FOR IMMEDIATE RELEASE

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**Emerson Health continues to be a Partner in Prevention with IMPACT Melanoma focused on increasing awareness, prevention, and early detection.**

May is Melanoma and Skin Cancer Awareness month. Emerson Health continues its mission to serve the people in its communities, educating and encouraging self-care. With this focus, Emerson Health continues to be a Partner in Prevention including IMPACT Melanoma’s Practice Safe Skin, No Sun for Babies, and Safe Skin at Work programs. These prevention education programs include providing access to free sunscreen, informing outdoor workers of sun safety measures, and educating new parents and caregivers about the importance of protecting sensitive infant skin. The communities served through these efforts include Acton, Bedford, Chelmsford, Concord, Hudson, Maynard, and Westford.

While skin cancer is the most commonly diagnosed cancer of all types, it is also preventable. Together Emerson Health and IMPACT Melanoma are focused on increasing awareness of the seriousness of skin cancer, especially melanoma which kills on average one person per hour in the United States. Additionally, when detected early, skin cancer, including melanoma, is 99% curable. Prevention is essential and healthy sun habits include regular use of sunscreen throughout the year and any time the UV index is 3 or higher. Prevention measures include wearing a hat, sunglasses and protective clothing and seeking shade, including portable shade to protect from the sun’s harmful UV rays.

This May represents the fifth year in a five-year partnership between Emerson Health and IMPACT Melanoma. Each year, from May-October, the sunscreen dispenser deployment results in more than 37,000 people slathered in sunscreen across seven communities and more than 200,000 people empowered with educational skin cancer prevention messaging.

Celebrating the success of IMPACT Melanoma’s Practice Safe Skin program, a resident of Bedford, MA, reports: “Residents love the dispensers around town. So important to bring attention to the benefits of protection from the sun. So great to have the dispensers available when people leave their own sunscreen at home.”
Look for sunscreen dispensers throughout these communities and remember to be SunSafe every day of the year.

**About IMPACT Melanoma**
IMPACT Melanoma, a national non-profit 501(c)(3) organization, is the nation’s leading non-profit dedicated to significantly reducing melanoma in the United States and saving lives. With a focus on prevention education programs that include customized and integrated programs for communities, IMPACT Melanoma is committed to supporting melanoma patients and their families and advocating for and influencing urban development policies to address shade equity in America. To learn more about IMPACT Melanoma, visit [https://impactmelanoma.org/](https://impactmelanoma.org/).

**About Emerson Health**
Emerson Health is a non-profit, community health system serving residents throughout 25 communities. Emerson is committed to delivering high quality, safe, and cost-effective care to patients, and is committed to collaborating with community partners to improve the health status of all those it serves, address root causes of health disparities, and educate the community in prevention and self-care strategies.