



Preventing Skin Cancer... One Wolverine at a Time *A MyVoice Project*



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The Problem



Almost all melanomas are preventable with appropriate use of sun protection

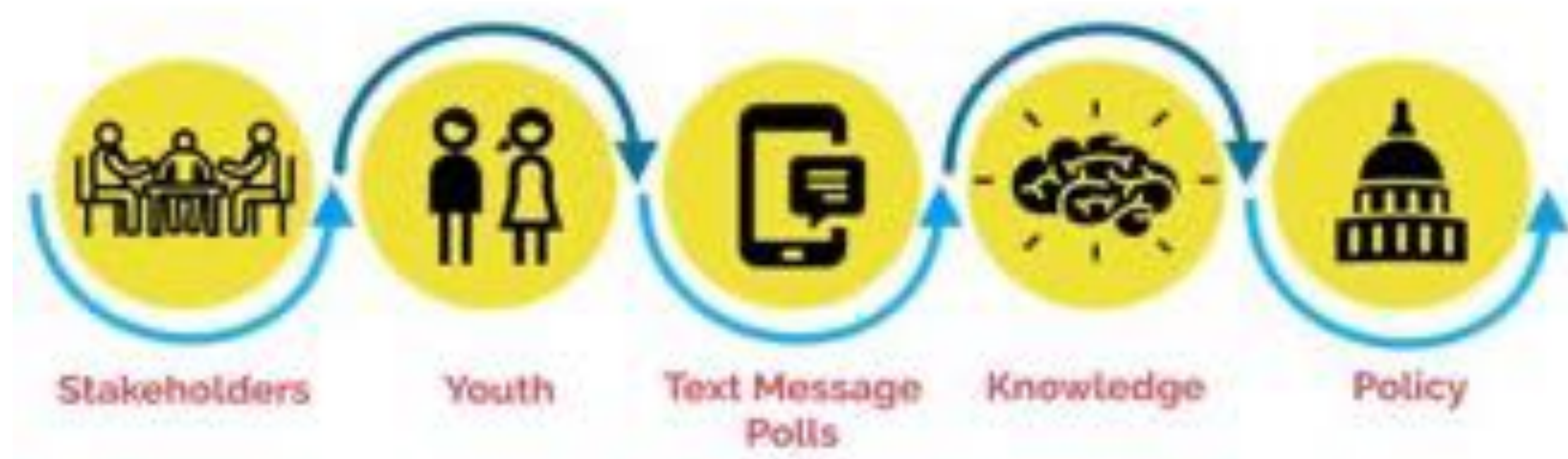
Our MyVoice Study

MyVoice is a national text message poll that empowers adolescents and young adults to voice their opinion on important policy issues



MyVoice Methodology

- Youth participants age 14-24
 - Recruitment via social media
 - Facebook, Instagram
- Access marginalized or missing perspectives
- Participants earn \$1 per week to answer text message polls
- Rapid data collection and analysis
- Prompt dissemination to stakeholders



Data Collection

- Five open-ended questions posed to MyVoice youth on April 9, 2021
- Question language was iteratively developed by a team of youth, researchers, and methodologic experts

How important do you think it is to protect your skin from the sun?

When do you protect yourself from the sun?

How do you protect yourself from the sun?

How many red, painful, or peeling sunburns have you had in your life: None, Few (1-4), Many (5+)? If so, have they ever blistered?

What could be done to encourage more sun protection?

Data Analysis

- Open-ended text message response data
 - Iteratively developed codebook using thematic analysis
 - 2 independent coders
- Development of themes within and across questions
- Participant self-reported demographic data
 - Collected at enrollment in MyVoice cohort
- Descriptive statistics for demographic variables and code frequencies

Our Goal

To encourage dialogue about the importance of applying sunscreen and create a culture of empowerment around sun protection for all community members. Sunscreen should be widely and easily accessible on University of Michigan's campus.

Partnerships



MyVoice: a research group within the Institute for Healthcare Policy and Innovation that initiated this study and will be continuing to manage outreach and community partnerships



IMPACT Melanoma: a national non-profit dedicated to working to reduce the incidence of melanoma and providing support in expertise and materials



Michigan Athletics Facility Operations: department within UM responsible for managing the athletic campus and the dispensers being placed at several athletic facilities



Rogel Cancer Center: Department within Michigan Medicine reducing cancer burden and improving cancer outcomes through research, innovation, and transdisciplinary collaboration. Providing initial and longitudinal funding

Project Details



We will be placing 8 **eye-catching pedestal sunscreen dispensers** at varsity athletic facilities

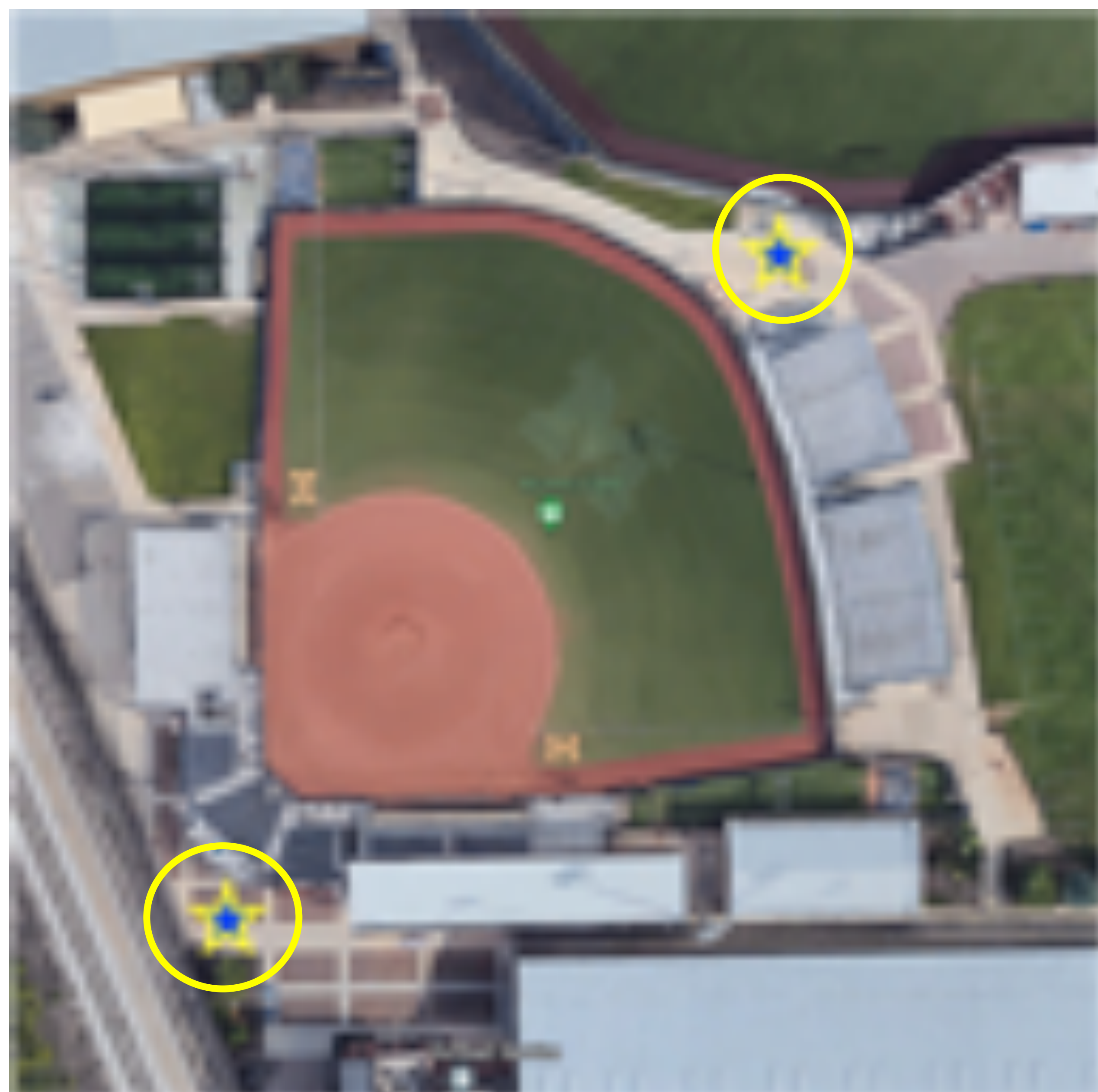
Dispensers will be managed and maintained by
University of Michigan Athletics Facility
Operations

These dispensers will provide both sun protection
and spark conversation about the importance of
applying sunscreen

We are currently working on obtaining funding

The goal is to have dispensers in place by
summer 2022!

Dispenser Locations



Soccer Complex (2)
Varsity Tennis Center (1)
Lacrosse Complex (1)
Softball Complex (2)
Baseball Complex (2)

Future Plans

We will monitor sunscreen usage with the goal of expanding across the entire University of Michigan campus including dorms and public green spaces.

With community support and partnership plan to expand throughout the city of Ann Arbor with emphasis on Ann Arbor's parks and recreation areas.

We hope to serve as an example campus so that other campuses throughout America will do similar work!



References

1. Cokkinides, Vilma E., Kourtney Johnston-Davis, Martin Weinstock, Mary C. O'Connell, William Kalsbeek, Michael J. Thun, and Phyllis A. Wingo. "Sun Exposure and Sun-protection Behaviors and Attitudes among U.S. Youth, 11 to 18 Years of Age." *Preventive Medicine* 33.3 (2001): 141-51. Print.
2. ALBERG, A., R. HERBST, J. GENKINGER, and K. DUSZYNSKI. "Knowledge, Attitudes, and Behaviors toward Skin Cancer in Maryland Youths." *Journal of Adolescent Health* 31.4 (2002): 372-77. Print.
3. DeJonckheere, M., Nichols, L. P., Moniz, M. H., Sonnevile, K. R., Vydiswaran, V. G. V., Zhao, X., Guetterman, T. C., & Chang, T. (2017). MyVoice National Text Message Survey of Youth Aged 14 to 24 Years: Study Protocol. *JMIR Research Protocols*, 6(12).
<https://doi.org/10.2196/resprot.8502>
4. Strome A, Herbert K, Walsh K, Lamberg O, Waselewski ME, Chang T. Assessment of Sun Protection Knowledge and Behaviors of US Youth. *JAMA Netw Open*. 2021;4(11):e2134550. doi:10.1001/jamanetworkopen.2021.34550

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The Problem

- Melanoma rates are rising faster than any other cancer
- Melanoma is the second most common cancer in 15–29-year-olds
- Vast majority of melanomas are caused by sun exposure
- Less than 1/3rd of youth routinely use sun protection
- Worse attitudes towards sun protection are associated with greater likelihood of at least one sunburn¹
- Almost all melanomas are preventable with appropriate use of sun protection

Our MyVoice Study

- Recent study with MyVoice, a national poll of youth aged 14-24 years², found a large discrepancy between young people's knowledge and sunscreen use³
- Youth generally believe it is important to protect themselves from the sun and are knowledgeable about risks associated with sun exposure and sunburns
- Over 80% of those surveyed reported being sunburned in their lifetime, with nearly 40% having had blistering sunburns before
- Majority of youth cited access as a barrier to sun protection



Our Goal

Encourage dialogue about the importance of applying sunscreen and create a culture of empowerment around sun protection for all community members

Make sunscreen widely and easily accessible on University of Michigan's campus

Partnerships

- **IMPACT Melanoma:** a national non-profit dedicated to working to reduce the incidence of melanoma
- Partnership amplifies project with evidence-based communication materials for consumers, purchase and acquisition support, and multi-platform campaigns and content
- Brand recognition delivered to sponsors on dispensers, posters around campus, social media, press releases, and during interviews

Dispenser Locations



Project Details

- **8 eye-catching pedestal sunscreen dispensers** will be placed at varsity athletic facilities
- Dispensers will be managed and maintained by University of Michigan Campus Environmental Services
- Dispensers will provide both sun protection and spark conversation about the importance of applying sunscreen
- Goal to have dispensers in place by summer 2022!



Future Plans

- Monitor sunscreen usage with goal of expanding across entire University of Michigan campus including dorms and public green spaces
- Expand throughout Ann Arbor with community support and partnership and emphasis on parks and recreation areas
- Serve as an example campus so that other campuses throughout America will do similar work!

References

1. ALBERG, A., R. HERBST, J. GENKINGER, and K. DUSZYNSKI. "Knowledge, Attitudes, and Behaviors toward Skin Cancer in Maryland Youths." *Journal of Adolescent Health* 31.4 (2002): 372-77. Print.
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Keywords:
 adolescent well-being, family structure,
 transitions in housing



Proposed Locations

Key Sites

- 1 at each corner
- 1 at each entrance

Regions to be selected (regions)

- London 4
- West 4
- East 4
- Mid 4
- East of England 4

Regions to be tested (regions)

- London 4
- West 4
- East 4
- Mid 4
- East of England 4
- Mid 4
- West 4
- East 4

Partnerships

This project will be implemented in partnership with internet technology, a national not-for-profit organisation dedicated to working to reduce the incidence of harassment. Internet technology will provide a number of supports to assist the impact of the research including the development of online based communications materials for consumers, purchase and acquisition support, and multi platform communications campaigns and content.

This collaboration allows us to deliver based on digital technology, support on digital, and online based content, and multi platform communications campaigns and content.

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