

# Script – Broadcast – Men and melanoma

## INTRO

As summer quickly approaches, many men will be heading outdoors either for work, vacation or activities such as golf.

But being outside means potentially lots of time under the sun, which raises awareness when it comes to skin cancer, more specifically melanoma.

According to the American Cancer Society, more than 97,000 new melanomas will be diagnosed this year (58,120 in men and 39,490 in women). Nearly 8,000 people will die from melanoma, the majority – nearly 5,500 of them – will be men.

## VO

There are several factors, according to Ben Guth, a nurse practitioner with OSF HealthCare. Some research suggests that women's sun-damaged skin seems to heal better than men. And men tend to have thicker skin, which makes it more susceptible to UV damage which can lead to melanoma.

## (((SOT)))

### Ben Guth, Nurse Practitioner, OSF HealthCare

“Men are more likely to develop skin cancer, in fact twice as likely, to develop melanoma over time because of several different reasons, whether that's related to the type of job that they do because men tend to work outdoors more often. It can be education related where they aren't taught what to look for when it comes to signs and symptoms of skin cancer. And finally, they just don't use sunscreen when they go outside, which is very protective when it comes to sunburns and developing skin cancer in the future.” (:32)

## TAG

The good news is that if caught early, melanoma and most skin cancers are highly curable. Guth recommends making an annual skin check appointment, using sunscreen with an SPF of 30 and reapplying every two hours. He also suggests wearing a wide-brimmed hat, and limiting sun exposure during the peak hours between 10 a.m. and 2 p.m.

Guth adds that if something doesn't look or feel right, talk to your primary care provider or dermatologist. And remember to pack your sunscreen, even on those cloudy days.