Ideas for Zoos and Aquariums

Don’t Fry Day

The National Council on Skin Cancer Prevention (National Council), which is comprised of more than 40 organizations, associations, and federal agencies and represent the nation’s premier researchers, clinicians and advocates for melanoma and skin cancer prevention, is proud to sponsor the annual Don’t Fry Day campaign. The Friday before Memorial Day is “Don’t Fry Day”. As millions of us enjoy the great outdoors on Memorial Day weekend and throughout the summer, the National Council reminds us to practice sun-safe behaviors.

The National Council is thrilled to be collaborating again with the Association of Zoos and Aquariums for Don’t Fry Day. Don’t Fry Day is held on the Friday before Memorial Day, and is an opportunity for communities nationwide to help reduce rising rates of skin cancer and to promote sun-safe behaviors.

The National Council’s website www.skincancerprevention.org provides information and free materials (both digital and hard copies) that support Don’t Fry Day and year-round skin cancer prevention education. These materials are available for schools, camps, educational programs, and focused community events such as Don’t Fry Day promotions.

Don’t Fry Day Promotional Ideas for Zoos and Aquariums:

- Check the Don’t Fry Day website at www.skincancerprevention.org and click on the “Don’t Fry Day” logo for information and to order or download materials.

- Ask local dermatologists, medical school students, and skin cancer organizations to visit your facility on Don’t Fry Day to discuss skin cancer awareness and signs of skin cancer. We recommend contacting these groups early as May is Skin Cancer Awareness Month, and they are asked to attend many community events during the month.

- Send out a press release to local media about Don’t Fry Day events at your zoo or aquarium. (You can find a sample press release on the Don’t Fry Day resources website.) Also send it to the schools in your area and include it in your newsletter, website, and e-updates. List events on local event websites and publications, and promote the fact that you will have skin cancer information available.

- If dermatologists or other groups cannot supply information or brochures, go to the Skin Cancer Foundation’s website (www.skincancer.org) and obtain their community health package. Look under the STORE tab, and from the categories in the left column, select Health Fair Kits. For $40 plus shipping and handling, you can secure skin cancer brochures and posters to use. There are many other excellent materials you can order. You can also call 212-725-5176.

- Prepare activities and utilize zoo/aquarium education staff to staff tables in a few strategic locations to interact with zoo visitors. Activities will draw children (primarily ages 5-12) to tables where they can learn, and parents can speak with dermatologists or other educators about protecting their skin and their children’s skin.

Email: dontfryday@skincancerprevention.org
Materials

The following resources are available for free on the National Council’s website:

- Don’t Fry Day Tri-fold Brochure
- Don’t Fry, Don’t Burn, Don’t Tan

Possible learning activities include:

- Display facts about how zoo and aquarium animals are naturally protected from the sun (e.g. with feathers or a turtle shell).
- Show how clothing choices can help protect us from the sun with a race to pick out and put on sun-protective clothes (e.g. choosing between a tank top and long-sleeved shirt or a baseball cap and a wide-brimmed hat). Also have sunglasses available. Other types of clothing examples could include SPF (or UPF) shirts, other types of hats, Velcro sleeves, etc.
- Display pictures of animals with natural sun protection along with separate quotes from each animal about their protection. Children are asked to match up the quote with the picture of the animal. For example, include a meerkat picture and the meerkat quote, “My black eye ring “sunglasses” protect my eyes from the sun’s glare. I’m the coolest ‘kat’ around with a social flair!”
- Use UV-sensitive beads in an activity, e.g. making a bracelet with a few beads and a pipe-cleaner or on kids’ shoelaces. Keep the beads in the dark until use and explain to the kids that if the beads change color, it means that UV light is present and they should protect their skin.

UV beads are available through many companies, including:

- Educational Innovations:
  - They sell packages of approximately 250 beads for $6.95, 3,000 beads for $54.95, and 20,000 beads for $324.95 (including shipping).

- SolarActive:
  - Depending on the quantity you’re buying, you can ask for a quote.

- Secure samples of sunscreen, sunglasses, UV color-changing bracelets, SPF/UPF shirts, or any sun protection items to show children and adults how to protect themselves from the sun. Note: Large jugs of sunscreen may be more readily used than small, individual samples.

For Promotion to Teachers on Zoos and Aquariums Websites:

- Let teachers know that the National Council’s website includes a link for educators with information and materials they may download or order to use in preparation for a trip to the zoo or aquarium.

While the National Council’s information is written for the visiting public, zoo and aquarium education staff members are encouraged to use these resources year-round in other zoo and aquarium education settings. Resources are available on the National Council’s website year-round.

Don’t Fry Day Resource Listing:

The following resources are available for free on the National Council’s website:

- [http://skincancerprevention.org/programs/dont-fry-day/resources](http://skincancerprevention.org/programs/dont-fry-day/resources)
• Protecting Your Eyes From UV Radiation
• Skin Cancer Facts with Statistics
• Sun Protection Messages
• Sun Safety Vacation Packing List
• Sunburn Questions and Answers
• UV Index – AccuWeather
• UV Index – U.S. EPA SunWise

Media
• Don’t Fry Day Sun Safety Video Script
• Elevator Speech
• Facebook - Join the ”Don’t Fry Day” group
• Promotional Ideas for Zoos and Aquariums
• Talking Points
• Follow “DontFryDay” on Twitter
• Tweets for Twitter
• Twitter with Us on DontFryDay

School Activities
• Action Kit for Educators
• Animal Search at the Zoo
• EPA SunWise - ”Take the Don’t Fry Day Pledge”
• Sun Safety for Kids - Elementary and Secondary School Activities
• Trip to the Zoo – Teacher’s Guide

Graphics
• Don’t Fry Day Logo

Coloring Pages
• Animal Coloring Pages

Posters
• Animals
• Killer Tan
• No Sunburn
• One in Five
• Protect Your Skin

Stickers
• Animal Stickers