

FALSE SENSE OF SECURITY IN THE SUN CAN BURN YOU



Relying only on “sunscreen pills” and high SPF numbers carries risks

Suggested Date of Use: * Tie in to summer outdoor activities *

James Cancer Hospital & Solove Research Institute
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SUGGESTED TEASE	STILL TO COME, HOW TO AVOID GETTING BURNED BY SUN PROTECTION PRODUCTS. ITEMS YOU’RE LIKELY TO SEE ON STORE SHELVES THIS SUMMER, AND THE RIGHT WAY TO USE THEM NEXT IN HEALTH NEWS.
ANCHOR LEAD	IT’S BEEN SAID THERE IS NOTHING NEW UNDER THE SUN, BUT THERE IS A LOT OF NEW INFORMATION TO CONSIDER WHEN IT COMES TO PROTECTING YOURSELF FROM THE SUN. FROM NEW “SUNSCREEN” PILLS TO A WIDE RANGE OF S-P-F NUMBERS ON DIFFERENT PRODUCTS, PROTECTING YOURSELF FROM TOO MUCH SUN CAN BE CONFUSING. TO HELP SORT IT ALL OUT SO YOU WON’T GET BURNED THIS SUMMER, HERE’S CLARK POWELL.
	(Nats - Colleen putting on sunscreen) :02
CG: Courtesy: James Cancer Hospital & Solove Research Institute Shots of Colleen opening bottle Shot of Colleen using sunscreen	GIVEN HER IRISH HERITAGE AND THE FAIR SKIN THAT COMES WITH IT, COLLEEN O’MORROW HAS TO BE EXTRA CAREFUL IN THE SUMMER SUN. NEARLY EVERY TIME SHE GOES OUT, THE SUNSCREEN GOES ON - THOUGH IT CAN GET TEDIOUS. :11
CG: Colleen O’Morrow Prone to sunburns	“The oil is uncomfortable on your face. Also, if you’re going to an outside event, it’s kind of inconvenient to have to put it on and keep checking on it.” :09 / :20
Shots of Colleen rubbing in sunscreen Shots of pills Shots of people tanning on the beach	LIKE MANY, COLLEEN SAYS SHE’D TAKE SHORTCUTS IF SHE COULD. BUT DOCTORS WORRY THAT LOOKING FOR SIMPLE SOLUTIONS IN SUN PROTECTION MIGHT PUT PEOPLE AT RISK. FOR EXAMPLE THERE ARE NOW <i>PILLS</i> ON THE MARKET PROMISING SUN PROTECTION. BUT DOCTORS CAUTION THAT THERE IS NO SCIENTIFIC PROOF THAT PILLS ALONE CAN PROTECT YOU. :16 / :36
CG: Dr. Shannon Trotter James Cancer Hospital & Solove Research Institute	“Currently the research states that we don’t have that just yet. So, we tell patients this is not a substitute for common sense for protecting yourself with sunscreen.” :08 / :44

Shots of Dr. Trotter in exam Shots of Dr. Trotter Shots of SBF numbers 15 then 50	DOCTOR SHANNON TROTTER IS A SKIN CANCER EXPERT AT THE OHIO STATE UNIVERSITY'S JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE. SHE SAYS ANOTHER SHORTCUT PATIENTS TAKE IS BUYING SUNSCREEN WITH A HIGHER SPF NUMBER - THINKING THEY CAN USE LESS. :14 / :58
Dr. Trotter (CG'd earlier)	"Don't fool yourself that you're getting 50 and above, that you think you can be out longer and not do that reapplication every 2 hours." :06 / 1:04
Shots of mom putting sunscreen on daughter at the beach Shots of bottles with high SBF Shot of boys on beach in shirts - MVI_7661 (rose tag)	IN FACT, TROTTER SAYS SPF 15 BLOCKS ABOUT 93-PERCENT OF HARMFUL SUN RAYS AND SPF 30 BLOCKS ABOUT 97-PERCENT - SO BUYING HIGHER NUMBERS DOESN'T MEAN YOU'RE GETTING THAT MUCH MORE PROTECTION. AND WHEN CHOOSING CLOTHING, AVOID WEARING WHITES. :16 / 1:20
Dr. Trotter (CG'd earlier) 1.08.04 - 1.08.13	"Wearing shirts or clothing that are different, darker shades such as say red or black can actually increase your sun protection. They absorb the ultraviolet light." :09 / 1:29
Shots of Colleen putting down sunscreen Shot of Colleen walking dog	TROTTER SAYS THE KEY TO ENJOYING THE SUN IS RESPECTING IT, AND NOT TAKING SHORTCUTS THAT CAN BURN YOU. AT OHIO STATE'S JAMES CANCER HOSPITAL, THIS IS CLARK POWELL REPORTING. :09 / 1:38
ANCHOR TAG	STUDIES ARE UNDERWAY TO DEVELOP PILLS THAT OFFER SUN PROTECTION, BUT DOCTORS SAY MORE RESEARCH IS NEEDED. ANTIOXIDANTS FOUND IN SOME MEDICINES AND SUPPLEMENTS HAVE SHOWN PROMISE, BUT BEFORE TAKING THEM YOU SHOULD TALK TO YOUR DOCTOR BECAUSE THEY CAN INTERACT WITH OTHER MEDICATIONS YOU MIGHT USE.
 Share it! Suggested tweet:	Can't separate #sunprotection fact from fiction? Experts @TheJamesOSU have tips to protect your family this summer: http://bit.ly/136DoTp
 Suggested post:	Having trouble separating sun protection fact from fiction? Experts at The Ohio State University' James Cancer Hospital and Solove Research Institute have the tips you need to keep your family covered this summer: http://bit.ly/136DoTp
	Extra Bites
CG: Dr. Shannon Trotter James Cancer Hospital & Solove Research Institute	<i>Dr. Trotter talks about sunscreen pills -</i> "There are some products though that have undergone some testing and they have shown to potentially be preventive for sunburn, but more research is to come and we need to do more at the basic science level and also perform clinical trials." :12

<p>CG: Dr. Shannon Trotter James Cancer Hospital & Solove Research Institute</p>	<p><i>Dr. Trotter's advice on using sunscreen pill supplements -</i> "Before they decide to take one of these medications, we tell them they must discuss it with their physician and then make a decision." :06</p> <p><i>Dr. Trotter talks about SBF protection -</i> "We think of SPF as a 15 or higher being effective to reduce the risk of cancer. However, it's not a doubling effect. An SPF-15 offers about 93% protection from UV-B rays. Once you get to a 30, it's about 97%. Really, a 50 or beyond is about a 98%." :18</p>
<p>CG: Colleen O'Morrow Prone to sunburns</p>	<p><i>Colleen talks about her skin tone and how easily she burns -</i> "My skin usually reacts really negatively to the sun. I'm very Irish, so my skin is prone to being burned. In really bad cases, I've gotten sun poisoning." :10</p> <p><i>Colleen talks about the advantages of a sunscreen pill -</i> "If the sunscreen pill worked, an advantage it would have would definitely be time-saving and not having to lather up with sunscreen before I go out anywhere." :09</p>
<p>Producers & Reporters:</p>	<p>To download scripts, video and photos go to: http://www.multimedianewsroom.tv</p>

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