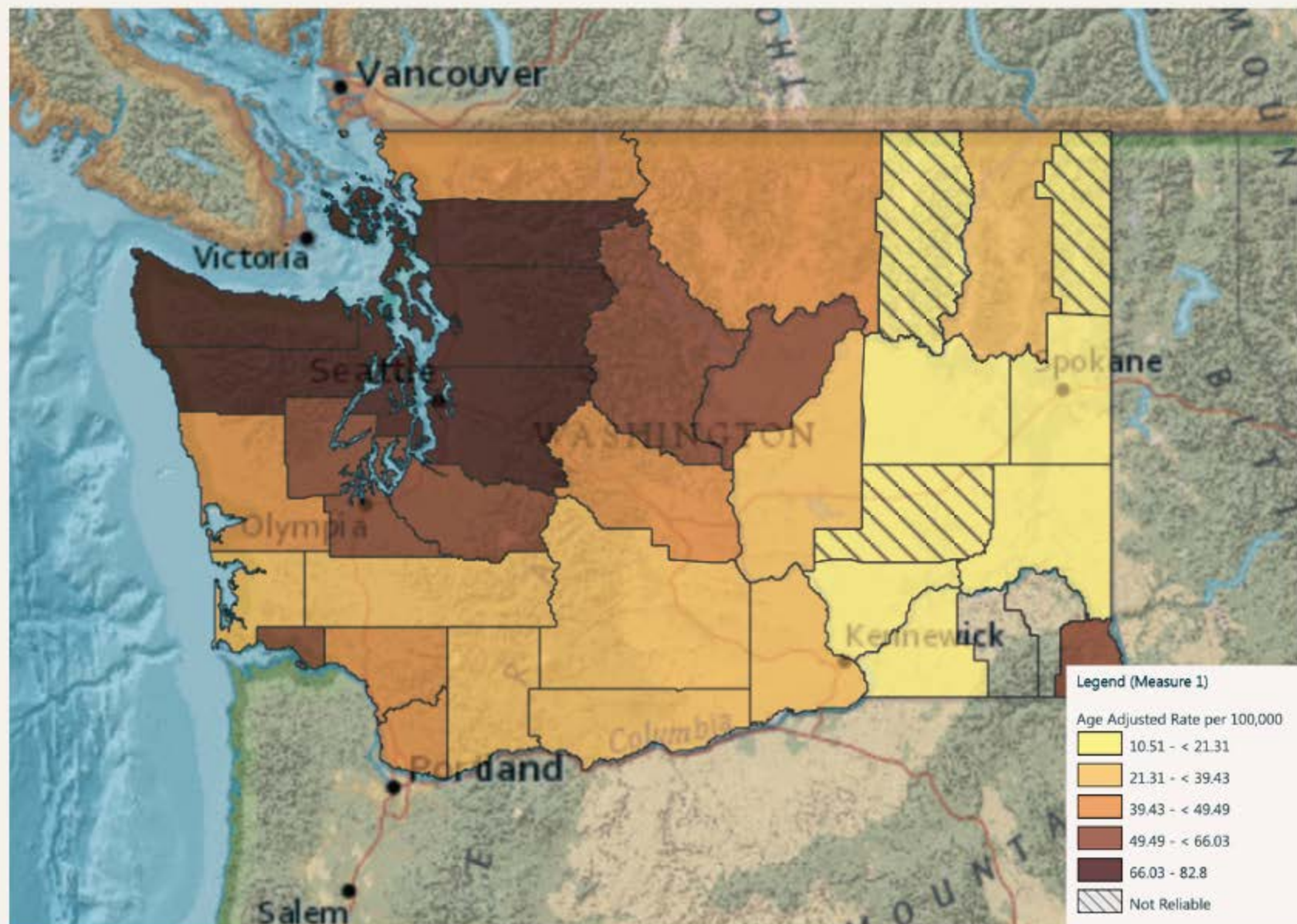
Increase public education and awareness campaigns targeted at communities of color about the importance of skin cancer prevention, including the use of sunscreen, protective clothing, and regular skin cancer screenings, and target POC in already running campaigns.

POLICY

Improve access to affordable, quality healthcare for underserved communities, including access to dermatologists and other skin cancer specialists

BUT MY AREA ISN'T SUNNY.. DO I STILL NEED SUN PROTECTION?

*WTN DATA SHOWS THAT MELANOMA IS NOT JUST A PROBLEM
IN SUNNY AREAS, BUT ALSO IN WESTERN WASHINGTON, A
MOSTLY CLOUDY AREA*



SO YES. YOU STILL NEED SUN PROTECTION