

Be a Sunbeatables™ Parent!



Why Should You Be Concerned about Skin Cancer?

Skin cancer is the most common type of cancer in the United States. It is estimated that **1 in 5** people will develop skin cancer in their lifetime. Anyone, regardless of skin color, can develop skin cancer. The number of new cases of melanoma, the most deadly type of skin cancer, has increased yearly. One person dies from melanoma every hour. Melanoma is one of the most common forms of cancer diagnosed in adolescents and young adults. **The good news? Skin cancer can be prevented.**

Why is Sun Protection Important?

Did You Know?

Sun protection is important year-round, even on cloudy or cool days. UV rays can pass through the clouds to reach your skin.

You can get sunburned on cool days.

Ultraviolet (UV) rays from the sun can cause sunburn and other skin damage leading to skin cancer. It is important to protect skin from these UV rays. Sunburn during childhood is a major risk factor for melanoma, so it is important for children to develop sun protection habits early in life. Sunburn during adulthood also increases skin

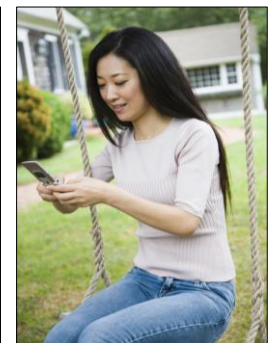
cancer risk. It is important for children's parents to be protected from the sun, not only to reduce their skin cancer risk, but to model these protective behaviors for children and others.

How to Protect Your Skin

Cover Up

Cover as much skin as possible with:

- Wide-brimmed hats (with at least a 4-inch brim) that shade the face, ears and neck.
- Sunglasses that block 99-100% of UV rays (check the label) and wrap around the sides of the face.
- Sleeved shirts (not tank tops) and pants or knee-length or longer shorts, skirts or dresses.
- Socks and tennis shoes (not sandals or open-toed shoes).



Use Sunscreen and Lip Balm with SPF 30

- Use a broad-spectrum sunscreen that protects against UVA and UVB rays.
- Apply sunscreen at least 30 minutes before going outside.
- Reapply sunscreen every 1-2 hours, and after sweating or swimming. Take sunscreen with you on outdoor activities so that you can reapply.
- Spread sunscreen generously and evenly from head to toe, and cover all exposed areas not covered by clothing. Do not forget the nose, ears, neck and back of the hands.
- **Remember:** No sunscreen blocks 100% of the sun's UV rays. Sunscreen should not be your only form of sun protection.
(Parent Tip: Apply sunscreen to your child before school or upon arrival.)
- **CAUTION:** Do not apply sunscreen to babies younger than 6 months of age. Keep babies out of the sun, and cover them with clothing and a shade cover to avoid any sun exposure.



Find Shade



Plan outdoor activities in shaded areas. If you cannot find shade, be creative by using umbrellas, tarps and tents. **Remember:** Even though you may be in the shade, reflected UV rays can still reach your skin. UV rays can reflect off surrounding sand, concrete and light-colored walls or surfaces. Protect your skin with sunscreen and clothing while you're in the shade.

Be SUPER-Protected When Shadows are Shorter

During early morning and late afternoon, shadows are longer and it is safer to be outside. During midday (10:00 AM to 4:00 PM), the sun is directly overhead, sunburn-causing UV rays are most intense, and shadows are shorter (or there is no shadow). ***If your shadow is shorter than you, or you have no shadow, be SUPER-protected by covering up, using sunscreen and finding shade.***

