



NEBRASKA SEES SHARP RISE IN MELANOMA CANCER IN THE LAST FIVE YEARS

Nebraska Cancer Coalition announces dismissal of indoor tanning lawsuit

OMAHA (August 29, 2018) — According to the CDC State Cancer Profiles, [Nebraska](#) has seen a disturbing 17.8 percent increase in melanoma skin cancers over the last five years in non-Hispanic white women under 50, compared to the [national average](#) of 1.5 percent.

The Nebraska Cancer Coalition (NC2) is working to stop this rising trend through “The Bed is Dead” campaign, which educates teenage girls and their parents on the dangers of indoor tanning. Community organizations, student groups and NC2 work together to help people make better-informed decisions about exposing their skin to UV radiation in tanning beds. [TheBedIsDead.org](#), sponsored by NC2, provides information about the known health risks of indoor tanning, including potentially deadly melanoma skin cancer.

“It’s important for the public to have free access to evidence-based websites like [TheBedIsDead.org](#),” said Dr. David Watts, Vice President of NC2. “The [CDC](#) reports that indoor tanning is particularly dangerous for younger users. The [American Academy of Dermatology](#) says that women under 30 are six times more likely to develop melanoma if they tan indoors. The [American Cancer Society](#) adds there is no such thing as a safe tan.”

In 2015, tanning salons in Nebraska sued NC2 and two of its officers, alleging defamation and violation of Nebraska's Deceptive Trade Practices Act, based on statements on the website. On June 28, 2018, the District Court of Douglas County ruled in favor of NC2, finding that the statements on the website are not about the plaintiffs, and that the plaintiffs failed to offer evidence that NC2’s statements “disparaged the goods, services or business of another.” The court also noted that the tanning salons’ lawsuit “would pose ‘an unjustifiable threat to society,’ especially when it concerns a matter in which public discussion is paramount to the health and safety of young adults.”

NC2 President Dr. Alan Thorson said, “We are pleased with the ruling of the Court and its impact on securing the proper role of ‘public discussion’ in promoting health and wellness.”

Robin Carlson of Stinson Leonard Street LLP, NC2’s attorney, commented, “NC2 and its officers have been fierce advocates for informing the public about the connection between skin cancer and indoor tanning. It’s gratifying that the court recognized the need for dialog about this important health concern.”

The plaintiffs have filed an appeal to the ruling.

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ABOUT NC2

The Nebraska Cancer Coalition (NC2) is a statewide partnership of 350 individuals representing 200 public and private organizations. The partners work together to prevent and control cancer and its economic and psychosocial effects on families, friends and communities. NC2 works toward implementing the goals and objectives outlined in the Nebraska Cancer Plan.

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