

## SUNWISE BACKGROUND

*SunWise is the most widely used health education program in the United States... here's why!*

### Why Protect Yourself and Your Family?

- ☀ 29 Americans die every day from skin cancer.
- ☀ Half of all cancers in the US are skin cancers. One in five Americans will develop skin cancer during their lifetime.
- ☀ More than one million new cases of skin cancer will be found in the U.S. this year alone.
- ☀ The number of people with the deadliest form of skin cancer, melanoma, is rising at an alarming rate. In 2005, one in 62 Americans had a lifetime risk of developing the disease—that's 20 times higher than it was in 1930.
- ☀ Skin cancer is preventable. You can take simple steps now to lower your risk.

"Americans need this program to protect children from skin cancer, the most common cancer in this country. Skin cancer is largely preventable through education and behavior change, and that's why Curt and I and the SHADE Foundation would like to see SunWise used in every U.S. elementary and middle school."

- Shonda Schilling  
Melanoma survivor,  
Founder of the SHADE  
Foundation, and wife of  
Boston Red Sox pitcher  
Curt Schilling

### SunWise Goal

*Reduce children's lifetime risk of developing skin cancer.*

### What is the SunWise Program?

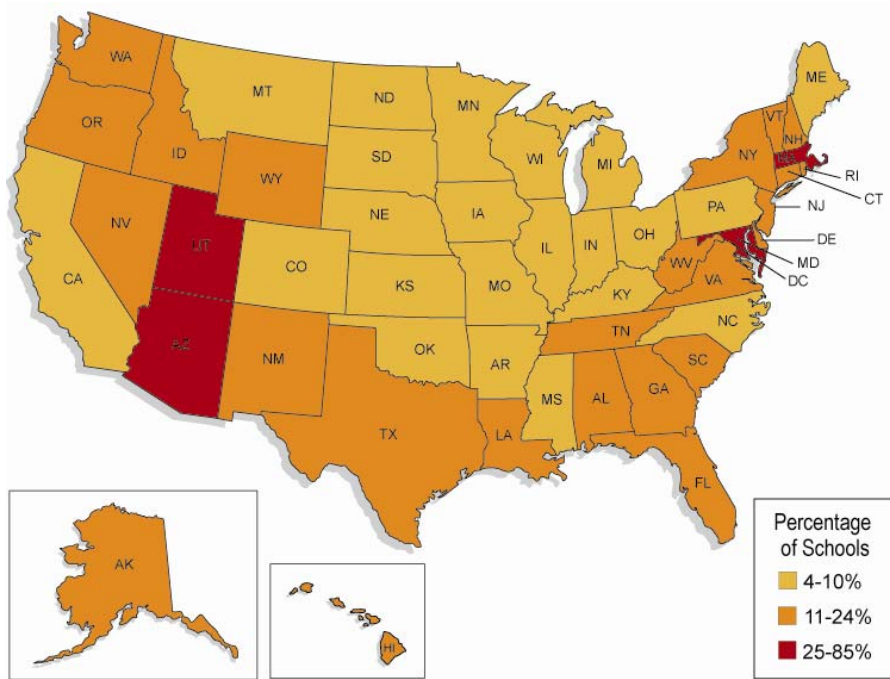
#### Be a SunWise School

SunWise is a national award-winning environmental and health education program that teaches children and their caregivers how to protect themselves from overexposure to the sun. SunWise is the only national K-8 skin cancer prevention program in the United States. Your school will receive a free SunWise Tool Kit with standards-based, cross-curricular classroom activities for grades K-8; a UV sensitive Frisbee for hands-on experiments and fun; story and activity books; a poster; a video; policy guidance, and more. Join the more than 14,000 schools and 500,000 students that are SunWise.

#### Be a SunWise Partner

SunWise partners with science centers, museums, parks, camps, and other informal education facilities to expand and reinforce the SunWise message. By working with multiple organizations within a community, SunWise Communities takes SunWise from the classroom into the community at large. Participating communities encourage residents to practice EPA's SunWise Action Steps; endorse SunWise programs within schools and informal education programs; and proclaim May 1st "SunWise Day".





## SunWise is in All 50 States



## SunWise Protection

- ☀️ SunWise survey results show an 11% decrease in sunburns, the most preventable risk factor for melanoma, and a 10% decrease in students' desire for a tan.
- ☀️ Teachers benefit too. Surveys from 480 SunWise educators show 75% changed their own sun protection practices.

## How SunWise is Reaching its Goal

-  **Focus on educating kids**  
Simple messages and action steps.
-  **Repeat messages in multiple venues through leveraged messengers**  
SunWise targets children and families through schools, informal education institutions, sporting events, meteorologists, and SunWise Communities.
-  **Customer focus**  
Materials are designed to be flexible and easy to use. Hands-on activities help children learn and practice prevention.
-  **Performance-based evaluation**  
Ongoing surveys check for changes in attitudes and behaviors regarding sun safety.



## **B e S u n W i s e !**

### **Do not Burn**

Five or more sunburns double your risk of developing skin cancer.

### **Avoid Sun Tanning and Tanning Beds**

UV light from tanning beds and the sun causes skin cancer and wrinkling. If you want to look like you've been in the sun, consider using a sunless self-tanning product, but continue to use sunscreen with it.

### **Generously Apply Sunscreen**

Generously apply sunscreen to all exposed skin using a Sun Protection Factor (SPF) of at least 15 that provides broadspectrum protection from both ultraviolet A (UVA) and ultraviolet B (UVB) rays. Reapply every two hours, even on cloudy days, and after swimming or sweating.

### **Wear Protective Clothing**

Wear protective clothing, such as a long-sleeved shirt, pants, a wide-brimmed hat, and sunglasses, where possible.

### **Seek Shade**

Seek shade when appropriate, remembering that the sun's UV rays are strongest between 10 a.m. and 4 p.m.

### **Use Caution Near Water, Snow and Sand**

Water, snow and sand reflect the damaging rays of the sun, which can increase your chance of sunburn.

### **Watch for the UV Index**

The UV Index provides important information to help you plan your outdoor activities in ways that prevent overexposure to the sun's rays. Developed by the National Weather Service and EPA, the UV Index is issued daily nationwide.

### **Get Vitamin D Safely**

Get vitamin D safely through a diet that includes vitamin supplements and foods fortified with Vitamin D. Don't seek the sun.

**Early detection of melanoma can save your life. Carefully examine ALL of your skin once a month. A new or changing mole in and adult should be evaluated by a dermatologist.**