

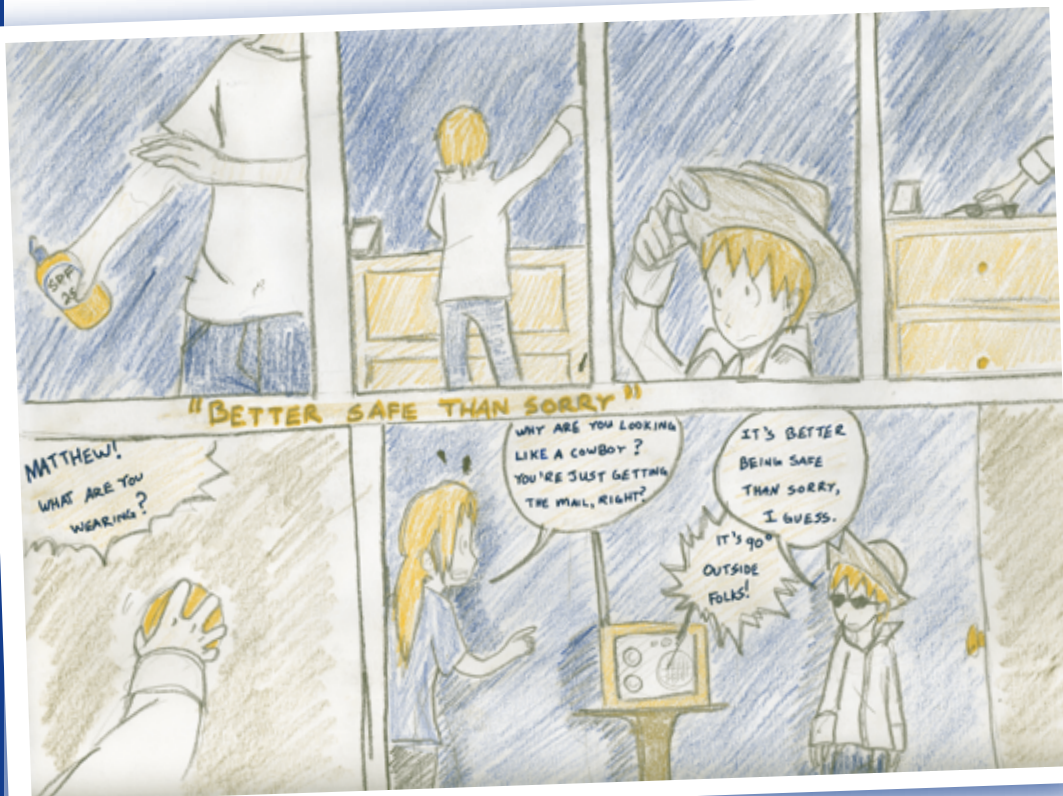
SunWise Monitor

a program that **radiates** good ideas

February 2010

In this issue

2010 POSTER CONTEST RULES	2
DON'T FRY DAY 2010	3
U.S. EPA OZONE LAYER PROTECTION AWARDS	4
HELEN REBULL, RN	5
STARTLING STATISTICS	5
SOUNDING BOARD: WE NEED YOUR HELP	6
CALL FOR PRESIDENTIAL ENVIRONMENTAL YOUTH AWARD NOMINATIONS	6
FUN IN THE SUN 101	6
NEW RESOURCES	7
NEW MEDIA TOOLS FOR SUN SAFETY	7
TERRI ROE, RN	7
EVALUATION SNEAK PEEK	8
RUSHMORE OPTIMIST CLUB	8
COFFEE, BURGER, OR SKIN CANCER	9
WHY DON'T FRY DAY ISN'T JUST ANOTHER FRIDAY	9
SUNWISE COMMUNITIES	10
WHY WE DO WHAT WE DO	11
ARE YOU SUNWISE-CERTIFIED?	11
FUN FACTS	12



Poster by Benjamin A., St. Mary Parish Elementary School, Bronx, NY

Calling All Kids!

Help SunWise Shine a Light on Sun-Safe Behaviors

The 2010 SunWise with SHADE Poster Contest has begun! The winner of the national contest will receive a family trip to Disney World and a WeatherBug Weather Tracking Station for his/her school. And that's in addition to great prizes you can win in state contests!

Students in kindergarten through 8th grade are eligible for the prizes by helping to raise

awareness about sun safety. The annual competition is a joint effort of the SHADE Foundation of America, WeatherBug Schools, and the U.S. Environmental Protection Agency (EPA) to teach children ways to protect their skin and eyes from excessive sun exposure. More than 85,000 students have helped spread

Poster; continued on page 2

2010 Poster Contest

2010 National Prizes:

Kindergarten through 3rd grade:

- Crayola Digital Camera Scrapbooking Kit for top five entries

4th through 8th grade:

- Family trip to Disney World for the national contest winner
- WeatherBug Tracking Station for the winner's school, with lifetime access to WeatherBug Achieve

State prizes will also be awarded. For more information, please visit the SHADE Foundation Web site: www.shadefoundation.org/programs/poster-contest.

Rules/Entry Information

1. Each poster must be hand drawn on one sheet of 8½ × 11-inch paper.
2. Each student's teacher or parent/guardian must complete the entry form and attach it to the back of the poster (Forms available at www.shadefoundation.org).
3. Posters should include at least five of the following SunWise action steps:
 - Wear a Hat
 - Wear Sunglasses
 - Check the UV Index
 - Do Not Sun Tan or Use Tanning Beds
 - Use Sunscreen of SPF 15+
 - Cover Up
 - Seek Shade Between 10 a.m. and 4 p.m.
4. Posters must be **received** no later than April 7, 2010.
5. Mail your posters to:
SunWise with SHADE Poster Contest
c/o Linda Rutsch
13502 Round Tree Court
Silver Spring, MD 20906

Additional information:

- Entry is open to kindergarten through 8th grade students in all U.S. states and territories.
- There are two categories for judging: K–3rd grades and 4th–8th grades.
- The basis for judging will be how well posters express sun safety messages in original, creative, and thoughtful ways.
- Prizes are subject to change.
- Please visit the SHADE Foundation Web site for an official entry form and to sign up for a monthly newsletter with useful tips on sun safety: www.shadefoundation.org/programs/poster-contest.

Calling All Kids!!

Poster; continued from page 1

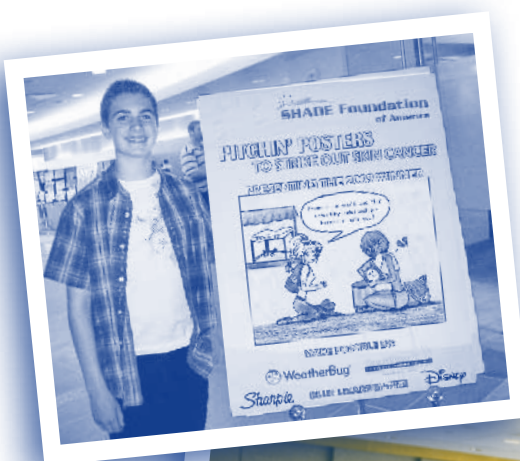
the message of sun safety by participating in the annual contest since its creation in 2003. The 2009 winner, Christoffer Crowley of Bernville, PA, depicted a girl talking to her friend about her unhealthy relationship with the sun. Christoffer said of his design, "I was thinking about a creative way to represent the sun... [The sun] isn't a bad thing; it's a good thing, just in small amounts."

In 2009, state winners received digital cameras, and their schools received Sun UV Stations to monitor real-time ultraviolet (UV) intensity levels. Other school prizes included UV-sensitive beads and a 1-gallon pump dispenser of

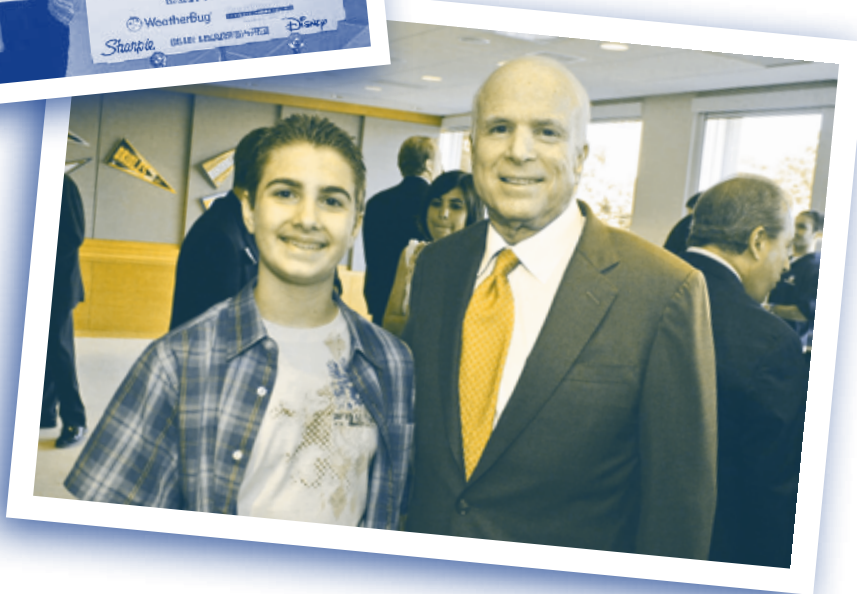
sunscreen from Blue Lizard. You can find more information on the contest in the column on the left. To get the entry form for your students and to sign up for the monthly newsletter highlighting SunWise activities, please visit www.shadefoundation.org and click on "Poster Contest."

Once all the posters are in, we'll need your help to determine the national winner in the spring! After the state winners are chosen, their entries will be posted online. YOU will have the chance to vote for your favorite poster showing us how we can all be SunWise. So stay tuned!

The U.S. Environmental Protection Agency (EPA) does not endorse any of the products or sponsors discussed in this article.



Last year's winner, Christoffer Crowley of Pennsylvania, shows off his winning poster at the Pitchin' Posters ceremony in Washington, DC, in May of 2009. Christoffer met Arizona Senator John McCain, a skin cancer survivor, at the event, and said, "I had an amazing time at the awards ceremony. I met so many interesting people there!"



Help Us Make Don't Fry Day 2010 a Blazing Success!

What Is Don't Fry Day?

In 2009 the U.S. Environmental Protection Agency (EPA) and National Council on Skin Cancer Prevention launched the first-ever national sun safety day just before the Memorial Day weekend. We chose the Friday before Memorial Day because millions of Americans unofficially kick-start their summers that weekend and accidentally get burned in the process. Our slogan was and continues to be: "The Friday before Memorial Day is *Don't Fry Day*: Protect Your Skin Today and Every Day."

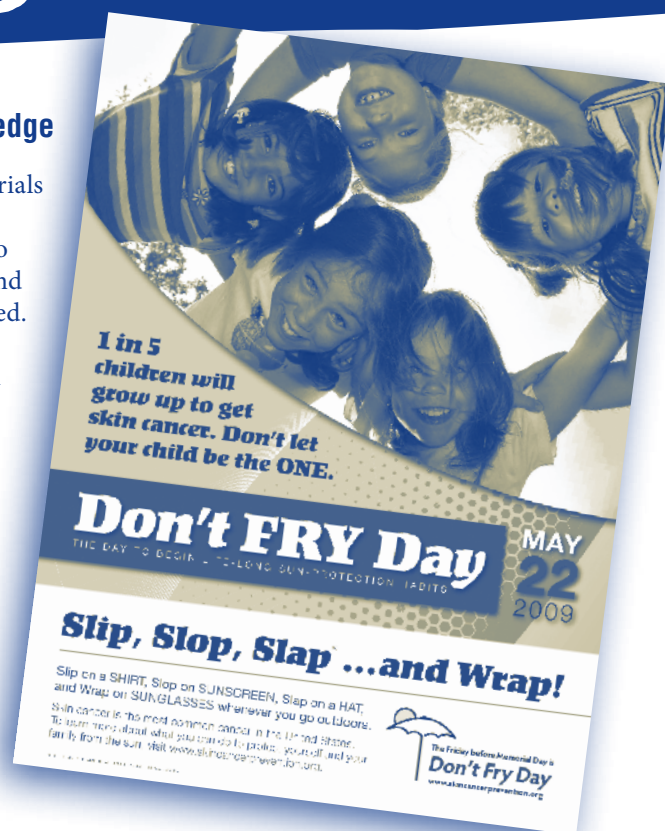


The Friday before Memorial Day is
Don't Fry Day™
www.skincancerprevention.org

The goal of the campaign is to generate media attention about skin cancer prevention. The campaign reached more than 1 million Americans in 2009. Salt Lake County, in Utah, even became a SunWise Community and helped create a press conference to publicize the *Don't Fry Day* message. We're hopeful you can help us make 2010 an even greater success.

About the Don't Fry Day Pledge

EPA created several new materials for you to use to promote *Don't Fry Day*. In 2009 we asked you to take the *Don't Fry Day* pledge, and more than 1,400 of you responded. Thank you for your enthusiasm! We didn't give you much time in our first year, so we're hoping you can help us make 2010 even more successful. Visit www.epa.gov/sunwise/dfd.html for more information. For example, you could pledge to teach a SunWise activity on *Don't Fry Day*, hold a school-wide hat day, announce the UV Index and *Don't Fry Day* over your loud speaker, participate in the SunWise with SHADE poster contest (deadline April 7, 2010), or engage students in any other sun safety activity that promotes *Don't Fry Day* awareness. Because we know you enjoy a good challenge, here are the states to beat this year (in descending order of the highest number of participating schools/organizations): Texas, Florida, Pennsylvania, New York, California, and North Carolina.



Don't Fry Day Resources

Go to www.skincancerprevention.org/ and click on the *Don't Fry Day* logo to find free resources. We created a beautiful new poster, stickers, video, print public service announcements, statistics, and other fun new products for you to use to help us spread the sun safety message. If you can think of other ways to promote *Don't Fry Day*, e-mail us at SunWise@epa.gov.

Random Drawing

Participating classrooms will each receive a *Don't Fry Day* poster and set of sun safety stickers. In addition, your classroom will be entered into a drawing for a SunWise Classroom Prize Pack—about 240 UV-sensitive beads, a real-time UV monitor, extra stickers, and other sun safety resources.



EPA Presents Ozone Layer Protection Award to Shonda Schilling

The U.S. Environmental Protection Agency (EPA) created the Ozone Layer Protection Award in 1990 to recognize outstanding contributions to protection of the Earth's stratospheric ozone layer. Since then, 554 individuals, organizations, and teams from 54 countries have earned the honor. The award is particularly prestigious because nominees compete globally against the notable accomplishments of other qualified candidates, and winners are selected by previous winners. In 2008, EPA expanded its awards ceremony to include notable achievements to improve public awareness of the health impacts of overexposure to ultraviolet (UV) radiation. In 2009, the Ozone Layer Protection Award went to Shonda Schilling for her work to prevent skin cancer.

Mrs. Schilling founded the SHADE Foundation of America in 2002 after her successful fight against melanoma. She is the president and founder of this nonprofit organization, which has become a pioneer in skin cancer prevention education for the U.S. public. The foundation's mission is to eradicate melanoma through education and to promote sun safety. Because skin cancer is more common in the United States than breast, lung, prostate, and colon cancers combined, and considering one person dies every hour from the disease, Mrs. Schilling's work is vitally important to the health and well-being of people across the nation.

Mrs. Schilling's personal commitment to the cause is inspirational in many ways. She has run the Boston Marathon three times to raise money for the foundation. Some of the money went to build shade structures to protect children from sun overexposure. She worked to get legislation passed in Arizona that

requires teaching sun safety lessons at all public elementary and middle schools. She makes numerous personal appearances each year, including teaching SunWise lessons to children, to spread messages about the importance of skin cancer prevention. She also hosts a skin cancer self-exam DVD that is available at no charge at the SHADE Foundation's Web site, and the list goes on.

Due to Mrs. Schilling's fundraising efforts, SHADE has provided over 20 million hours of shade cover to more than 80,000 students. The foundation sponsors the annual SunWise with SHADE Poster Contest that has received over 85,000 entries since its creation. Through these efforts and more, Mrs. Schilling is literally saving lives. Thank you and congratulations to Shonda Schilling for her important work!



Rob Brenner and Drusilla Hufford of EPA present Shonda Schilling (center) with her 2009 Ozone Layer Protection Award.

Helen Rebull, RN

An enthusiastic SunWise educator from the outset continues to promote sun safety in her community.

Helen Rebull has been actively teaching her students at Congressional Schools of Virginia to be SunWise since the SunWise Program started in 2000. The school, in Great Falls, VA, also promotes sun safety by hanging up educational posters in hallways and classrooms. The SunWise Program has become part of the school's health curriculum as well.

Helen also educates camp counselors about sun safety, always including sunscreen information in the orientation for counselors. This past season she wrote a note to every camp parent cautioning about the shelf life and effectiveness of sunscreen products. Now the camp program has also changed, and an "activity" time has been put into the schedule for application of sunscreen. Last summer, one camp office installed a small TV to run a

video to keep the crowd amused while sunscreen was slathered on. If a child forgets his or her sunscreen at home, Helen makes sure they slop on some of the sunscreen she keeps in her office.

Helen also makes time to work on her favorite project. The summer sun beats down on the bricks of the school building and two parallel cement walks, near a small grassy plot where the children had to stand while waiting to come into the building. At times, heavy rain flooded the ground. Fortunately, Helen volunteered to work with students to correct the situation. They planted several trees from historic places, spacing them throughout the grassy plot. The first year was pretty tough on the spindly sticks as they struggled to grow. Winter came and spring followed, and over the years the sticks have grown into a beautiful shady park. Children love to walk—make that run and scamper—on the shady paths. The school has also installed benches for people to sit and chat.



Helen Rebull, school nurse at the Congressional Schools of Virginia in Falls Church, VA, seeking shade in her school's park.

Thanks to Helen and all the other dedicated SunWise educators continuing to spread the word on sun safety!

Startling Statistics

- Skin cancer is the most common form of cancer in the United States. More than 1 million skin cancer cases are diagnosed annually.
- Up to 90 percent of the visible changes commonly attributed to aging are caused by the sun.
- On an average day, more than 1 million Americans use tanning salons.
- Ultraviolet (UV) radiation, from the sun and from tanning beds, is a proven human carcinogen, according to the U.S. Department of Health and Human Services and the World Health Organization.
- The incidence of many common cancers is falling, but the incidence of melanoma continues to rise faster than any of the other seven most common cancers.
- People who use tanning beds before age 30 increase their chances of developing melanoma by 75 percent.
- UVB radiation can cause skin cancer, cataracts, and increased infections through the skin. It has an adverse effect on plants. It is also a threat to phytoplankton, the single-cell plants that all marine life depends on.

Sounding Board: We Need Your Help

At SunWise, we're always working to bring you high-quality, effective, and free resources that make it easy for you to teach your students about the ozone layer, ultraviolet (UV) radiation, and sun safety. We've been cooking up some new ideas and want your input. If you have any thoughts (positive *or* negative) about the ideas listed below, please e-mail us at SunWise@epa.gov.

- (1) **New Resources for Parents.** SunWise is in the process of developing new resources specifically for parents of kids 4–12 years old. Before we do this, we need to know the best ways to reach parents: School? Pediatrician's office? Facebook? Magazines such as *Parent*? Or are there better ways?

In addition, we'd like to know what type of materials would work best: A summer activity book for parents and their children? A pamphlet or small handout? Magnets or other items that can remind parents to pack hats, sunglasses, and sunscreen? Tips on proper sunscreen application? Other ideas?

Finally, what do you think parents need to know about sun safety?

- (2) **Ozone Comic Book.** Do you have any thoughts on a storyline for an ozone comic book? If so, please let us know what grade level you'd recommend, and if you'd use it with your students.

- (3) **YouTube Contests.** We want to tap into your and your students' creativity. We're considering holding up to three video contests through YouTube:

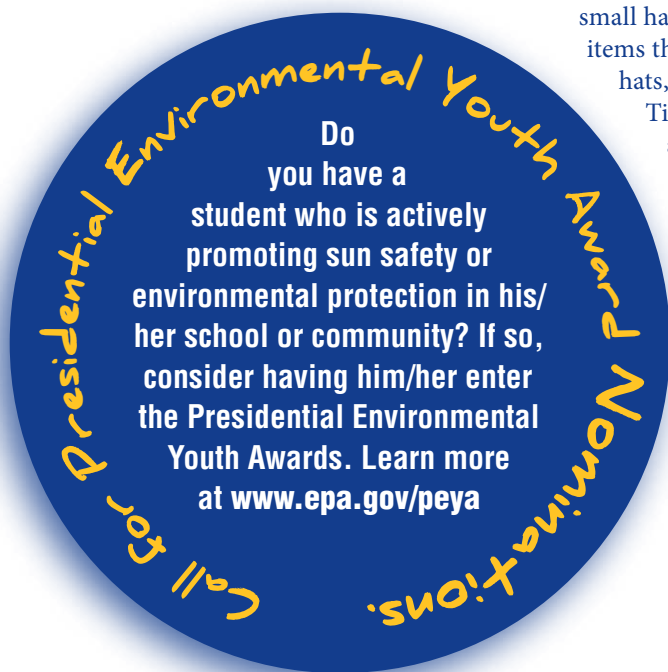
- For Anyone: Create a 30- or 60-second sun safety public service announcement encouraging children and families to be SunWise.
- For Students: Create a 30-second to 2-minute video with K-8th grade students explaining what sun safety means to them.
- For Teachers: Create a 1- to 4-minute video explaining how you integrate SunWise activities into your classroom.

We'll have monetary prizes for the winner(s) of each contest, but we want to know what you think. Would you participate in one of the contests? Or do you have a better idea for a contest we could put on?

Please let us know what you think, especially if any of these resources will be useful to you, or if you have other ideas. E-mail us at SunWise@epa.gov.

Thanks,

The SunWise Team



Welcome to Fun in the Sun 101: New Resources for Grades 6–8

The Skin Cancer Foundation has a new Web site, www.skincancer.org/school, for tweens and teens. The site is packed with great health information, quizzes, fun facts, videos, an animated 3-D skin cancer

library, and curriculum resources for teachers. The resources are an excellent complement to the SunWise Tool Kit and Web site. Look for some of our favorite facts from the foundation's new site on page 12.



New Media Tools for Sun Safety

EPA has been developing “new media” tools to help you learn more about sun safety, including:

SunWise on GreenScene – Learn more about sun safety by watching this 11½-minute video. You can find the video on the SunWise Web site. Be one of the first 10 to spot an error in the video and we will send you a pack of ultraviolet (UV)-sensitive beads. E-mail us at SunWise@epa.gov.

UV Index on Facebook – Check the UV Index for your town or city on Facebook and then let your friends know about it. You can share the UV Index by posting it on your wall or sending messages to your friends.



Visit www.epa.gov/sunwise/uvindex.html to learn more.

UV Index: Smartphones – Ever want to know what the UV Index is while you’re away from your computer running errands or spending time outdoors? With our new smartphone applications, you’ll be able to do just that. Visit www.epa.gov/sunwise/uvindex.html to learn more.

UV Index Widget – Post the UV Index on your school or organization Web site with our easy-to-use UV Index widget. Even a novice Web developer can grab the code and easily pop it into his/her site. Visit www.epa.gov/sunwise/uvindex.html to learn more.

Greenversations – EPA is talking about what we do on our blog *Greenversations*. Sometimes, you might even find a SunWise post. Visit <http://blog.epa.gov> to see what we’re up to.

New Resources

Free Downloads of the “Sunscreen Dance” – Do you work with 3rd graders or younger? We’ve collaborated with the Swingset Mamas to create the “Sunscreen Dance,” a fun song you can teach your students about being SunWise. You can download the song for free from the SunWise Web site, plus we’ve developed award-winning accompanying activities.

Introducing SunWise to Your Students – Do you want to teach your students about sun safety but don’t know where to start? Try out our introductory sun safety lessons in PowerPoint. They last about 30 minutes and are available with speaker notes in Spanish and English.

SunWise Tool Kit Activities Available Online – If you’ve already signed up for the SunWise Tool Kit at a conference, workshop, or online, you can access the Tool Kit activities as long as you’re near a computer. Just visit www.epa.gov/sunwise/doc/toolkit/. The username is **toolkit** and the password is **foryou**.

Find all these great resources and more at www.epa.gov/sunwise/educator_resources.html.

Terri Roe, RN

This past summer, school nurse Terri Roe became a SunWise educator. She was so excited about the program that she presented SunWise to a large group of middle school teachers at a conference in Richmond, VA. As a result of her action, the teachers are using the SunWise Program with their students in a variety of great ways. One teacher has her students going into a daycare

center and teaching the 4-year-olds some of the SunWise activities. Other teachers have their students going into elementary schools to teach SunWise activities.

Next, Terri plans to incorporate the SunWise Program into her 3rd grade classes. She hopes to have the other elementary school nurses do the same. Good luck Terri! Thanks for promoting SunWise behavior!

Educator Spotlight



Terri Roe, school nurse at Carver, Holladay, Johnson, and Trevett Elementary Schools in Richmond, VA, promoting the SunWise Program at a conference for middle school teachers.

Sneak Peek Into Preliminary Findings of the Program Effectiveness Evaluation

Drum roll, please! The results of the program effectiveness evaluation involving 60 SunWise educators are currently being analyzed. The evaluation involved two groups: the delayed SunWise teaching group (control) and the immediate SunWise teaching group (intervention).

Before participating in the SunWise Program, students at the involved schools were surveyed in April and May to determine what they know about the sun, how they feel about sun protection, and what they are currently doing to protect themselves. After the students took the survey, the teachers in the intervention group taught them SunWise activities before the end of the 2008 school year, while the control group educators did not teach SunWise until after the second set of surveys (a.k.a. post-test surveys) was conducted. In spring 2009, a similar survey (post-test survey) was distributed to the same students (in the intervention group) to see whether

their sun protection knowledge, attitudes, and behavior changed.

The results are being analyzed by the SunWise Team, comparing the control and intervention groups, to see how effective SunWise is at improving sun protection knowledge, attitudes, and behavior.

Here are a few sneak peeks into what types of answers we are getting:

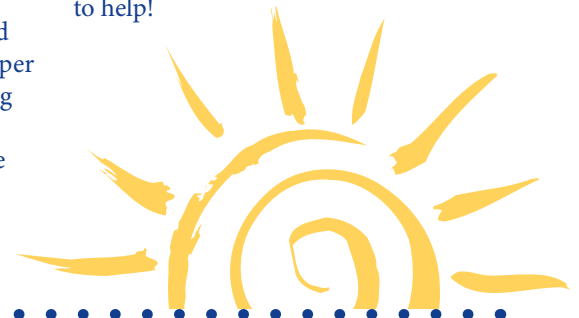
- About two-thirds of students surveyed reported receiving at least one sunburn per summer.
- About half of students surveyed reported wearing sunscreen often or always during the summer.
- About 70 percent of students surveyed reported spending 3–6 hours outside per day between 10 a.m. and 4 p.m. during the summer; less than 10 percent of students spend an hour or less outside per day.

- Before participating in the SunWise Program, less than 40 percent of students were aware that they could get a sunburn on a cloudy day.

The final results will help the U.S. Environmental Protection Agency (EPA) show the effectiveness of the program and guide improvements of SunWise materials!

Also, even though we do not need any more schools for the survey, we continue to value your input and invite you to complete a teacher survey at www.epa.gov/SunWise/survey.

Again, a big thanks to all the SunWise educators involved for taking the time to help!



Rushmore Optimist Club

Partner Spotlight
Optimist International, an association of more than 3,000 Optimist Clubs around the world dedicated to “Bringing Out the Best in Kids,” has established the Childhood Cancer Campaign. The campaign supports children with cancer, cancer research, and health care and health service providers. The Rushmore Optimist Club, in the Black Hills of South Dakota, has been a big player in the campaign. As part of their efforts, the Rushmore Optimists have decided to become involved with the SunWise Program. They’ve reached out to local schools, recreation directors, summer camps, and child-focused organizations (e.g., 4-H Centers, Girl Scouts, Boy Scouts, etc.).

The club continued its efforts by sending letters to meteorologists at local TV stations encouraging them to sign up for and present SunWise materials. And the club didn’t stop there: It has handed out sun safety materials at Mount Rushmore National Memorial, the Central State Fair Children’s Day, and health fairs. As a result, more than 20 schools and organizations have signed up for SunWise, increasing the number of schools and partners in South Dakota by 50 percent!

So, what’s next for the Rushmore Optimists? They’ve decided to continue their efforts by building shade shelters with sun safety educational signs. Their goal: Provide an educational and safe experience for children and families.



The first shelter will be at a playground, designed and built by children and the community, in the new 26-acre Rapid City Park within Vicki Powers Park.

Thanks to the Rushmore Optimist Club for its exceptional work promoting SunWise behaviors in its community! Keep up the good work!

Coffee, Burger, or Skin Cancer?

Researchers from San Diego State University surveyed 116 U.S. cities and found an average of 42 tanning salons per city—more than the average number of Starbucks or McDonald's! Start looking in your community and see how many tanning salons you see. 76 percent of teens surveyed (more than 6,000) lived within two miles of a tanning salon. Those teens were significantly more likely to have used indoor tanning than teens living more than two miles from a salon.

You can learn how many tanning salons are in your state's largest city at the CITY100 Web site, www.indoortanningreportcard.com. CITY refers to Controlling Indoor Tanning in Youth and 100 represents the 100 most populous cities in 34 U.S. states and Washington, DC (plus the largest cities in the other 16 states), where the research was conducted. For more compelling findings about indoor tanning, conclusions, and recommendations for action, please visit the Web site.



Why "Don't Fry Day" Isn't Just Another Friday

About the author: A skin cancer survivor, Stephen Moore is the wife of Congressman Dennis Moore and a member of the Congressional Families Cancer Prevention Program. She has been helping the U.S. Environmental Protection Agency's (EPA) SunWise Program since 2006. To raise awareness about the Don't Fry Day campaign, sponsored by the National Council on Skin Cancer Prevention, EPA asked her to share her personal experience with skin cancer.

With Don't Fry Day just a few months away, it's important to remind family, friends, and the children in your care to **Slip** on a shirt! **Slop** on some sunscreen! **Slap** on a hat! and **Wrap** on some sunglasses today and every day. I've learned the importance of being smart in the sun the hard way.

As a teen, I used to cover myself in baby oil that we girls all added iodine to, and sit out in the sun by the pool or in the backyard. As an adult, I even hopped into a tanning bed once in a while to get a "safe tan" so I wouldn't burn on a beach vacation. Little did I know at the time that there's no such thing as a "safe tan," unless it comes from a bottle.

My sun-seeking and tanning caught up with me in November 2007. I was taking off my makeup and noticed a tiny black spot

that I couldn't wipe off. I waited a month before visiting my dermatologist, hoping the spot would just go away. When it didn't, I made an appointment. Just a few days after the doctor did a biopsy of the spot on my nose, a nurse called with the results: It was skin cancer!

A pit began to form in my stomach after hearing the "C" word: cancer. Hearing "cancer" used in the same sentence as my own name is still unsettling. Luckily, the cancer I had was very treatable. I'll never be able to say I'm cancer-free, but after three surgeries, the doctor was able to remove all the cancer he could find. The experience has left a lasting impression—literally and figuratively.

Ultraviolet (UV) rays from the sun are responsible for most skin cancers. UV reaches the Earth's surface in two forms: UVA and UVB. UVA is associated with premature aging and wrinkling of the skin. UVB, which is associated with sunburn, is mostly blocked by the ozone layer. Unfortunately, the ozone layer isn't perfect.

To protect my skin and eyes, I wear a hat and sunglasses, and keep extra sunscreen all over the house and in the car so I remember to put it on year round. I'll never know which day by the pool or trip to the tanning bed

gave me cancer, but please learn from my mistakes and remember to Slip! Slop! Slap!® and Wrap! each time you spend time outside.

I'd also like to encourage you to take the Don't Fry Day Pledge and teach your students to be SunWise. Getting your students to participate in the poster contest is one action you can take. I'll be a judge again this year and am looking forward to seeing your students' posters! Visit the SunWise Web site to learn more and take the pledge, www.epa.gov/sunwise.



Stephen Moore, hours after Mohs surgery to remove a skin cancer above her lip, giving an interview on Radio Disney.

New SunWise Communities

SunWise Salt Lake County (Utah)

Salt Lake County Mayor Peter Corroon proclaimed May 22, 2009—the first-ever *Don't Fry Day*—“SunWise Day” in the county to encourage residents to adopt sun-safe behaviors. As part of the mayor's proclamation, the county encouraged area schools to participate in the SunWise Program. In addition, all 10 Salt Lake County Parks and Recreation outdoor swimming pools hosted *Don't Fry Day* events to promote sun-safe behaviors throughout the summer. To help institute sun safety, each county pool has partnered with a local school to provide SunWise materials.

SunWise Washington

First King County, then Pierce County, and now the whole state of Washington! In July 2008, Governor Christine Gregoire and the SunWise Program made Washington a “SunWise State.” According to the most recent data (2006) from the National Cancer Institute, Washington has the sixth highest melanoma incidence rate and 17th highest melanoma death rate in the country.

Incidence rates in counties bordering Puget Sound and counties in the state's extreme eastern area are among the highest in Washington. In fact, melanoma occurs as often, if not more often, in the cloudy and rainy parts of the state as in the sunnier regions. Because of this, Gregoire asked schools across the state to participate in SunWise Schools, teach children about the dangers of overexposure to the sun, and equip them with the skills to protect themselves. EPA estimates that if every K–8 school in Washington taught SunWise every year for five years, more than 500 cases of skin cancer and two premature deaths could be prevented!



LaShon Blakely of EPA's Atlanta, GA office distributes sun safety materials to students at Harmony Leland Elementary.

SunWise Cobb County (Georgia)

Because melanoma incidence in Cobb County, GA, is more than 50 percent higher than the national average, the U.S. Environmental Protection Agency (EPA), Wellstar Health System, and Cobb County School District teamed up in summer 2007 to improve sun protection in the county. To start, every K–8 school in the district received SunWise Tool Kits and EPA attended several community fairs in the county. On May 7, 2008, Cobb County Board of Commissioners Chairman Samuel Olen's proclaimed “SunWise Day” in the county, and encouraged students and their families to learn about and practice sun-safe behaviors. To celebrate this occasion, a kickoff event was held at Harmony Leland Elementary School in Mableton, GA. In addition, the Relay for Life event on May 9, 2008, was designated SunWise. Information for children and adults on sun protection was distributed.

Future plans for SunWise Cobb County include:

- Broadcasting in-school public service announcements over school TV stations
- Presenting information to school district parent teacher organizations

- Sending letters to parents with information on sun safety and good sunscreens
- Reaching out to youth sports coaches
- Collaborating with county parks and recreation facilities

SunWise Boston

On April 22, 2008—Earth Day—Boston Mayor Thomas Menino, with help from SHADE Foundation of America founder and President Shonda Schilling and then-EPA Administrator Stephen Johnson, announced Boston's commitment to protecting the environment and its residents from skin cancer by becoming a model SunWise Community. The city of Boston has pledged to plant 100,000 trees by 2020, increasing its canopy cover by 60 percent. As part of becoming a SunWise Community, Mayor Menino proclaimed April 22 “SunWise Day” in Boston, and pledged to work with SHADE and EPA throughout the year to provide shade, sunscreen, and a quality SunWise education to Boston's youth and families.

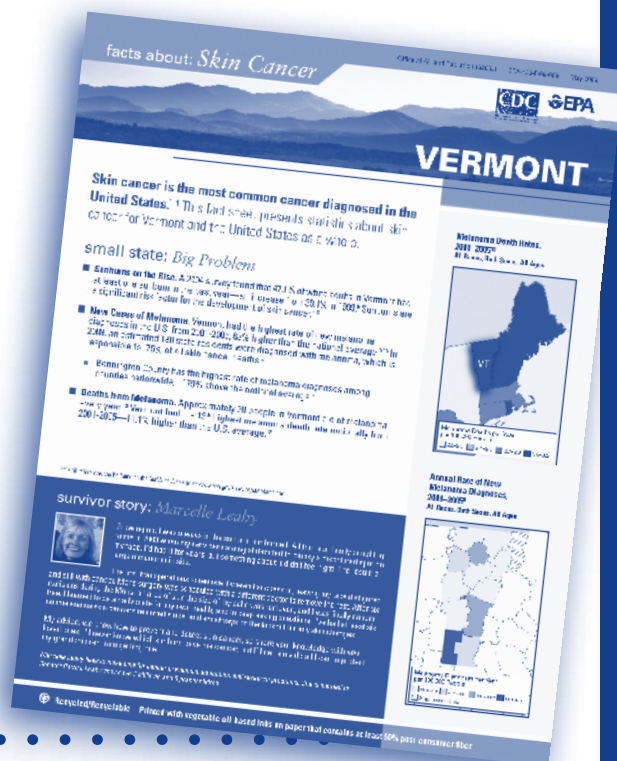


The Swingset Mamas were on hand for the “SunWise Day” event, performing their catchy hit Sunscreen Dance, available at the SunWise Web site.



Why We Do What We Do: Educate Yourself and Your Local Officials

Ever wonder how skin cancer touches your community? The U.S. Environmental Protection Agency (EPA), in collaboration with the Centers for Disease Control and Prevention (CDC) and state cancer programs, is developing state-specific fact sheets to help you learn more about skin cancer in your state. Each fact sheet contains a melanoma survivor's story, state- and county-specific facts, national statistics, facts about skin cancer prevention, and the steps you can take to be sun-safe. Share the fact sheets with your local officials so they can learn how skin cancer affects them and the people they serve. To view your state's fact sheet, visit www.epa.gov/sunwise/statefacts.html.



Marcelle Leahy: Melanoma Survivor



Growing up, I was always in the sun and sunburned. All that sun finally caught up to me in 2003 when my new dermatologist decided to biopsy a discolored spot on my face. I'd had it for years, but something about it didn't feel right. The result: a large melanoma in situ.

The first two operations to remove it weren't successful, leaving my face disfigured and still with cancer. Mohs surgery was scheduled with a different doctor to remove the rest. After six excisions during the Mohs, an area of skin the size of my palm was removed, and I was finally cancer-free. I learned to be an advocate for my own health, and to keep asking questions. I've had at least six nonmelanoma skin cancers removed since, and am always on the lookout for any skin changes.

My advice: we know how to prevent and detect skin cancer, so share your knowledge with your loved ones. I'll never know which sunburn gave me cancer, but I'll certainly do all I can to protect my grandchildren from getting one.

Marcelle Leahy likes to make time for cancer prevention, education, and research programs. She is married to Senator Patrick Leahy of Vermont; they have 3 children and 5 grandchildren.

Are You SunWise-Certified?

Are you a camp counselor, scout leader, or do you work with youth outdoors? If you answered yes, consider taking EPA's new Sun Safety Certification for Outdoor Recreation Staff. The 30 to 40-minute online training walks you through the basics of why sun protection is important, how to be sun-safe, and how to protect the youth in your care from sunburns and other skin and eye damage. The training will help you implement sun safety tips when you're outside with children.

Want to go one step further? Have everyone working at your camp, pool, recreation center, or park take the training and let your customers know your staff is SunWise-certified. The certification tells parents that your staff knows how to protect their children from the sun.

To become SunWise-certified, visit www.epa.gov/sunwise/tutorial.html.



Fun Facts

- You would need 62.8 gallons of sunscreen to protect the historic faces on Mount Rushmore.*
- Humans shed and regrow outer skin cells about every 27 days—that's almost 1,000 new skins in a typical lifetime!*
- Every square inch of the human body has about 9.5 million skin cells.*
- By age 70, the average person will have lost 105 pounds of skin.*
- If the sun were hollow, you could fit about 1.3 million earths inside.*
- If you weigh 100 pounds, you would weigh approximately 2,800 pounds on the sun.*
- Elephants use dirt and hay as a natural sunscreen—they spread it on their backs to cover their skin.†
- Pigs and warthogs do not have sweat glands; they wallow in mud to keep cool and protect their skin from the sun's harmful rays.†
- Meerkats have black rings around their eyes to absorb the sun's rays, protecting their eyes from sun damage.†

Source: *Skin Cancer Foundation, www.skincancer.org/school/

†Sunwise Stampede, www.foundation.sdsu.edu/sunwisestampede/meetanimals.html

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