

WHO'S GOT YOUR BACK?



THE BACK IS THE MOST COMMON SITE FOR MELANOMA,
THE DEADLIEST FORM OF SKIN CANCER.

PREVENTION

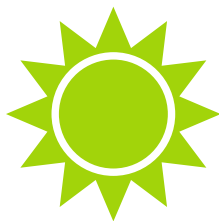
Adequately applying sunscreen to your own back can be a difficult task. Find a family member or friend who **“has your back”** when applying sunscreen.



43% of people rarely or never ask someone else to apply sunscreen to their back.*

37% rarely or never apply sunscreen to their back.*

Apply a broad-spectrum, **water-resistant**, SPF 30+ sunscreen.



In addition, **seek shade** and **wear protective clothing** to protect your skin whenever possible.

DETECTION

It's been reported that **about 16% of melanomas** are found by spouses.



Only 36% of people **examine their back** for signs of skin cancer at least once a year.*

Only 35% of people ask someone else to help them examine hard-to-see areas **for signs of skin cancer**.*



Check your skin regularly and ask a partner to help check the hard-to-see areas.

When spotted early and treated properly, skin cancer, including melanoma, has a **high cure rate**.



If you notice anything **changing, itching or bleeding** on your skin, make an appointment to see a board-certified dermatologist.



**Results from a 2015 survey conducted by the American Academy of Dermatology.*

The American Academy of Dermatology has your back. To find a free SPOTme® skin cancer screening or a board-certified dermatologist, visit SpotSkinCancer.org.

#whosgotyourback

