

**Cancer Committee  
Standard 4.1 – Prevention Program 2016**

**Need Identified:** Skin cancer prevention and awareness

According to the 2014 Community Needs Assessment, 6% of Brown County respondents indicate being diagnosed with skin cancer. Age is the only statistically significant variable for cancer incidence. 12% of respondents age 55-64 reported a skin cancer diagnosis. Ages 65 and older had the highest prevalence of skin cancer at 13%.

According to the American Cancer Society skin cancer is the most common type of cancer. More skin cancers are diagnosed in the US each year than all other cancers combined. Many skin cancers are caused by excess exposure to UV rays from the sun or other sources.

**Prevention Program: Don't Fry Day at Keller Elementary Green Bay (May 27, 2016)**

Utilizing evidence-based guidelines for our community education:

The National Council on Skin Cancer Prevention has declared the Friday before Memorial Day "Don't Fry Day." Resources from the National Council on Skin Cancer Prevention were used to educate and promote skin cancer awareness and sun safety to the students at Keller Elementary.



**Community Partnership:**

Don't Fry Day was sponsored by Bellin Health and organized by the Community Outreach Coordinator with the help of the Cancer Committee members. Bellin Health partnered with Keller Elementary to focus on bringing Don't Fry Day to that individual school. Keller Elementary is the headquarters for Head Start in the Green Bay School District. Keller also has a high poverty rate, at 70% of children falling at or below the poverty level. The Community Outreach Coordinator attended Keller Parent Teach Organization meetings to plan and facilitate Don't Fry Day. Sun visors were purchased for the children to decorate and wear outside during recess. Bellin provided each student with sunscreen and American Cancer Society brochures on skin cancer and sun safety were sent home with each child.

Keller Elementary participated in different activities during the week leading up to Don't Fry Day. There were daily PA announcements sharing skin cancer facts and the daily UV Index. The students participated in an assembly focusing on sun safety and skin cancer awareness. The 5<sup>th</sup> grade students created Public Service Announcements, regarding sun safety, and shared them at the assembly.

### **Community Partnership (continued):**

Bellin also partnered with news station Fox 11 and meteorologist Pete Petoniak. Pete Petoniak spoke during the assembly and shared weather/sun facts and how they affect health and safety. Pete spoke about how the sun contributes to skin cancer and ways to protect your skin.



### **Effectiveness:**

During Don't Fry Day we were able to reach 200 kids with sun safety and skin cancer facts. According to the CDC, studies show that childhood sun exposure increases skin cancer risk later in life. This is an ideal time to educate children. With the school year coming to an end, children will be spending more time outdoors in the sun. Skin cancer is highly preventable and teaching children to adopt sun-safe habits can reduce their risk of skin cancer in the future.

In the last few years a couple trees have been planted near the playground area to provide some shade to the children during recess. Parents are also encouraged to send sunscreen with students to apply before spending time outside at school.