



## PRESS RELEASE

### Skin Cancer: Sun protection not only a matter in the summer

European Skin Cancer Foundation is successfully training kindergardens

**Berlin, 13.09.2012** Die European Skin Cancer Foundation (ESCF) has every reason to be pleased: 70 kindergardens from nine counties in Germany successfully finished their sun protection training and are awarded with the SunPass certificate. At least 60 additional awards will follow in 2013. With the support of the ESCF the new awareness campaign “Lass Dich nicht rösten” (Do not roast yourself) has started in order to raise prevention against skin cancer.

Under the title “SunPass – Healthy Sun Fun for Kids” the European Skin Cancer Foundation implemented, in cooperation with the German Cancer Society and its subsidiaries, targeted education about sun protection and the certification of “SunPass” kindergardens. Child care centers are a very important place to educate children about sun protection and to raise the awareness of parents and grandparents about a reasonable handling with the sun.

Each person has its individual “sun bank account” filling during childhood. It is an account where you can't withdraw anything. Surveys of the ESCF among 3400 families show that about 21 percent of the children had up to ten sunburns already. Many sunburns are the main risk factor to get skin cancer later in life.

“Sun protection is not only a matter in the summer”, warns Professor Dr. Eggert Stockfleth, head of the ESCF. “In winter, families often go on holidays in the south or go skiing in the mountains. The knowledge about sun protection belongs to each journey in the sun, irrespective of the season. We do not stop warning: Children's skin is particularly at risk. The skin is very sensitive and cannot protect itself against the dangerous UV radiation. Therefore, sun protection must start very early in life.

Under the title “Do not roast yourself” the ESCF supports a new awareness campaign in more than 100 cities of Germany. The aim is to increase the knowledge about non melanoma skin cancer. Regional dermatologists inform interested people about sun protection and skin cancer.

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## **Background information**

### **About Non Melanoma Skin Cancer**

Too much sun increases the risk of sunburns. The responsible UV radiation consists of two types: the short-wave UVB radiation which penetrates the upper layer of skin and the long-wave UVA radiation which is responsible for the premature skin aging. Both invisible types of radiation may cause skin cancer in the long term. The reason is the change of the genes of the skin cells. Skin cancer is the most frequent type of cancer of the pale-skinned world population. In Europe, the incidence is 30 percent higher than thought. In Germany alone, 200.000 people get non melanoma skin cancer each year.

### **About the ESCF**

The European Skin Cancer Foundation aims to raise the awareness of skin cancer in the general population, dermatologists and general practitioners as well as health care officials and politicians. Prevention will be improved and the best treatment practices will be developed. To implement its goals the ESCF supports innovative skin cancer research and initiates projects and awareness campaigns on a regular basis.  
[www.escf-network.eu](http://www.escf-network.eu)

### **About SunPass**

<http://www.escf-network.eu/en/welcome/projects/sunpass.html>

### **About “Crime Scene: Skin”**

<http://www.escf-network.eu/en/welcome/projects/tatort-haut.html>

### **About “Do not toast yourself”**

[www.lass-dich-nicht-roesten.de](http://www.lass-dich-nicht-roesten.de)

### **About the German Cancer Society (DKG)**

The German Cancer Society is the greatest oncological network of Germany. About 7000 oncological experts from all relevant areas from the medical care up to the psych oncological care and advice are active in the three sections of the DKG.

[www.krebsgesellschaft.de](http://www.krebsgesellschaft.de)