The Melanoma Research Program (MRP) challenges the research community to redefine the concept of prevention. Melanomagenesis is a multi-step process from the normal melanocyte to the dysplasia to the development of melanoma and finally to progression of the disease through micrometastasis and beyond. The MRP acknowledges that each step along the disease process from initiation to metastasis is an opportunity to block any further cancer progress and to affect a cure. The melanoma clinical, research, and patient community traditionally view prevention as the use of sunscreen/blockers to protect the melanocyte from harmful ultraviolet radiation. The MRP recognizes the usefulness of this strategy while tasking the research community to redefine prevention to include the entire melanomagenesis cycle. This is especially critical in rare subtypes of melanoma where traditional sunscreen blockers are not applicable. Rare melanoma subtypes (i.e. acral, uveal, and mucosal) may not be initiated by exposure to ultraviolet radiation like cutaneous melanoma. Taken together, the MRP looks to shift the paradigm of prevention of all types of melanoma by investing in research studies focused on eliminating the progress of this deadly disease whether it is cutaneous melanoma or a rare subtype.