



fact sheet

About SunSmart City

You have the ability to embark on a highly targeted campaign to make your community a SunSmart City! In July 2014, the US Surgeon General released the first ever **Call to Action on Skin Cancer Prevention** making skin cancer a public health issue. His report defines a public health agenda with recommendation for five key goals around which we have developed strategies to bring his “Call to Action” to life:

1. Increase Opportunities for Sun Protection in Outdoor Settings
2. Provide Individuals with the Information They Need to Make Informed, Healthy Choices About UV Exposure
3. Promote Policies that Advance the National Goal of Preventing Skin Cancer
4. Reduce Harms from Indoor Tanning
5. Strengthen Research, Surveillance, Monitoring, and Evaluation Related to Skin Cancer Prevention

Rationale

Skin cancer is the most commonly diagnosed cancer in the United States, and most cases are preventable. Some people are at higher risk of skin cancer than others, but anyone can get it. The most preventable cause of skin cancer is exposure to ultraviolet (UV) light emitted from the sun. Further, skin cancer is highly curable when detected early making early intervention a key component to survival.

Multi-Component Community-Wide Initiative

Montclair, NJ became the first multi-component SunSmart City in the Nation and is the model program for other cities and towns to emulate. After the Deputy Surgeon General “cut the ribbon” for the FIRST SunSmart City on May 4, 2015 (Melanoma Monday), the Live SunSmart Foundation has been advising local governments on how to create their own SunSmart Community and has helped raise awareness of the need for sun protection every day of the year.

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!**



fact sheet

Ecological Approach

The SunSmart City program 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 of Montclair. This will be accomplished by:

- Providing shade opportunities in parks, ball fields, schools and shopping districts;
- Infusing the environment with educational and awareness signage to communicate with residents and visitors while working, learning, recreating, shopping and/or relaxing;
- Policy changes to include worksite education and sun protection guidelines;
- School curriculum on sun protection and UV exposure for grades K-8;
- School policy amendments to allow the use of sunscreen and keeping parents advised;
- Partnering with existing health and wellness organizations to include skin health as a topic;
- Working with the business community to expand the sales cycle of sun protection accessories and supplies to a 12-month period;
- Offering sun safely and awareness certification to lifeguards, coaches, camp counselors, etc;
- Providing more convenient access to sunscreen;
- Planning Board amendments to include shade guidelines in new construction projects;
- Partnering with Mountainside Hospital and their recently unveiled Melanoma Center;
- Monitoring and surveying through a partnership with Montclair State University's Public Health Department.

Statistics

- One in five Americans will develop skin cancer in their lifetime.
- Melanoma is the **most common** form of cancer for young adults 25-29 years old and the **second most common** form of cancer for young people 15-29 years old.
- Over the past 33 years, more people have been diagnosed with skin cancer than **ALL** other cancer combined.
- Of the seven most common cancers in the US, melanoma is the only one whose incidence is on the rise.
- Just one blistering sunburn increases your risk of skin cancer by six times.
- Skin cancer afflicts everyone- no matter their age, gender, color or ethnicity.
- Tan skin is damaged skin. Even if you don't burn, you are still at risk. Cumulative effects of sun exposure put us at higher risk of cellular damage, early wrinkling, age spots, actinic keratosis, and skin cancer.

About The Live SunSmart Foundation



The Live SunSmart Foundation seeks to promote healthy fun in the sun while raising awareness of skin cancer in order to save lives. The mission is to teach everyone – no matter their race, color, age, gender or ethnicity - how to live safely with the sun by making the application of sunscreen and other sun safe practices, including periodic skin screenings, a normal part of people's daily routine.

Teri Festa, Executive Director
Live SunSmart Foundation | livesunsmart.org
551 Valley Road ste 136 | Montclair, NJ 07043
teri@livesunsmart.org | 973-744-3557