



# **SunWise 2008 4<sup>th</sup> Annual Poster Contest**

**For San Diego County kids grades K-8**

**Grand Prize winner will be recognized at  
PETCO Park on the ballfield with The San  
Diego Padres on  
Sunday May 25, 2008!**

***School, Principal, and Teacher will also win recognition  
& prizes!***

***Prizes for the schools with the most # of posters  
submitted!***

***Sponsored to educate our children by :***



**The American Melanoma Foundation & The San Diego Padres**



March 11, 2008

Dear School Principal,

**The American Melanoma Foundation and the San Diego Padres are working together to educate children about the dangers of too much sun and skin cancer!**

The American Melanoma Foundation and the San Diego Padres are sponsoring the 4<sup>th</sup> Annual Student Poster Contest for grades K-8 to increase awareness about skin cancer prevention. Student's posters must suggest at least 4 ways to protect their skin from UV radiation and skin cancer. A tip sheet is enclosed that lists ways to protect skin such as covering your skin, wearing a wide-brimmed hat, seeking shaded activities during the day and wearing sunscreen. The contest entry forms and rules are enclosed. All posters must be postmarked by May 1, 2008. The winning artwork will be reproduced for use in The American Melanoma Foundation's Children's Sun Wise Skin Cancer Prevention Program.

The grand prize winning artist and their teacher will receive tickets to the Sunday, May 25, 2008 Padres game, designated as "Sun Awareness Day at PETCO park". The grand winner artist will receive their award on the ballfield with the Padres players. Public service announcements acknowledging the artist will be made by the announcer and on the "big" screen, throughout the game. The winning school will receive a congratulatory plaque and the student, principal and teacher will also each win separate cash gift cards (\$100 for 1<sup>st</sup> place, \$75 for 2<sup>nd</sup> place, \$50 for 3<sup>rd</sup> place). There will also be prizes for the schools with the most number of posters/student ratio submitted.

Enclosed are materials to assist teachers and schools in educating their students about the poster contest and includes a proclamation of the California State PTA regarding Sun Safety Skin Cancer Prevention Measures. If you have any questions, please contact the American Melanoma Foundation at [information@melanomafoundation.org](mailto:information@melanomafoundation.org) which also has valuable information and downloadable resources provided in conjunction with the California Department of Health Services. Previous contest winners are available for review on our website at [www.melanomafoundation.org](http://www.melanomafoundation.org).

We hope that you will choose to have your school participate to increase the awareness for our community! Enclosed also please find our "got mole?" student bookmark. Principals or teachers who would like to encourage their students for participating may request additional bookmarks for those students by contacting us at: [information@melanomafoundation.org](mailto:information@melanomafoundation.org). Additional packets are available for download at our website [www.melanomafoundation.org](http://www.melanomafoundation.org) on the home page.

With warm regards,  
**Mona Mofid, M.D.**  
*Executive Director, The American Melanoma Foundation*

American Melanoma Foundation, 12395 El Camino Real, Suite #117, San Diego, CA. 92130



## **2008 SunWise Poster Contest RULES**

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1. **Poster submissions must suggest at least 4 ways to raise sun safety awareness. Examples are: using sunscreen, covering up to protect one's skin and checking the ultraviolet (UV) index. Check [www.epa.gov/sunwise](http://www.epa.gov/sunwise) for Sun Wise tips!**
2. **Materials must be the original artwork of the child and may not be submitted or have been submitted for use or publication anywhere else. Use of the AMF logo, San Diego Padres logo, PETCO park or Swingin' Friar is permitted. Individual player likenesses to Kevin Kouzmanoff, 3<sup>rd</sup> baseman is permissible and encouraged.**
3. **Posters must be 8 1/2" by 11", on unlined paper and can be in any color.**
4. **Send posters to: AMF Sun Wise Poster Contest,  
12395 El Camino Real Suite #117, San Diego, CA. 92130**
5. **Posters must be postmarked by: May 1, 2008.**
6. **Teachers must assure all posters have legible child's name, school name and address, grade level, child's age, teacher name, email and contact number and parent's contact number or email on back of poster. Poster without relevant information will not be accepted. Teachers must complete and attach the application form with each batch of posters mailed.**
7. **Teacher's must obtain parental permission to submit their child's poster to the contest.**
8. **Judging will take place on or before May 5, 2008.**
9. **From the finalists, there will be a Grand prize, 2<sup>nd</sup> and 3<sup>rd</sup> place winner. Ties may be possible.**
10. **The grand winner and their teacher will each receive tickets to the Sunday, March 25, 2008 Padres game. A congratulatory scoreboard message for the grand winner will be displayed during the game and the grand winner will be presented a plaque on the ball field. In the event the winner is unable to attend the game, all prizes will be forfeited and a semi-finalist will be chosen.**
11. **The winning artwork will be reproduced for use in The American Melanoma Foundation's sun safety program and will become the sole property of The American Melanoma Foundation.**
12. **The teacher and winning artist must agree to appear in promotional activities including press releases and interviews. All posters become property of The American Melanoma Foundation. Posters will not be returned to the entrants.**
13. **San Diego County residents grades K-8 in all schools are eligible to participate.**

Learn more about the American Melanoma Foundation at [www.melanomafoundation.org](http://www.melanomafoundation.org) and the Sun Wise program: <http://www.epa.gov/sunwise>  
Additional packets are available for download at our website [www.melanomafoundation.org](http://www.melanomafoundation.org) on the home page.

Prizes are subject to change at the discretion of the American Melanoma Foundation.  
All posters become property of the American Melanoma Foundation.  
Submission of artwork constitutes agreement to the above rules.



## 2008 Poster Submission Form

**TEACHERS:** Please attach a completed copy of this form to each batch of poster entries.

Principals or teachers who would like to encourage their students for participating may request our educational “got mole?” bookmarks for those students by contacting us with the number of bookmarks requested and school mailing address at: [information@melanomafoundation.org](mailto:information@melanomafoundation.org)

**IMPORTANT:** All posters must have printed legibly on back of poster:**\*\* This can be written on a white label attached to the back of the posters. Schools often print batch labels and fill in the individual information**

Child’s name:  
Child’s grade :  
Child’s Age:  
School name:  
Parent’s name, phone number and email:  
Teacher’s name, phone number and email:  
Principals name, phone number and email:

Teacher’s name: \_\_\_\_\_  
Email: \_\_\_\_\_ Contact# \_\_\_\_\_

Principal’s name & email: \_\_\_\_\_

School name: \_\_\_\_\_

School address: \_\_\_\_\_

City: \_\_\_\_\_  
Phone: \_\_\_\_\_

Zip: \_\_\_\_\_

School

Number of posters submitted: \_\_\_\_\_ Number of K-8 students enrolled in the school: \_\_\_\_\_

Send posters to: **American Melanoma Foundation Poster Contest**  
**12395 El Camino Real, Suite #117**  
**San Diego, CA. 92130**

Learn more about the American Melanoma Foundation at [www.melanomafoundation.org](http://www.melanomafoundation.org) and the Sun Wise program: <http://www.epa.gov/sunwise> Additional packets are available for download at our website on the home page.



## Sunwise Quiz Facts for

### Kids

**What is the biggest organ in the body?**

*The skin.*

The skin is bigger than other organs in the body such as the brain, lungs, heart, and intestines.

**Why types of light does the sun produce?**

*Visible and Invisible*

The sun produces both visible and invisible light. Visible light is the kind you can see. Invisible is the kind you can't see can contains Ultraviolet rays that can cause a lot of damage to your skin and eyes.

**Ultraviolet light comes in 3 types, what are they?**

*Ultraviolet A, B and C*

**What helps filter harmful ultraviolet rays from reaching the earth's surface?**

*The ozone layer*

**The sun helps our skin produce which vitamin?**

*Vitamin D.*

The Sun helps our skin produce Vitamin D which is important for growing bones. We also get vitamin D from our diet like our vitamins and drinking vitamin D-enriched milk and cheese.

**Why types of protection can you use to help against harmful sunlight?**

1. Sunglasses for your eyes to prevent cataracts
2. Sunscreen, hats and clothing to protect your skin from burns

**What does "SPF" on sunscreen stand for and what does it protect you against?**

SPF stands for *Sunburn Protection Factor* which is a measure of UVB protection only. SPF does not tell you if the sunscreen protects you against the harmful, longer UVA

rays. Look for special markings that say “broad spectrum” or “UVA protection” to know that you are getting that protection.

### What is a cancer?

A cancer is when cells start growing abnormally and take over normal healthy tissue or organs. It is sort of like a weed taking over your healthy garden. The sun causes DNA damage to the skin which can lead to skin cancer.

## Downloadable Resources

Visit: [www.melanomafoundation.org](http://www.melanomafoundation.org) to download these and more valuable resources:

### **Skin Cancer Prevention Fact Sheets for use with Elementary School Students**

[Grades 1-2](#) | [Grades 3-4](#) | [Grades 5-6](#)

[School Sun-Safety Policy Development Resources](#) (  99KB)

One-page list of skin cancer prevention policy templates and background information for use in school settings

[Guidelines for School Programs to Prevent Skin Cancer](#) (  111KB)

Comprehensive federal recommendations for reducing skin cancer risk through education, policies, environmental change, staff development, family involvement, and program evaluation. [See Appendix B for "Sunscreen: How To Select, Apply, and Use It Correctly."]

[Resolution on Sun Safety School Policies and Education to Prevent Skin Cancer](#) (  13 KB)

Provided by the American School Health Association.

[Sun Safety: Skin Cancer Prevention Measures at School](#) (  )

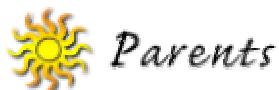
Provided by the California State Parent Teacher Association.

[Skin Cancer Prevention Within Health Education](#) (  13 KB)

Provided by the American Association for Health Education.

[Successful School-Based Skin Cancer Prevention Activities](#) (  11 KB)

Discover what award-winning schools do to integrate sun-safety activities.




[Skin Cancer Flier for Parents](#) (  58KB)


[Skin Cancer Letter for Parents](#) (  49.5 KB)

[10th Report on Carcinogens](#) (  2 MB)

See this Report which lists UV radiation as a "known human carcinogen," just like arsenic, asbestos, radon, and tobacco smoke.

[California Early Childhood Sun Protection Curriculum](#) (  1303 KB)  
43-page activity guide for child care staff to use to teach sun-safety to young children.

["Alex the Alligator" Poster](#) (  287 KB)  
17x22 inch, full-color poster that features a sun-safe alligator and lists key sun-safety behaviors. You can print this file on your computer or take it to a printer.

[Guidelines for Outdoor Play](#) (  15 KB)  
A policy template child care and preschool staff can use to create their own sun-protection policy.

## 2008 Skin Cancer Fact Sheet

- More than 1 million new cases of skin cancer will be diagnosed in the United States this year.
- Basal cell and squamous cell carcinomas are the two most common forms of skin cancer, but are easily treated if detected early.<sup>1</sup>
- Current estimates are that 1 in 5 Americans will develop skin cancer in their lifetime.<sup>2</sup>
- Melanoma is the most common form of cancer for young adults 25-29 years old and the second most common form of cancer for adolescents and young adults 15-29 years old.<sup>3</sup>
- Melanoma is increasing faster in females 15-29 years old than males in the same age group. In females 15-29 years old, the torso is the most common location for developing melanoma which may be due to deliberate sun tanning.<sup>3</sup>
- Melanoma in individuals 10-39 years old is highly curable with five-year survival rates exceeding 90 percent.
- 1 in 58 men and women will be diagnosed with melanoma during their lifetime. Caucasians and men over 50 years of age are at a higher risk of developing melanoma than the general population.<sup>4</sup>
- It is estimated that there will be about 116,500 new cases of melanoma in 2008 — 54,020 noninvasive (in situ) and 62,480 invasive (34,950 men and 27,530 women).<sup>1</sup>
- One American dies of melanoma almost every hour (every 62 minutes). In 2008, 8,420 deaths will be attributed to melanoma — 5,400 men and 3,020 women.<sup>1</sup>
- The World Health Organization estimates that as many as 65,161 people a year worldwide die from too much sun, mostly from malignant skin cancer.<sup>5</sup>
- More than 75 percent of skin cancer deaths are from melanoma.<sup>1</sup>
- The five-year survival rate for people whose melanoma is detected and treated before it spreads to the lymph nodes is 99 percent.<sup>1</sup>
- In 2004, the total direct cost associated with the treatment for non-melanoma skin cancer was \$1.5 billion.<sup>6</sup>
- The American Cancer Society recommends periodic skin examination as part of any cancer related check-up depending on a person's age and gender.<sup>1</sup>
- Individuals with a history of melanoma should have a full body exam at least annually and perform regular self-exams for new and changing moles.<sup>7</sup>

- Five-year survival rates for regional and distant stage melanomas are 65% and 15%, respectively.<sup>1</sup>

1 American Cancer Society. 2008 Cancer Facts and Figures. <http://www.cancer.org/downloads/STT/2008CAFFfinalsecured.pdf>

2 Robinson JK. Sun Exposure, Sun Protection, and Vitamin D. JAMA 2005; 294: 1541-43.

3 Cancer Epidemiology in Older Adolescents & Young Adults. SEER AYA Monograph Pages 53-57. 2007.

4 Melanoma of the Skin, Cancer Fact Sheets, National Cancer Institute, SEER database, 2007. <http://seer.cancer.gov>.

5 World Health Organization, Solar ultraviolet radiation: Global burden of disease from solar ultraviolet radiation. Environmental Burden of Disease Series, N.13. 2006.

6 Bickers DR, Lim HW, Margolis D et al. The burden of skin diseases: 2004 a joint project of the American Academy of Dermatology Association and the Society for Investigative Dermatology. Journal of the American Academy of Dermatology 2006; 55: 490-500.

7 Berg A. Screening for skin cancer. US Preventive Services Task Force, 2007