

# Loving your skin means protecting your skin

Skin Cancer Awareness for Skin of Color

## Get the Facts About Skin Cancer in People of Color

- Skin cancer represents **1-2 percent of all cancers in Black people.**
- Skin cancer represents about **2-4 percent of all cancers in Asian people.**
- Skin cancer represents **4-5 percent of all cancers in Hispanic people.**
- **Squamous cell carcinoma** is the most common skin cancer in Black people.
- **Black patients with melanoma** have a **five-year survival rate of 70 percent**, versus 94 percent for white patients.
- Melanoma in people of color often **occurs on areas that get little sun exposure**; 60-75 percent of tumors arise on the palms of hands, soles of feet, under and around the nails. **Be sure to check these areas when doing a self-exam.**

## 6 WAYS YOU CAN BE PROACTIVE

### DO SKIN SELF-CHECKS

Each month, take 15 minutes to get up close and personal with your skin from head to toe. See a dermatologist if you find anything new, changing or unusual on your skin.

### GET A SKIN EXAM

At least once a year, get your skin examined by a dermatologist. For skin of color, skin cancer often arises on areas of the body that get little sun exposure.

### BE SUN SAFE

Yes, even if you never burn, you need to protect your skin in the sun. That includes wearing sunscreen, seeking shade and covering your skin during peak sun hours.

### SHARE ON SOCIAL

Spread awareness! Follow @SkinCancerOrg and reshare our skin cancer educational content to inform your community.

### GET INVOLVED

Host an awareness event in your community. School, fair or church — education can happen wherever you are. Contact us to get started [socialmedia@skincancer.org](mailto:socialmedia@skincancer.org)

### LEAD BY EXAMPLE

- Check and protect your skin.
- Encourage people to be sun safe, every day.
- Share this graphic using #LoveYourSkinProtectYourSkin.

#LoveYourSkinProtectYourSkin