



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 continuing the Spring “Team SunSmart” health and wellness program with the support of the NJSIAA again this year. The purpose is to educate every 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 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



2015 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 to get started. (form available on 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, April 10th!** 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 April 10th deadline, complete the Contest Entry Form and the FAN list template and email to 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: \$100 Amazon gift certificate.
 - 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 5th**
- 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 2015

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. 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
- 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



SOCIAL MEDIA 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:** \$100 Amazon gift certificate
 - 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 to get started. (form available on livesunsmart.org)
- 3) **Go to 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, April 10th!** 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 April 10th deadline, complete the Contest Entry Form and the FAN list template and email to info@livesunsmart.org.** (no scanned or faxed submissions will be accepted)



DOWNLOAD FORMS FROM THE WEBSITE

www.livesunsmart.org/teamsunsmart

or go to 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

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!



Video Contest Rules

Team SunSmart™

OFFICIAL RULES – 2015 Live SunSmart "Team SunSmart Video Contest"

CONSUMER DISCLOSURE: NO MEMBERSHIP, PURCHASE, OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST.

1. The Contest: Submit videos from high school students. Videos to be used to promote good sun protection behaviors including, but not limited to, applying a broad-spectrum SPF15 sunscreen. Wearing a hat and sunglasses is encouraged.
2. Eligibility: This contest is open only to high school students in the state of New Jersey.
3. Originality and Rights: By submitting your video, you are promising that you own all rights to all material in your video, including the music, images, script, and rights to include all persons, places or organizations included or depicted. "LSS" will have distribution rights for non-commercial and public use. You also agree to allow Ray Festa Memorial Foundation "RFMF", also known as Live SunSmart, "LSS", to use your name, to use, promote or publicize your video in any manner, without limitation, and without further compensation. You agree to indemnify "RFMF", including for legal costs, against any challenges to the ownership, use of, or rights to material in your video.
4. What Your Video May Contain: "LSS" intends to use these videos to promote good sun protection behaviors and alert people on how to reduce their risk of getting skin cancer as depicted by high school students applying sunscreen as part of their regular routine outdoor sports routine. Video content should be informative, fun, educational and entertaining, as well as original.
5. What Your Video Should **NOT** Contain: The Foundation does not endorse any particular manufacturer or brand. Therefore showing any brand name, mark or imagery associated with

a particular brand is strongly discouraged and will negatively impact your entry in the contest.

Entries that are lewd, obscene, pornographic, disparaging of "LSS" or otherwise contain objectionable material will be disqualified in "RFMF's" sole and unfettered discretion.

6. SELECTION OF WINNERS: Submissions will be judged by a qualified panel of judges ("Judges") who will evaluate each eligible Submission; based on the judges scoring, the top video be designated as the winner.

All entries are subject to verification, including without limitation, verification of eligibility, compliance with these Official Rules. Entrants agree that "LSS" has the sole right to decide all matters and disputes arising from this Contest and that all decisions of "LSS" are final and binding.

7. To Enter the Contest: The contest Submission Period begins April 1, 2015 and ends at 11:59 pm EDT on July 2, 2012. Entry is a two-part process; YOUR ENTRY IS NOT FINAL UNTIL BOTH STEPS ARE TAKEN AND YOU HAVE RECEIVED AN E-MAIL CONFIRMATION OF YOUR ENTRY FROM "LSS".

(1) First, you must post your video entry to YouTube and name it Team SunSmart – (your last name). You will have to comply with all terms, conditions and registration requirements of YouTube.

(2) Second, once your video has been uploaded, complete a Contest Registration Form found on www.livesunsmart.org, and agree to the contest rules. Your entry is not complete until you have received an e-mail acknowledging your entry; if you do not receive an e-mail within five days of your entry, please contact info@livesunsmart.org.

8. Prizes: "LSS" will award prizes as follows:

Grand Prize (one winner):

- \$100 GIFT CARD**
- Video will be featured on livesunsmart.org and made available to media outlet
- Winning team will be featured in a Press Release to attract media attention

1st Place Prize (two winners):

- \$50 GIFT CARD**
- Video will be featured on livesunsmart.org and made available to media outlets.

2nd Place Prize (four winners):

- \$25 GIFT CARD**
- Video will be featured on livesunsmart.org

**winner will be able to choose from a list of preselected popular stores and restaurants.

9. Agreement to Rules: By entering this contest, you agree to all of these Official Rules. All decisions regarding the contest will be made by "RFMF" in its sole discretion, and are final.

10. Additional Conditions and Terms: As a condition for entry, you agree to release, waive, indemnify, and otherwise hold harmless "RFMF" and all persons associated with "RFMF" from any liability associated with your video and this contest to the fullest extent of appropriate state or local laws. You agree to comply with all government laws and regulations.

- I. ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, "RFMF" RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.
- II. "RFMF" is not responsible for errors of any kind, technical hardware or software failures of any kind, including any injury or damage to any person's computer, related to or resulting from participating in or experiencing any materials in connection with the promotion, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission that may limit your ability to participate in the promotion.
- III. "RFMF" reserve the right to cancel or modify the contest if fraud, misconduct or technical failures harm the integrity of the program; or if a computer virus, bug, or other technical problem corrupts the administration or security of the program as determined by "RFMF", in their sole discretion. In the event of termination, a notice will be posted online. If insufficient entries are received, or if no entry submitted meets minimum reasonable criteria for a prize, in "RFMF's" sole and final discretion, a final winner may not be selected. If at least one qualifying entry is made, a final winner will be chosen.
- IV. Proof of submitting entries or responses to inquiries will not be deemed to be proof of receipt by "LSS". Only receipt of an e-mail from "LSS" acknowledging an entry or communication will be considered proof of submission.

- V. "RFMF" reserves the right to prohibit the participation of an individual if fraud or tampering is suspected or if the individual fails to comply with any requirement of participation as stated herein or with any provision in the Official Rules.
- VI. Once submitted, an entry is final and may not be altered or edited further, and no submissions will be returned.
- VII. "LSS" may use any and all information obtained from entrants for its internal activities, including contacting an entrant. "LSS" may share this information with others, but will not sell this information to others.
- VIII. This Contest is offered only in New Jersey and is governed by the laws of the State of New Jersey. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of participants and "RFMF" in connection with the contest, shall be governed by and construed in accordance with the laws of the State of New Jersey
- IX. "RFMF" is not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on "LSS" website or Facebook page. Use of "LSS" website or Live SunSmart Facebook page is at user's own risk.

Project may be executed and submitted by an individual or a group – for communications purposes, please identify one person as the team representative and note on the entry form. For more information, please contact info@livesunsmart.org



SUGGESTED COPY FOR PUBLIC ADDRESS ANNOUNCEMENTS

IN-SCHOOL & DURING GAMES &/OR CONTESTS

(Game announcements should be read one at a time throughout the game/contest)

(You can choose one or two from the list below to read during the morning PA announcements)

- The UV index* today is _____. That means you are at (insert high/medium/low here – see chart below) risk for overexposure to the sun and that you need to wear sunscreen. Yes – even now! (NOTE: This one should be read every day)
- The Live SunSmart Foundation reminds everyone that you should apply your broad spectrum sunscreen of SPF15 at least every two hours or more often when sweating – even late in the day – EVERY DAY!
- Remember you should Look SunSmart by wearing a hat, long sleeves and sunglasses whenever possible.
- Did you know that up to 90% of the visible changes to your skin commonly thought to be caused by aging are actually a result of unprotected sun exposure – you don't want premature wrinkles – keep your good looks and youthful appearance – apply sunscreen all year round
- Skin cancer affects everyone – regardless of your race, color, age, gender or ethnicity – we all need to apply a broad spectrum SPF 15 sunscreen every day.
- Sunscreen comes off when you sweat. Remember to reapply!

*To get the daily UV Index – go to www.livesunsmart.org and enter your zip code in the field at the bottom of home page

UV Index	Exposure Level	Time to Burn
0, 1, 2	Minimal	60 minutes
3, 4	Low	45 minutes
5, 6	Moderate	30 minutes
7, 8, 9	High	15-25 minutes
10 or higher	Very high	10 minutes