SUNSMART CITY PLAYBOOK

SUNSMART CITY™

A Guide to assist you in creating a SunSmart environment. The SunSmart City initiative is a multi-component community-wide intervention program combining individual-focused strategies, mass media campaigns, and environmental and policy changes to influence UV-protective behaviors among the residents, workers and visitors of a community.

ABOUT THIS PROJECT

The SunSmart City project is a multi-component community-wide intervention program combining individual-focused strategies, mass media campaigns, and environmental and policy changes to influence UV-protective behaviors among the residents of the township. This program was managed by the Live SunSmart Foundation with the help of many stakeholders in the community.

OBJECTIVE

The idea is to reinforce sun safety messages throughout the community to get people to change their behavior when it comes to protecting themselves from the harmful health effects of UV exposure. We will encourage a change in behavior to make skin cancer prevention a social norm by promoting prevention and early intervention measures executed through a total immersion program. The program will educate people on how to reduce UV exposure through the following behaviors; a) making the proper application of sunscreen a daily routine, b) wearing the proper clothing and accessories, c) adhering to sun protection awareness messaging throughout the community d) seeking shade shelters or tree canopies in public and private facilities, e) amending policies and land-use development to include sun protection considerations, and f) getting regular skin screenings – protect and detect!

WHO CAN USE THIS GUIDE

Community members and organizations who are interested in implementing a community-wide change in their town or city can use this guide. The planning committee included members from each sector of the community, including the school district, business community, media, scouts, parks and community services, local university, recreation community, communications, medical community, club sports, pools/beaches, local YMCA, and other health & wellness organizations.

HOW TO USE THIS GUIDE

Within each of the sections, sun protection recommendations are included, describing in detail about the responsibility and contribution of that particular sector in the SunSmart City Project.

TABLE OF CONTENTS

This playbook outlines the targeted sectors and their contribution in this initiative:

SECTION 1: BOARD OF EDUCATION

SECTION 2: RECREATION AND CULTURAL AFFAIRS

SECTION 3: MUNICIPALITY

SECTION 4: LOCAL UNIVERSITY

SECTION 5: COMMUNICATIONS

SECTION 6: LOCAL HOSPITAL/MEDICAL COMMUNITY

SECTION 7: LOCAL PARKS AND COMMUNITY SERVICES

SECTION 8: LOCAL POOL/BEACH

SECTION 9: GIRL/BOY SCOUTS

SECTION 10: BUSINESS COMMUNITY

SECTION 11: LOCAL YMCA

SECTION 12: OTHER HEALTH & WELLNESS ORGANIZATIONS

SECTION 13: CLUB SPORTS

SECTION 14: PUBLIC RELATIONS AND MEDIA OUTREACH

SECTION 15: SUNSMART CITY EVENTS

SECTION 16: POLICIES/GUIDELINES

Need to add a section for Parks and Community services

SECTION 1:
Board of Education

SUN PROTECTION RECOMMENDATIONS

The following reccomendations are broken into sections below.

- School curriculum for sun exposure and sun protection (use the EPA's SunWise Curriculum)
- School Nurses' Offices – posters and awareness messaging
- Training Rooms and Locker Rooms – educational/awareness posters
- Athletic uniforms include Ultraviolet Protection Factor UPF (High School, recreation and club teams)
- Daily PA Announcements during morning messages at all schools
- Shade Structures on playgrounds
- Educational programs/seminars for teachers to make them aware of the need to protect the students.

SCHOOL CURRICULUM

SunWise: EPA's SunWise curriculum (K-8)

The SunWise Program is a health education program that informs children and their caregivers about protecting themselves from overexposure to the sun. There are multiple components of this program that educates about sun safety, UV radiation, and ozone science.

This curriculum should be reviewed by the Chief Academic Officer/Assistant Superintendent for Curriculum & Instruction, who then passes it on to the Board President. After the curriculum is approved by both of those school members, the board votes on approval and adoption.

SUN PROTECTION POLICY FOR SCHOOLS

Draft a policy with recommendations including, outreach to parents, school yard use, and in-school messaging as well as allowing students to use sunscreen on school property. After the policy is created, present it to the superintendent's office, to be approved and implemented within the district.

HIGH SCHOOL ATHLETES

Uniforms: Team uniforms should be ordered that provide protection from the sun, for example, longer sleeves, UPF protection, etc.

Training: Athletic Trainers, Coaches and Physical Education staff should be alerted to their role in the health and well-being of their athletes, so that they can pass on good behavioral modifications including encouraging the athletes to apply sunscreen often, wear hats and raise their awareness for the need of good sun protection habits.

- Conduct a seminar/webinar for coaches to raise awareness on sun protection practices. Provide Continuing Education Units (CEU's) to Athletic Trainers and certificates to Head coaches and their staff. This training is similar to the concussion training and heat acclimation training and can be incorporated into the same program.

EDUCATIONAL AND AWARENESS MESSAGING

Every school yard and playing field should have awareness and educational signage posted throughout the venue.

There are three “topics”:

1) Educational

e.g. How to properly apply sunscreen

2) Awareness

e.g. UV Zone signage alerting the guests of risks of overexposure to UV rays

3) Fun “Do You Know” type facts

e.g. 90% of all brown spots and wrinkles are caused by UV rays, etc.

SHADE STRUCTURES

Identify schools playgrounds and ball fields that are in-need of shade. Make plans to either build or purchase structures that will provide shade to the community.

TREE PLANTINGS

Tree plantings and shade is an important component to protecting residents from the sun, especially in fields, and on school grounds. Identify fields and school grounds that are in need of shade.

SECTION 2:
Recreation and Cultural Affairs

SUN PROTECTION RECOMMENDATIONS

The following recommendations are broken into sections below.

- Online training for camp counselors, lifeguards and coaches
- Build shade structures in town parks, fields, and at local pools
- Tree plantings to increase shade in parks and shopping districts
- Educational messaging and signage throughout locations such as pools, fields, and parks
- Post UV Index throughout the town and pools
- Educational messaging during youth recreation events or activities
- Increase sunscreen accessibility through sunscreen misters throughout the community

SUN AWARENESS CERTIFICATION

There is an online training designed to enlighten camp counselors, lifeguards and coaches on sun protection behaviors so that they can share the information with their campers, swimmers and players.

SHADE STRUCTURES

Identify locations that are in need of shade structures including pools, town parks, and fields. After identifying these locations, the committee can build shade structures at these public places.

TREE PLANTINGS

Depending on funding, trees can be planted in parks and shopping districts.

EDUCATIONAL AND AWARENESS MESSAGING

POOLS: Town pools should have awareness and educational signage posted throughout the facility. Informational cards can be included when picking up pool badges and available at the lifeguard stands throughout the summer.

FIELDS: Appropriate signage should be posted in all parks and recreational facilities including.

There are three (3) different messages/creative as follows:

1) Educational
e.g. How to properly apply sunscreen,

2) Awareness
e.g. UV Zone signage alerting the guests of risks of overexposure to UV rays,

3) Fun "Do You Know" type facts
e.g. 90% of all brown spots and wrinkles are caused by UV rays, etc.

UV INDEX

The UV index should be posted at the pools and throughout town every day. It would be best to have a UV chart included on the signage so that the index indicates the level of exposure.

UV Index	Description	Recommended Protection
0-2	Low risk to the average person	Wear a hat and broad-spectrum UV protected sunglasses.
3-5	Little risk of harm from unprotected sun exposure	Wear a hat and broad-spectrum UV protected sunglasses.
6-7	High risk of harm form unprotected sun exposure	Wear a hat and broad-spectrum UV protected sunglasses. Wear long sleeves and pants, preferably with UPF, to cover your body.
8-10	Very high risk from unprotected sun exposure	Wear a hat and broad-spectrum UV protected sunglasses. Wear long sleeves and pants, preferably with UPF, to cover your body.
11+	Extremely high risk of unprotected sun exposure	Take all precautions possible

YOUTH AND ATHLETIC PROGRAMS

All recreation event/activity flyers should include a tag line to be sure and wear your sunscreen. Every attempt should be made to educate the parents on the need to provide their child with sunscreen when recreating outdoors.

SUNSCREEN MISTERS

The number one reason given for not wearing sunscreen is accessibility. Most times, people forget to pack their sunscreen resulting in overexposure to UV rays. Strategically place sunscreen misting machines around town. This can be a revenue center as users pay with a swipe of a credit card for a quantity of spray-time – similar to air stations. Additionally, there is an opportunity to display advertising on them and a video screen can stream instructional video, educational messaging as well as advertising.

SECTION 3:
SunSmart City Municipality

SUN PROTECTION RECOMMENDATIONS

The following recommendations are broken into sections below.

- Include Sun Protection advisory for all Municipal employees in workplace policies/guidelines
- Post educational and awareness signage throughout town
- Provide educational brochures to residents
- Include Sun Protection language on all Consent Forms for participation in outdoor activities
- All electronic boards should include Sun Awareness messaging including the UV Index all year round.
- Mandate that pools, camps, and recreation staff take the online sun safety certification program
- Shade Structures, Signage (sun safety posters and fact sheets that encourage sun safety) and Sunscreen Dispensers at parks, playfields/athletic fields, playgrounds, pools, and recreational areas.

WORKPLACE POLICY/GUIDELINES

Workplace education for outdoor workers and Sun Protection advisory for all Municipal employees.

Suggested Policy Statements

For Municipal Public Health Plans, Municipal Strategic Statements:

_____ recognizes that skin cancer is primarily caused by exposure to solar ultraviolet (UV) radiation. _____ acknowledges the important role local government can play in providing the community with access to services and facilities that provide protection from UV radiation. Council aims to provide safe and attractive open spaces and facilities for the community. This includes the provision of sustainable, quality shade and sun protection strategies to reduce the risk of skin cancer. Council is committed to improving the provision of shade across existing and newly developed municipal facilities. Community members within the municipality will also be encouraged to practice personal protection measures as recommended by Live SunSmart.

For Municipal Early Years Plan:

_____ that skin cancer is primarily caused by exposure to solar ultraviolet (UV) radiation. It is also known that sun exposure in the first 15 years of life contributes significantly to the lifetime risk of skin cancer. _____ acknowledges the important role local government can play in providing children and families with access to services and facilities that provide protection from UV radiation.

HEALTH AND WELLNESS PROGRAMS

The Municipal Health department should conduct various health and wellness programs as part of the town programming throughout the year. Sun Protection messaging can be included in existing materials and programs as well as hosting specific skin health sessions. Additionally, installing sunscreen dispensers in public buildings should become a priority. The municipal health department should consider hosting free skin screening(s), as a part of their efforts.

AWARENESS/EDUCATIONAL SIGNAGE

Making sun protection messaging a part of the ecosystem is critical in the steps to change behavior. Identify strategic locations and seek permission from the Town to erect signage throughout town.

UV INDEX ELECTRONIC SIGNS

The UV Index should be posted daily throughout town. There is electronic signage that allows for a satellite upload of the UV index for the day. These signs should be strategically located throughout town in high traffic zones.

PLANNING BOARD

Suggest to Planning Board that sun protection measures be added as a guideline in new land use development.

SHADE TREE

Suggest that the Shade Tree department plant trees according to the document drafted by the Centers for Disease Control and Prevention (CDC) for schools. This is an excellent opportunity to publish a booklet on effective tree canopies to protect the citizens from excessive sun exposure.

SECTION 4:
Local College/University

SUN PROTECTION RECOMMENDATIONS

The following recommendations are broken into sections below.

- Creation of a baseline measure to measure knowledge, behaviors, and sun protection practices
- Policy for an indoor Tan-Free Campus College/University

SURVEY AND SURVEILLANCE

Work with Public Health undergraduate and graduate interns from a local college or university to create a baseline survey to capture the pre-exposure behaviors. The three components the survey captures:

1) Knowledge and awareness of sun exposure and its effects

2) Behaviors as they relate to sun protection

3) Intervention techniques and the likeliness for residents to receive skin screening each year.

TAN-FREE CAMPUS INITIATIVE

The Live SunSmart Foundation supports the Indoor Tan-Free College Campus Initiative that is directed by the National Council on Skin Cancer Prevention and the Office of the Surgeon General. Below are the eligibility criteria to become a Certified Tan-Free Campus.

Eligibility Criteria:

A college institution and/or its graduate level programs may self-nominate for Indoor Tan-Free College Campus Award recognition or be nominated by a member of the Tan-Free College Campus work group. The universities recognized by this Surgeon General award will have demonstrated a commitment to skin cancer prevention and the ongoing health of their students by meeting the following requirements:

- The nominated university must not have indoor tanning salons on campus or in college buildings (gyms, student centers, dormitories etc.).
- The nominated university must not have indoor tanning salons accessible in off-campus housing that is either supported or promoted by the college
- The nominated university must not allow students to use cash cards to pay for indoor tanning sessions.
- The nominated university must provide an educational program focusing on the risks of UV exposure (through sunlight and indoor tanning), and skin cancer prevention practices.
- The nominated university must have an established policy that demonstrates a current and ongoing commitment to disallowing an indoor tanning presence on campus or in sponsored off-campus housing.

SECTION 5:
Communications

SUN PROTECTION RECOMMENDATIONS

The following recommendations are broken into sections below.

- Public Service Announcements (PSA's) on local access TV, Radio, and local newspaper
- UV Index displays throughout the town
- Include SunSmart messaging on the printed town calendar distributed to residents
- Trailers at local movie theatres (sponsors will be tagged)
- Messaging placed in public areas around town (e.g. School hallways, library, and train stations. Etc.)
- Weekly sun safety article in the Local Newspaper
- Speaker's Bureau - arrange to speak at local schools and/or community meetings

TOWNSHIP-WIDE MESSAGING

A key component in this program is raising the awareness of the need for sun protection. The Township as well as Live SunSmart can leverage existing communication platforms to alert the general public as well as segmented populations on ways to change behavior to lower their risks of skin cancer and premature aging.

This can be accomplished though the following vehicles including but not limited to:

1. Press Releases announcing the project
2. Schedule print, TV and radio interviews with Mayor and/or Township Manager
3. Periodic announcements of the Project's supporting programs
4. UV Index and Sun Protection advisory posted on Township website all year round
5. PSA's on local TV Station
6. Sun Protection messaging should be posted on appropriate pages on the Township website including Parks, Recreation, Shade Tree, Planning, Health and Human Services, etc
7. Proclamation making the municipality the SunSmartest Town in America

RIBBON CUTTING CEREMONY

To elevate the profile of the Program and the Township, host a Ribbon Cutting Ceremony proclaiming the municipality to be the SunSmartest Town in America. Invite speakers to participate in the event and make a keynote address, eg. the Deputy US Surgeon General.

SECTION 6:
Hospital/Medical Community

SUN PROTECTION RECOMMENDATIONS

The following recommendations are broken into sections below.

- Posters and educational materials, skin screenings and surveillance
- Provide free skin screenings to the community
- Collect data of skin cancer patients
- Speaker's Bureau – arrange to speak at local schools and/or community meetings

EDUCATIONAL MATERIALS

Work with the Community Health Department at the local hospital to produce educational programs with collateral material for both the medical staff as well as their customers who reside within the service area of the facility. Further, a concerted effort should be made to educate the entire medical community in the township to empower them to raise the awareness in their patients on the need to protect themselves from over-exposure to the sun all year round. Encourage a constant dialog between the clinical practitioners and their patients.

PROVIDE SKIN SCREENINGS TO COMMUNITY

Collaborate with the Local Health Department to conduct skin cancer screenings within the community. These can be scheduled at various locations, such as pools and senior buildings, to raise awareness about skin cancer and sun safety.

- A skin cancer screening is performed by a physician. A dermatologist is preferred, but not mandatory. It depends on the specialty and how comfortable they feel about providing this service.
- Participant should complete and sign a screening consent form provided by the hospital.
- Participant should be escorted to a private screening area, informed to remove clothing and to put a hospital gown on.
- A full body dermatologic exam is then performed. A spot check of an area of concern (which was determined by the participant) may be done instead if requested by the participant
- Counseling should be provided by the physician regarding the nature of any skin lesions that require follow-up.
- If the participant has a possible cancerous or precancerous condition requiring follow-up or biopsy, then the participant also signs a screening consent form.
- Give the participant the white (top) copy of the screening consent form.
- Provide educational material.

COLLECT DATA

- Determine if the participant has a physician for follow-up and of not, provide them with the the Hospital Physician Referral number.
- For those needing follow up, a call should be made one week later to inquire if an appointment was made to their primary care physician or dermatologist.
- Monthly statistics are should be reported back to the Cancer Center Committee and submitted to the American College of Surgeons, as required for the Accreditation process.

SPEAKER'S BUREAU

Schedule community lectures to raise awareness. These speakers can include dermatologists, plastic surgeons, and internal medicine or family practice. Community lectures can be held in several locations, such as in senior buildings, women's groups, schools corporations and fitness groups. A table of information should be available at the various locations where groups at risk come together, at various sport games, parks, etc.

SECTION 7:
Local Parks and Community Services

SUN PROTECTION RECOMMENDATIONS

SECTION 8:
Local Pools/Beach

SUN PROTECTION RECOMMENDATIONS

SECTION 9:
Girl/Boy Scouts

SUN PROTECTION RECOMMENDATIONS

The following recommendations are broken into sections below:

- Integrate sun safety lessons into scout troop
- DIY Shade Structure

SUN SAFETY LESSONS

BUILDING SHADE STRUCTURES

The Scouts are dedicated to community service and require a number of hours in order to earn badges. By engaging their help, they become part of the solution and will take ownership of the mission and be better advocates. There are Do-it-Yourself shade structure plans that we can use.

SECTION 10:
Business Community

SUN PROTECTION RECOMMENDATIONS

The following recommendations are broken into sections below:

- Make retail displays year round
- Trailers during movies
- Interventions for outdoor workers
- Restaurant menus
- Accessibility to sunscreen

RETAIL DISPLAYS

Work with the town merchants to lengthen the selling season for sun-related products and accessories by making those items a year-round need. Since the merchants are client-facing, their support is crucial in creating an ecosystem that emphasizes the importance of and raising awareness for the need for sun protection.

TRAILERS AT LOCAL MOVIE THEATERS

OUTDOOR WORKERS INTERVENTIONS

RESTAURANT MENUS

SUNSCREEN ACCESSIBILITY

SECTION 11:
Local YMCA

SUN PROTECTION RECOMMENDATIONS

The following recommendations are broken into sections below:

- Incorporate sun protection educational programs into community
- Signage in outdoor recreational facilities

SUN PROTECTION EDUCATION/AWARENESS AND SIGNAGE

The YMCA believes healthy lifestyles are achieved through nurturing mind, body and spirit therefore well-being and fitness is so much more than just working out. Beyond fitness facilities, they provide educational programs to promote healthier decisions, and offer a variety of programs that support physical, intellectual and spiritual strength. The Y can easily incorporate sun protection education and raise the awareness for the need to cover up when enjoying outdoor activities. Further, the Y has outdoor recreational facilities that are conducive to UV alerts and sun protection educational signage specifically at pools, camps and recreational venues.

SECTION 12:
Other Health & Wellness Organizations

SUN PROTECTION RECOMMENDATIONS

The following recommendations are broken into sections below:

- Consult the SunSmart Foundation for sun safe policies and practices where people live, learn, work, and play.
- Incorporate sun safe messages into all health, wellness and prevention initiatives to raise awareness about good sun protection practices.

EVIDENCE-BASED STRATEGIES

Use key state and national evidence-based models, to develop strategies to help us live longer, better lives in every setting where people live, learn, work and play. Since the SunSmart City project is predicated on the National Prevention Strategy, these programs dovetail very well and Live SunSmart Foundation can serve as the subject matter expert in the matters that relate to sun exposure.

EDUCATIONAL AND AWARENESS MESSAGING

Incorporating sun safe messages into each of the nine strategies: Worksite, Restaurant, Grocery Store, School, Health Care, Child Care, Faith-Based, Personal and Community – can help reduce the risk of skin cancer in people of all ages. Healthy Eating and Active Living initiatives like Community/School Gardens, Safe Routes to School Programs, Senior Mobility, Farmers' Markets, Walking Groups, Bicycle Education Classes, and more should utilize the SunSmart Playbook and include educational information about sun exposure.

SECTION 13:
Club Sports

SUN PROTECTION RECOMMENDATIONS

The following recommendations are broken into sections below:

- Require online certification of coaches

CERTIFICATION OF COACHES

It is critical to begin the indoctrination of good sun safe practices in young people so that we will not have to change behavior, but rather train behavior at the early stages. Athletes spend many hours outside at practices, playing and training and this will likely remain true for the rest of their lives, making it that much more important to educate them on good sun safe behaviors. Early interventions have resulted in a greater percentage of adults who cover up while in the sun. To train the youth groups, we should require online certification of coaches (as we will for recreation coaches and lifeguards) so they themselves are knowledgeable about sun protection practices.

SECTION 14:
Public Relations & Media Outreach

SUN PROTECTION RECOMMENDATIONS

The following recommendations are broken into sections below:

- Community-wide awareness

COMMUNTIY-WIDE AWARENESS

In order for the initiative to be sustainable, it is important to raise the awareness level for the need to protect oneself and those around them from overexposure to UV rays. This warning is a component of the US Surgeon General's National Prevention Strategy, where he claims that 21st Century medicine is about prevention to reduce the need for treatment. As a part of your SunSmart City Ribbon Cutting event, invite a representative from the Surgeon General's Office to make a Keynote Address.

SECTION 15:
SunSmart City Events

LOCAL FILM FESTIVAL

A local film festival is an excellent opportunity to cross-promote the events and raise the brand awareness for the township through national, regional and local media attention. A film to consider showing would be, “Don’t Quit - The Joe Roth Story,” a documentary on Joe Roth, an exceptional athlete, but the thing that made him special was that he was an extraordinary human being. His life was tragically cut short as a result of melanoma (skin cancer) just three months before his 22nd birthday. In his short 21 years, Joe touched many people and his story, while tragic, has a very positive and powerful message that still rings true today.

RIBBON CUTTING CEREMONY

To elevate the profile of the Program and the Township, host a Ribbon Cutting Ceremony proclaiming the town to be the SunSmartest Town in America. For this ceremony, a few key pieces are to organize a location. Staging, security, credentials, and special guest invitations.

SECTION 16:
Policies/Guidelines

Policy/Guideline Documents	Suggested Actions
Urban Design Guidelines Planning Provisions Landscape Design Guidelines	• Amend planning provisions to ensure that consideration of shade is incorporated in decisions on open space and urban design proposals • Provide information about planning and designing quality shade with planning application kits • Amend renovation guidelines for existing infrastructure and landscape to ensure that consideration of shade is incorporated • Conduct shade planning and design workshops with relevant staff to strengthen knowledge and understanding of the importance of shade and of quality planning and design principles
Sports and Recreation Strategy Open Space Strategy Playgrounds and Parks Strategy	• Conduct a meeting across departments responsible for implementing and managing early childhood services, parks, playgrounds and sporting and recreation facilities to educate staff of the importance of sun protection and quality shade provision • Amend urban and open space planning strategies and/or policies to ensure that consideration of shade is incorporated • Conduct an audit of existing shade at early childhood services, parks, playgrounds and sporting and recreation facilities • Develop a collaborative plan for increasing the amount of sustainable, quality shade at these sites & facilities • Provide shade at outdoor recreational facilities and outdoor eating venues • Employees at outdoor recreational facilities will protect themselves using hats, sunscreen, long sleeved shirts and sunglasses
Community Event Guidelines Community Event Guidelines (continued)	• Obtain a copy of the SunSmart Outdoor Events kit and incorporate this into existing community events policy and/or implementation guidelines • Facilitate an information session to relevant staff informing them of the amended policy and implementation guidelines • Where possible, host outdoor community events outside peak UV times • Ensure the provision of shade at events • Participants and spectators will be encouraged to use sun protection at events
Privately Owned Public Facility Guidelines	• Provide information about planning and designing quality shade to developers, builders and to individuals requesting planning application kits • Amend residential planning provisions to ensure that consideration of shade is incorporated • Conduct shade planning and design workshops with relevant staff to strengthen knowledge and understanding of the importance of shade and of quality planning and design principles
Community Education Policies	• Promote information on sun protection practices to both employees and community members to raise awareness of the risks of skin cancer • Provide signage at community outdoor facilities/spaces encouraging sun protection practices of individuals
Municipal & Board of Education Employees Policy	• All municipal and Board of Ed staff will receive information and training on sun protection practices and skin cancer prevention • Employees who work outdoors will be provided with, and encouraged to use, sun protective clothing, a broad spectrum SPF 15+ sunscreen, broad-brimmed or bucket hats and sunglasses
State and Federal Regulations	• Change policy so that that application of sunscreen is allowed

SUNSMART CITY LOGO

STANDARD LOGO





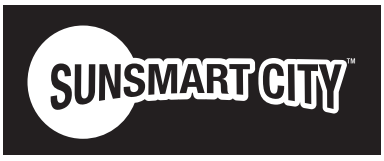


LOGO VARIATIONS

Horizontal Alternate







Vertical Alternate







The logo files can be found on
livesunsmart.org/library