

Prevention 101SM

Knowing What You Need and When to Get It

The skin is the body's largest organ. Healthy skin provides a barrier between the inside of the body and the outside environment. A bump, rash or dry patch on the skin, as well as hair and nail conditions, can be perplexing. Some can be harmless (though nevertheless annoying), yet others can be warning signs of more serious medical concerns, so always consult your health care provider for proper diagnosis and treatment.

*The Power
of Prevention:
Skin Care
and
Protection*

According to the 2007 U.S. Cancer Statistics Working Group of the Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute, skin cancer is the most common form of cancer in the United States. Over 90 percent of skin cancers in the United States are caused by the sun, and experts say this is a growing epidemic. The first step to skin safety is to be aware of risks and establish habits to protect yourself from sun and heat exposure.

One bad sunburn in childhood doubles the risk factor for melanoma later in life. Protecting children against ultraviolet exposure is essential for skin health into adulthood. A blistering sunburn during childhood increases the risk of melanoma as an adult. Melanoma is the deadliest form of skin cancer.

Men are diagnosed with skin cancer more often than women. According to the American Cancer Society, men are twice as likely to develop skin cancer as women. In fact, it's more common than prostate cancer.

FACTS

Each hour, one person dies from skin cancer. About 2,800 people will die of non-melanoma skin cancer and about 8,000 will die of melanoma in the U.S. this year.

Skin cancer is most deadly for African Americans, Asians, American-Indians and Latinos. African Americans, Asians and Latinos are at low risk for developing skin cancer, but have a higher death rate once diagnosed.

One in five Americans will be diagnosed with skin cancer in their lifetime.



STOP



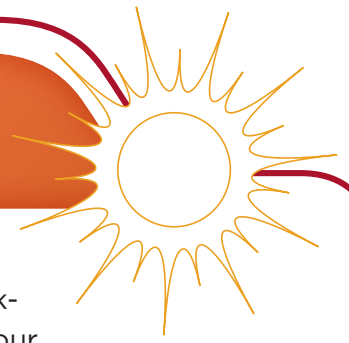
CALL



SCHEDULE



What You Need to Know



RISK FACTORS FOR SKIN CANCER

People with certain risk factors are more likely than others to develop skin cancer.

Risk factors vary for different types of skin cancer, but some general risk factors are:

- ⦿ A lighter natural skin color
- ⦿ Family history of skin cancer
- ⦿ A personal history of skin cancer
- ⦿ Exposure to the sun through work and play
- ⦿ A history of sunburns early in life
- ⦿ Skin that burns, freckles, reddens easily, or becomes painful in the sun

WHAT YOU NEED

Prevention and early detection are the solutions to protecting your skin and reducing your risk for skin cancer. As part of a routine cancer-related check-up, your health care provider should check your skin carefully. If you have any concerns about suspicious lesions, ask your health care provider about the value of a referral to a dermatologist.

HOW TO DETECT PROBLEMS EARLY

It's important to check your own skin, preferably once a month. A self-exam is best done in a well-lit room in front of a full-length mirror. You can use a hand-held mirror for areas that are hard to see. A spouse or close friend or family member may be able to help you with these exams, especially for those hard-to-see areas, like the lower back or the back of your thighs.

The first time you inspect your skin, spend a fair amount of time carefully going over the entire surface of your skin. Learn the pattern

of moles, blemishes, freckles and other marks on your skin so that you'll notice any changes next time. Any trouble spots should be seen by your health care provider or dermatologist.

WHAT IS MELANOMA?

Melanoma is the most dangerous type of skin cancer and the leading cause of death from skin disease. The best way to detect skin cancer early is to keep an eye on your skin, especially moles. The ABCD rule (see below) can help you remember what to look for when you're checking any moles on your skin. It's an easy guide to the usual signs of melanoma. Be on the lookout and tell your health care provider about any spots that match the following description:

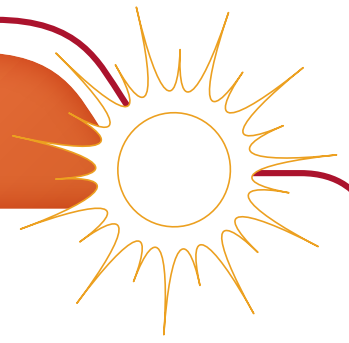
Know Your ABCDs!

- ⦿ **A is for ASYMMETRY:** One half of a mole or birthmark does not match the other.
- ⦿ **B is for BORDER:** The edges are irregular, ragged, notched or blurred.
- ⦿ **C is for COLOR:** The color is not the same all over and may include shades of brown or black, or sometimes with patches of pink, red, white or blue.
- ⦿ **D is for DIAMETER:** The spot is larger than 6 millimeters across (about 1/4-inch or the size of a pencil eraser), although a melanoma, can sometimes be smaller than this.

Some melanomas do not fit the ABCD rule described above. **It's very important to tell your health care provider or dermatologist about any changes in skin markings or new spots on your skin.**



What You Need to Know



WHAT ABOUT OTHER SKIN PROBLEMS?

Rashes, skin inflammation, changes in texture or color and spots may be the result of infection, chronic skin conditions or contact with an irritant or allergen. While many skin conditions are minor, they might signal something more serious, so always consult your health care provider.

A rash may be a sign of a chronic skin problem, such as acne, eczema, psoriasis or seborrhea dermatitis. Other causes of rash include: dry, cold weather; extremely hot weather (heat rash); contact with an allergen or irritant (i.e. sap from poison ivy, oak or sumac); or emotional stress. Emotions, such as frustration or embarrassment, may lead to an itchy rash.

The need for medical treatment often depends on what other symptoms are present. A rash that occurs with other symptoms, such as shortness of breath or fever, may mean other problems, such as a serious allergic reaction or infection that requires immediate medical attention.

WHAT ABOUT TATTOOS?

The American Academy of Dermatology lists these possible complications that could occur from a tattoo:

- ⦿ A staph or other skin or tissue infection
- ⦿ A bloodborne disease, such as hepatitis
- ⦿ An allergic reaction or sensitivity to the inks used
- ⦿ Flawed reading of an MRI or similar imaging test due to iron oxide and heavy metal pigments used in some tattoos

PREVENT SIGNS OF EARLY AGING

If you need another reason to quit smoking, consider the effects that smoking has on your skin. Smoking actually makes your skin look older and wrinkled, way before its time!

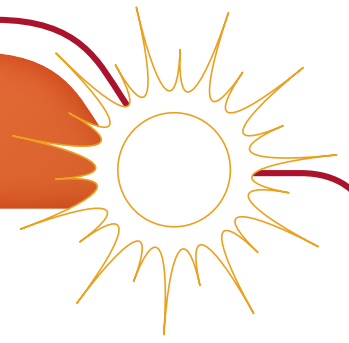
Smoking narrows the tiny blood vessels in the outer layers of the skin. This decreases blood flow to the skin and depletes the skin of oxygen and nutrients, such as vitamin A, which are important to skin health. Many of the over 4,000 chemicals in tobacco smoke decreases the strength and elasticity of the skin by damaging collagen and elastin, which makes it sag and wrinkle, appearing older.

Some experts say that repeated exposure to the heat from burning cigarettes and the repetitive facial expressions you make when smoking, like squinting your eyes and pursing your lips to inhale, may also contribute to wrinkles.

So, if you smoke, the best way to protect your skin—and prevent signs of early aging—is to quit.



What to Track

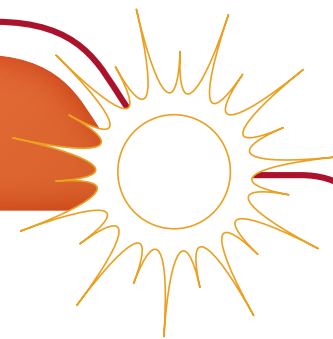


Create a **Personal Health Record** for yourself and each member of your family to see all your health care information at a glance in one convenient location. A Personal Health Record table is provided below for your convenience.

PERSONAL HEALTH RECORD			
SCREENING	DATE	RESULTS	NOTES
GENERAL HEALTH			
Physical Exam			
HEART HEALTH			
Weight			
BMI			
Waist Circumference			
Blood Pressure			
Total Cholesterol			
HDL-Cholesterol			
LDL-Cholesterol			
REPRODUCTIVE HEALTH			
Pelvic Exam			
Mammogram			
Pap Test			
HIV/Sexual Transmitted Diseases Screening			
Prostate Screening			
COLORECTAL HEALTH			
Colorectal Cancer Screening			
DIABETES SCREENING			
Blood Glucose (Sugar)			
BONE HEALTH			
Bone Mineral Density			
ORAL HEALTH			
Dental Exam			
VISION CARE			
Eye Exam			



What Other Steps to Take



When used consistently, sun-protective practices can reduce a person's risk of developing skin cancer. Love the skin you're in, and protect it for life! Use our checklist to protect you and your family.

1. Protect yourself from the sun. The Centers for Disease Control and Prevention recommend easy options for sun protection:

- **SEEK SHADE**, especially during midday hours (10 a.m. to 4 p.m.), when UV rays are strongest and do the most damage.
- **COVER UP** with clothing to protect exposed skin.
- **WEAR A HAT** with a wide brim to shade the face, head, ears and neck.
- **WEAR SUN-GLASSES** that wrap around and block as close to 100% of both ultraviolet A (UVA) and ultraviolet B (UVB) rays as possible.



2. Use sunscreen. Use sun protective factor (SPF) 30 or higher, and both UVA and UVB protection. **Always check the expiration date on your sunscreen.** Don't use old sunscreen—buy it fresh every year for best results.

- Apply the sunscreen at least 30 minutes before sun exposure.
- Use lip balm or cream that has SPF 30 or higher to protect your lips from getting sunburned or developing cold sores.

● Reapply sunscreen every two to three hours while in the sun. (Sunscreen effectiveness is also affected by the wind, humidity and altitude.)

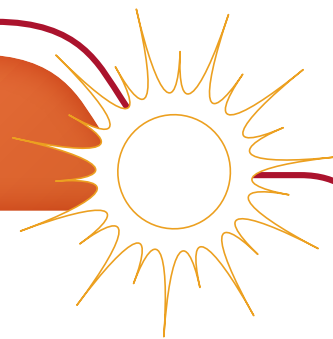
● If you need to use sunscreen and insect repellent with DEET (N,N-Diethyl-meta-toluamide), don't use a product that combines the two. You can apply sunscreen first and then apply the insect repellent with DEET, but the sunscreen needs to be reapplied every two hours.

● Ask your health care provider, nurse or pharmacist about the risk of any medications you may be taking that could increase your sensitivity to sunlight.

3. Avoid tanning beds and sunlamps. A tan, whether you get it on the beach, in a bed or through incidental exposure, is bad news. There is no such thing as a “healthy glow from a tan.” Tans are caused by harmful ultraviolet (UV) radiation from the sun or tanning lamps. If you have a tan, you've sustained skin cell damage. **No matter what you may hear at tanning salons or read on the labels of tanning bed skin creams, the cumulative damage caused by UV radiation can lead to premature skin aging (wrinkles, lax skin, brown spots and more undesirable results), as well as skin cancer.** The World Health Organization's International Agency for Research on Cancer has moved UV tanning beds to its highest cancer risk category—“carcinogenic to humans.”



Where to Go for More Help



It's not easy putting a plan for preventive care into action. Whether on the Web, on the phone or at the worksite, there are many convenient and accessible wellness resources to help you “have a greater hand in your health.”

- **On the Phone.** For more information about diabetes care, diabetes prevention and other health concerns, talk with your health care provider or call a Blues On CallSM Health Coach at 1-888-BLUE-428 (1-888-258-3428).
- **On the Web.** Log onto your Member Web site and click on the “YOUR HEALTH” tab. Select the link “Improve Your Health” to enroll in **HealthMedia**[®] online programs or choose “Preventive Care” to explore other available program options for wellness and healthy lifestyles.
- **Additional Resources.** Telephonic **Smokeless**[®] programs can help guide you through the process of quitting with the support, coping strategies and practical stress management skills that you need. Call Smokeless at 1-800-345-2476 to enroll.

For tips on how to quit, go to: <http://www.ahrq.gov/path/tobacco.htm> or visit <http://www.smokefree.gov>. To talk to someone about how to be tobacco free, call the National Quitline: 1-800-QUITNOW.

Lifestyle Returns[®]

If your company participates in Lifestyle Returns, you can receive credit for getting your preventive care exams. To access the “Lifestyle Returns” program, log onto your Member Web site. Under **Step 3: Take Charge of Your Health**, click on “Health and Wellness Programs,” and then scroll down until you come to **PREVENTION 101**. Your employer/group will provide you with a completion code to enter.

LOG ON AND LEARN MORE

To learn more about Skin Care and Skin Cancer Prevention, search the HEALTH TOPICS tab on your Highmark Member Web site. Log on at www.highmark.com, and select your service region. You can search the site for topics of interest to you and your family and stay up-to-date on the latest in health and wellness.



The material contained in this Guide has been selected to provide general background and useful information regarding preventive care. It is not intended to be complete or tailored to your specific needs, or to diagnose or treat medical conditions, and does not replace medical advice or medical treatment. You should discuss the information, facts and tips with your doctor, who is always your best resource for determining if you are at an increased risk for a condition. If you engage in physical activity, it may have injuries and health risks associated with it. You should confirm with your doctor that physical activity is appropriate for you. If you experience any pain or discomfort, call your doctor. Highmark Inc. does not endorse any product or service, and does not provide medical or legal advice or medical treatment. If you have questions about your health care coverage, you should call the toll-free Member Service number on your health insurance identification card.

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