

Saturday, December 5, 2009 As of 1:53 AM 100

More

News, Quotes, Companies, Videos

SEARCH

BLOGS

GET 2 WEEKS FREE SUBSCRIBE NOW

PRINT + WEB

WEB + MOBILE

Europe Edition Today's Paper Video Columns Blogs Topics Journal Community

Log In Register for FREE

Home World Business Markets Market Data Tech Life & Style Opinion More

WSJ Blogs

Search Health Blog SEARCH

Health Blog

WSJ's blog on health and the business of health.

Computerized Medical Files Not Much Better Than Paper J&J Stays the Course for Premature Ejaculation Pill

JULY 10, 2007, 3:36 PM ET

Sun Shines On Funding of Cancer-Prevention Ad

Article Comments (3)

HEALTH BLOG HOME PAGE >

Email Printer Friendly Permalink Share: facebook Text Size

By Heather Won Tesoriero

With sizzling temps breaking thermometers around the country, people are feeling the heat. And the American Cancer Society and Johnson & Johnson's Neutrogena division, which makes sunscreen, are also getting some heat over a public service announcement about skin cancer, the New York Times reports.

A young woman in the ad holds a photograph of a smiling blonde. "My sister accidentally killed herself. She died of skin cancer," the copy reads. The public service ad, whose production was underwritten by J&J, is running in more than a dozen women's magazines this summer. "Left unchecked, skin cancer can be fatal," the ad warns, urging readers to "use sunscreen, cover up and watch for skin changes."



Although skin cancer is on the rise, the ad has drawn criticism from some who feel the message is harsh and misleading. "We do have some pretty good evidence that sunscreen will reduce your risk of the less lethal forms of skin cancer," Dr. Barry Kramer, associate director for disease prevention at the National Institutes of Health, told the Times. "There's very little evidence that sunscreens protect you against melanoma, yet you often hear that as the dominant message."

Others take aim at J&J's financing of what some say is a self-serving message, although the Neutrogena brand isn't mentioned in the ad. "When people see an American Cancer Society public service announcement, they expect it to reflect the best evidence," Dr. Lisa Schwartz, co-director of the Outcomes Group at the Veterans Affairs hospital in White River Junction, Vt., told the Times. "We don't want people who have a financial interest to be telling you the benefit of doing something."

In a statement to the Health Blog, the American Cancer Society defended the campaign, citing little improvement in people's sun-protection habits during the past decades. "The PSA campaign with Neutrogena's support has led to remarkable visibility for the Society's skin cancer awareness efforts." Because Neutrogena paid for all the creative work for the campaign, the group's donors were spared the cost. (The magazines also run the ad without charge.) "The edgy, attention-getting approach clearly led to the popularity and the effectiveness of the PSAs," the cancer group said. A J&J spokeswoman told the Times that the arrangement benefited both parties: "We have the common goal of raising awareness of the importance of sun protection."

Health Blog Question of the Day: Does J&J's financing of a public service announcement present a conflict of interest?

« Previous Computerized Medical Files Not Much Better Than Paper Next » J&J Stays the Course for Premature Ejaculation Pill

HEALTH BLOG HOME PAGE

Email Printer Friendly Comments (3) Permalink

Article Tools Sponsored by Constant Contact

Share: Facebook Twitter LinkedIn



About Health Blog

Follow us:

WSJ's Health Blog offers news and analysis on health and the business of health. The lead writer is Journal reporter Jacob Goldstein. The blog also includes contributions from other staffers at the Journal, WSJ.com and Dow Jones Newswires. Write to us at healthblog@wsj.com.



Most Recent

Articles Comments

1. Antipsychotics, Diabetes & Kids
2. Abortion, Drug Prices, Cost Cuts: More Amendments to Watch
3. Yes, Health Care Is Still Adding Jobs
4. Pfizer Exec's New Gig: Chief of Staff for Jersey Governor
5. Scientist With Endometriosis Seeks Insights Into Her Disease

Most Popular

Read Commented All Blogs

1. No Free Lunch for Doctors, Brought to You By Jersey's AG
2. How a Decades-Old Drug Is Still a Patented Blockbuster
3. Tough Sell: Sanofi Hands Out 750 Pink Slips to Sales Force
4. Lipitor & the Era of Mega-Blockbusters. (Also: Fungi.)
5. Pfizer CEO Cites Public's 'Legitimate Anger' at Corporations

Popular Stories in All Topics

**Assurant Health Insurance**

Health insurance for individuals, families and small businesses.  
www.AssurantHealth.com

**health care**

AARP Magazine Lets You Know What Industries Are Hiring Retirees  
AARPMagazine.org

**Clarisonic® Skin Care**

One Minute a Day For the Best Skin Of Your Life! Free Gift, \$65 Value.  
www.Clarisonic.com

**Add a Comment**

Name

We welcome thoughtful comments from readers. Please comply with our guidelines. Our blogs do not require the use of your real name.

Comment

676 diggs [The Web Discloses Inconvenient Climate Truths](#)

463 diggs [Obama Can't Take Another Bow](#)

404 diggs [President Obama and President Pelosi Part Ways](#)

356 diggs [The Afghan Escalation](#)

252 diggs [WSJ.com - Opinion Europe: How to Forge a Consensus](#)

Powered by

**Featured Comments**

“Ok docs, if readmissions are not a measure of quality that you want to use, what should be used?”

– from Anonymous

[On Should Doctors' Pay Be Linked to Hospital Readmissions?](#)

**Comments (3 of 3)**

[View all Comments »](#)

10:23 am July 13, 2007

**jbabb** wrote:

There are two kinds of people - those who use a strong sunscreen (spf 35 or higher) and those who should.

I was lucky; I survived a case of skin cancer. As a soccer referee in South Texas, I regularly used sunscreen on my face, legs, and head. I was a bit cavalier in my use of sunscreen on my arms - my arms never were sunburned. My cancer appeared on my lower forearm just above my wrist watch band ( a place where I was not particularly careful in coating).

Now I am very meticulous in my use of sunscreen. I use SPF 35 or higher, and I make sure I coat all exposed skin thoroughly and frequently.

1:25 pm July 11, 2007

**Mark F.** wrote:

Many non-profits RELY on corporate sponsorships to underwrite the \$\$\$ needed to produce public service announcements. If you did a little digging, I think you'd find this practice to be far more common than just the ACA and NutraGina, and far less insidious than it appears. Again, NON-PROFIT organizations don't have big bank accounts! Sponsorships pay the cost for the PSA and permit the corporate sponsor to demonstrate its commitment to serving the community.

3:44 pm July 10, 2007

**gpawelski** wrote:

A social science perspective on gifts to physicians from industry. JAMA 2003 Jul 9;290(2):252-5  
<http://jama.ama-assn.org/cgi/content/full/290/2/252>

[BACK TO TOP](#)

**WSJ.com Account:**

- [My Account](#)
- [Subscriber Billing Info](#)

**Create an Account:**

- [Register for Free](#)
- [Subscribe Now](#)

**Help & Information Center:**

- [Help](#)
- [Customer Service](#)
- [Contact Us](#)
- [New on WSJ.com](#)
- [Tour the new Journal](#)

**About:**

- [News Licensing](#)
- [Advertising](#)
- [Advertise Locally](#)
- [Conferences](#)
- [About Dow Jones](#)
- [Privacy Policy - Updated](#)
- [Subscriber Agreement & Terms of Use - Updated](#)
- [Copyright Policy](#)
- [Jobs at WSJ.com](#)

**WSJ.com:**

- [Site Map](#)
- [Home](#)
- [World](#)
- [U.S.](#)
- [Business](#)
- [Markets](#)
- [Market Data](#)
- [Tech](#)
- [Personal Finance](#)
- [Life & Style](#)
- [Opinion](#)
- [Autos](#)
- [Careers](#)
- [Real Estate](#)
- [Small Business](#)
- [Corrections](#)

**Tools & Formats:**

- [Today's Paper](#)
- [Video Center](#)
- [Graphics](#)
- [Columns](#)
- [Blogs](#)
- [Topics](#)
- [Guides](#)
- [Alerts](#)
- [Newsletters](#)
- [Mobile](#)
- [Podcasts](#)
- [RSS Feeds](#)
- [Journal Community](#)
- [WSJ on Twitter](#)
- [WSJ on Facebook](#)
- [My Journal](#)

**Digital Network**

- [WSJ.com](#)
- [Marketwatch.com](#)
- [Barrons.com](#)
- [SmartMoney.com](#)
- [AllThingsD.com](#)
- [FINS.com](#)
- [FILife.com](#)
- [BigCharts.com](#)
- [Virtual Stock Exchange](#)
- [WSJ U.S. Edition](#)
- [WSJ Asia Edition](#)
- [WSJ Europe Edition](#)
- [WSJ India Page](#)
- Foreign Language Editions:
  - [WSJ Chinese](#)
  - [WSJ Portuguese](#)
  - [WSJ Spanish](#)

Copyright ©2009 Dow Jones & Company, Inc. All Rights Reserved