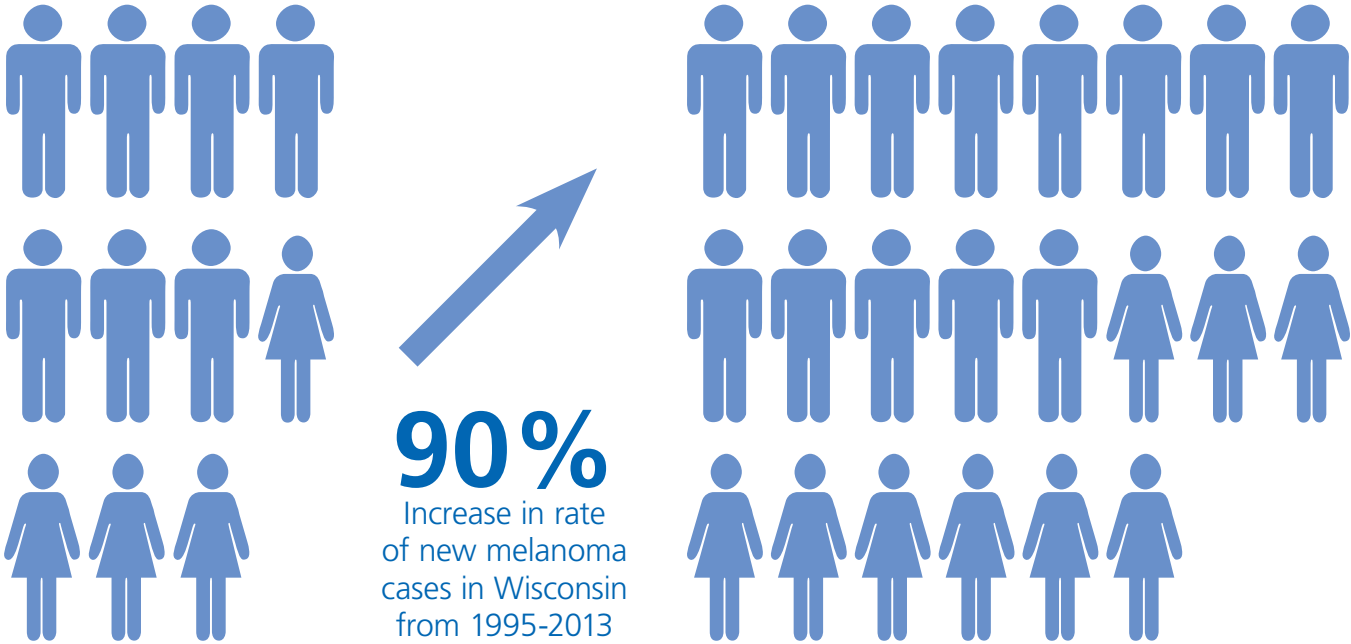


# Facts & Figures

## Skin Cancer in Wisconsin



**1,350**

Number of men and women expected to be diagnosed with melanoma this year\*

**200**

Number of men and women expected to die of melanoma this year\*

**52%**

Percentage of adults in Wisconsin ages 18-29 who experienced a sunburn in the past year

**29%**

Percentage of white female high school students nationwide who used indoor tanning devices in the past year

\*Estimates for 2016



# Melanoma/Skin Cancer in Wisconsin

## Overview

The number of melanoma cases in Wisconsin is increasing. From 1995-2013, the number of melanomas diagnosed annually in Wisconsin increased from 576 to 1,405. Although it accounts for less than 5% of all skin cancers, melanoma causes the vast majority of skin cancer deaths. Fortunately, melanoma is often curable if detected and treated at an early stage.

## Skin Cancer Definition

Skin cancer is the most common form of cancer in the United States. Most skin cancers are classified as basal cell or squamous cell skin cancer (i.e., keratinocyte carcinoma or KC), also referred to as nonmelanoma skin cancer. These cancers are highly curable if detected and treated early.

Melanoma is a skin cancer that develops in melanocytes, the cells that produce our skin color. This type of cancer can spread quickly to other parts of the body. Even though melanoma is very curable when detected in its early stages, it is far more dangerous than other skin cancers.

## Cancer Burden

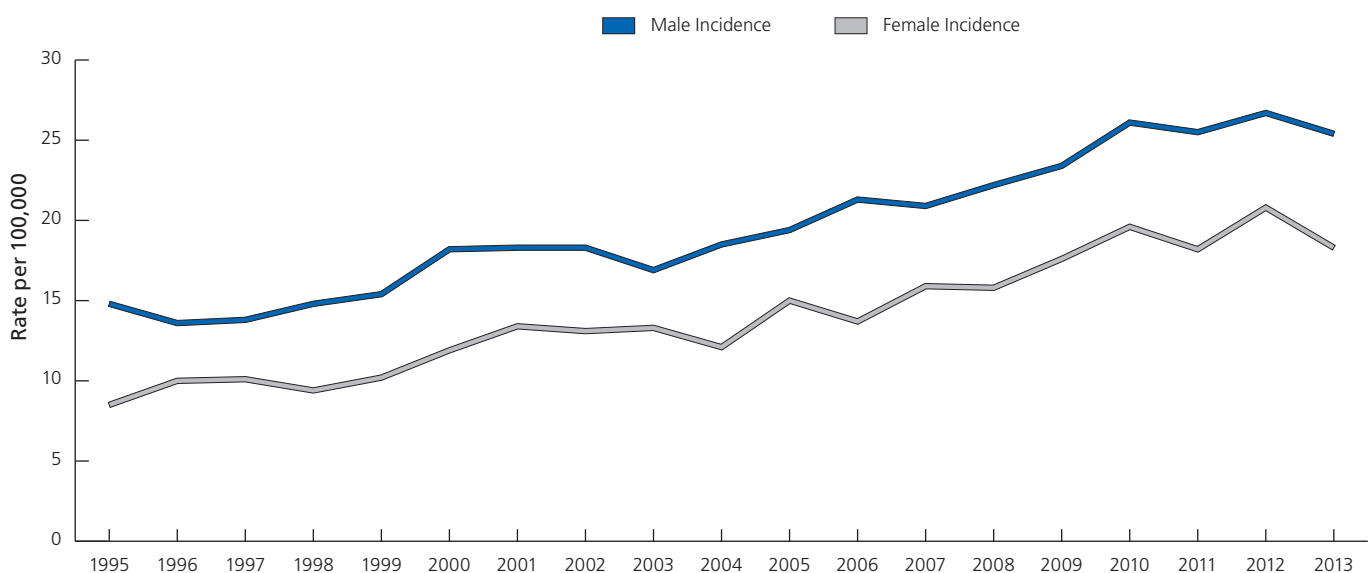
Between 2009 and 2013, approximately 1,370 Wisconsin residents were diagnosed with melanoma and 175 died from the disease each year. The number of melanoma cases in the state increased by 250% during that five-year period, from 576 to 1,405 cases.

The Wisconsin incidence rate for 2009-2013 was 21.5 per 100,000 population. Melanoma skin cancer rates are rising faster than rates of most other cancers. From 1995-2013, the incidence rate increased by 90%, from 11.2 per 100,000 to 21.3 per 100,000. Males consistently experienced higher incidence rates of melanoma than females (25.4 compared with 18.3, respectively, in 2013), as shown in Figure 1.

The Wisconsin mortality rate remained stable at around 2.7 per 100,000 during the most recent five-year period. Approximately 68% of the melanoma deaths occurred in men and 32% in women; the age-adjusted mortality rate for males was 4.1 and for females, 1.5, per 100,000 population.

The incidence of melanoma by age at diagnosis, sex, and calendar year of diagnosis is presented in Figure 2. In Wisconsin during 1995-2013, younger females (under age 45) experienced higher rates than younger males; older males (ages 60 and over) experienced escalating higher rates than older females.

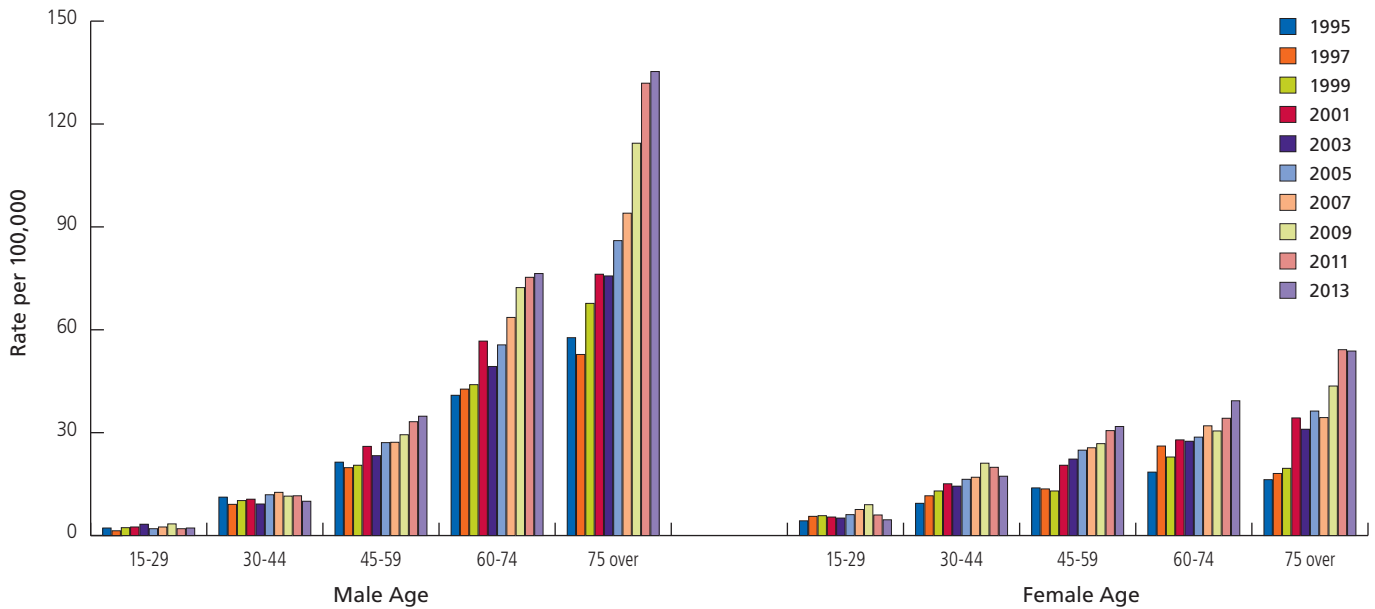
Figure 1. Trends in Melanoma Incidence by Sex, Wisconsin, 1995-2013



Rates are per 100,000 and age-adjusted to the 2000 US standard population.

Source: Wisconsin Cancer Reporting System, Office of Health Informatics, Division of Public Health, Department of Health Services.

**Figure 2. Age-specific Incidence Rates for Melanoma by Sex, Wisconsin, 1995-2013**



Source: Wisconsin Cancer Reporting System, Office of Health Informatics, Division of Public Health, Department of Health Services.

## Risk Factors for the Development of Melanoma

- Personal or family history of melanoma
- Presence of atypical or numerous moles (more than 50)

## Risk Factors for the Development of All Types of Skin Cancer, Including Melanoma

- High exposure to ultraviolet (UV) radiation from sunlight or use of indoor tanning
- Sun sensitivity (sunburns easily, difficulty tanning, natural blond, or red hair color)
- History of excessive sun exposure, including sunburns
- Diseases that suppress the immune system
- Personal history of skin cancer

## Risk Reduction

Minimize skin exposure to intense UV radiation. Skin should be protected from intense sun exposure by covering with clothing and a hat, applying sunscreen that has a sun protection factor (SPF) of 30 or higher to uncovered skin, seeking shade (especially at midday, when the sun's rays are strongest), and avoiding sunbathing and indoor tanning. Children should especially be protected from the sun because severe sunburns in childhood may greatly increase risk of melanoma in later life.

## Screening/Early Detection

In order to detect skin cancer early, it is important to recognize changes in skin growths or the appearance of new growths. A new or unusual lesion should be evaluated promptly by a physician.

## Signs and Symptoms of Skin Cancer

Key warning signs of skin cancer include changes in size, shape, or color of a skin lesion or the appearance of a new growth on the skin.

## Early Detection of Skin Cancer:

The simple ABCDE rule outlines the warning signs of melanoma:

- A is for asymmetry: one half of the mole does not match the other half.
- B is for border irregularity: the edges are ragged, notched, or blurred.
- C is for color: the pigmentation is not uniform, with variable degrees of tan, brown, or black.
- D is for diameter greater than 6 millimeters: any sudden or progressive increase in size should be of concern.
- E is for evolving, meaning the mole is changing in size, shape, or color.

## Stage at Diagnosis

Melanoma can spread to other parts of the body quickly, but is highly curable if detected early. In Wisconsin, the five-year survival rate for patients with melanoma is 89%. The 5-year national survival rate for patients with melanoma is 91%. For localized melanoma, the national five-year survival rate is 96%. About 84% of invasive melanomas in the US are diagnosed at the local stage.

In Wisconsin, 83% of invasive melanomas were diagnosed at the local stage in 2013. The percentage of melanomas diagnosed in the state at the localized stage has remained high during 2009-2013, ranging from 80% to 84% each year.

### The American Cancer Society recommends the following for the prevention of skin cancer:

- Limit or avoid sun exposure during the midday hours (10 a.m.-4 p.m.).
- Wear a hat that shades the face, neck, and ears, as well as a long-sleeved shirt and long pants.
- Wear sunglasses to protect the eyes.
- Use sunscreen with an SPF of 30 or higher.
- Avoid indoor tanning booths and sunlamps.
- Sunburn protection should be emphasized in children; severe sunburns in childhood greatly increase the risk of melanoma in later life.



Wisconsin  
Department of Health Services

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Division of Public Health  
Office of Health Informatics  
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