



CheckYourSkin.net™

Background: First implemented at the Virginia Commonwealth University School of Medicine by several talented physicians, staff members, and one enthusiastic medical student.

Goal: Increase skin cancer awareness and educate individuals on how to correctly perform self skin exams using three health education methods: community outreach, SSE reminder cards, and a media campaign (e.g. website, local news, etc).

Members: As future physicians, medical students must be able to effectively communicate to educate their patients and community. This program teaches medical students; 1) Melanoma Clinical Science, 2) Presentation skills, 3) Approaches to Community Action, 4) to develop creative approaches to individual community needs, 5) Teamwork to multiply impact of CYS programming

Phase 1: Establishment & Community Outreach

1. Establish Medical School clubs to lead community CYS workshops
 - a. Encourage medical schools to designate a medical student(s) to recruit other members, manage the club, and organize regular meetings (under the supervision of a university faculty member) with guidance from CYS.
 - b. This CYS Team Captain will head CYS chapter meetings and educate the members about the clinical science of melanoma, identifying target community groups/making the ask, presenting effective community programs, and collecting research data.
2. Educate the public on skin cancer awareness, sun protection, and early detection.
 - a. CYS workshops, community health events, and checkyourskin.net.
 - b. Educational poster displays, sunscreen samples, and child friendly 'Sun-Safe-Sam' interactive displays.
 - c. By employing the creativity of each Chapter's members, the possibilities for public health awareness are limitless.

Phase 2: Funding, Evaluation, & Research Hypotheses

1. After establishing a community presence, CYS will seek grant support.
 2. The program will be evaluated on the basis of the 'Health Belief Model.'
 3. Goal directed Pre/Post tests during CYS workshops.
 - a. Skin cancer perceived susceptibility scores will significantly ↑
 - b. Skin cancer perceived threat scores will significantly ↑
 - c. Scores regarding how to correctly perform skin self exams will significantly ↑
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Current Status of CYS:

Phase I: The CYS program is currently employed by 4 university programs and has reached over 500 adults and children. Its success can in part be attributed to a donation of 2,000 CYS cards from Kinko's and a \$5,000 sponsorship for UV bracelets from OrthoNeutrogena. The goal is to establish more CYS medical school chapters to insure a larger national community presence. Additionally, a more robust www.CheckYourSkin.net, offers opportunities to reach people worldwide. Phase II: Evaluate effectiveness of workshops and seek grant opportunities. Ideas and contributions welcome!