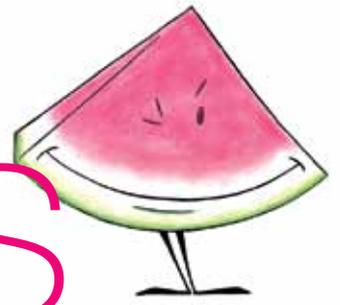


Hunter Melanoma Foundation

PIP'S N' PIECES



PO Box 278 Waratah NSW 2298. Phone 02 4985 0103 / Fax 02 4985 0101 / email melafdn@tpg.com.au FEBRUARY 2007

Chairman: Paul Kolatchew
Vice Chairman: Scott Stevenson
Secretary: Peter Chapman
Treasurer: Janelle Kirk
Committee:
Linda Swain Rebecca Boyd
Carole Hooper Elizabeth Slevin
Cecil Hill Bob Dailey
John Rumball

your group or organisation and a presentation can be arranged by contacting Jenny at the HMF office.

Finally, to enable us to continue to do the work that we do, in supporting the Newcastle Melanoma Unit, melanoma research and education programs – we need on-going funding. Our major fundraiser for the year is our charity race day which will be held on Saturday 28 July 2007. Be sure to mark your diaries now and a reminder that if you would like a table in the pavilion you need to contact Jenny as soon as possible. Unfortunately the NJC has increased the cost to us and individual VIP tickets this year will be \$90 with tickets for the marquee \$40. I am sure everyone will agree that it is still very good value. I hope you can join us.



Chairman's Report

Paul Kolatchew - Chairman HMF

A warm welcome to the new members of our committee, I look forward to getting to know you and working with you in 2007.

Thank you to Veronica Corbett, Trish Marjoribanks and Lisa Jackson for their contribution and support over the past 3 years. Veronica has moved permanently to her farm at Lambs Valley, while Lisa and her family are preparing to spend 6 months volunteering in Rwanda – we wish them both well in their new ventures. Trish will continue to be involved with the HMF both as a part-time employee and volunteer.

I am sure you have all been aware of our media campaign over the summer - with television, press, radio and bus shelters we continue to raise awareness to the importance of prevention and early detection.

The NSW government has also been very active and hard hitting in its skin cancer awareness campaign with some very graphic television adverts targeting young people. New figures show that there are nearly five times as many skin cancers in NSW each year as all other cancers combined - there were 145,000 cases of skin cancer in NSW in 2004 - 3,400 of these were melanoma.

The NSW government report goes on to say that men are 1.5 times more likely than women to be diagnosed with melanoma and 3.3 times more likely to die from the cancer. As a male and the father of a son, these figures greatly concern me and reinforce the need to continue raising awareness in our families, with our friends, in our workplace and our sporting and leisure groups. The HMF has speakers available to talk to



Treasurer's Report

Janelle Kirk

Our grant from the Newcastle Permanent Charitable Foundation for the sun safety education in schools has been fully expended providing sun awareness bags to 5,000 school children in our region. The response from schools was overwhelming and unfortunately we were booked out very quickly. In all, 25 schools received a visit which included a save your skin presentation by Ces, Carole, Trish and Jenny and bags for each student. The feedback from schools, parents and children has been very positive and we hope to be able to offer this program again this year.

Although the HMF is kept very busy during the summer months with awareness promotions, it is predictably a quiet time for donations. However, at the end of last year there was a flurry of fundraisers held in support of the HMF including the **Myall for Melanoma, Fisherman's Warehouse Tackle World auction and tombala/raffles held by the Touring Bowlers from Heaton Birmingham Gardens Bowling Club. The Merriwa Spinners and Craft Group** also made a generous donation. The spinners have a 14 year history of raising funds for cancer research and over the years have raised more than \$40,000 for various cancer related causes.

As you can see all very different activities but with a common goal to not only raise funds but raise awareness and importantly having some fun while doing it. If you are

considering holding a fundraising event for the HMF, remember - we are always 'ready, willing and able' to support and work with any individuals or groups to assist in any way we can to ensure the success of your event.

Golf days are a great way to entertain your clients in a relaxed (depending on how good your golf is) manner. A charity golf day organised by the Elmore Vale Lions and the Adamstown-New Lambton Rotary Club is to be held on Monday 26 March at the Merewether Golf Club. Hole sponsorship is \$300 and individual players \$50 which includes dinner. Co-beneficiaries of the day are PCYC and HMF. The AMP Foundation will be supporting the day by matching dollar for dollar raised up to \$10,000. Our thanks to Sally Blake at Premier Financial Planners who submitted the proposal to the AMP Foundation on behalf of PCYC and ourselves. As well as sponsors and players - **offers of prizes would be appreciated.** Please ring Jenny if you are able to assist.

I was concerned recently when I read that major charities that rely heavily on Christmas appeals did not make donation targets last year. The cause for this was directed at the increase in petrol prices and mortgage rates. I hope this is not a trend that filters down to the smaller charities that rely completely on the community for support.

Foundation News

Jenny Noblet

Myall for Melanoma

The Myall for Melanoma was held on 25 November. 55 paddlers set off from Mungo Brush at 8.30am for Fly Point - a distance of 35 kilometres - so definitely not for the faint hearted or unfit.

This is the third year of the paddle, which was initiated by Laurie and Tony Hogg in 2003 after their mother Pat lost a long battle with melanoma.

Tony Hogg, who is in charge of the Port Stephens water police, said that a number of the water police had paddle surf skis so they came up with the idea of the paddle. Over the last three years they have raised over \$35,000. The event was



Tony, Lance & Laurie Hogg at the Myall for Melanoma

once again sponsored by the Nelson Bay RSL Club.

This year's paddle will be held on 24 November – giving you plenty of time to start your training regime.



HMF volunteer Ces Hill mans the BBQ to feed the paddlers

Tackling Melanoma

The Fisherman's Warehouse Tackle World fishing paraphernalia auction held late last year raised \$3,000. Bidding was fierce on some items and as the afternoon progressed and the wind turned cold, Trish & I were wishing we had a bundle of wind cheaters to auction. However one of the most sought after auction items had nothing to do with fishing. It was a beach scene painted and donated by Lea Sanderson's mother Loretta Hayes. To Lea & Peter Sanderson, Jason & Susan Nunn and their staff, thank you for your efforts in organising the auction, your hard work on the day and for increasing melanoma awareness within the fishing community. Thanks also to Mark Phillips (The captain) who did a great job as auctioneer.



Auction at Tackle World



The friendly staff at Tackle World

Bowled Over

The 'touring bowlers' from the Heaton Birmingham Gardens Bowling Club are a social group that enjoy travelling and bowling. Last year they organised a number of tombalas and raffles – with prizes donated by members - to raise funds for the HMF. In December Carole Hooper attended their Christmas function where she was presented with a cheque for \$1,500 by the group's secretary Peter Keogh. Thank you to all the touring bowlers for their support - it's amazing how much can be raised through a tombala or raffle and what a great way to raise funds.



Peter Keogh presents cheque to Carole Hooper

Skin Checks in the extreme

It was a day of extremes at the end of January when we were invited by the Dudley-Redhead Lions Club to attend a surf carnival at Redhead beach, to provide skin checks and advice. The air temperature soared to a scorching 40°+ with St John Ambulance volunteers treating many people for heat exhaustion while the water temperature was an icy 14°C resulting in a number of people being treated for hypothermia.

Sue Collins, Dr Sillar, Dr Lilleyman, Trish and I had no trouble convincing people of the harshness of the sun and how quickly it can damage our skin. Surprisingly there were still some people who did not have sunscreen, hats or in many instances, shoes.

No melanomas were detected in the skin checks but there were several suspected BCC and SCC skin cancers and not surprisingly, ears were where the most damage was done.

This is the first time Dr Lilleyman has been involved in skin checks at the beach and at the end of the afternoon, he commented that he had expected to see a lot more people with sun damaged skin given the nature of surf lifesaving. We have been attending beach carnivals for a number of years and have certainly noticed a decrease in the number of people with severe sun damage now compared to ten years ago.

People involved in surf lifesaving, both young and old, are there because they love participating in the surf lifesaving activities and being part of such a great association. They definitely aren't there to "work on their tan" and most see over exposure to the sun as something they have to always be aware of and prepared for. Sue's advice to everyone is to "layer your sunscreen" to ensure adequate coverage.



Skin checks at Redhead saw the launch of our new shade

Ritchies/IGA – Community Support

By nominating the HMF as your charity on your Ritchies Community Benefit card – every time you shop at Ritchies/IGA the HMF receives a percentage of your purchase as a donation. It is very easy to obtain a Community Benefit card at the checkout of any Ritchies/IGA store.



From the Unit

Two new doctors have now been appointed to the Newcastle Melanoma Unit. We welcome back Dr Charles Douglas who some of you may remember from his 12 months with us in 2003. Charles did a Science Degree at the University of Adelaide before gaining entry to the Medical School of University of Newcastle. He graduated from Medical School in 1990 and chose to pursue a surgical career spending a few years in Canberra before returning to Newcastle. We are all very pleased to have Charles back with us.

Dr Michael Reid had been a General Practitioner for 17 years before training in Skin Cancer Medicine. He now has his own skin cancer clinic in Nelson Bay and works in the Melanoma Unit as a visiting medical officer. He has lived in Nelson Bay for 21 years.

Michael is married with 3 daughters and his wife Sue works as a physiotherapist and also part time lecturer at Newcastle University.



Education

Carole Hooper

Launch of schools sun safe program

Our sincere thanks to Hamilton South Public School for hosting the launch of our sun safety education program for schools in November. The presentation team had a few 'pre-performance' jitters about performing in front of the media but all nervousness was forgotten once we got started.



Launch of schools sun safe program – Hamilton South Public School

Following our brief presentation we have question time and we are continually surprised by the high standard of questions asked by the students. In some instances the student has a family member who has had melanoma or other forms of skin cancer and it is obvious that it is a topic discussed in their home.

The students are always delighted to receive their "pink bag" and it would be remiss of me not to mention the diligent volunteers who gave numerous hours of their time to put the packs together. I think one calculation was that it took four volunteers 5 hours to put 600 packs together – admittedly there was quite a bit of friendly banter going on as well – so 5,000 packs took quite a few manhours. Thanks also to Cactus Creative who provided their offices for storage of the bags and contents and also an area for the volunteers to work in.

Sun Safety Education Kits

The Hunter Melanoma Foundation invited schools to take advantage of the HMF's FREE Sun Safety Education Kits - thanks to the generous support of the Newcastle Permanent Charitable Foundation! Each child received a melon pink HMF reusable bag (mum will love it!) packed with fun and useful sun safety stuff! It's way cool... fully sick...and awesome... apparently! The kit included age-appropriate worksheets providing a fun way to learn about the dangers of skin cancer and the simple steps everyone can take to avoid getting the disease! Also included are stickers, magnets, wrist bands, informative newsletters & pamphlets for the mums & dads and even a little surprise from the Newcastle Permanent!

Sponsored by

**NEWCASTLE PERMANENT
CHARITABLE
FOUNDATION**

Sharing with our community



Sun safety message hits the road.

Following the successful launch of HMF's education kit, Linda Swain put the word out to the State Education Department and to the Catholic Education Office that our presentation was available to schools throughout Newcastle and the Hunter. The response was somewhat overwhelming!

By the end of 2006, the HMF traveling road show had covered a whole lot of schools in and around Newcastle, distributing over 3,000 kits and presenting the sun safe play to all those students.

Then, it was time to visit the Hunter Valley.

As school resumed, during the first weeks of February 2007, Jenny and Trish hit the road (and covered over 400 kilometers in two days) to reach kids in the Hunter. Calling at infants and primary schools, both on the way up the valley and on the return journey, the girls presented the play, spoke to over 1,000 students and supplied the education kits.

The reception from students and teachers was very enthusiastic, as they don't see many visitors in the schools out past Singleton. The furthest point was a tiny school at Blandford, where the entire student population of 39 (plus 3 teachers) watched the play during a day on which temperatures soared to around 40 degrees - a normal summer day there. Thankfully, the oppressive, dry heat was escaped inside their air-conditioned classroom.

Students at Scone Public were not so lucky and two large groups, totaling around 490 pupils, gathered in the hot school hall in the middle of the day. Although hot and bothered, they watched and listened intently and put forward some good questions.

The photo of their welcome sign shows that the performance was happily anticipated. Kids were last seen keenly investigating the contents of their education kits.

At Aberdeen the school swimming carnival was coming up soon and the sun safety message was very timely. The principal also thought the pink bags would come in handy for the carnival as well as for library days.



Scone Public School following the sun safety message

As Jenny and Trish drove back toward the coast, with minds reeling from the intense contact and questions from so many kids, the temperature dropped as did the realization of how worthwhile a trip to such a hot environment had been.

Charity Picnic Day

Sunday 1st April

John and Wendy will be hosting the "Melanoma Charity Picnic Day" at Bonnells Bay on Sunday 1st April. The day will be full of fun and food.

Be sure to 'slip, slop, slap', and bring your rugs & chairs to sit on.

The picnic will be held at:

11 Grand Parade, Bonnells Bay

with the fun beginning at 12 noon.

For catering purposes, please RSVP to either John or Wendy on 49734810, before 4th March.

The proceeds from the sale of lunch, drinks and raffles on the day will be donated to the Hunter Melanoma Foundation for support of patients and research into the cause and treatment of melanoma.

Skin types and your risk of skin cancer

Your skin type is one of the main factors in your risk for skin cancer – people with higher risk should take extra precautions when they are out in the sun.

Skin is classified according to two factors: the amount of melanin, and the reaction to ultraviolet light exposure.

There are six skin phototypes, going from light to dark. Individuals with skin types I and II face the highest risk of developing melanoma and other skin cancers, while types V and VI are at the lowest risk. That's because those with more skin pigmentation have more natural protection from the sun. However, people with darker skin are nonetheless still affected by skin cancer and should be cautious of the sun as well as having regular skin checks.

Type I: Is very fair, burns easily and severely and does not tan. Eyes are blue or green and hair is blonde or red

Type II: Is also fair and burns easily, but does get a minimal tan. Eyes are blue, hazel or brown and hair is blonde, red or brown.

Type III: Is somewhat darker and sometimes burns then tans.

Type IV: Is darker still, never burns and always tans rapidly.

Type V: Is brown

Type VI: Is black

When determining your skin type, give careful thought to your history of tanning and burning. Sometimes a person may look like a skin type III but has a history of frequent burning that will make them a Type II. If you are not sure, put yourself in a higher risk category rather than a lower one.

The Dangers of Tanning

In Woody Allen's classic "Annie Hall", Alvy Singer laments, "Everything our parents said was good is bad". He lists whole milk, red meat – and the sun.

Obviously the sun is not "bad", but the truth about sun exposure is much more complex than believed a generation ago.

Ever since Coco Chanel declared tanning "in" in the 1920's, a suntan was seen as a symbol of health, youth and status. However, recent studies on the relationship between the sun's ultraviolet rays (UVR) and our skin are changing the way we view that "healthy" glow.

Tanning is the skin's reaction to UV radiation. When skin is exposed to UV rays, cells called melanocytes produce the brown pigment melanin, which darkens the cells of the epidermis. This darkening of the skin cells is the skin's natural – if imperfect – defence against further damage from UV radiation.

The sun's UV rays damage the DNA of the skin's epidermal cells, triggering enzymes that race to repair the damage. However, these enzymes do not always repair the DNA successfully, and all this unrepaired damage can lead to mutations that increase the risk of skin cancer. Also, repeated unprotected sun exposure can cause photoaging – wrinkles, sagging skin and spots associated with sun damage.

Scientists divide the solar UV spectrum into three wave lengths – UVA, UVB and UVC. Once, UVA and UVC were thought harmless and only UVB was believed dangerous. UVC is still deemed no threat since it is absorbed by the ozone layer. But UVA accounts for up to 95 percent of solar UVR reaching Earth. Though far less capable of causing sunburn than UVB, UVA is present during all daylight hours – all year round, while the amount of UVB in sunlight varies dramatically by season, location and time of day.

By the 1990's scientists knew that UVA exacerbates the cancer-causing effects of UVB and is the main wavelength behind photoaging. Recently, an Australian-US study found that UVA may be more carcinogenic than UVB. It penetrates more deeply and causes more genetic damage in the skin cells where most skin cancers arise. The National Institutes of Health and the World Health Organisation now designate both UVA and UVB as causes of skin cancer.

People ask if getting sunburned is more dangerous than getting a tan. Both are dangerous, because both result from DNA damage to the skin cells. Sunburn has been directly linked to melanoma – one blistering sunburn more than doubles a person's chances of developing melanoma later in life. It is thought that lifetime sun exposure is responsible for increased risk of squamous cell carcinoma while both intense, intermittent sun exposure – the pattern that is traditionally linked to melanoma. Also lifetime exposure is believed to be involved in the development of basal cell carcinoma. Studies have also shown a marked increase in melanoma incidence in people who have developed either squamous cell carcinoma or basal cell carcinoma. Scientists are still trying to determine the exact exposure pattern behind the development of the different types of skin cancer but it is safe to say that both burning and tanning play major roles in skin cancer.

Diary Dates

Saturday 17 - Sunday 18 March

Maitland Toyota Surfest @ Merewether Beach
Volunteers needed

Monday 26 March

Elmore Vale Lions / Adamstown-New Lambton Rotary
Charity Golf Day
11am shotgun start
@ Merewether Golf Club
Beneficiaries HMF and PCYC. Sponsored by AMP Foundation

Sunday 1 April

John & Wendy's Charity Picnic Day
@ Bonnells Bay

Friday 27 - Sunday 29 July

Newcastle Home Show
Volunteers needed to help over 3 days.

Saturday 28 July

HMF Charity Race Day
@ Broadmeadow Race Course

Saturday 24 November

Myall for Melanoma Paddle

Photos for Life

Problem

1200 Australians die each year from skin cancer, but with early detection it is nearly always curable. In a bid to reduce deaths, we have been educated in the importance of prevention and early detection of skin cancer, especially melanoma. We know that we need to protect our skin from the sun, and for this we have tools such as sunscreen, clothing, hats and shade. We are also educated about the importance of checking our skin regularly, for early detection of skin cancer. But unless we have a photographic memory, what tools do we have to assist us? Professional medical photography of the skin is available, and it can be a very useful tool in the early detection of melanoma.

It's Just Not Fair!

It is important to have regular medical checks of our skin, and it's not fair to expect your doctor to remember what your skin looked like months ago.

It is advisable to do a self skin check at the change of each season, and to ask a family member to assist with this. Again, it is difficult to remember what your skin looked like months ago and therefore hard to notice any changes, especially if you have a large number of moles - but the more moles you have, the greater your risk of developing melanoma.

The Importance of Change

The earlier melanoma is detected, the better the chance of cure. Change is the best early warning sign. Most melanomas appear as new lesions, whilst others develop from existing moles and freckles. Either way, the key factor is change. Changes to existing lesions may involve size, shape, colour or sensation. As most of the changes are visual, it makes sense that the best tool to assist with early detection is a visual record of your skin – a baseline.

In the early stages, changes can be very subtle. Without a baseline to compare to, it is difficult for doctors and patients to know with confidence if change has occurred. This often means that diagnosis is delayed until the lesion is more obviously a melanoma. This may mean that diagnosis is delayed until the change is more obvious.

Total Body Photography

Numerous studies have shown that high quality Total Body Photographs provide an opportunity for detection of melanomas earlier than would otherwise be possible^{1,2,3}. They also provide evidence of no change. This helps to prevent the unnecessary removal of harmless moles "just in case"², as well as giving peace of mind to anxious patients, and saving the doctors' diagnostic time, through a systematic approach.

Total Body Photography (TBP) was implemented by dermatologists in the early '80's, and has since become a recognised standard of care for people in the high-risk category for the development of melanoma. It involves a standardised series of high-quality photographs, which cover most of the body. The idea of TBP is not to photograph every mole separately, but rather to create an overall 'map' of your body for future reference. Close-up images of some lesions may be taken as directed by you or your doctor. For example, moles that require a little closer watching, particularly those in places where excision would be difficult or not advisable unless absolutely necessary.

As the TBP images form a baseline to compare your skin to, they do not need to be repeated, unless your skin changes significantly - usually over many years.

To be useful, TBP images must be standardised and correctly illuminated. They must also be detailed which means large (A4) prints or high-resolution digital images, which can be zoomed in on.

ADVERTORIAL

EveryBody Visual Records

EveryBody Visual Records (previously known as Skinsense Imaging) is a professional medical photography service with 15 years experience in Total Body Photography. In 1992, its director, Amanda Lee, worked in conjunction with Professor John Kelly, head of the Victorian Melanoma Unit, to devise the now internationally accepted 15-view series. This series ensures maximum skin coverage with a minimum number of views. It also ensures that each image is taken close enough to show changes, whilst also making sure that each image is easily identifiable. Overall this series both minimises the cost to the patient and the time required to review the images.

The Hunter Melanoma Unit, Dermatologists and GP's have been referring to EveryBody Visual Records for many years. It is also a recognised provider to the Victorian Melanoma Unit and the Skin & Cancer Foundation in Sydney, as well as to hundreds of Dermatologists, Surgeons and GP's throughout Australia.

The EveryBody Visual Records medical photography studio is at 94 Elder Street, Lambton. TBP appointments take around 15 minutes. For more information call 1300 651 636 or email info@everybodyvisual.com.au



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2. Kelly JW, Yeatman JM, Regalia C, Mason G, Henham AP. A high incidence of melanoma found in patients with multiple dysplastic naevi. *MJA* 1997; 167: 191-194
3. Halpern AC, Guerry D, Elder DE, et al. A cohort study of melanoma in patients with dysplastic nevi. *J Invest Dermatol* 1993; 100: 346-349.

Speaker Spot!

If you have an organization or group who would be interested in a guest speaker on melanoma please contact Jenny Noblet on 49850103 and help spread the word.

