



Sunday 1st November 2009

DARK SIDE OF TANNING

NSW Government will today ramp up its campaign encouraging people to be sun smart as we head towards a hot summer.

Deputy Premier and Minister for Health Carmel Tebbutt said the latest figures released show Australian men have the highest rate of melanoma in the world with one in 13 developing melanoma by the age of 85.

“Summer is on the way. If people haven’t already begun to think about the damage sun is doing to their skin, they need to start now,” Ms Tebbutt said.

“it is estimated there will be almost 4,000 new cases of melanoma in New South Wales during 2009.

“The NSW Government is targeting young men and women with our successful awareness campaign the *Dark Side of Tanning*.

“From tonight, the ‘Dark Side of Tanning’ advertisements will be back on our screens and I urge everyone to take the message seriously.”

Ms Tebbutt said the Cancer Institute found that since the *Dark Side of Tanning* campaign began, there had been a 6 per cent decline in pro-tan attitudes in NSW.

“The aim of this campaign is to ensure people understand the dangers of not protecting themselves from the sun.

“Melanoma one of the most serious cancer issue affecting our young people, but we can reduce the risk by getting everyone – especially young men – to protect their skin when they’re outdoors this summer.

“Our message is to be ‘sun smart’. Sunscreen is not the only way you should be protecting yourself. Protect your skin by wearing protective clothing, and sunglasses, apply sunscreen and where possible seek shade.”

Minister Assisting the Minister for Health (Cancer) Barbara Perry said the *Dark Side of Tanning* advertisement, developed by the NSW Government’s Cancer Institute, graphically illustrates how a deadly melanoma smaller than a pin-head can spread throughout the body.

“What people fail to realise is that damage to the skin can happen even before the skin starts to show signs of burning,” Ms Perry said.

“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.”

The *Dark Side of Tanning* will air across NSW from Sunday, November 1 and continue throughout summer.





QUICK FACTS ABOUT MELANOMA

- There were 3528 cases of melanoma in NSW in 2007. In 2009, it's estimated there will be 3968 new cases and 5699 new cases in 2021.
- There were 482 deaths from melanoma in NSW in 2007. In 2009, it's estimated there will be 478 deaths and 695 deaths in 2021.
- One in 13 males and one in 25 females will develop melanoma by age 85.

Source: NSW Central Cancer Registry 2007 data. October 2009

