

# WHO'S GOT YOUR BACK?



THE BACK IS THE MOST COMMON SITE FOR MELANOMA,  
THE DEADLIEST FORM OF SKIN CANCER.

## PREVENTION

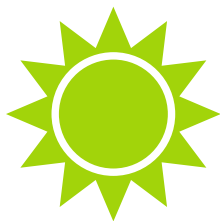
Adequately applying sunscreen to your own back can be a difficult task. Find a family member or friend who **“has your back”** when applying sunscreen.



**43%** of people rarely or never ask someone else to apply sunscreen to their back.\*

**37%** rarely or never apply sunscreen to their back.\*

Apply a broad-spectrum, **water-resistant**, SPF 30+ sunscreen.



In addition, **seek shade** and **wear protective clothing** to protect your skin whenever possible.

## DETECTION

It's been reported that **about 16% of melanomas** are found by spouses.



**Only 36%** of people **examine their back** for signs of skin cancer at least once a year.\*

**Only 35%** of people ask someone else to help them examine hard-to-see areas **for signs of skin cancer**.\*



**Check your skin regularly** and ask a partner to help check the hard-to-see areas.

When spotted early and treated properly, skin cancer, including melanoma, has a **high cure rate**.



If you notice anything **changing**, **itching or bleeding** on your skin, make an appointment to see a board-certified dermatologist.



*\*Results from a 2015 survey conducted by the American Academy of Dermatology.*

The American Academy of Dermatology has your back. To find a free SPOTme® skin cancer screening or a board-certified dermatologist, visit [SpotSkinCancer.org](http://SpotSkinCancer.org).

#whosgotyourback

