



Mayors Wellness Campaign
Put your community in motion.



SUN SCREENING

SAFE FUN IN THE SUN

- Skin cancer is the most common form of cancer in the US today.
- Overexposure to sunlight can **cause** skin cancer and damage to the eye and immune system.
- Promote the use of sunscreens to employees or youth who work or play outside.

ACTION STEPS

Find a Location

- Find a location where you can maximize the number of community members you can reach.
- You might reach people best at a public beach or golf course, a park, or popular hiking trails.

Partner Up

- Reach out to partners to help with education, help find health care professionals to conduct screenings, and local stores to donate products.
- Identify one or two activities or events to educate your community about the importance of sun protection.

Optional events

- Offer a skin screening day by recruiting local dermatologists and nurses to do free skin checks.
- Provide educational materials from [the Centers for Disease Control and prevention](#) about how to protect yourself from the sun.
- Offer free or discounted hats and sunscreen at the opening day of camps and the beach season.
- Offer municipal employees who work outside free sunscreen by installing sunscreen dispensers in places where they work.

FOLLOW THEIR LEAD!

Belmar hosted a "Choose Your Cover" event in partnership with CentraState Medical Center. They hosted the free event on a beachfront and had more than 140 residents participate. At the event, volunteer dermatologists and nurses checked residents and beachgoers for skin cancer. The residents learned about early detection and sun protection.

Get the Word Out

- Reach out to schools, camp and swim programs, construction companies, golf courses and athletic teams.
- Use music and fun activities to catch the attention of people in the area.



Sun Safe Tee – Sun Protection Resources for Golfers
Skin Cancer Statistics