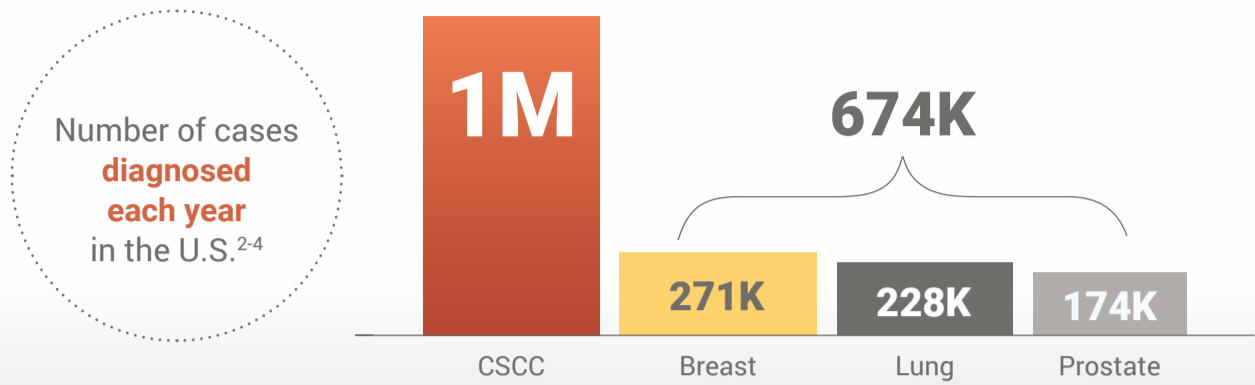
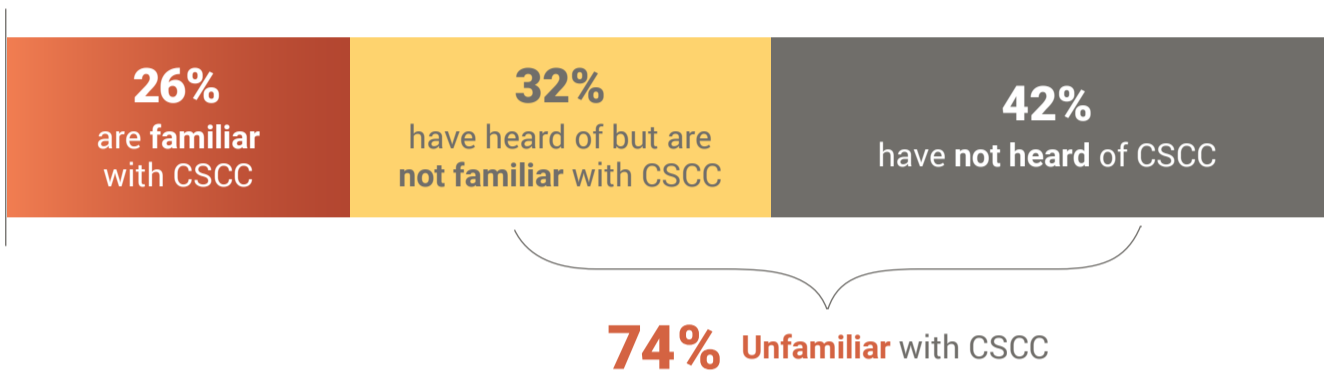


CSCC: The Common Skin Cancer Most Americans Don't Know About

Cutaneous squamous cell carcinoma (CSCC, also called squamous cell carcinoma of the skin) is the **second most common cancer** in the U.S.¹



A recent national survey revealed **most Americans are not familiar** with this common skin cancer.*⁵



Unaware that CSCC Can Progress and Be Life-threatening

- Only **18%** know CSCC can become advanced, including **spreading to other parts of the body**
- Only **28%** think advanced CSCC can be **life-threatening**

Overlooked Even Among Those Who Try to Protect Themselves against Skin Cancer

- 61%** of people who **use sunscreen daily** to prevent skin cancer are **not familiar with CSCC**
- 52%** of people who **consult a dermatologist** regularly to prevent skin cancer are **not familiar with CSCC**

Misconceptions about Melanoma vs. CSCC

- falsely believe melanoma is the most common type of skin cancer in the U.S. **CSCC is 5x as prevalent**^{2,3,6}
- Only **3%** know CSCC is **one of the three most common** types of cancer in the U.S.¹

Limited Awareness Among Those at a Higher Risk

People Living in the Southern U.S.⁷

33% know their risk of getting non-melanoma skin cancer such as **CSCC is affected by where they live**

People Who've Spent Extended Time in the Sun over Many Years⁸

29% of people who **work outdoors year-round** are familiar with CSCC

Men⁸

Only **26%** are familiar with CSCC

* The CSCC Skin Cancer Survey was conducted online by The Harris Poll on behalf of The Skin Cancer Foundation and in coordination with Regeneron and Sanofi between May 2 to 22, 2019 among 2,010 adults ages 18 and older in the U.S. Raw data were weighted where necessary by age within gender, race/ethnicity, region, education, income, size of household, marital status, employment status, internet usage, and propensity to be online to bring them in line with their actual proportions in the population.

¹ Howell JY, et al. Cancer, Squamous Cell, Skin. [Updated 2017 Oct 6]. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2017 Jun.

² Rogers HW, Weinstock MA, Feldman SR, Coldiron BM. Incidence estimate of nonmelanoma skin cancer (keratinocyte carcinomas) in the US population, 2012. *JAMA Dermatol* 2015; 51(10):1081-1086.

³ Mansouri B, Housewright C. The treatment of actinic keratoses—the rule rather than the exception. *J Am Acad Dermatol* 2017; 153(11):1200. doi:10.1001/jamadermatol.2017.3395.

⁴ American Cancer Society. Cancer Facts and Figures 2019. <https://www.cancer.org/research/cancer-facts-statistics/all-cancer-facts-figures/cancer-facts-figures-2019.html>. Accessed June 9, 2019.

⁵ CSCC Misperceptions Survey. Conducted by Harris Poll for The Skin Cancer Foundation, May 2019.

⁶ Skin Cancer. American Academy of Dermatology. <https://www.aad.org/media/stats/conditions/skin-cancer>.

⁷ Lomas A, et al. *Br J Dermatol* 2012;166(5):1069-1080.

⁸ American Cancer Society. Basal and Squamous Cell Skin Cancer Risk Factors. <https://www.cancer.org/cancer/basal-and-squamous-cell-skin-cancer/causes-risks-prevention/risk-factors.html>.



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