



Newsletter

Friday 1 June 2010

What's new for the public .

Scientific data might not always be as exciting for the common mind as it is for the specialized ones, scientists, doctors, researchers and academics .

However, Skin Cancer is gaining augmenting interest all over the world ,especially in Europe, Australia and the US due to the unexpected increase of the number of cases in some European countries and US states , a fact that seems to be linked to the geographical point of the area ,

Lifestyle hazards might be fatal for the appearance of the disease, such as indoor tanning , which doubles and multiplies the risk if used for more than ten years. The more the use of sunbeds, the highest the risk which results in real cases.

Knowledge of the must-do relationship of human being and the sun , proved to be especially critical in this type of cancer. Patients who suddenly are diagnosed with one of the hardest cancers to treat are often women and young girls, who now have to pay hard their unlimited exposure to sun, and their passion for tanning and sunbathing in their previous life,

Most of the world's credible news networks today, especially during this time of the year, support the sun protection campaigns and publish for their audiences the recommended guidelines for the prevention of skin cancer and melanoma for adults and kids , of any age , place of the world and color .

It is still unknown how much , precisely , each of these factors contribute to melanoma and skin cancer, for instance the exact role of melanin.

Sunscreen as the ultimate prevention step is managed by the Public Health recommendations to be well established among the European Australian and American populations,

But since last July, studies conducted by the National Center for Toxicological Research and the National Toxicology Program found that lab rats whose skin was coated with a cream containing the chemical Retinyl palmitate, a vitamin A compound common in most sunscreen creams tended to develop tumors faster — 11% to 21% faster — than rats coated in a cream that didn't include that ingredient.

TIME.com Tuesday, June 15, 2010 at 6:24 pm

Is there a controversy ? and what could the scientific society explain to the public ?

So, What Are The Real News On

Skin Cancer ?

1. The EADO slogan for 2010

Transforming care through personalized medicine

Personalized, targeted gene therapies and diagnostics, hopefully, seem to come true in the field of skin cancer .Top researchers on this filed have characterized “historical” the latest results of the research and the medical world is happily vigilant to realize the transformation of the therapies.

The Unique Personal code for the personal cure of an illness rarely cured.

Is it fiction or reality ? What is the “historical “ fact that made headlines worldwide?

The New York Times

Published: June 5, 2010

Dr. Steven J. O'Day of the Angeles Clinic and Research Institute in Santa Monica, Calif., a lead investigator in the melanoma trial, called the result "historic," and added, "This is the first randomized placebo-controlled trial ever to show a survival benefit in Stage 4 melanoma."

The personalized therapeutic cocktail based on the personal dna code information showed significant extension in survival . After decades of research , skin cancer and lung cancer proved to be the first types of the disease with optimum results in clinical trials.

In a study of patients who had advanced melanoma, those who got experimental drug lived a median of about 10 months, compared with 6.4 months for those in a control group. After two years, about 23 percent of those who got the drug were alive, compared with 14 percent in the control group. Since lung cancer and melanoma are among the hardest cancers to treat, the studies are being viewed as significant advances, though far from cures.

The New York Times

Published: June 5, 2010

Genetic personalized therapeutic success – in the lab- and decoding the patients' illness' know-how , boosts also a whole new generation of life-saving diagnostics for those who are at high risk and can afford it .

2. **How close to the patient next door ?**

Social security systems around the world might not make it to cover for the millions of their populations the new generation of targeted genetic cancer therapies , at least before the new high tec tools start getting cheaper as technology always does

Until then, will only the rich deserve to be cured ?

For the time speaking does it worth the risk?

What about side effects, or deaths ,induced directly from a targeted therapy ?

Private medical records of each patient's the personal gene code

information. could be a risk for the biological safety of descendants and families?

3. Genes , the sun and the globe

The place of one's birth , the place of living , or the place of origin ,one of these three or all of these, predispose the body to the cancerous damage of sun rays

It's like the nations as a whole respond hereditary to the sun radiation . Are warmer countries more protected from sun damage by genes ?

Throughout Europe, Northern Countries show the highest rates of cases , and Portugal recently was referred by the lowest percentage

What 's new on EADO 2010?

Recommended for news stories

ME-LA-NO-MAP

The map of unpredictable increase of the cases in less than a decade astonishes the doctors and ALERTS the epidemiologists .

1.

Trends in incidence of cutaneous malignant melanoma in Europe: analysis of population based cancer registry data

C. Holterhues *Erasmus Medical Center, Rotterdam, The Netherlands*

The highest adjusted incidence rates in 2010 were found for Denmark;

21.5 per 100000 person years for men and 26.1 for females (European Standardized Rates ESR).

Portugal had the lowest adjusted incidence rates;
ESR 4.6 for males and 6.2 for females.

Higher incidence rates were found for females compared to males.

The increase in total numbers of patients with malignant melanoma was steepest in Sweden with an increase of 84% among men and 86% among females between 2010 and 2015.

Lowest increases in incidence rates were seen for Northern Portugal and Poland.

Only for female citizens of Iceland the incidence rate decreased by 2015.

Melanoma incidence rates all over Europe continue to increase, which translates into an ever increasing burden for general practitioners, dermatologists and surgeons all over Europe. This increase will probably continue after 2015.

AIM: To give an overview of state of the art incidence and trends of cutaneous melanoma in Europe (by country), and predict the incidence up to 2015 based on historical trends.

Secondly, to describe the stage-distribution of all incident cutaneous malignant melanoma cases in Europe.

Methods: A retrospective database analysis was performed on data from >20 population based cancer registries in Europe. Expected numbers of melanoma cases and incidence rates were calculated by trend modeling of observed rates for melanoma between 1990 (or first available year after 1990) until the most recent available year (mostly between 2004 and 2007) by 5-year age categories and sex. Population sizes as projected by Eurostat were used to transform the projected age-specific incidence rates into expected numbers of cases by age and sex. Incidence rates were fitted to four different models and predictions were based on the best fitted model.

3. Skin cancer/melanoma screening: the Euromelanoma experience

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Euromelanoma, represented by a ladybird on a European map, has been initiated in Belgium in 1999 and since 2000 this preventive action against melanoma has spread throughout Europe [10] into 24 countries. During this campaign, a screening day is organized once a year in May.

A unique questionnaire has been designed to evaluate the screenees and a European website has been initiated last year: Euromelanoma.org. Every year, a new theme is chosen and this year the priority had been given to the teenager, a particular difficult primary prevention task.

European melanoma epidemiology shows a high incidence of thick melanoma in the Eastern countries, which shows the need for an improved prevention in these countries and the interest of a European network for efficient preventive action. What are the results of these campaigns?

In some countries a decreased of mortality or modification of Breslow thickness

has been showed until now. However, in some countries it has been shown that it is possible to focus and increase the awareness of some risk populations. The results of some countries will be presented.

Although some years ago, some indications were found that in some European countries, these increasing trends might be levelling off. Moreover, although incidence information is available, very limited data are available on melanoma incidence by stage.

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Nationwide skin cancer screening in Germany

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Skin cancer is the most frequent form of cancer.

Altogether, every year in Germany more than 195,000 people are newly diagnosed as having skin cancer (basal cell, prickle cell, malignant melanoma carcinoma).

The joint federal committee decided on the nationwide introduction of skin cancer screening from July 1st, 2008. Their decision was based on the results found in Schleswig-Holstein.

From the age of 35 years, everyone has the right to an early diagnosis examination every two years.

The examination includes The targeted medical history, visual, according to the education program standardized full body inspection of the entire skin including the scalp and all intertriginous areas, findings report with related consultation and documentation.

If the visual inspection of the skin by a general practitioner gives rise to suspicion of the presence of a target disease, then additional clarification by a specialist for skin and venereal diseases is to be performed.

Melanoma prevention in Eastern Europe

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Since prevention and early detection remain the key effective methods in stopping melanoma, both attention and resources are increasingly directed towards melanoma prevention worldwide.

The sustained efforts of the past decades led to the encouraging results of leveling off [12] the incidence and mortality of melanoma in some of the countries and regions most affected by this tumor and sun safety and skin cancer education are now on the agenda of public health programs across the continents.

However, melanoma prevention remains a challenge in many regions. In Eastern Europe

countries, which emerged from the isolation of the communist era 20 years ago, the political, social and economic struggles prevented skin cancer education and prophylaxis from becoming a public health priority. Insufficient structural reform of health and education systems, chronic insufficient funding, lack of interdisciplinary cooperation and low public awareness and activism are some of the problems that these countries share and that block preventive efforts.

In the same time, progress has recently been made. **Romania and many neighboring countries participated over the last years in the European initiative of Euromelanoma Day early detection and awareness campaign** NGOs are becoming visible in mounting public educations campaigns against skin cancer. EU funding for education programs are increasingly available for skin cancer prevention and legislative initiatives are being taken at European level to protect the population form harmful UV exposure.

These efforts toward melanoma prevention are briefly reviewed in this presentation, with the aim of highlighting the common challenges but also the potential common solutions and directions to be taken, in order to reduce melanoma morbidity and mortality in Eastern Europe.

For the press, Medical reporters and correspondents :

You could ask for an interview with any of the top speakers of the congress by declaring your interest on Name (of the scientist – Topic and Day of your preference .

We will do our best to arrange you a meeting AT THE CONGRESS PLACE OR VIA TELEPHON

Special scientific personalities are among the speakers who made headlines the last month in the USA and Europe ,and have been interviewed by the leading media, press ,radio tv and magazines for melanoma and skin cancer .

It will be our best pleasure contribute to the awareness **ALARM FOR THE FIGHT OF SKIN CANCER** from this very sunny point of Europe , by raising the top credible scientific message from EADO Congress Athens 2010

Press Communication EADO Congress