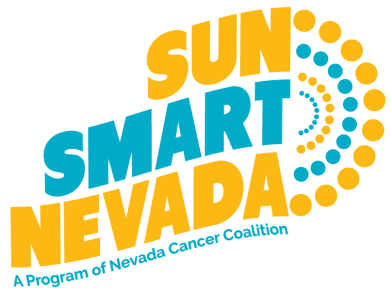


Community Skin Check Clinics

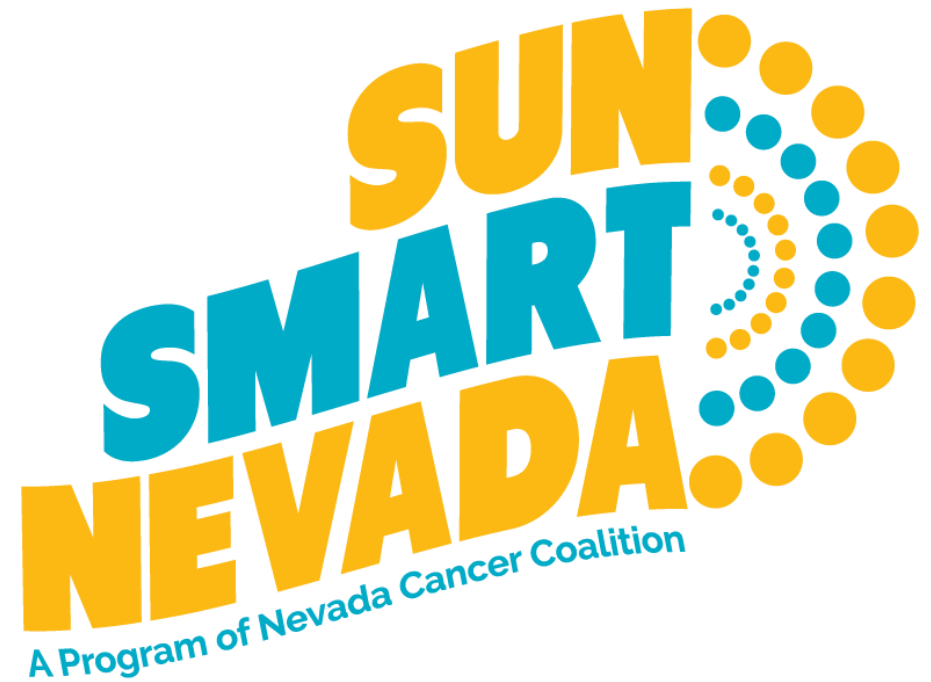
With Sun Smart Nevada



WE'RE MAKING NEVADA SUN SMART

It's estimated that one in five Americans will be diagnosed with skin cancer in their lifetime. The good news is that skin cancer is largely preventable and can be caught early with regular skin checks.

We're here to help Nevadans—that's all of us—be Sun Smart.



Objectives

- Increase knowledge regarding integrating cancer screening services at community settings
- Increase knowledge regarding available tools and models to integrate cancer screening services in community settings

Data

- Estimated 1,050 new cases of melanoma expected for 2025¹
- Nevada ranks 33rd in the nation for highest incidence of melanoma and is trending upward
- When found in early stages, melanoma has a 99% survival rate
- Nevada is abysmally below the national rate for dermatologists per capita at 2.3 providers per 100,000 people, vs. 4.5 per 100,000 nationally²

So Why Skin Check Pop-ups?

- Remove barriers
 - Hold during non-traditional hours
 - Accessible locations
 - Don't need to be established with a provider
 - Held in community settings
 - Can alleviate fears of medical settings
- Opportunities for Community Education
 - Reach those not already in medical settings or receiving health information

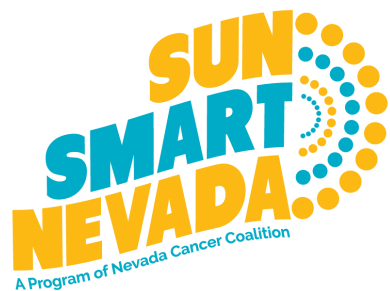
What has NCC done?

- 5 Skin Check Pop-ups in Reno and Las Vegas
- Over 550 people screened
- At least 24 skin cancers identified
- Additional training for students
- Community awareness and education

**SKIN
CHECKS
THIS WAY**



How to get started



Consider Scope

- How big do you want to go?



Recruit Providers

- Provider champions can bring in more
- Reach out to individual practices
- Work with Nevada Society for Dermatology and Dermatologic Surgery



Volunteers

- Minimum recommended:
 - 1 volunteer per skin check provider
 - Great education opportunity for students
 - 1-2 volunteer for patient intake
 - Schedulers
 - Site set up and take down
- Participating providers and their staff
- Health professional students



Location and Set up

- Look for community partners who can provide free or discounted space
- Consider parking and building accessibility
- Privacy
 - An open room can work- do you need privacy screens?

Determine Patient Navigation for Follow up

- Consider who will be screened- insured, uninsured, Medicaid?
- Do you have a resource for everyone who is screened to do follow up with?
 - Can be useful to have schedulers on site
 - Determine with participating providers before event what kind of follow-up they can provide
 - Where there are gaps, look for additional partners

<https://www.nevadacancercoalition.org/thrivenv>

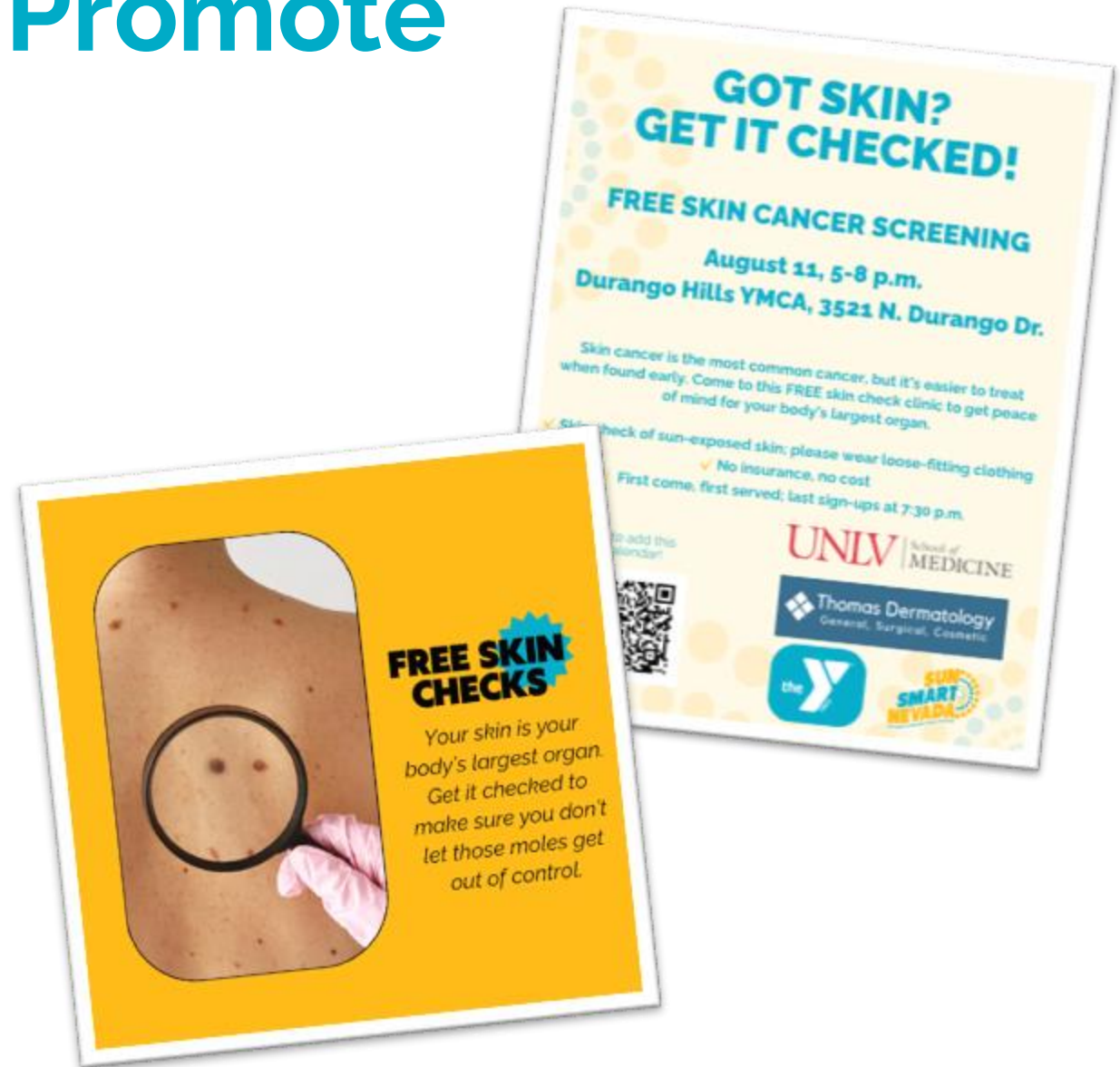
Promote, Promote, Promote

- Consider again - how big do you want to go?
- Leverage champions
 - If hosting in May, submit proclamation requests to local government
- Send out a press release at least a month before the event
 - Have a list of people who can respond to interview requests determined beforehand



Promote, Promote, Promote

- TV gets the most attention
- Distribute fliers
 - Use volunteers
- Social Media
- Post in Community Event Calendars (many are free)



Determine Clinic Flow

- How to handle intake
- Navigating patients from waiting area to screening area
- How to “code” patients for appropriate follow up
- Navigating patients from screening area to follow up
- Ensure forms are collected for end of event data collection



Fun extras

- Food for volunteers
- Goody bags for participants
- Raffles
- Make it as big or as inclusive as you want to!

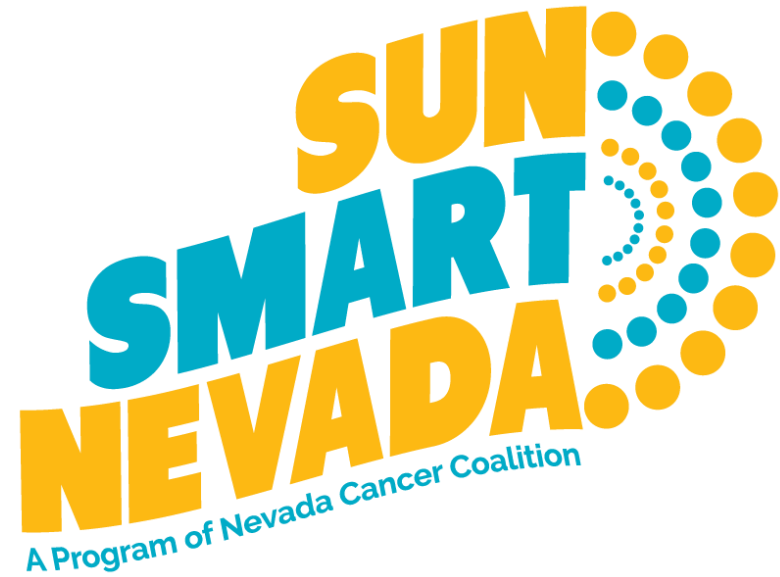


Resources

- Nevada Cancer Coalition
- American Academy of Dermatology Association
Spot Skin Cancer Program
- Nevada Society for Dermatology and Dermatologic Surgery



THANK YOU!



SUNSMARTNEVADA.ORG

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