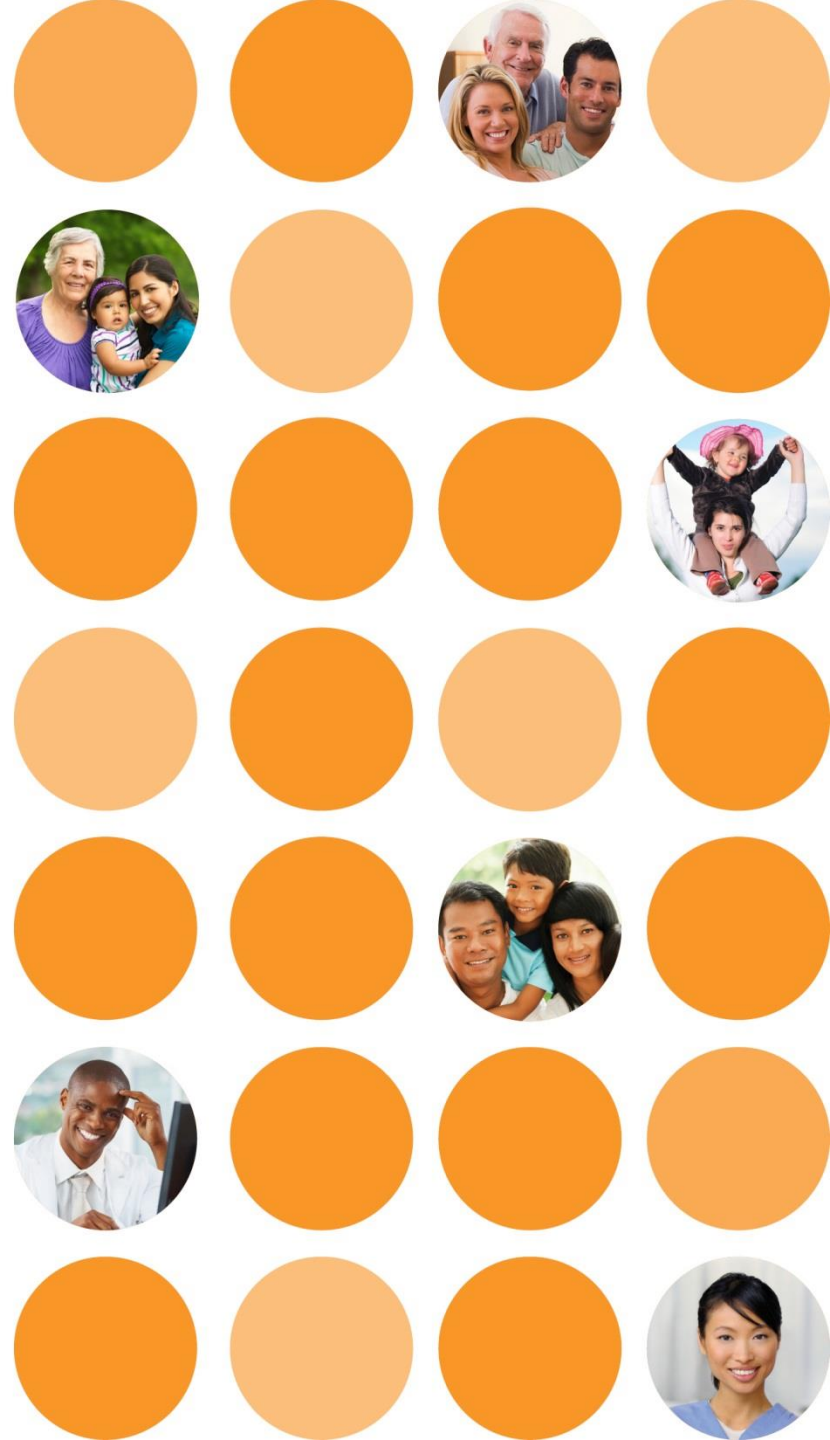




AAD Latino Outreach Program

American Academy of Dermatology

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What is the Problem?

“A study conducted by the Centers for Disease Control and Prevention (CDC) showed that Latinos had the second highest death rate from melanoma, after whites. Too often, people with skin of color mistakenly believe that they cannot get skin cancer. By the time they seek medical care, they often have late-stage cancer. Melanoma can be deadly in the late stages. In the early stages, **most skin cancers, including melanoma, are treatable and beatable.**”



Goals of Latino Outreach:

Skin Cancer Knowledge & Awareness

- Elevate the profile of skin cancer within the community – including melanoma, the deadliest form of skin cancer – and that if detected early, skin cancer can be highly treatable
- Educate the Latino Community about risks of prolonged and unprotected exposure to the sun and provide tips on how to prevent and detect skin cancer.

Screening Events

- Conduct **FREE** skin cancer screenings for the underserved Latino community in an effort to detect skin cancer, and provide information on how to prevent future sun damage.

Resources

- Resources for community members can be found on the AAD website, specifically within the Latino Outreach section <https://www.aad.org/spot-skin-cancer/community-programs-events/spotme-skin-cancer-screenings/in-the-community/latino-outreach>
- Resources and follow-up connections are made in the individual markets through the VDS staff

Snap Shot of 2014:

10 Events were conducted in **5 Different VDS Locations!**

- Los Angeles, CA
- San Diego, CA
- Dallas, TX
- Miami, FL
- Orlando, FL



463 people were screened

Live Educational Sessions were presented to
1,730 People

1010 Educational Materials
were distributed within these communities.



So Far in 2015...

10 Events were conducted in **6 Different VDS Locations!**

- Los Angeles, CA
- San Diego, CA
- Fresno, CA
- Dallas, TX
- Miami, FL
- Phoenix, AZ



277 people were screened

GRAND TOTAL OF:

Over 3,400 Latino Community Members

who have been impacted by this program since the first screening in July of 2014!



Impact on the Community

Creates a relationship of trust between the Latino community and local dermatologists as experts in skin cancer prevention. Guides them to make healthy choices that will positively impact individuals and their families in the future.

“My experience with this program has made me proud to be a member of the AAD, to see the good that our organization is doing for the diverse population of the United States.”

-Dr. Amit Pandya, MD

“We will definitely follow up with this project, so that it will be a stable service provided at the VDS here in Dallas.”

-Edgar Carmona, VDS Dallas

“...Most importantly, patients were super happy and appreciative. True success.”

-Dr. Andres Inigo-Cruz, MD



To Put It Simply.....

***AAD Providing Doctors and
Supplies***

+

***Ventinillas De Salud Providing
the Venue & Volunteers***

=

**An Innovative, Life-Changing
Community Outreach
Program**



Interested in Hosting a Screening? Want More Information?

Contact: **Brenda Hilligoss**
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