



# Exploring Skin Cancer Awareness & Prevention

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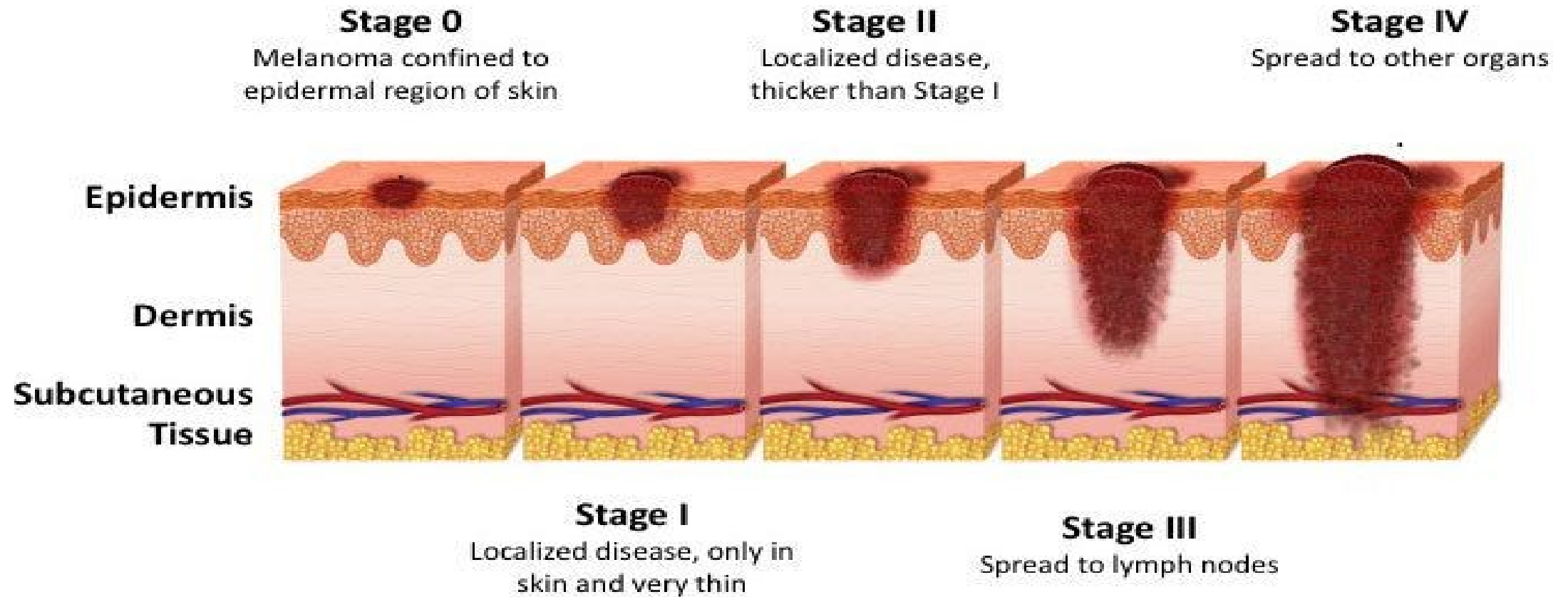
# Objectives

- Define melanoma and its impact on both Arizona and Yuma, AZ Residents
- Overview the Yuma Community Assessment completed by project members in Aug. 2019
- Identify theoretical framework chosen for this project
- Discuss methods and instruments chosen
- Identify limitations
- Describe potential impacts of project

# Background & Significance

- ❖ Melanoma is a cancer that occurs most often in the skin, although it can occur in any body site that has melanocytes (5% of melanoma cases in Arizona do not occur in the skin).
- ❖ **Epidemiology**
  - According to the CDC (2019), in Arizona, age adjusted rate of new Melanomas of the skin cases was 29.7 per 100,000 people.
  - 2,513 Melanomas of the skin cases were reported.

# Four Stages of Melanoma



(AiM at Melanoma Foundation, 2020)

# Community Assessment

## ❖ Yuma County, Arizona

- Health disparities are ongoing problems and are directly related to the historical and current unequal distribution of social, political, economic, and environmental resources.
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- ❖ Yuma residents are at an increased risk of complications to skin cancer because of social factors (i.e. low-resources) in the region that reduce access to health prevention, especially among a large agricultural outdoor workforce with limited dermatology specialists to provide medical services and screening for melanoma.

# Theoretical Framework

- ❖ This project will focus on increasing skin cancer awareness and knowledge as the first step toward creating the necessary behavior changes required for reduced skin cancer prevalence in the community.
- ❖ Social Cognitive Theory (Bandura, 1986)
  - Personal, environmental, & behavioral factors.

# Methods

## Setting:

A community college in the southwestern United States

## Population:

College students above the age of 18 attending classes at the community college

## Project Design:

Cross-Sectional Survey to assess sun-safety knowledge amongst college students

## Data Analysis:

Pearson Chi-Square

## Planning:

Survey would be distributed by site leaders (Instructors of courses offered at the community college).  
Authors suggested offering extra credit for

## Budget:

\$200 for consultation of AHEC director during project.

# Instruments

## Demographic Survey

- ❖ Age
- ❖ Gender
- ❖ Ethnicity
- ❖ Melanoma History



(AARP, 2020)

## Melanoma Knowledge Survey

- ❖ The Melanoma Knowledge Survey will be used to measure participants' knowledge about skin cancer and sun safety.



# Discussion

## Limitations:

Inability for project team to be on campus due to the pandemic.  
No baseline data on skin cancer exposure of students (either self or family).

## Conclusion

Evaluation of skin cancer knowledge in the young adult population is needed, as prevention of UV skin damage is the best prevention for skin cancer.

## Predicted Impact:

Assessment of skin cancer knowledge in the student population at this college will be able to guide future projects to address the knowledge deficit, if applicable.



Thank you!!

# References

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