



# SunWise monitor

An Update on EPA's SunWise Program

## SunWise Champion

When it comes to skin cancer prevention advocates, they don't come more passionate than Robin Lawrence-Broesch of the



Robin Lawrence-Broesch

Evansville Cancer Center in Evansville, Indiana. Robin has been a vocal supporter of sun protection and skin cancer education since being diagnosed with malignant melanoma in 2002. "My goals

are to reach out into the school system and the public and teach the dangers of skin cancer," says Robin.

Because of Robin's dedication to skin cancer prevention and education awareness, EPA is naming her **SunWise Champion** for this issue of the *SunWise Monitor*.

Robin's skin cancer education efforts are truly impressive. She has supported the following activities:

- **Conducted more than 50 presentations** to over 10,000 grade school, middle school, high school, and university students.
- **Performed several in-services** with area industries where she presented information on skin cancer to their entire workforce.
- **Attended several health fairs.**
- **Currently working with the Girl Scouts**, teaching sun safety by having the scouts make UV bracelets.

Robin's outreach has also focused on the health aspects of skin cancer prevention through the following efforts:

- **Organized three free full-body skin cancer screenings** with area dermatologists.
- **Had several television stations cover her efforts** in schools and the community as part of skin cancer awareness month.

- **Teamed up with pharmaceutical companies** that have supplied educational materials and sunscreen for distribution at the Center.
- **Conducted "Pool Patrol" over the summer**, going to different swimming pools each week with a local radio station to distribute sunscreen and demonstrate the UV sensitive frisbee.

In addition to being diagnosed with melanoma in 2002, Robin has had 16 other biopsies and surgeries for skin cancer. Fortunately, all incidences were detected early and had not spread to her lymph nodes or other organs. Robin says, "Because of early detection, I am very lucky to be alive, and I want to do everything possible to help others understand the fragility of life and the importance of protecting themselves from skin cancer."

Keep up the good work, Robin!

## SunWise Hits 10,000 School Milestone

In 2004, the SunWise Program reached a major milestone, with more than 10,000 school registrations nationwide—covering all 50 states, the District of Columbia, and Puerto Rico. Having begun just five years ago in 1999 as a pilot program in only 50 schools, this is an incredible achievement. The SunWise Program thanks the SunWise Partners who have made this possible!

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# SunWise Bestows Annual Shining Star and Helios Awards

## Shining Star Award

The Shining Star Award recognizes SunWise Partners that are enthusiastically implementing the SunWise Program and/or have shown a lasting commitment to sun safety education. The 2004 winners are:

- **Diane Trantham, Center for Creative Learning, Ellisville, Missouri**, has used SunWise in her classroom for several years and integrated activities into her own "There's No Zone Like the Ozone" lesson plan.
- **Daniel Chuhta, Massabesic Junior High School, Waterboro, Maine**, consistently collects and reports UV data with his classes.
- **Colette Coyne, Colette Coyne Melanoma Awareness Campaign (CCMAC), New Hyde Park, New York**, diligently promoted sun safety attitudes, especially among the nation's youth.
- **Karen Green, The Swain School, Allentown, Pennsylvania**, used the SunWise Program in innovative ways; collects and reports UV data; created "Are You SunWise at Swain" test; and throws a SunWise Beach Party, distributing sun safety information to parents.
- **Carlos Olivo, Holy Cross Lutheran School, Dallas, Texas**, set up a UV and ozone alert bulletin board to collect data; provides UV updates in the school newsletter; and organized the school's first Environmental Fair.
- **Paul Gross, Meteorologist, WDIV-TV, Detroit, Michigan**, used the SunWise frisbee and UV meter in a TV spot featuring

the UV Index and travels to local schools to promote sun safety.

- **Doug Widner, Peggy Notebaert Nature Center, Chicago, Illinois**, incorporated SunWise into teacher training workshops, festivals for scout groups, and their Voyagers After School Program.

## Helios Award

The Helios Leadership Award is awarded to SunWise Partners that meet all of the eligibility criteria for the Shining Star Award and have also shown outstanding leadership in school-based sun safety education. Leadership can be demonstrated by instituting a policy to address sun safety that can serve as a model to other schools/districts, erecting a shade structure, or addressing the issue of sun safety in a way that sets them apart from the Shining Star award recipients. The 2004 winners are:

- **Shonda Schilling, The SHADE Foundation of America**, worked with SunWise to spread the message of sun safety to schools across Arizona, and now Massachusetts. Schilling assisted in providing information on sun-safe practices and helped obtain shade structures for school playgrounds.
- **Sharon McKenna, Arizona Department of Health Services (ADHS), Children's Environmental Health Program**, vigorously promoted the SunWise message to Arizona schools, including sponsoring a poster contest to help engage Arizona students in the SunWise way of life. Also helped EPA place radio public service announcements in Bashas grocery stores in Arizona.



SunWise

## Award Application Process

SunWise Partners interested in applying for the 2005 Shining Star or Helios Awards should submit a description (200 words or less) of how you implemented the SunWise program, along with documentation of eligibility, such as lesson plans, student samples, photos, or news clips about your SunWise work to:

SunWise Program  
U.S. EPA  
1101 17th Street, NW  
Suite 1200  
Washington, DC 20036  
Contact: Paula Selzer  
Phone: (202) 343-9361  
Fax: (202) 466-3363  
email: [sunwise@epa.gov](mailto:sunwise@epa.gov)

Information about eligibility criteria can be found at [www.epa.gov/sunwise/recognition.html](http://www.epa.gov/sunwise/recognition.html). The application deadline is March 31, 2005.

- **Bethann (and Emily) Nelson, Bonita Springs Elementary School, Bonita Springs, Florida**, worked with the school's PTA to fundraise for a shade structure for the playground. Her daughter, Emily, assisted in promoting the shade structure and works with other groups promoting sun safety.

More information on all of the award winners can be found at [www.epa.gov/sunwise/recipients.html](http://www.epa.gov/sunwise/recipients.html).

# SunWise Targets Informal Learning Institutions

The SunWise Program is continuing to expand by teaming up with the informal education community. Children's museums, science and nature centers, parks, and aquariums are beginning to incorporate sun safety messages into their programming. Within the last two years, approximately 100 of these organizations have registered as SunWise partners.

Through programs such as summer camps, planetarium shows, children's theater, and special events, kids can learn about the importance of sun safe behaviors, with an emphasis on science. Adults involved with after-school clubs, health fairs, teacher training workshops, nature centers, and community events can also integrate SunWise into their educational programs.

Los Angeles, and Tampa. Three more are planned for the spring of 2005 in Dallas, and two additional cities (one in the Pacific Northwest and one in the South, still to be determined). In September, AAAS hosted a "SunWise Breakfast" at the annual Association of Science-Technology Centers (ASTC) conference in San Jose, California, to recruit more of the informal learning institutions.

For more information on how your neighborhood children's museum or science center can become a SunWise partner, contact Paula Selzer at <[sunwise@epa.gov](mailto:sunwise@epa.gov)>.



Above and above right: EPA's new brochure promoting the learning institutions initiative.

To help inform these organizations about the SunWise program, EPA partnered with the American Association for the Advancement of Science (AAAS) to host regional recruiting workshops. Three workshops were held in the spring of 2004 in Chicago,

## SunWise Receives Gold Triangle Award

In July 2004, the SunWise Program received the American Academy of Dermatology's Gold Triangle Award. The Gold Triangle Award recognizes media, industry, the

health community, and individuals who further the understanding of dermatological issues and encourage healthy behavior in the care of skin, hair, and nails. The eighth annual awards ceremony, held in New York City, included greetings and

congratulations to the honorees from President Bush and was emceed by actors Anthony Ruivivar and Yvonne Jung of NBC's "Third Watch." Of particular note was the acknowledgement made of the SunWise Program by fellow recipients, including the Colette Coyne Melanoma Awareness Campaign, the Curt and Shonda Schilling SHADE Foundation, and Dr. Ann Haas' Sun Safe City Program. Each of the organizations recognized the SunWise Program's success in incorporating sun safety lessons into multiple learning forums.



Linda Rutsch of EPA receives the Gold Triangle award on behalf of the SunWise Program.

## UV Index Goes Global

Many people are familiar with the UV Index, but did you know that it recently underwent a facelift? On May 26, 2004, EPA, in partnership with the National Weather Service, began using a new version of the UV Index—the “Global Solar UV Index.”

The new Global UV Index incorporates recommendations made in 2002 by a coalition of international organizations, including the World Health Organization. These groups jointly recommended that member nations adopt a uniform approach to reporting daily UV levels in order to present consistent messaging and standardized images and language to the public regarding UV forecasts. The United States and Canada were two of the first nations to adopt the recommendations.

The U.S. government has provided a UV Index forecast since 1994. There is a great deal of variation, however, in how private weather providers incorporate the information into their forecasts, if they incorporate it at all. For example, instead of reporting the UV Index forecast, some providers report a “min-

utes to burn” estimate that suggests the amount of time in the sun until a person will get a sunburn.

EPA’s purpose in adopting and announcing the Global Solar UV Index is to promote standardization of reporting within the United States, as well as to increase recognition and understanding of the UV Index by the general public. The Global Solar UV Index differs from the previous index in a few key respects, but the way in which the index number is calculated has not changed.

The National Weather Service provides a UV Index forecast for 58 U.S. cities,

and EPA allows Internet users to check UV forecasts by ZIP code from its Web site, <[www.epa.gov/sunwise/uvindex.html](http://www.epa.gov/sunwise/uvindex.html)>. EPA has several information products about the new UV Index that were designed for health, media, and weather professionals. Some of these products are downloadable from the SunWise Web site’s publications page at <[www.epa.gov/sunwise/publications.html](http://www.epa.gov/sunwise/publications.html)>. For printed copies, please contact EPA’s National Service Center for Environmental Publications at (800) 490-9198, or e-mail <[sunwise@epa.gov](mailto:sunwise@epa.gov)>.

### New Global Solar UV Index

UV Index Number	Exposure Level
2 or less	Low
3 to 5	Moderate
6 to 7	High
8 to 10	Very High
11+	Extreme

## It’s Never Too Late to Be SunWise

Since 1986, people have been told that they receive as much as 80 percent of their lifetime UV dose by the age of 18. A recent U.S. Food and Drug Administration (FDA) study, lead by Dianne E. Godar, Ph.D., concluded that Americans get less than 25 percent of their lifetime UV exposure by age 18. The FDA study explained that the 80 percent figure was based largely on a misinterpretation of data, due to an analysis that regular use of SPF 15+ sunscreen during the first 18 years of life would reduce a person’s lifetime incidence of nonmelanoma skin cancers by 78 percent. Some people, assuming a direct link, misconstrued these data to mean that individuals also get about 80 percent of their lifetime dose of UV by the age of 18. In reality, however, the calculations were based on the inci-

dence of nonmelanoma skin cancers being related to the square of the UV dose. It is not uncommon to miss the subtle distinction between dose and dose squared, and once that occurred, the notion of 80 percent UV exposure before the age of 18 became the resonating message in the sun safety community.

While SunWise education of youth continues to be of utmost importance, the conclusion of the FDA study reiterates the need to practice sun-safe behaviors throughout the course of one’s lifetime, rather than focusing solely on preventative steps taken during childhood. People of all ages should protect themselves from being overexposed to UV radiation. It’s never too late to prevent skin cancer!



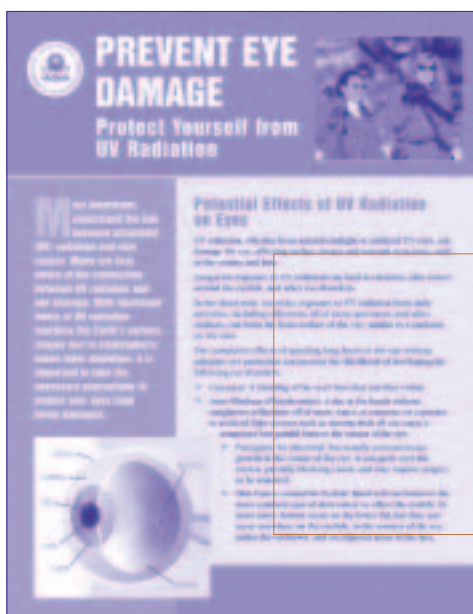
# SunWise Scores with “Make Sun Safety Your Goal!” Campaign

With the help of the D.C. United soccer team, SunWise placed public service announcements (PSAs)—with steps on how to be sun-safe—in Washington, DC’s public transit system in the early summer months of 2004. The “Make Sun Safety Your Goal” campaign has been a great success in both the Metro subway stations and on the side of Metro buses. Chicago’s “L” subway system also posted PSAs featuring messaging by the Chicago Fire soccer team. The next proposed location for PSA placement is Los Angeles, with potential distribution by early next year.

EPA is grateful for the assistance of the American Academy of Dermatology and the U.S. Soccer Foundation for the development of the “Make Sun Safety Your Goal” PSAs. Also, be sure to stay tuned for additional SunWise PSAs in a variety of grocery stores and on AM and FM radio stations. Word has it that some Bashas grocery stores in Phoenix, Arizona, are playing SunWise PSAs as part of a children’s health education initiative!



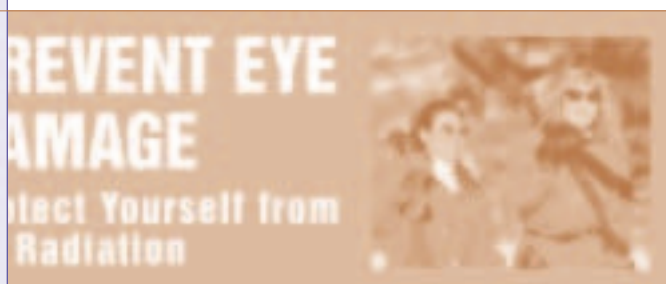
## Protecting Your Eyes from Sun Damage



Most people are aware of the link between UV radiation and skin cancer, but many are less aware of the connection between UV radiation and eye damage. A new EPA publication entitled *Prevent Eye Damage: Protect Yourself from UV Radiation* sheds light on this issue and encourages people to take the necessary precautions to protect their eyes from being damaged. The fact sheet includes information on the potential effects of UV radiation on eyes, such as cataracts; statistics on eye and vision disorders in the United States; and a frequently asked questions

section.

You can view the fact sheet online at [www.epa.gov/sunwise/publications.html](http://www.epa.gov/sunwise/publications.html).



## SHADE Foundation Sets Up Teen Program

The deep 4-inch scar just below Jacky Sims' neck is a reminder of a lesson she learned the hard way: kids get skin cancer, too. It has been a year since the 16-year-old Arizona native was diagnosed with the disease, after a routine exam identified a discolored mole on her chest, which was removed and then tested.



Jacky Sims

"I didn't even know what 'malignant melanoma' meant," said Jacky, who told her story in the June issue of YM magazine. She urges teens everywhere to protect themselves from the sun's rays, but especially in Arizona, where she says tanning is frequently considered "cool" and easy—and a place the Arizona Cancer Center reports is second only to Australia for skin cancer. Tanning beds are a "huge thing at my school," Jacky

reports. "Even if you don't get skin cancer, you'll be all wrinkly."

Jacky contacted the SHADE Foundation earlier this year because she wanted to help get the message out to other teens. She and two friends have created a teen program, including a teen discussion board where teenagers can share information and get support. In addition, parents and teachers can access the "Tanning Through the Ages" program, which can be downloaded and taught at home and in schools. For more information, visit [www.shadefoundation.org](http://www.shadefoundation.org) and click on Teens!



In other SHADE Foundation news, due to the smashing success of the 2004 sun safety poster contest sponsored by the SHADE Foundation, the organization will be repeating the contest in 2005 and expanding it to additional states. Please visit the SHADE Foundation Web site listed above for more information and to determine if your school will be eligible to participate.

## National Science Teachers Association Highlights SunWise

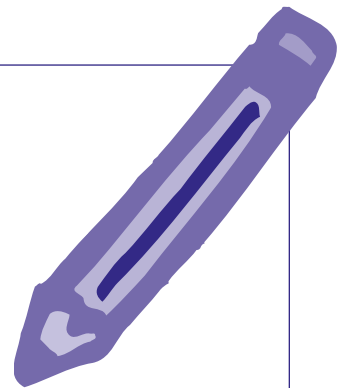
In the July 2004 issue of *Science and Children*, the National Science Teachers Association (NSTA) highlighted EPA's SunWise program in an article called "Get SunWise."

The article pointed out that teaching science and providing health and safety often go hand-in-hand. The article continued by stating that providing sun-safe environments, schedules, and activities; teaching and modeling sun-safe

behaviors; and implementing a sun-safe school policy are ways that schools can help protect children from sun overexposure and lay the foundation for a healthy lifestyle at an early age.

In the article, NSTA adds that successful strategies—including classroom activities and schoolwide guidance—are easily available to schools and teachers through the SunWise program.

Sunwise was also recently featured in the October 2004 National Institutes of Health publication *Environmental Health Perspectives*, in the article entitled "Setting a New Syllabus.... Environmental Health Science in the Classroom." The article highlighted SunWise for its ability to integrate sun safety into education for primary and secondary students.



# Sun Protection Foundation Spreads SunWise Message

Working with 16 local schools, the Sun Protection Foundation—a nonprofit educational organization based in Boston—presented its sun safety awareness program to more than 8,000 pre-kindergarten to 12th grade students in 2003. Founder Maryellen Maguire-Eisen calls the Foundation's program 'The Real World Sun Protection Program' because it recognizes the real-world academic and social demands under which schools operate. Maguire-Eisen decided to ask the schools to partner with the Foundation so that they could deliver the sun safety message together.

One of the key elements of the program is the Foundation's partnership with EPA's SunWise Program. This relationship provides the Real World Sun Protection Program with a number of

valuable tools for the classroom, including UV meters, lesson plans, an educational Web site, and relevant weather maps. Students in nine participating schools have used the UV meters to detect and report the daily UV intensity.

Mary Stagno, health educator at Cedar Elementary School in Hanover, Massachusetts, notes, "The sun safety program is extremely well designed, and the implementation is excellent." Additionally, Beverly DiGregorio, the school nurse at the Jefferson School in Rockland, Massachusetts, has requested that the Foundation provide the program at four additional schools in Rockland this year.

For more information on the Sun Protection Foundation, please visit [www.sunprotectionfoundation.org/](http://www.sunprotectionfoundation.org/).



A SunWise student reports the UV Index.

## SunWise in Action: Kids Day of PLAY!

With an average of 300 days of sunshine per year, Arizona is certainly no stranger to the sun. This past summer, the City of Phoenix Parks and Recreation Department capitalized on this fact and decided to spread the SunWise message during the annual Arizona Parks and Recreation Association Statewide Conference. Facing 113-degree weather, the organization coordinated "Kids Day of PLAY!," which included several SunWise components for the 144 youth who participated.




Since the event was held outside, one company provided a large shade structure while another company kept it misted with water so the participants stayed cool. The SHADE Foundation provided informational materials, hats, and sunscreen to all participants. Throughout the day, the city of Phoenix staff checked to make sure the participants used their sunscreen and stayed protected.

Prior to this event, the city had already begun teaching SunWise to park rangers, and after school recreation staff have been incorporating SunWise in their programs. "This event was an important step in spreading the message to a larger audience and sharing it with the state of Arizona," said Lisa Quinonez, recreation coordinator for the City of Phoenix Parks and Recreation Department. In addition to the SunWise message, Kids Day at PLAY! emphasized healthy behavior in general. Among other activities, the Arizona Coalition for a Healthy and Active America handed out pedometers to participants, and the Phoenix Fire Department sponsored their "Fire Fit Kids" program.



## SunWise on the Road in 2005

- March 29–April 1, 2005: National Catholic Education Association (NCEA), Philadelphia, PA
- April 2–4, 2005: Association for Supervision and Curriculum Development (ASCD), Orlando, FL
- April 16–19, 2005: National Association of Elementary School Principals (NAESP), Baltimore, MD
- April 28–30, 2005: Association of Children’s Museums (ACM) Annual Conference, Indianapolis, IN
- June 30–July 3, 2005: National Association of School Nurses (NASN), Washington, DC
- July 7–10, 2005: American Federation of Teachers (AFT) QuEST, Washington, DC
- October 20–22, 2005: National Council of Teachers of Mathematics (NCTM) Regional, Birmingham, AL
- October 27–29, 2005: Conference for the Advancement of Science Teaching (CAST), Houston, TX
- November 10–12, 2005, National Science Teachers Association (NSTA) Midwest Regional, Chicago, IL
- December 1–3, 2005, National Science Teachers Association (NSTA) Southern Regional, Nashville, TN

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