

## BACKGROUND

### *Don't Fry Day*

Friday, May 28, 2010



**Main Message:** The Friday before Memorial Day is *Don't Fry Day*: Protect your skin today and every day.

Millions of Americans will enjoy the great outdoors this weekend. Skin cancer, caused by too much sun, is the most common of all cancers in the United States. More people will be diagnosed with skin cancer this year than breast, prostate, lung, and colon cancer combined.

The National Council on Skin Cancer Prevention reminds you to enjoy the outdoors safely. We have named the Friday before Memorial Day *Don't Fry Day*. In the same way we teach kids to wear bike helmets, we can also teach them to wear wide-brimmed hats.

#### **What You Can Do to Be Safe in the Sun:**

1. **Do Not Burn**

Overexposure to the sun is the most preventable risk factor for skin cancer.

2. **Avoid Sun Tanning and Tanning Beds**

Ultraviolet (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, use a sunless self-tanning product instead.

3. **Cover Up**

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

4. **Seek Shade/Use Umbrellas**

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

5. **Generously Apply Sunscreen**

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

6. **Use Extra Caution Near Water, Snow and Sand**

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

7. **Check the UV Index**

The UV Index provides important information to help you plan your outdoor activities in ways that prevent overexposure to the sun. Developed by the National Weather Service (NWS) and EPA, you can find the UV Index for your area online at: [www.epa.gov/sunwise/uvindex.html](http://www.epa.gov/sunwise/uvindex.html).

8. **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 or indoor tanning.