

## Children's Melanoma Prevention Foundation teaches all ages of sun's harm

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The Children's Melanoma Prevention Foundation is helping to prevent skin cancer one child at a time.

The Norwell-based program goes about this through education and advocacy and in 2017, they spent 151 days both in the schools and throughout the community. The group was able to reach over 80,000 children and adults.

"Fifteen years ago, I decided to start the foundation so that we could teach children about protection and skin cancer prevention," said Maryellen Maguire-Eisen, foundation founder, "with the hope that we would make a difference in terms of the skin cancer epidemic that is going on the United States. Each year, we keep building on the number of schools that we teach in."

Three educators travel to schools with a national curriculum reaching kindergarten through grade 12 and is developed with the Massachusetts framework. Maguire-Eisen said roughly 90 percent of the schools they go into book them again for the following year.

The goal for the program is not to keep kids indoors and out of the sun, but to be responsible and how to enjoy the sun safely while being fun and informative. Innovative technology is used so that kids and adults can take advantage of the beaches and great outdoors activities eastern Massachusetts has to offer.

"One of the things that we use is a UV video camera which teaches two things," she said. "It highlights pigment changes or sun damage and we can illustrate to the kids about freckles or the signs of sun damage. We get them primarily in places where we have had overexposure or cumulative exposure and the camera lets the kids see that their freckles are in the middle of their face, the top of their

ears or on their hairline. It's a great illustration of when the sun is at its strongest midday and over our heads, where those rays hit is exactly where you get sun damage."

The foundation honored Dr. Howard K. Koh with its first annual Excellence in Melanoma Prevention Award at its spring fundraising event. The event was attended by more than 300 guests and raised more than \$50,000 to aid the foundation's skin cancer awareness and prevention education.

Dr. Koh was recognized for his work as one of the principle organizers and founders of the American Academy of Dermatology's National Skin Cancer Screening Program that has helped over two million Americans receive free skin cancer screenings.

For more information, visit [melanomaprevention.org](http://melanomaprevention.org).

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