Skin Cancer Institute: Outreach and Education

To decrease skin cancer in Arizona through public awareness and behavior change

Achievements

- Community partnerships and outreach
  - Major community partnership with Arizona-Sonora Desert Museum to present annual event: Living in Harmony with the Sun
    - 207 received free skin screening; 700+ attended event
  - Partnership with area’s largest school district to promote sun safety and skin cancer prevention
  - Partnerships and ongoing outreach in other communities in Southern AZ.

- SunWise training for educators with Continuing Education credit*
  - 44 educators and school nurses in 15 districts trained as SunWise facilitators
  - Thousands of school children have received sun safety lessons as a result
  - SunWise curriculum approved by Mesa and Tucson Unified School Districts as supplemental curriculum*

- Direct teaching in lower elementary and pre-schools using puppet show
  - Over 1800 children, their parents and teachers have benefited
  - Sun Safety activity books distributed for at home learning

- Campus sun safety partnerships
  - Screenings in partnership with Campus Health and Life/Work Connections; 68% had never had skin cancer screening
  - Campus health fairs and special events

- Brochure development and distribution
  - Development of two new brochures, 7 more underway: Factual, evidence-based, user-friendly#
  - Revision of Sun Safety Activity Book#
  - PowerPoint® presentation on skin cancer for speaking requests#
  - Website and Newsletter

*Support for the development of these tools has also been provided by the SHADE Foundation and the Virginia G. Piper Cancer Center of Scottsdale Healthcare.

*Unique in Arizona
To *foster early detection and treatment* of skin cancer through improved access and referral to consolidated and enhanced dermatology clinic resources

**Achievements**

- **Dermatologist participation in free screening activities**
  - 40 ASDM staff screened with many referrals
  - 207 community members screened at Living in Harmony event, 60 (30%) received referrals
  - 38 UA campus community members screened.

- **Skin cancer patient education**
  - 277 clinic patients met one-on-one with a health educator*
    - 114 referred from the Cutaneous Oncology Program
  - 81 referred from the Pigmented Lesion Clinic
  - 82 from the General Dermatology Clinic

- **The Cutaneous Oncology Program***
  - Offers a unique multidisciplinary approach to the diagnosis and management of patients with high risk skin cancers (e.g. melanoma). The multispecialty service is provided in a single visit day.
  - Martin Foundation partially funds coordinator who makes program work
  - Total of 371 patients enrolled, compared with 86 in previous year

- **The Pigmented Lesion Clinic***
  - High risk individuals with many atypical moles are managed
  - Performs total body photography, analysis and follow-up
  - Total of 190 patients enrolled, compared with 50 in previous year

The clinics moved in January 2007 and are now located at the new Peter and Paula Fasseas Cancer Clinic of the Arizona Cancer Center, 3838 North Campbell Avenue. The new Cancer Center clinical building houses state-of-the-art facilities including healing gardens, wellness services and cutting edge pharmacy technologically superior to other top Cancer Centers.

*Unique in Arizona
To develop and evaluate new knowledge related to the etiology, prevalence, prevention and treatment of skin cancer

Achievements*

- Preclinical studies have identified molecular targets in the Ultraviolet radiation A and B pathways leading to skin cancer formation.
- Preclinical and clinical studies (in humans) have confirmed that some of these targets are shared by mice and humans making it easier to identify potential drugs to reverse sun damage.
- Relevant mouse and human genome comparisons have been accomplished to confirm preclinical and clinical target findings.
- Promising drug substances have been tested for toxicity in mice.
- Modifications known as pro-drugs have been developed that will improve the uptake of promising drugs into the skin.
- Clinical studies to test the safety and efficacy in humans of several promising drugs for the reversal of sun damage have been completed or are underway.
- Dermatologists have been surveyed regarding their capacity to provide health education in their practices. The vast majority have not been able to provide this to their patients.
- Schools have been surveyed whether they have put into practice any sun safety curriculum, specifically the SunWise program provided by the Environmental Protection Agency. The overwhelming majority had not.

The last two items were funded by the Martin Foundation as they provided the rationale for our health education and outreach programming elements. We only engage in evidence-based interventions. The basic science and research involving prevention of skin cancer with cream formulations of promising drugs are funded by large research grants from the National Cancer Institute. Such grants do not fund the type of programming we provide in the community nor do they fund any health education in dermatology clinics.

In order for new scientists to keep flowing into our research program, they require seed money for preliminary research findings to support their applications for larger federal funding applications. Such funding is difficult to find even in the public sector. With the exception of a few competitive research grants, the State of Arizona does not fund its Cancer Center at any significant level.

*Unique in Arizona
Skin Cancer Institute: Administration

To create and administer a Skin Cancer Institute to combine AZCC’s current state-wide skin cancer detection, prevention, treatment, outreach, education and research efforts in a single coordinated entity which will also support dermatologists, cutaneous oncologists and surgical oncologists in the College of Medicine and in the community.

Achievements*

- Board of Regents Proposal
  - Presented to Dean, College of Medicine June 2006
  - Multiple refinements and revisions
  - Private presentation to other relevant parties
  - Presentation to College of Medicine Department Heads February 6, 2007

- Strategic Planning
  - 5-year Strategic Plan* developed from retreat attended by >30 SCI members
  - Operating plan for 2006-07 developed for Outreach and Education
  - Coordination of monthly leadership and committee meetings.

- Development
  - Development brochure in final draft with graphic designer
  - Schedule of needs developed according to Strategic Planning
  - Relationships with potential donor groups initiated
  - Development social event planned for May 2007.

- Grant funding
  - Funding obtained from AZCC’s American Cancer Society Institutional Research Grants, to study UV exposure in high school students
  - Funding sought from two sources for UA Campus Sun Safety Initiative – still trying.

- Awards and Recognition
  - Arizona Hospital and Healthcare Association awarded Skin Cancer Institute Director David S. Alberts, M.D., their highest honor, the 2006 Salsbury Award, was given to Dr. Alberts for his pioneering work in cancer research.
  - For his outstanding contributions to the understanding of ultraviolet, light-induced signal transduction pathways leading to skin cancer. Dr. G. Tim Bowden, Director of Basic Sciences at the Cancer Center and SCI member, has

Expenditure of 2005-2007 Budget

The original gift to the Arizona Cancer Center for the development of a Skin Cancer Institute and a health education program totaled $400,000. The following is a summary of how these

* Unique in Arizona
funds were disbursed over the past 1½ years to bring about the achievements described in this report.

<table>
<thead>
<tr>
<th>Budget</th>
<th>Personnel</th>
<th>Operations</th>
<th>Pending</th>
</tr>
</thead>
<tbody>
<tr>
<td>400,000</td>
<td>300,347#</td>
<td>60,138</td>
<td>39,515</td>
</tr>
</tbody>
</table>

Allocated:

<table>
<thead>
<tr>
<th>Administration</th>
<th>Development</th>
<th>Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>124,656</td>
<td>10,016</td>
<td>3,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Health Educators</th>
<th>Health Education</th>
<th>Health Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>103,811</td>
<td>23,600</td>
<td>10,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Graduate Assistants</th>
<th>Living in Harmony</th>
<th>Living in Harmony</th>
</tr>
</thead>
<tbody>
<tr>
<td>12,480</td>
<td>7900##</td>
<td>10,000##</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Clinic</th>
<th>Equipment</th>
<th>Equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td>59,400</td>
<td>7575</td>
<td>5000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supplies</th>
<th>Supplies/Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>2400</td>
<td>4515</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Support</th>
<th>Printing</th>
</tr>
</thead>
<tbody>
<tr>
<td>2165</td>
<td>7000</td>
</tr>
</tbody>
</table>

# Includes funds encumbered for personnel until the end of the Fiscal Year.

##Does not include personnel time involved in this event.

*Unique in Arizona*