



Academy of Dermatology Awards Sun Safety Alliance Two Prestigious Gold Triangle Awards

The Sun Safety Alliance has been awarded two prestigious Gold Triangle Awards from the American Academy of Dermatology for the SSA's efforts to promote awareness of sun safety to prevent skin cancer.

The Academy created the Gold Triangle Awards 10 years ago to honor health community organizations, the media, industry, and public service groups for their efforts to create awareness about skin cancer and its prevention, as well as encouraging healthy behavior regarding sun safety and other skin cancer issues.

"Receiving such important recognition after only two years of operation is extremely gratifying," said SSA President Phil Schneider. "It's like an Oscar, or Emmy for our health care cause."

During the ceremony Schneider used the occasion to give award presenters noted Hollywood celebrities Robert Wagner and Jill St. John the SSA's symbol, consisting of a lapel pin in the shape of an hour glass. The symbol represents the fact that one person dies every hour from skin cancer.

"While this is welcomed recognition, we won't stop until we have succeeded in getting sun safety and skin cancer prevention on the radar screen of American, and we reverse the epidemic of skin cancer and needless deaths from this preventable disease," Schneider told Wagner and St. John.

Summary of Gold Triangle Awards

Sun Safety Week 2005

In an effort to raise public awareness of the importance of practicing sun safety when enjoying outdoor activities, as well as educating the public on the importance of skin cancer prevention, the Sun Safety Alliance (SSA) established Sun Safety Week as an annual observance. The first Sun Safety Week was multi-faceted and conducted June 5 – 11, 2005. Utilizing findings from a new national survey showing that use of sunscreen and other protective measures declined, the SSA issued a news release, as well as a video news release that featured U.S. Surgeon General Richard Carmona. Additionally, the SSA launched a new initiative called Mothers and Others Against Skin Cancer (MASC), with former First Lady Barbara Bush serving as Honorary Chair. Mrs. Bush was featured in a television public service announcement urging individuals to become involved with the MASC program.

Sun Safety Week Congressional Resolution

As part of the launch of Sun Safety Week, the Sun Safety Alliance worked with members of Congress to seek a Congressional resolution officially recognizing the initiative, as well as expressing support to enhanced education about sun-safe practices for all Americans. The legislative process involved extensive educational efforts with Congressional staff members in development of the final resolutions, which were adopted in both the U.S. Senate and the House of Representatives. The resolutions both point out that ultraviolet radiation is considered a carcinogen, recognizes the need for school based sun safety education programs, and encourage all Americans to protect themselves from excessive sun exposure. Sponsors for the resolution included Senator John McCain (R-AZ), Senator John Sununu (R-NH), Representative Michael Bilirakis (R-FL), and Representative Anna Eshoo (D-CA).

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The Sun Safety Alliance™ (SSA) is a 501c3 non-profit educational organization dedicated to raising awareness of the importance of sun safe practices to prevent skin cancer via a variety of educational programs, including the Mothers and Others Against Skin Cancer grass roots initiative. More information is available at www.sunsafetyalliance.org