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SUN SAFETY



The American Cancer Society Sun Safety Tool Kit

The American Cancer Society is pleased to be working with your company to provide information and messages for employees who may be facing cancer, as well as tips to help employees reduce their risk of developing the disease. By educating people about the importance of cancer screening, risk reduction, and early detection, and by encouraging employees to fight back, we can help create a world with less cancer and more birthdays.

Please be sure that the American Cancer Society is cited as your source of information when offering the enclosed content to employees. All of the content in this document reflects updated information for 2010. Please be aware that changes to the text or content of this tool kit may also change the meaning of certain medical content, and is not recommended. Thank you again for your commitment to fighting cancer and saving lives in the workplace.

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Promoting Sun Safety

Skin cancer is the most common of all cancers. And, the vast majority of skin cancers are caused by unprotected exposure to excessive ultraviolet (UV) radiation, primarily from the sun. Many skin cancers could be prevented by protecting your skin from the sun's rays and avoiding indoor tanning. Unfortunately, when we think of healthy lifestyle choices, we often overlook the importance of protecting our skin. By educating your employees about the dangers of sun exposure and how to get proper protection, you can help improve their health and wellness and benefit your organization's bottom line.

How to Use This Sun Safety Tool Kit

Sun safety is important for both adults and children, and it is never too late to reduce your chances of developing skin cancer. Raising awareness of the importance of sun safety sends a message that you care about the well-being of your employees and their families. So do all you can to help them stay well and ensure this year is a healthy one!

The American Cancer Society Sun Safety Tool Kit has been developed to help you with ideas and resources for heightening awareness of the risk of skin cancer. With a variety of communication tactics, such as email blasts, newsletter articles, brochures, posters, and even a scavenger hunt, this kit includes information and resources designed for any size business or organization, and can be tailored according to your company's needs.

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Why is sun safety important?

Sun safety is important every day of the year, not just in the summertime. Most skin cancers are caused by ultraviolet (UV) radiation from the sun, and the negative effects of UV radiation build up over the course of your life. In fact, you can be exposed to UV radiation while driving in your car or sitting by a window in your office. UV radiation is also present on cloudy days, when the sun is not visible.

Obviously, you cannot totally avoid sun exposure, but you can be aware of its risks and reduce the amount of time you spend in the sun. Most skin cancers are preventable if you follow a few simple steps to shield your skin from harmful UV rays.

How to Protect Yourself

To reduce the harmful effects of sun exposure, here are simple ways you can protect your eyes and skin every day:

- Try to avoid direct exposure to the sun between the hours of 10 a.m. and 4 p.m.--that's when UV rays are the most intense.
- Wear wide-brimmed hats and sunglasses that block UV rays.
- Cover exposed skin with sunscreen lotion that has a sun protection factor (SPF) of 15 or higher.
- Avoid tanning beds and sun lamps.

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Email Blasts/Newsletter Inserts

Begin raising awareness about the importance of sun safety within your organization by sending information to all employees with email access. These email blasts and newsletter inserts are designed to and can be interchanged.

Email Blasts

Email Blast #1:

Subject: Protect Your Skin Today and Every Day!

Protecting your skin is easy and only requires a few simple actions each day.

- Avoid direct exposure to the sun between the hours of 10 a.m. and 4 p.m. when ultraviolet (UV) radiation is at its highest.
- Wear wide-brimmed hats and sunglasses that block UV rays.
- Cover exposed skin with sunscreen lotion that has a sun protection factor (SPF) of 15 or higher.
- Avoid tanning beds and sun lamps.

For more information on how the American Cancer Society can help you, your family, and co-workers protect yourselves from skin cancer, call us at 1-800-227-2345, or visit cancer.org/sunsafety. We are here to help you stay well.

Email blast #2:

Subject: Sun Safety Tips

Protecting your skin may not be on your mind when you head out the door for work each day. But it should be. With a few changes to your daily routine, you can easily incorporate sun safety as part of a healthy lifestyle.

Start by planning your outdoor activities before 10 a.m. or after 4 p.m., because UV radiation is at its peak during the midday hours. If you will be outside during this time, look for places with ample shade.

Keep a large umbrella in your car to help you enjoy the outdoors while protecting your skin from the sun. In addition to having an umbrella handy, throw an extra hat and a pair of shades in your car or briefcase, so you always have them available when you need them.

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Finally and most importantly, be proactive about protecting your skin. Start out each day by applying sunscreen to exposed skin, such as your face, neck, ears, and arms. Use a sunscreen with SPF 15 or higher and apply as directed. Don't forget to reapply as needed. Most sunscreens need to be reapplied at least every 2 hours or more frequently if you're swimming or sweating. Try keeping travel-size bottles of sunscreen in your purse, car, and suitcase.

For more information on how the American Cancer Society can help you, your family, and co-workers stay well by protecting yourselves from skin cancer, call us at 1-800-227-2345, or visit cancer.org. Together, we can save lives from cancer by staying well and getting well and by fighting back against cancer.

Email Blast #3 (First of two emails quizzes)

Subject: Test Your Sun Safety IQ

Take this quick quiz and find out your sun safety IQ!

1) I can't get skin cancer because my routine (work, driving to work, indoor hobbies, and vacations) doesn't include any outdoor activities.

- True
- False

2) If I'm wearing sunscreen, I can stay in the sun as long as I want.

- True
- False

3) A sunscreen labeled SPF 30 blocks twice as much UV radiation as one labeled SPF 15.

- True
- False

4) It's safe to let my children stay in the pool all day if they slip on a T-shirt after a couple of hours and reapply sunscreen to their faces, arms, and legs.

- True
- False

5) How often do you need to reapply water-resistant sunscreen?

- Every 2 hours or sooner
- After sweating or swimming
- After you towel dry

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- All of the above

Check your answers in an email to follow soon!

For more information on how the American Cancer Society can help you, your family, and co-workers can protect yourselves from skin cancer, call us at 1-800-227-2345, or visit cancer.org. We want to help you stay well.

Email Blast #3 (Second email quiz: Send out the quiz answers an hour or so after the first email containing the quiz)

Subject: Sun Safety Answers

Below are the answers to the previously distributed Sun Safety IQ quiz.

Question #1

I can't get skin cancer because my routine (work, driving to work, indoor hobbies, and vacations) doesn't include any outdoor activities.

The correct answer is **false**.

Dermatologists say even brief moments of sun exposure year-round can add up to significant damage. And the sun's ultraviolet rays do pass through car windows, so driving during peak sun hours (10 a.m. to 4 p.m.) to lunch or on weekends, bathes your hands and arms in damaging UV rays. Such cumulative, everyday exposures increase your risk of skin cancer.

Question #2

If I'm wearing sunscreen, I can stay in the sun as long as I want.

The correct answer is **false**.

It's not smart to broil in the sun for several hours, even if you are wearing sunscreen. These products don't provide total protection from ultraviolet (UV) rays. The American Cancer Society recommends that people stay well by seeking shade and limiting their time in the sun at midday. Also, cover up with a shirt, wear a wide-brimmed hat, and use a sunscreen rated SPF 15 or higher. And don't forget sunglasses that block UV rays for eye protection.

Question #3

A sunscreen labeled SPF 30 blocks twice as much UV radiation as one labeled SPF 15.

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The correct answer is **false**.

The sun protection factor (SPF) describes **how long** a product will protect your skin, if you apply the sunscreen correctly. Fair-skinned people begin to burn in about 15 minutes on a sunny day, so wearing an SPF 15 sunscreen (if applied and reapplied properly) would prevent sunburn for about 225 minutes ($15 \times 15 = 225$), or 3 hours and 45 minutes. An SPF 30 sunscreen should last for 450 minutes ($30 \times 15 = 450$), or 7 hours and 30 minutes. In practical use, you'll need to reapply sunscreen every 2 hours, or more often if you're swimming or sweating. Be sure to choose a broad spectrum product that blocks UVB and UVA light.

Question #4

It's safe to let my children stay in the pool all day if they slip on a T-shirt after a couple of hours and reapply sunscreen to their faces, arms, and legs.

The correct answer is **false**.

UV rays easily penetrate a white cotton T-shirt, particularly if it's wet. Your children will only get about as much protection as an SPF 4 sunscreen – certainly not enough for all day and well below the minimum of the recommended SPF 15. Better clothing choices include dark colors, fabrics with tight weaves, and specially treated garments and bathing suits. You can often find sun-protective clothing at sporting goods stores.

Another good choice for protecting yourself from UV rays is to move into the shade. For babies younger than 6 months, shade, sun-protective clothing, and hats are best. As a last resort, some pediatricians now say that very small amounts of sunscreen can be used on small areas, such as the face and back of the hands, but check with your pediatrician first.

Question #5

How often do you need to reapply water-resistant sunscreen?

The correct answer is **all of the above**.

For best results, most sunscreens need to be reapplied about every 2 hours or sooner, but be sure to check the label. Sunscreens labeled "water resistant" are made to protect you when swimming or sweating, but may only last for 40 minutes, while those labeled "waterproof" may last 80 minutes. Also, remember that sunscreen usually rubs off when you towel dry.

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How well did you do on the quiz? Want to learn more? For more information on how the American Cancer Society can help you, your family, and co-workers protect yourselves from skin cancer, call us at 1-800-227-2345, or visit cancer.org/sunsafety. We are here to help you stay well.

Email Blast #4:

Subject: Pack Right for an Outdoor Outing

'Tis the season to spend time outdoors; and as the weather heats up, many of us find ourselves planning for an upcoming employee picnic, town festival, or neighborhood barbecue. Try stocking these essentials in your bag to help make your outdoor experience a more pleasant one:

1. **Sun Block**—Bring sun-block with an SPF of 15 or higher, and remember to reapply it every two hours.
2. **A Bottle of Water**—Sweating through the summer heat puts you at a higher risk for dehydration. Be sure to drink plenty of fluids.
3. **Insect Repellent**—Protect your skin from the uninvited little guests of the event ... bugs!
4. **A Hat**—Block the glare as you attempt to hit the homerun in the employee softball game, and protect your face from the sun.
5. **Long-sleeved Shirt**—Help shield your body from the sun's harmful rays, and keep yourself warm as the evening gets cooler.

Being prepared with these items can make your adventure go smoothly, and being smart about the sun can help reduce your risk of skin cancer.

For more information about sun safety and skin cancer prevention, call the American Cancer Society at 1-800-27-2345 or visit cancer.org. We are here to help you stay well.

Newsletter Inserts

Newsletter Insert #1

Slip! Slop! Slap! Wrap! for Sun Safety

Planning a vacation or business trip with outdoor activities? Going for a swim? Or just enjoying the sunshine? Don't forget the American Cancer Society's sun safety tips, which can protect you and those you love while outdoors.

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Most skin cancers are preventable if you follow a few simple steps to shield your skin from harmful UV rays. Remember these tips before you head outside:

- **Slip!** on a shirt, preferably a dark-colored one with tightly woven fabric and long sleeves.
- **Slop!** on sunscreen with a sun protection factor (SPF) of 15 or more.
- **Slap!** on a wide-brimmed hat.
- **Wrap!** on sunglasses that block UV rays to protect your eyes from the sun.
- Stay in the shade, particularly between 10 a.m. and 4 p.m.

Knowing the correct way to apply sunscreen is a crucial step in this sun safety routine. To make sunscreen most effective, apply it 20 to 30 minutes before stepping outside. A palm-sized amount of sunscreen should be enough to cover an average adult's arms, legs, neck, and face. For best results, most sunscreens need to be reapplied every two hours, and after swimming, sweating heavily, or toweling off.

Check your local UV Index, a scale from 1 to 11+ that measures the amount of ultraviolet radiation reaching the ground each day. And the higher the number on the UV Index scale, the greater your risk for UV exposure. On a high-UV day, UV rays can begin to cause sun damage to a fair-skinned person without skin protection like sunscreen within minutes.

Remember, although many skin cancers can be treated successfully, some can be very serious. And protecting yourself, co-workers, and those you love from the sun reduces your risk of developing or knowing someone with skin cancer.

For more information on how the American Cancer Society can help you, your family members, and co-workers stay well through prevention and early detection of cancer, contact us at 1-800-227-2345, or visit cancer.org.

Newsletter Insert #2

Do you know how to spot skin cancer?

The sooner you detect skin cancer, the better! When was the last time you examined your skin? If you don't recall, now is the time to learn how. A thorough examination of your skin should also be part of your cancer-related checkup with your doctor.

It is important to check your skin often, preferably once a month. Follow these step-by-step instructions to examine your skin:

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- ☑ Check your face, scalp, ears, neck, chest, and belly.
- ☑ Check your armpits, both sides of your arms, the tops and bottoms of your hands, and in between your fingers and fingernails.
- ☑ Check your upper and lower back, the front and back of your legs, calves, and the tops and bottoms of your feet.

What to Look For:

Basal and Squamous Cell Cancers

Basal cell cancers and Squamous cell cancers are most often found in areas that are exposed to a lot of sun, such as the head, neck, and arms, but they also can occur elsewhere. Look for new growths, spots, bumps, patches, or sores that don't heal after 2 to 3 months.

Basal cell carcinomas often look like flat, firm, pale areas or small, raised, pink or red, translucent, shiny, waxy areas that may bleed after a minor injury. **Squamous cell carcinomas** may look like growing lumps, often with a rough, scaly, or crusted surface. They may also look like flat, reddish patches in the skin that grow slowly.

Melanomas

The “**ABCD Rule**” is an easy guide to the usual signs of melanoma. Be on the lookout and tell your doctor about any spots that match the following description:

A is for **ASYMMETRY**: One half of a mole or birthmark does not match the other.

B is for **BORDER**: The edges are irregular, ragged, notched, or blurred.

C is for **COLOR**: The color is not the same all over and may include shades of brown or black, or sometimes with patches of red, white, or blue.

D is for **DIAMETER**: The spot is larger than 6 millimeters across (about ¼ inch – the size of a pencil eraser) or is growing larger.

Other important signs of melanoma include changes in the size, shape, or color of a mole or the appearance of a new spot. Some melanomas do not fit the ABCD rule described above, so it is very important for you to notice changes in skin markings or new spots on your skin.

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Be sure to show your doctor any area that concerns you. A qualified doctor should be able to identify any suspicious areas you may have.

For more information on how the American Cancer Society can help you, your family, and co-workers stay well by protecting yourselves from skin cancer, contact us at 1-800-227-2345, or visit cancer.org. We're here 24 hours a day, seven days a week with information and support. We want to help you stay well.

Newsletter Insert #3

Pain Relief for a Dreaded Sunburn

That painful skin, that burning heat – ouch! It's a sunburn, and unfortunately, that means you already overdid it in the sun. Whether you forgot your hat, didn't reapply sunscreen, or thought you didn't need to worry about sun protection on that overcast day, sunburns happen, and you need relief from the burning and stinging.

If you've gotten burned, there are many remedies that people swear by to help reduce the pain or swelling, including taking the recommended dosage of ibuprofen, rubbing aloe vera gel on the affected area, and drinking more fluids. More folksy remedies include soaking a washcloth in cold milk and applying it as a compress, dabbing vinegar on the skin, or even applying a grated potato to the burned area.

Although these tips may help relieve sunburn pain, the fact is that any sunburn can increase your risk for certain types of skin cancer, so prevention is key. Next time, be sure to take the American Cancer Society's advice to Slip! Slop! Slap!® and Wrap! That means slip on a shirt, slop on sunscreen (SPF 15 or higher), slap on a hat, and wrap on UV-blocking sunglasses so that you can avoid a sunburn altogether!

For more information about how the American Cancer Society can help you, a co-worker, or a loved one protect yourselves from skin cancer, call us anytime, day or night, at 1-800-227-2345, or visit cancer.org. We are here to help.

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Other Resources and Activities

FightCancer.org Users

FightCancer.org users have unlimited access to the comprehensive “Be Sun Smart” section of the FightCancer.org Web site. This section provides education and awareness on topics like: sunlight and ultraviolet exposure; tips for protecting yourself, co-workers, and your family; early detection and prevention measures; skin cancer facts and statistics.

Scavenger Hunt

Are you looking for ways to get your employees up and moving around? Maybe you want to get more people into the fitness center or encourage them to use the stairs instead of the elevator. A scavenger hunt could be just what you need!

Suggested Incentives:

- Sunscreen.
- Free T-shirts, caps, umbrellas, and water bottles.
- Gift certificates to a gym, healthy restaurant, or sporting goods store.
- Internal incentives, including extra break time, cafeteria credit, or hours of paid time off.

Instructions for Employer:

First: Offer the scavenger hunt to employees you want to participate.

Second: Place the clues in strategic locations around your worksite (in the stairwell, the break room, or fitness center).

Third: Once the participants collect all the clues and find the answers, have them bring the completed clues to a final destination. You can pre-select who will win incentive prizes. Maybe the 1st, 10th, and 25th person to find all three clues will win prizes, or maybe everyone will win a prize; it’s up to you. The number of winners and prize distribution can be tailored to your work environment and available resources.

Instructions for participants:

Scattered around your workplace are three clues that will increase your sun safety skills. Collect the three clues, find the answers, and you may be rewarded! If you are up for the challenge, begin your quest now for the first clue. Bring your clues and answers to **XYZ** location, and see if you are a winner!

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Scavenger Hunt Clues:

#1: What two main types of UV radiation reach the earth? (Tip: Search the American Cancer Society's FightCancer.org site or cancer.org.)

#2: What does SPF stand for, and how often should you use sunscreen?

#3: Are people with darker skin also at risk of skin cancer? (Collect all three clues and answers and proceed to **XYZ** location.)

Scavenger Hunt Answers:

Answer #1: UVA and UVB.

Answer #2: Sun protection factor, and you should wear sunscreen every day.

Answer #3: Yes. Although people with fair skin have a higher risk, people with any skin tone can get skin cancer.

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Skin Cancer PowerPoint Presentation

Educate your employees on the facts about skin cancer with this 20-minute presentation created by the American Cancer Society.

Presentation Package

To access the presentation, click the following:

[http://www.cancer.org/acs/groups/content/@nho/documents/document/skincancerpowerpointpackag
eabr.pdf](http://www.cancer.org/acs/groups/content/@nho/documents/document/skincancerpowerpointpackag
eabr.pdf)

Podcasts

These brief, fun, and informational prevention-focused videos can be linked to or embedded in emails, using the HTML code, or can be posted on your company intranet.

Skin Cancer Podcast

In the “Healthy, Sun-Smart Summer Picnics” podcast, American Cancer Society Director, Nutrition and Physical Activity, Colleen Doyle, gives you some advice for eating healthier at summer picnics as well as ways to reduce your UV exposure in the summer sun.

Link: http://www.youtube.com/watch?v=U-kYImVC58g&feature=player_embedded

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Recipes

Making healthy food choices is one of the easiest ways to stay well and help reduce your risk of cancer. Make this recipe a part of your next menu.

Grilled Chicken Breasts with Pineapple Salsa

- 2 teaspoons olive oil
- 2 teaspoons plus 2 tablespoons fresh lime juice, divided
- 1 pound boneless, skinless chicken breasts, pounded to uniform thickness
- Salt and freshly ground black pepper
- 2 cups chopped fresh ripe pineapple
- 1/4 cup seeded and chopped red bell pepper
- 2 tablespoons chopped fresh mint
- 2 tablespoons finely chopped red onion
- 1 small jalapeño, seeded and finely chopped
- 1 teaspoon honey

In a shallow plate, combine oil and 2 teaspoons lime juice. Add chicken, turning to coat, and marinate for 15 minutes. Preheat a lightly oiled grill to medium-high. Remove chicken from marinade and sprinkle with salt and pepper. Grill chicken for five to eight minutes per side, or until cooked through. Remove from grill and let rest for five minutes before slicing. Meanwhile, in a bowl, combine pineapple, bell pepper, mint, onion, jalapeño, honey, and the remaining 2 tablespoons lime juice. Slice chicken and top with the salsa.

Serves 4. Approximate per serving: 250 calories | 4.5 grams of fat | 3 grams of fiber

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