

## Press Release FOR IMMEDIATE RELEASE

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## **Eastland Memorial Hospital Raises Awareness of UV Safety**

The sun can pose dangers to your skin and health after prolong exposure.

EASTLAND, Texas (July 8, 2015) – The Texas summer season is well underway, and although temperatures have not been as hot as past years, the sun still poses many risks. Eastland Memorial Hospital (EMH) is urging locals to protect themselves from the sun's heat and ultraviolet rays, preventing heat exhaustion and skin damage.

Skin cancer is one of the most common forms of cancer in the United States, according to the Centers for Disease Control and Prevention (CDC). Despite the facts, there are many precautions individuals can take to protect ourselves from harmful UV rays.

"It is critical that people of all ages protect their skin from the sun by applying a liberal amount of sunscreen at least 20 minutes before exposure to the sun," says Dr. Robert DeLuca, a family physician in Eastland. "By applying sunscreen, you are taking a simple, yet essential step to keep your skin looking great and reduce the risk of skin cancer. Reapply sunscreen every 2 hours."

Dr. DeLuca recommends using sunscreen with an SPF of 30 or higher.

To further protect yourself from the sun's harmful rays, Dr. DeLuca says individuals should cover up exposed skin by seeking shade as much as possible during the late mornings and afternoons. People should also wear light-colored cotton clothing. This covers your skin and allows your body to breathe easier. Hats with large brims can also protect your head, ears and neck.

Dr. DeLuca also advises people to wear sunglasses when outdoors. Lenses that block 99 to 100 percent of both UVA and UVB type rays are recommended. Sunglasses with gray-colored lenses also reduce light intensity and provide a more natural vision.

Long exposure to the sun or extensive activities in the heat can easily lead a person to heat exhaustion. Sweating acts as a coolant system for your body. This system brings your body temperature down, but it also results in the loss of large amounts of body fluids, leading to dehydration. Consuming water or sports drinks can help combat exhaustion and keep your body hydrated.

"Hydrating your body by drinking water is important when spending time outdoors for small increments of time," Dr. DeLuca explains.

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You should stay away from beverages such as soft drinks, coffee and alcohol. These types of drinks can actually cause your body to excrete extra fluids, causing you to dehydrate at a faster rate.

Dr. DeLuca encourages people to stay out of the sun and heat as much as possible between the hours of 10 a.m. and 4 p.m. when UV rays and the temperature can do the most damage.

"We want to reduce the risks of skin cancer and heat-related injuries this summer," Dr. DeLuca says.

"The health and safety is our top concern, and we want to make sure everyone in our community enjoys the outdoors safely."

## **About Eastland Memorial Hospital**

Eastland Memorial Hospital provides healthcare for those communities in Eastland County, Texas. Founded in 1953, Eastland Memorial Hospital offers a wealth of medical services including: 24 hour emergency care, advanced radiology services including CT scanning and MRIs, outpatient lab, physical therapy, surgical services, patient education, sleep studies, and more. For additional information, please visit www.eastlandmemorial.com.

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