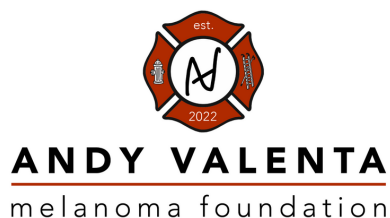


# SPOT SKIN CANCER

A project plan created by CalDerm, in partnership with the American Academy of Dermatology, Firefighter Cancer Support Network and the Andy Valenta Melanoma Foundation to screen Firefighters for skin cancer throughout California.



**SUMMER 2022**



## ABOUT OUR PROJECT

The first ever Firefighter Skin Cancer Screening took place in Boston; a local dermatologist, Dr. Christine Kannler, lost her brother, a Firefighter, to workplace cancer. Research shows that firefighters in the United States are 9% more likely to be diagnosed with cancer and 14% more likely to die of cancer compared with age-matched cohorts. Determined to create easy access to skin cancer screenings, Dr. Kannler began providing Free Skin Cancer Screenings to her local fire station.

One year later, CalDerm is thrilled to support the work of Dr. Kannler out west. The following pages detail the groundwork we have laid to ensure that screenings are seamless, accessible and occur frequently.



## MISSION

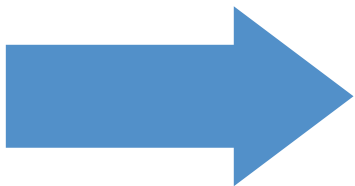
Our mission is to raise awareness about skin cancer by teaching the signs and symptoms of skin cancer and performing skin exams at no charge.

## OUR WHY.

Screening California firefighters provides California dermatologists the opportunity to give back to our communities by caring for those who protect and rescue the general public in times of extreme distress.

## HOW WE DO.

It's simple. With a lot of heart and a few logistics, CalDerm brings Dermatologists to Fire Stations throughout California, manages media outreach, and manages logistics. The Firefighter Cancer Support Network serves as a liaison to California's Fire Stations. The Andy Valenta Melanoma Foundation coordinates screening times for firefighters. The American Academy of Dermatology provides form and educational materials.



**TOGETHER, WE ENSURE ACCESS  
TO SEAMLESS SKIN CANCER  
SCREENINGS.**





# THE PROBLEM

04

## The Data is In.

Melanoma has been diagnosed in Nordic and Australian firefighters at an increased rate and at an earlier age.

- + A meta-analysis and systemic reviews have shown there is an increase in the incidence and mortality from melanomas in firefighters.

- + World Trade Center 9/11 14 year followup study showed a higher incidence of melanoma.

- + Firefighters are exposed to benzene, polyaromatic hydrocarbons (PAH) and other carcinogenic agents that are both inhaled and absorbed into the skin.

## The Solution.

# CONNECT FIREFIGHTERS WITH SCREENINGS.



# THE HOW.

## 05



### **Identify Fire Stations.**

The Firefighter Cancer Support Network (FCSN) fields requests from California Fire Station Chiefs and communicates requests to CalDerm. In addition, the FCSN:

- Determines the estimated number of screenings to occur at the fire station
- Identifies total number of available screening rooms per station
- Serves as the liaison for communicating logistics with the Fire Station Chiefs, the Andy Valenta Melanoma Foundation, and CalDerm.



### **Identify Volunteers and Coordinate Marketing**

Within two weeks of receiving a request from the FCSN, CalDerm identifies 2-6 Dermatologists within a 1-2 hour driving distance from the firestation, and any Dermatology Residency Programs within close proximity, who are available to volunteer their time. CalDerm will:

- Communicate logistics to volunteers (address, shift times, attending Dermatologist)
- Provide branded CalDerm White Coats to volunteers
- Publish press releases, media advisories, and social media posts. Produce informational webinars as needed.
- Manage volunteer list, including names, contact information.
- Ship screening forms, resource list, supplies to fire station in advance of screening.
- Return screening forms to American Academy of Dermatology

# THE HOW (CONT).

06



## Schedule Screenings

The Andy Valenta Melanoma Foundation (AVMF) will schedule firefighters for cancer screenings, specifically, sign up firefighters for screening time slots. In addition, the AVMF will:

- Communicate screening times one week, and one day before screening(s) occur.
- Assist with marketing deliverables, such as re-sharing posts, or taking part in media interviews.
- Identify and coordinate food for station and volunteers, as needed.

## DID YOU KNOW?

**FIREFIGHTERS IN THE U.S.  
ARE 9% MORE LIKELY TO BE  
DIAGNOSED WITH CANCER  
AND 14% MORE LIKELY TO  
DIE OF CANCER.**

**A FIVE-MINUTE SCREENING  
WILL SAVE LIVES.**

9%

14%

# WHAT HAPPENS NEXT?

07

## **Arriving at the Screening**

Upon arrival, a firefighter will be provided with a screening form (carbon copy) to complete. This form asks for general information, name, address etc.

When called in for their screening, the firefighter will be asked to provide this form to the dermatologist during their screening.

## **During the Screening**

The dermatologist will enter the screening room and begin the screening.

Any areas of concern will be notated on the Firefighter's screening form. A diagram of the human body is on the screening form, and a dermatologist will place a mark on the diagram, if needed.

The dermatologist will provide a listing of local dermatologists in the area for the firefighter to follow up with.

The screening form is taken apart, with two of the three pages retained by the attending dermatologist, and one page provided to the firefighter.

## **After the Screening**

After the Skin Cancer Screening, follow-up with a local dermatologist is at the discretion of the firefighter.

Of the two pages of the screening form that is retained by the attending dermatologist, one copy is kept with the attending, and one copy is sent to AAD for research.

# FLOW OF EVENTS 08

Station Contacts FCSN to host Screening. Within 30-60 days, a screening is held.

FCSN Contacts CalDerm and provides est.number of firefighters & number of screening rooms

Within 1-2 weeks, CalDerm confirms a screening date .

Once a screening date is confirmed, AVMF begins scheduling firefighters.

Two weeks before screening, CalDerm ships supplies to station. AVMF coordinates on-site supplies.

One week before screening, CalDerm sends out Media Advisory.

On the day before screening(s), CalDerm confirms on-site media, and communicates final logistics to volunteers.

# REQUIRED SUPPLIES

09

**The following supplies are required the day of the screening:**

## **AAD Provided Supplies**

- Spot Cancer Screening Forms

## **CalDerm Provided Supplies**

- Media advisories and talking points
- List of Regional Dermatologists
- Table for resources
- Sunscreen Samples

## **Firestation Provided Supplies**

- Minimum of 2 Screening Rooms

## **Number of Volunteers (Screening < 100 Firefighters)\***

- 2 Dermatologists/Screening Day
- 1 Check-In Volunteer Runner/Screening Day
- 1 Logistics Volunteer (Media, Photos, General Back up support)

## **Screening Supplies (Screening < 100 firefighters)\***

- AIXPI Magnifying Glass with 12 LCD (1 per each Dermatologist + Batteries: \$13/each
- 19 x 12 Landscape Clipboards: \$80/6 pack
- Clorox Wipes: \$13/3 pack
- Hand sanitizer: \$16/4 pack
- Varying Gloves: \$12/box
- Pens: \$7/box of 60
- Disposable Underwear (One Size): \$35/100 pack
- 4K or 5K Lumens Light + Extension Cord: \$29/light
- Masking Tape: \$13/roll
- Folding Table: \$50/table
- Stamps: \$20/roll
- Custom Nametags: \$11/each
- CalDerm Branded Coats: \$30/coat
- Food, Coffee, Water: \$150
- Extra Draping (as needed)
- Press Release Distribution: \$500/distribution
- **Double quantity per 100 firefighters**





# MARKETING RESOURCES



[Launch Video I Featuring Dr. Christine Kannler](#)  
[Watch](#)

[Firefighter Cancer Screening Town Hall with CalDerm](#)  
[Watch](#)

[CalDerm launches first Firefighter Cancer Screening](#)  
[Read](#)

[Truckee Meadows Fire Protection District Screening](#)  
[Watch](#)



# THE TEAM

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