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.

Don’t Fry Day is a great opportunity for educators nationwide to get involved in sun safety education. This is critically important because skin cancer is on the rise in the United States, and one American dies every hour from skin cancer. This year alone, the American Cancer Society estimates there will be more than 76,690 new cases of malignant melanoma, the most serious form of skin cancer, and more than 3.5 cases of skin cancer diagnosed in 2 million people in the U.S. Skin cancer is the most common cancer in the U.S., but YOU can help prevent it. You are in a unique position to educate your students and serve as a role model on how to be safe in the sun. This Action Kit provides ideas for how you and your students can rally around Don’t Fry Day. Every voice, action, and effort is another step towards preventing skin cancer. Join the Don’t Fry Day campaign to encourage your students, friends, neighbors, relatives, colleagues, and everyone to be safe in the sun.

Did You Know?

• Each year in the U.S., there are more new cases of skin cancer than new cases of breast, prostate, lung and colon cancer COMBINED.
• One in five children will grow up to get skin cancer.
• The incidence of many common cancers is falling, but the incidence of melanoma continues to rise significantly, at a rate faster than that of any of the seven most common cancers.
• Melanoma is the second most common form of cancer for young adults ages 15 – 29.
• Melanoma is the most common form of cancer for young adults ages 25 – 29.
• Whether from the sun or an artificial source, ultraviolet (UV) radiation is a proven human carcinogen.
• Up to 90 percent of visible changes to the skin commonly thought to be caused by aging are actually caused by UV exposure.
• Skin cancer is one of the most preventable forms of cancer.
• Your skin is your body’s largest organ. Protect your skin on Don’t Fry Day & every day.
If you are looking for compelling statistics for your state, the EPA has state-specific skin cancer fact sheets for 27 states at, https://www.epa.gov/sunsafety/skin-cancer-facts-your-state-1, with more to come.

What Can You Do? —Suggested Actions You Can Take and School Activities You Can Do

1. **Conduct a Sun Safety Assembly**
   - Invite a local dermatologist or meteorologist to speak
   - Screen *The Sun Show* videos at: www.sunsafetyforkids.org

2. **Invite and display student-created art depicting sun-safe strategies**
   - Mural
   - Banner
   - Poster collection
   - Playground chalk drawing
   - Offer rewards for winners

3. **Announce Don’t Fry Day on the school marquee** (e.g., The Friday before Memorial Day is “Don’t Fry Day” – protect your skin today & every day!)

4. **Highlight DFD and sun safety on the school bulletin board**

5. **Encourage staff and students to dress for sun safety with a wide-brimmed hat, long (but cool & comfortable) clothing, sunscreen, and sunglasses.**
   - Reward classes with the most students wearing sun-safe attire outdoors
   - Congregate sun-safe students on the playground for a photo-opportunity
   - Challenge neighboring school(s) to compete for highest per capita hat (or sun-safe clothing) use
   - Hold a sun-safe hat design contest
   - Engage students in selecting a sun-safe hat to incorporate into school’s spirit wear

6. **Check the UV Index**
   The UV Index, provided by the National Weather Service and EPA, provides an hourly forecast of the expected risk of overexposure to the sun on a scale of 1 to 11+, where 1 indicates a low risk of overexposure and 11+ signifies an extreme risk. For information on adding the UV Index to your school’s website, visit: http://www.epa.gov/sunwise/uviresources.html
   - On DFD, announce and post the day’s forecast along with tips for sun safety
   - Recommend routine tracking of the UV Index school-wide or in each classroom
   - Display the daily UV Index on the school marquee
   - Download the UV Index application for smartphones and share information with others about the availability of the app, www.epa.gov/enviro/mobile. The UV Index app provides Americans with a new way to check the sun’s intensity and plan outdoor activities accordingly by providing users mobile access to the hourly UV Index forecast for their area. The forecast is calculated by the National Weather Service for thousands of points across the U.S., and EPA’s app uses the GPS capability of smartphones to display the UV Index forecast tailored to the user’s location.
7. Apply to your City Council for formal recognition of your school’s observance of Don’t Fry Day.

8. Host a tree-planting party. Plant a tree to provide ample shade near the school or near the playground.

9. Assign older student peer educators to discuss sun safety with children in lower grades.

10. Communicate to parents
    - Describe the school’s sun safety policy (see sample at www.sunsafetyforkids.org or e-mail sunwise@epa.gov)
    - Ask for parents’ cooperation
    - Provide sun safety tips
    - Encourage parents to promote sun safety for family and out-of-school activities (see “Sun Safety Vacation Packing List”) at: skincancerprevention.org/programs/don’t-fry-day/resources

11. Engage the PTA in fundraising to purchase or discussions with school officials to implement policy decisions to promote:
    - Sun-protective hats
    - Shade structure
    - Trees
    - Sunscreen for gym, classrooms
    - Different times of day for recess (non-peak UV hours)

12. Ask students to create a sun safety Public Service Announcement
    - Video, PowerPoint, poster, etc.
    - Present the PSAs to the entire school population

13. Homeroom
    - Announce Don’t Fry Day
    - Include announcement of the UV Index forecast
    - Accompany with sun safety tips
    - Broadcast student-created PSA

14. Organize a fundraiser for shade trees and/or shade structures

15. Involve student leaders in choosing or designing:
    - A sun-protective hat
    - Long-sleeved T-shirts
    - Incorporate a sun-protective hat and a warm weather long-sleeved shirt into school’s spirit wear
16. **Promote sunscreen use**
   - Stock sunscreen and sun-protective lip balm in the student store or spirit shop
   - Conduct a sale on sunscreen for Don’t Fry Day

17. **Talk about the importance of protecting your skin and eyes during announcements on your school PA system, especially in the weeks leading up to Don’t Fry Day**

   On Don’t Fry Day & every day, remember to Slip! Slop! Slap!® & Wrap! Slip on a shirt; slop on broad-spectrum sunscreen SPF 30+; slap on a wide-brimmed hat; & wrap on sunglasses.
   - If you’re headed to the beach, a festival, skiing or other outdoor activities this weekend, don’t forget to spend time in the shade, wear a hat and sunglasses, and bring lots of sunscreen. Check the UV Index forecast on the EPA’s website.
   - Remember, if you’ll be on the water, you are exposed to even more UV rays from the reflection – whether at the beach from the sand or boating. UV radiation is not just coming from above but also from below.
   - It does not have to be a hot day or sunny to get burned. You can burn on a cool or cloudy day.
   - The higher up you are in altitude, the more UV exposure you’re getting.
   - Have fun in the sun, while keeping your skin and your eyes safe!
   - If you get sunburned today, you won’t want to go out again tomorrow. Protect yourself.

18. **Join EPA’s SunWise program,** a free national environmental and health education program that teaches children and their caregivers how to be safe in the sun through the use of classroom-, school-, and community-based components.

   Sign up at [www.neefusa.org/sunwise](http://www.neefusa.org/sunwise) to receive a free tool kit with over 50 standards-based activities to teach about the ozone layer, UV radiation, and how to stay safe in the sun. The kit includes a UV-sensitive Frisbee. An activity you can do with the Frisbee is:
   - Cover the SunWise UV Frisbee® with a clear shower cap, and apply some SPF 30 sunscreen to one area.
   - Take the Frisbee outside. Point out how the white Frisbee gets darker in reaction to the sun, but that the area covered with sunscreen stays white.
   - Relate this reaction to how our skin is affected when exposed to the sun.
   - Briefly discuss the UV Index and how it can be used to plan outdoor activities to avoid overexposure to the sun.
19. Have a student present the day’s weather forecast, including the UV Index
   • Have students present the weather forecast, including reporting what the UV Index is for that day.
   • Have the students explain what the UV Index is, and what factors influence it on any particular day (e.g., cloud cover, reflection off water or snow, time of day).
   • Students should discuss appropriate SunWise Action Steps for that day, taking into account the UV Index level.

20. Use Social Media.
   • Become a fan of Don’t Fry Day.
   • Follow Don’t Fry Day on Twitter, @DontFryDay

If you or your school sends out tweets, consider tweeting the following, or have your students write new tweets:
   • Find out more about #DontFryDay at skincancerprevention.org
   • The Friday before Memorial Day is #DontFryDay: Protect Your Skin Today & Every Day.
   • On #DontFryDay & every day, remember Slip! Slop! Slap! & Wrap!
   • Slip on shirt; slop on sunscreen SPF 30+; slap on wide-brimmed hat; & wrap on sunglasses #DontFryDay (link to Pinterest picture)
   • The search for a beautiful tan could lead to skin cancer. Protect yourself. #DontFryDay
   • Did you know sunburn as a kid could lead to skin cancer later in life? Protect your child on #DontFryDay & every day
   • Skin cancer is the most common cancer in U.S. Over 2 million people are diagnosed each year. #DontFryDay
   • One in five Americans will develop skin cancer. Be safe in the sun. #DontFryDay & every day
   • Melanoma is rising at a rate faster than any of the 7 most common cancers. #DontFryDay & every day
   • Melanoma is among the most common forms of cancer for young adults 15-29. Protect your skin on #DontFryDay & every day.
   • Worshiping the sun can lead to skin cancer. Protect yourself & your loved ones. #DontFryDay
   • What are you doing to take care of your skin on #DontFryDay & every day? Remember: Slip! Slop! Slap! & Wrap!
   • On #DontFryDay & every day, apply palm full of sunscreen on exposed skin & reapply every 2 hours! (link to Pinterest picture)
   • On #DontFryDay & every day, seek shade between 10am - 4pm when the sun’s UV rays are the strongest.
   • Did you know ultraviolet radiation is a carcinogen, whether from sun or artificial source like a tanning bed lamp? #DontFryDay
   • Educate friends about being smart in the sun. Blog about #DontFryDay. (would link to a blog)
   • Most wrinkles are caused by overexposure to UV rays. On #DontFryDay & every day, remember to protect your skin. (link to wrinkled woman picture on Pinterest)
   • When in the sun - Watch Your Shadow. No Shadow, Seek Shade! #DontFryDay & every day
   • Check out the sun safety vacation packing list & all kinds of free resources at skincancerprevention.org. #DontFryDay
• Embrace your beautiful, natural skin color & protect it from too much sun. #DontFryDay & every day (Link to beautiful woman covered up on Pinterest)
• Get your vitamin D safely! Take supplements & protect your skin from harmful UV rays. #DontFryDay & every day
• Improved sun protection at any age reduces your risk of skin cancer. So, be SunWise! #DontFryDay
• Your natural skin tone offers very limited sun protection, so wear SPF 30+ when outdoors. #DontFryDay
• You can get a sunburn in the car, so apply sunscreen during long rides. #DontFryDay (Link to badly sunburnt arm/car picture on Pinterest)
• Did you know your skin is your body’s largest organ? Protect it on #DontFryDay & every day.
• #DontFryDay: reminding you to seek the shade, not the sun.
• Do your skin a favor & cover up. #DontFryDay
• This #DontFryDay (& every day), remember that pale is beautiful. (Link to Pinterest Picture)
• Vampires are in! Revamp your skin – pale is the new tan. #DontFryDay
• Tan today = wrinkled tomorrow. #DontFryDay (link to age progression photo on Pinterest)
• Love your skin: give it a good cover-up on #DontFryDay & every day.
• This Don’t Fry Day, tell your friends to limit their time in the sun & avoid tanning beds.
• #DontFryDay - be sun-safe May 22, 2015 & every day.
• Plan daily activities after checking the UV Index at: epa.gov/sunwise/uvindex.html. #DontFryDay & every*day
• Download the UV Index smartphone app: epa.gov/enviro/mobile #DontFryDay
• Does your local elementary school teach SunWise? Get the free kit: www.neefusa.org/sunwise #DontFryDay
• Get regular full-body skin checkups at your doctor's office. #DontFryDay
• Any change to your natural skin color is a sign of damage to your skin. Know the signs #DontFryDay & every day
• Be prepared for fun in the sun - sign up for daily UV Index emails: enviroflash.epa.gov/uv #DontFryDay & every day
• Don’t forget to Slip! Slop! Slap! & Wrap! #DontFryDay & every day.
• Spread the word about being sun-smart. Tell a friend about #DontFryDay.
• Join the cause. Become a friend of Don’t Fry Day on Facebook. #DontFryDay & every day

Additional Information and Facts

a. Vital Sun Safety-Related Items to Pack to Protect You and Your Loved Ones
• A wide-brimmed hat
• A broad-spectrum sunscreen with a Sun Protection Factor of 30 or higher (in your checked luggage if you are travelling via airline)
• Sunglasses
• SPF 30+ lip balm
• An umbrella
• Long-sleeved, light-weight shirts and pants
• A list of museums/other indoor sites to visit during the sun’s peak UV hours (between 10 and 4)
b. **Helpful Hints:**

**Wear Protective Clothing**
What you decide to wear can dramatically affect the levels of UV radiation you are exposed to. Wide-brimmed hats that cover the ears and back of the neck are the best, though baseball hats are better than nothing. Long sleeves and pants provide extra protection as well.

**Seek Shade**
Seek shade when appropriate, remembering that the sun’s UV rays are strongest between 10 a.m. and 4 p.m. Remember the shadow rule when outside: Short Shadow; Seek Shade!

**Generously Apply Sunscreen**
Generously apply sunscreen to all exposed skin using an SPF of at least 30 that provides broad-spectrum protection from both ultraviolet A (UVA) and ultraviolet B (UVB) rays. Reapply every two hours, even on cloudy days, and more frequently when swimming or sweating.

**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. Visit the SunWise website [www.epa.gov/sunwise/uvindex.html](http://www.epa.gov/sunwise/uvindex.html) to sign up to receive the daily UV Index, look up your UV Index, or download the UV Index widget and free smartphone application.

**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.

**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.

c. **Don’t Fry Day Resource Listing**
A variety of resources are available for free on the National Council on Skin Cancer Prevention’s website: [http://skincancerprevention.org/programs/dont-fry-day/resources](http://skincancerprevention.org/programs/dont-fry-day/resources)

Thanks in advance for helping to spread the message of sun safety on Don’t Fry Day and every day!