

# PROFILE

An Infoletter of the Entertainment Industries Council, Inc.

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Brian Dyak  
President and CEO

## Message from the President

To the Industry:

Every hour, someone in the United States dies of skin cancer. With over a million newly diagnosed cases annually, **skin cancer is the most common form of cancer in the United States today.**

The phrase "tanned and toned" has been a mainstay in the industry, beginning with Old Hollywood and reaching its apex just a few years ago with series like *Baywatch*, which kicked off a new need to appear golden brown.

EIC has forged a partnership with the **Sun Safety Alliance**, a new group dedicated to

educating the public on the importance of sun protection. I serve on the Alliance's Board of Directors, and have asserted the industry's interest in bettering the health and welfare of the American people via accurate onscreen depictions.

Before the end of the year, EIC will disseminate to the creative community new science on the importance of sun safety, along with depiction suggestions for incorporating sun safety into entertainment productions, which can be as simple as showing a character applying SPF 15 before leaving her house or planting shade trees around a kids' soccer field—but may in the end save someone's life.

Prevention doesn't have to be unsexy, either: sultry

singer/songwriter **Sheryl Crow** admits in her song "**Soak Up the Sun**" that she's "got my 45 on/so I can rock on." That's **SPF 45**, of course.

I would like to invite you to join EIC's bi-weekly listserv, which gives updates on the industry's ever-increasing awareness of social responsibility, as well as fact sheets and depiction suggestions for onscreen portrayals of everything from substance abuse and addiction to gun violence, safety and injury prevention. To join the listserv, email [eic@eiconline.org](mailto:eic@eiconline.org).

As always, I would like to extend my appreciation to EIC's entertainment industry colleagues, who often go unrecognized for their contributions to educating the public about important issues.

Sincerely,

Brian Dyak



### What does this have to do with you?

For 20 years, EIC has collaborated with the creative community to enhance storylines and deepen characterization through realistic and accurate portrayals of socially relevant issues onscreen.

"Honey, I am all about that sunscreen," Crow said in a 2002 MSN Chat.

*What many television and film audiences do not know is that the glamorous Hollywood tan often comes from a bottle or airbrush, and not from dangerous ultraviolet radiation. One person who does know is actress **Courteney Cox**, who reverted to her maiden name in 2002—not because of marital problems, but in homage to her father, who died of skin cancer. And fortunately, living legend **Elizabeth Taylor** won her battle with basal cell skin cancer—something that far too few people who have had it can say.*



## Did You Know...?

- ▶ **Someone dies** from skin cancer in the U.S. every hour.
- ▶ One bad blistering sunburn in childhood can **double the risk of skin cancer** later in life.
- ▶ It is estimated that **80% of lifetime sun exposure occurs before age 18.**
- ▶ **Regular use of a broad spectrum sunblock** with an SPF 15 or higher during the first 18 years of life can **lower the risk of certain types of skin cancer by up to 78%.**

[www.eiconline.org](http://www.eiconline.org)

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## Alexa Vega Illuminates Sun Safety Alliance Press Conference

Hailed as "the multicultural action-movie star of the moment" by *The New York Times* in August 2002 for her repeat performance as Carmen Cortez in *SPY kids 2: The Island of Lost Dreams*, Alexa Vega is no stranger to the big screen. She recently starred in the third *SPY kids* movie, released in July, and does most of her own stunts.

Vega's stunt work does not involve risking her life to sun exposure. In fact, Vega is a spokesperson for the Sun Safety Alliance, and was present at a National Press Club event announcing the launch of the Sun Safety Alliance. Vega was there to speak about her own safe sun habits and to present congratulatory plaques to youths who had gone through training to become experts on sun safety.

While not on location, Alexa resides in Los Angeles with her family. She enjoys dancing, reading, playing with her younger sisters and gymnastics.

### In the Media...

The Sun Safety Alliance is reaching the public through the Internet, advertising and public service announcements. For information you can:

Log onto [www.sunsafetyalliance.org](http://www.sunsafetyalliance.org) and utilize resources for parents and kids, as well as educators and healthcare professionals.

Log onto [www.eiconline.org](http://www.eiconline.org) or call EIC's *First Draft* technical resource assistance service toll-free at **1-866-289-4347** with specific questions relating to sun safety or skin cancer.

Keep your eyes open for sun safety awareness messages in your local newspapers and favorite magazines.

For more information about EIC's sun safety initiative, please contact David Conner at 703.481.1414 or [dconner@eiconline.org](mailto:dconner@eiconline.org)

## Sun Safety Alliance: What is it?

The Sun Safety Alliance is a non-profit coalition whose mission is to educate young children and their caregivers about the importance of sun safe behavior over the course of their lifetimes. The Alliance—through education that motivates behavior change—aims to reduce the incidence of skin cancer caused by sun exposure in the U.S. The Sun Safety Alliance aims to:

- ▶ **Educate** the public about sun care safety, **especially children**, to prevent skin cancers caused by sun exposure.
- ▶ **Encourage** adults to protect themselves and their families, especially children, from the dangers of the sun.
- ▶ **Enhance** the ability of healthcare providers, including community pharmacists and physicians, to advocate the elimination of skin cancer due to sun exposure.

### In the School...

Working directly with teachers and students goes to the heart of the Sun Safety Alliance mission. Education is the key to effective behavior change (which speaks to the power of the entertainment industry to influence positive social change), particularly with young children. Through a partnership with **Scholastic, Inc.**—publishers of the record-breaking *Harry Potter* books—the Sun Safety Alliance created a science literacy curriculum that will reach 150,000 teachers and 4.5 million 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> graders this year across the U.S. with important, fun and educational information.

### In the Doctor's Office...

The Sun Safety Alliance has developed materials that aid healthcare professionals, including dermatologists, pharmacists and pediatric nurse practitioners. These materials, which range from CD-ROMs and Education Kits to Prescription Tear Pads, help ensure that healthcare providers become sun safety advocates. The Tear Pads can be made available as props for medical shows and movies.

### In the Pharmacy...

The National Association for Chain Drug Stores, which serves as the voice for chain pharmacies throughout the country, comprises nearly 200 chain community pharmacies. That translates into more than 100,000 pharmacists, 20,300 traditional chain drug stores such as **CVS, Walgreens, Rite Aid** and others, 8,300 supermarket pharmacies and 5,500 mass merchant pharmacies such as **Wal\*Mart** and **Kmart**. From prescriptions to over-the-counter products, people trust their pharmacist for health and wellness information. The Alliance's powerful reach to chain drug stores and pharmacies will be visible throughout the country.

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First Draft, a free technical resource for entertainment creators and executives, provides expert assistance for incorporating accurate health and social issues into programming. First Draft now offers information resources relating to sun safety and skin cancer. Other available topics include: drug, alcohol and tobacco use, addiction and recovery; gun violence, safety and injury prevention; and mental illness.

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*Encouraging the Art of Making a Difference*