

# Jodi McKay

Minister for Tourism  
Minister for the Hunter  
Minister for Small Business  
Minister for Science and Medical Research  
Minister Assisting the Minister for Health (Cancer)



**\*\*EMBARGOED UNTIL 5AM Thursday, November 13, 2008\*\***

## **YOUNG MEN ARE NEW FOCUS OF DARK SIDE OF TANNING CAMPAIGN**

Minister Assisting the Minister for Health (Cancer), Jodi McKay, today launched a new \$2 million awareness campaign targeting young men prone to deadly melanoma through sun exposure.

"Melanoma is responsible for 30 per cent of all cancers in young people aged 15-30 in NSW, but it's entirely preventable" Ms McKay said.

"Young people - particularly young men - love life in our great outdoors. Our message is to be 'sun smart' and if you haven't got sunscreen on, keep your shirt on!

"The Rees Government is committed to the fight against cancer, as well as providing world-class health care to the people of NSW and supporting carers," Ms McKay said.

"And I'm delighted the NSW Rugby Junior Waratahs have joined me today at this launch in support of the Government's latest melanoma campaign.

"Melanoma is by far the most serious cancer issue affecting our youth, but we can make a difference by getting young people – especially young men – to protect their skin when they're outdoors this summer."

Ms McKay said the 'Dark Side of Tanning' advertisement, developed by the NSW Government's Cancer Institute, built on the successful campaign targeting young women which was launched last summer.

"This year, the advertisement features young men on a sports field and shows even people who don't intend to tan are exposed to dangerous ultraviolet radiation if their skin is not protected," Ms McKay said.

"It graphically illustrates how a deadly melanoma smaller than a pin-head can spread throughout the body.

"If not detected and treated early, a melanoma no deeper than one millimetre can become an extremely deadly disease, spreading and infecting other organs in the body."

Ms McKay said the Cancer Institute found that after the Dark Side of Tanning aired last summer season, there was a six per cent decline in pro-tan attitudes in NSW.

"Worryingly, it was young people aged 18-24 years who were more likely to be pro-tan," said Ms McKay.

"We all need to get smart when we're outdoors this summer. Protect yourself in five ways, with shade, a shirt, a hat, sunglasses and sunscreen."

The Dark Side of Tanning will air across NSW from Sunday, November 16 and continue throughout summer.

### **QUICK FACTS ABOUT MELANOMA**

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- There were 3559 cases of melanoma in NSW in 2006. In 2008, it's estimated there will be 3922 new cases.
- There were 454 deaths from melanoma in NSW in 2006. In 2008, it's estimated there will be 466 deaths.
- One in 14 males and one in 23 females will develop melanoma by age 85.
- Melanoma rates increased by 18.5 per cent in males and 16.7 per cent in females in the ten years to 2006.

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