

HOW TO HOST A COAST-2-COAST PROGRAM

WDS Coast-2-Coast Events

These events are designed to create educational outreach programs in local communities. Some examples of successful activities presented by WDS members in previous Coast-2-Coast programs have included:

- Office skin cancer screening days and sun safety education
- School assemblies and classroom visits
- Community talks to local organizations and clubs
- Outreach at baseball games (pro and Little League) or other sporting events
- Workplace screenings (dermatologist visits local newspapers and businesses)

Venue/Location:

- Brainstorm type of event you want to hold and location. These are generally one of two categories: public education events and skin cancer screening events
- Gather information about the expected number of participants
- Obtain appropriate permission for venue and event
- Go to the [womensderm.org](https://www.womensderm.org) website under the Coast-2-Coast program and complete an activity form
- Recruit physicians, medical students or public health students
- Contact WDS, local dermatology groups, and media to publicize event
- View available resources on WDS website:
<https://www.womensderm.org/community/service-and-outreach-programs/sun-safety-resources>
- Review steps below depending on the type of event
- Please be sure to collect the required WDS metrics for assessment during your event

1) For an Educational Event/Presentation

Resources available:

- WDS sun safety educational pamphlet handouts for adults, Spanish-speaking populations, and children
- WDS educational power point presentation for student populations in English and Spanish
- WDS “10 tips for enhancing your presentation/outreach”
- Please be sure to collect the required WDS metrics for assessment

2) For a Skin Cancer Screening

- Order WDS Coast-2-Coast tool box (Full contents listed in FAQ below)
- Coordinate with WDS to order AAD SpotMe toolbox at <https://aad.org/member/career/volunteer/spot>
- Review AAD SpotMe Program Guidelines. The program guidelines PDF includes a program guidelines, a comprehensive and useful FAQ, and specific details on how to organize the screening. (<https://aad.org/member/career/volunteer/spot>)
- Gather volunteers:
 - Recruit physician/resident/non-physician clinician volunteers from the WDS listserv, regional derm societies, universities
 - Recruit medical student, public health professionals, or other volunteers to help with sign-in, supply distribution, filling out sheets
 - Inform physicians that they should check with their malpractice carrier regarding coverage for this event (almost always covered)
- Hold your skin cancer screening
 - Return completed Attestation form, program Volunteers Form, and screening copies together to the Academy.
 - Maintain the screener's copy of the Registration and Report/PHI form and a copy of the Statement of Privacy.
- Please be sure to collect the required WDS metrics for assessment during the event

APPENDIX B: Frequently asked questions

FAQ:

What about liability?

Please refer to the AAD Spot Me Program Guidelines for a detailed discussion about liability. An excerpt from the brochure is included here but please be sure to read the entire document.

“The Academy does not provide medical malpractice liability insurance coverage for its members, including those who volunteer for free screening programs. Each participating doctor should be aware of the need to obtain advance confirmation, from his/her malpractice carrier or other appropriate sources, that his/her activities in connection with the programs will be covered by adequate liability insurance.

With respect to screening programs operated under the auspices of hospitals, medical schools, or other similar health care institutions, the Academy is not aware of any sponsoring institution that has refused to cover the professional activities of participating dermatologists under its regular medical malpractice liability insurance. However, the dermatologists planning to be involved in those programs should request specific confirmation of such coverage from the sponsoring institution.

In the 34 years in which the Academy has sponsored its skin cancer screening program, not one of the more than 2.7 million people screened has threatened to bring suit. However, it would be advisable for any dermatologist who is planning to participate in a free-standing screening program to consult his/her liability insurance agent or carrier in advance to determine what action, if any, is needed to establish coverage.

In the event of a positive presumptive diagnosis, for his/her own protection, the screener ought to have a written record of reasonable attempts to notify the screenee of this fact, either by a contemporary record of oral advice given or a copy of a subsequent written communication to the screenee.”

What screening setups are there and what parts of the body do you screen?

WDS is unable to provide enclosed, private screening tents, so many of these skin cancer screenings will be done in an informal environment and physicians will be able to screen parts of the body that are easily seen and exposed (face, arms, legs, +/- trunk if easily exposed and if desired by the patient).

What’s included in the toolkit?

Play Safe in the sun brochures and flyers

UV Color Changing Bracelets

UV Detecting Patches

Sunscreen Samples

Other items, if requested (Play Safe in the Sun banner and tablecloth, to be returned to WDS after event)

In addition, the following items will be provided to you by the AAD. Please check with the WDS liaison to confirm whether you should order these items directly or if you should order them yourself. (<https://aad.org/member/career/volunteer/spot>)

Included are:

- SPOT me® Program Guidelines booklet
- Screening forms
- Skin cancer handouts

Who should you recruit to volunteer for a skin cancer screening?

- If available, medical students/college students/public health students can help with forms and flow, passing out informational brochures, etc.
- Physicians to conduct the skin cancer screenings

Can residents do skin cancer screenings?

Residents can do their own screenings and staff with an attending, just as in a teaching clinic.

What are the required metrics for assessment?

There are a set of metrics/data that we require for collection to help assess the success of our outreach programs. Please contact WDS for further details if you have not yet been provided with the list of questions. They are designed to be easy to collect.