

Promote Skin Cancer Awareness to Your Local Community

ASDS public service programs equip members with materials to communicate sun safety to their communities.



Skin Cancer is Color Blind — It's a common misconception that people with skin of color aren't at risk for skin cancer. With this program, ASDS members distinguish themselves as experts in all skin types and spread the word that skin cancer affects people of all ages, genders and ethnicities. With materials in English and Spanish, members can communicate best practices for detecting and preventing skin cancer.

asds.net/Skin-Cancer-Is-Color-Blind



Stylists Against Skin Cancer — This program unites ASDS members and local hair professionals to potentially save lives through education on skin abnormalities and discussing how stylists can encourage clients to visit a board certified dermatologist for further investigation. Program content includes an educational presentation and downloadable brochure and referral cards to notate suspicious areas.

asds.net/Stylists-Against-Skin-Cancer



SPF For All — In an effort to make sunscreen readily available, the SPF For All program promotes the installation of public sunscreen dispensers. ASDS members can use the program's instructional guide for step-by-step directions on how to purchase, install, maintain and promote sunscreen dispensers in their communities.

asds.net/SPF-For-All



Sun Safe Sports — This program explains the risks of skin cancer and offers techniques for safely enjoying the outdoors. ASDS members can download the program's presentation to teach their communities simple sun-safe behaviors and why they are an important step in the fight against skin cancer, especially during unavoidable sun exposure.

asds.net/Sun-Safe-Sports

Why Get Involved?

Increase your exposure to potential new patients, **strengthen your professional brand** and use your expertise to **directly impact your community** by allocating time to teach the prevalence of skin cancer and importance of sun-safe behaviors. Select the program that aligns to your personal interests to grow awareness of your practice's services.

asds.net/Public-Service-Programs