



#### WE ALL NEED TO BE INVOLVED

Childhood and teenage sunburn is the most common cause of skin cancer as adults and afflicts everyone regardless of race, color, age, gender or ethnicity. We need to make the proper application of sunscreen and other preventative techniques a normal part of every athlete's routine.

# PLAY BOOK

**Making Sunscreen a Part of Every Athlete's Equipment Bag!**



**“Every locker room should have sunscreen right up there next to the Gatorade.”**

*- Brian Adams, MD, a sports medicine specialist at University of Cincinnati and a part-time high school coach*

## Dear Athletic Director:

The Live SunSmart Foundation is rolling out the Spring “Team SunSmart” health and wellness program with the support of the NJSIAA. The purpose is to educate every NJ high school athlete and all coaches and athletic trainers on the importance of applying sunscreen and re-applying often when participating in outdoor activities.

**Why is this important?** Childhood and teenage sunburn is the most common cause of skin cancer as adults and it afflicts people of all colors, creed and nationality. Secondly, the American Academy of Dermatology recommends avoiding sun exposure from 11 a.m. to 4 p.m - exactly the times when most teams are out practicing and playing. We encourage everyone to enjoy a healthy outdoor lifestyle that includes the application of sunscreen as a routine part of their pre-game preparation and want all players and coaches to reapply often throughout the practice and/or game.

Understanding how busy you and your coaches are, we have re-designed the program to forego the printed material and “speak” directly to the athletes through Facebook and Twitter. We discovered that burdening you with the responsibility of distributing the printed educational cards and the sunscreen was too great. The only role you and your athletic trainers have this year is to help us get the students to **LIKE** the Team SunSmart page and **Follow us** on Twitter. If you are interested in participating this year, please **return the enclosed Registration Form** and we will send you posters and instructions on how to enter in the Team Leader and Team Captains Reward Contest and the Video Contest.

For more information and to download any materials, visit [www.LiveSunSmart.org](http://www.LiveSunSmart.org) and click on Team SunSmart.

We look forward to working with you and wish you the best of luck in your Spring athletic season.

Very truly yours,

Andrew Evangelista  
Program Director  
Team SunSmart

Steve Timko  
Executive Director  
NJSIAA



## 2014 Program Instructions

**PURPOSE:** Educate everyone on the importance of using sunscreen everyday and wearing it the right way

**GOAL:** Create a social media campaign by having all students become facebook FANS of Team SunSmart

### STEP BY STEP:

- 1) **Identify a Team SunSmart Team Leader to run the program.** In most cases, this is one of the Athletic Trainers but for those schools without an onsite Athletic Trainer it can be the Athletic Director, Health/Phys Ed teacher, a coach out of season or school nurse, etc.
- 2) **The Team Leader recruits a student-Athlete(s) to be Team SunSmart Captain(s) and oversees their participation.**
- 3) The job of the Leaders and the Captain(s) will be to get every student in the school to **become a Facebook FAN of Team SunSmart and Follow us on Twitter.** The schools that sign up 100 FANS will be eligible to win prizes. (see contest rules)
- 4) **Team Leader must fill out Registration Form** and submit by fax to 973-302-8466 or email to [info@livesunsmart.org](mailto:info@livesunsmart.org) to get started. (form available on [livesunsmart.org](http://livesunsmart.org))
- 5) Upon receipt of your registration form, you will be notified that you are on the TEAM. You will be sent Team **SunSmart posters for display** in your Athletic Training office and/or Locker room, etc.

- 6) **Go to LiveSunSmart.org and download the Fan List template and Contest Entry form.**
- 7) **START RECRUITING FANS. As all students (not just the athletes) become FANS of Team SunSmart on Facebook and Twitter, record his/her name on the template** (please do not handwrite – must be updated on the excel worksheet for electronic submission)
- 8) **Deadline for FAN List submission is Friday, March 28<sup>th</sup>!** But don't stop recruiting – you have the power to make a difference – the more Team SunSmart FANS the better!
- 9) **On or before the March 28<sup>th</sup> deadline, complete the Contest Entry Form and the FAN list template and email to [info@livesunsmart.org](mailto:info@livesunsmart.org).** (no scanned or faxed submissions will be accepted)
- 10) All schools that have recruited 100 or more Facebook FANS, will be entered into a drawing for prizes as follows:
  - a. Team Leader: Two (2) Giants football tickets for the first 2014 home game at MetLife Stadium.
  - b. Team Captain(s): \$100 iTunes gift certificate. The iTunes prize will be split amongst your Team Captain(s) (e.g. 10 Captains will each get \$10 or 1 Captain will get \$100)
- 11) DRAWING WILL BE HELD ON FRIDAY, JUNE 6th**
- 12) Check Facebook page regularly for updates and post comments. Engage the group. The more you post the more fun it will be for everyone.

*You have the power to make a difference! Be creative, make it fun and interactive! You know your friends better than anyone. What will get them excited? Send us your ideas and pictures to post on facebook.*



Spring 2014

## Dear Athletic Trainers:

Thank you for your interest in Team SunSmart – a program designed to make sunscreen a part of every athlete's equipment bag. We know this is important because unprotected sun exposure in adolescence has been shown to cause skin cancer as adults.

### **OUR GOAL:**

To create an online awareness campaign and educational program for every student-athlete in the state of NJ. We have found that printed material and the burden it places on the administration and coaches is inefficient. Therefore, we are launching a social media campaign to ensure that every student-athlete understands and recognizes the need to wear sunscreen every day. We need your help to get the word out to get every student to become a FAN of Team SunSmart on Facebook.

### **Our program is simple:**

- 1) Every high school needs a Team SunSmart Team Leader to run the program. In most cases, this is one of the Athletic Trainers but for those schools without an onsite Athletic Trainer it can be the Athletic Director or school nurse.
- 2) The Team Leader recruits Team SunSmart captain(s) from the pool of Spring season Student-Athletes.
- 3) Both the Leaders and the Captain jobs will be to get every student in the school to become a Facebook FAN of Team SunSmart and Follow us on Twitter. The schools that sign-up 100 FANS will be eligible to win prizes. (see contest rules below)
- 4) Attached is the Registration Form to be filled out and submitted by fax to 973-302-8466 or emailed to [info@livesunsmart.org](mailto:info@livesunsmart.org)
- 5) Upon receipt of the registration form, you will be notified that you are on the TEAM and a poster for your Athletic Training office and/or Locker room will be sent to you.
- 6) Check Facebook page regularly for updates and post comments. Engage the group. The more you post the more fun it will be for everyone.

**For More Information: Andrew Evangelista, Program Manager at [info@livesunsmart.org](mailto:info@livesunsmart.org)**



# CONTEST RULES

## SIGN UP FACEBOOK FANS CONTEST FOR SCHOOL LEADERS AND CAPTAINS

The Schools that sign up at least 100 FANS on Facebook and submit the Contest Entry Form as well as the List of FANS will be eligible to enter a drawing for prizes as follows:

### 1) PRIZES

- a. **Team SunSmart Leaders:** Two (2) Tickets to Giants home opener at MetLife Stadium
- b. **Team SunSmart Captain(s):** \$100 iTunes gift certificate. The iTunes prize will be split amongst your Team Captains (e.g. 10 Captains will each get \$10 or 1 Captain will get \$100)

2) **Team Leader must fill out Registration Form** and submit by fax to 973-302-8466 or email to [info@livesunsmart.org](mailto:info@livesunsmart.org) to get started. (form available on [livesunsmart.org](http://livesunsmart.org))

3) **Go to [Livesunsmart.org](http://Livesunsmart.org) and download the Fan List template and Contest Entry form.**

4) **START RECRUITING FANS. As students become FANS of Team SunSmart on Facebook, record his/her name on the template** (please do not handwrite – must be updated on the excel worksheet for electronic submission)

5) **Deadline for FAN List submission is Friday, March 28<sup>th</sup>!** But don't stop recruiting – you have the power to make a difference – the more Team SunSmart FANS the better!

6) **On or before the March 28<sup>th</sup> deadline, complete the Contest Entry Form and the FAN list template and email to [info@livesunsmart.org](mailto:info@livesunsmart.org).** (no scanned or faxed submissions will be accepted)



### DOWNLOAD FORMS FROM THE WEBSITE

<http://www.livesunsmart.org/programs-team-sunsmart.aspx#.UzCsuVLQfIU>

or go to [livesunsmart.org](http://livesunsmart.org), click on programs and then Team SunSmart

Download the Social Media Contest Entry Form and the List of Facebook Fans Template Form

These forms need to be filled out on the computer and then emailed to [info@livesunsmart.org](mailto:info@livesunsmart.org)

There is also a poster to hang in your school that encourages all students to Like Us on facebook. You can add a blurb requesting the students report to the team captains that they have signed so that the leader can add them to the entry list so that the school will get the credit.

Any questions, please do not hesitate to call 973.744.3557

**Thank you for your interest in participating in Team SunSmart!**