Small Steps for Sun Safety

DON'T FRY DAY
The Friday before Memorial Day
skincancerprevention.org
National Council on Skin Cancer Prevention

2021 Campaign Toolkit

National Council on Skin Cancer Prevention
About the National Council for Skin Cancer Prevention & Don’t Fry Day

This toolkit is designed to aid in the promotion of Don’t Fry Day messaging and activities. It includes pre-written social media material and a variety of other supporting materials for your use.

You are encouraged to utilize the materials and information included in this toolkit in a way that will work best for you and the organization that you represent. You are also encouraged to customize the language and statistics in a manner that will best meet the needs of the communities that you serve.

What is Don’t Fry Day?
The National Council on Skin Cancer Prevention has designated the Friday before Memorial Day as “Don’t Fry Day” to raise awareness of skin cancer prevention and to encourage everyone to protect their skin as they head outdoors to kick off the summer season. The National Council is the united voice of 40 organizations, associations, and agencies dedicated to skin cancer prevention in the United States.

Who is the National Council for Skin Cancer Prevention?
The National Council on Skin Cancer Prevention has been a trusted resource for the nation’s skin cancer prevention community since 1998. Today, The National Council stands as a united voice to prevent skin cancer through education, advocacy and raising awareness.

The National Council is making a real difference in the lives of millions of adults, children, and families throughout the country.

Learn more about the National Council for Skin Cancer Prevention, its members, and its initiatives at SkinCancerPrevention.org
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Social media is the core of the National Council for Skin Cancer Prevention’s Don’t Fry Day effort. This toolkit includes 13 images with multiple messages that can be used on Facebook, Twitter, Instagram, and other platforms that you or your organization regularly use.

How to Get Started

1. Select an image & accompanying message from the toolkit.
2. Copy the message and paste it into your social media platform of choice.
3. Upload (or drag & drop) the corresponding image. The filename is included below each image.
4. Each image was designed to be used alongside accompanying text. Do not use an image on its own.

All images and templates can be downloaded at: http://bit.ly/DFD2021

Tag the National Council for Skin Cancer Prevention & use the Don’t Fry Day Hashtag!

@SkinCancerPrev on Instagram  @SkinCancerPrev on Twitter  @natlcouncilskin-cancerprevention on Facebook

Use #DontFryDay on all Platforms!

By tagging the National Council and using the Don’t Fry Day hashtag, you’ll give us permission to repost your image on our feeds!
Relax! Summer is almost here but don’t forget important small steps for sun safety: sunscreen ✅ sunglasses ✅ shade ✅ protective clothing ✅ #Don’tFryDay #SmallStepsForSunSafety #StaySafeInTheSummer

I’m no hotdog–I am a cool dog livin’ sun smart with my sunscreen, sunglasses and shade. #Don’tFryDay #SmallStepsForSunSafety #CoolDog

Coolness factor goes up with sunscreen and shade! #Don’tFryDay #SmallStepsForSunSafety #CoolFactor

You wished you looked this good! Take these small steps to sun safety and you will. sunscreen ✅ sunglasses ✅ shade ✅ protective clothing ✅ #Don’tFryDay #SmallStepsForSunSafety #LiveSunSafe
Social Media Messages - Image 2

Don’t suffer from ‘af-ter-burn’! Take these small steps to sun safety: sunscreen ☑️ sunglasses ☑️ shade ☑️ protective clothing ☑️
#Don’tFryDay #SmallStepsForSunSafety #Don’tBurnYourSkin

Sunscreen doesn’t work, unless you apply and reapply it. #Don’tFryDay #SmallStepsForSunSafety #Sunscreen

The best sunscreen is the sunscreen you’ll use. Practice sun safe habits and wear sunscreen every day.
#Don’tFryDay #SmallStepsForSunSafety #WearSunscreen

Don’t forget to reapply sunscreen when you get out of the water....you don’t want to burn!
#Don’tFryDay #SmallStepsForSunSafety #Don’tBurnYourSkin
Social Media Messages - Image 3

You don’t have fur - so make sure you cover up to keep your skin safe. Take these small steps to sun safety: sunscreen ☑️ sunglasses ☑️ shade ☑️ protective clothing ☑️ #Don’tFryDay #SmallStepsForSunSafety #CoolDog

Don’t let the sun ruin your beach day. Take these small steps to sun safety: sunscreen ☑️ sunglasses ☑️ shade ☑️ protective clothing ☑️ #Don’tFryDay #SmallStepsForSunSafety #LiveSunSmart

BYOS - bring your own shade! You don’t have fur - so make sure you cover up to keep your skin safe. #Don’tFryDay #SmallStepsForSunSafety #LiveSunSmart
Social Media Messages - Image 4

You never know who looks up to you... protect yourself and those you love. Wear sunscreen, sunglasses, sun protective clothing and seek shade.
#Don’tFryDay #SmallStepsForSunSafety #SunProtectionForTheEntireFamily

No matter your shade of fur... sun protection matters!
#Don’tFryDay #SmallStepsForSunSafety #1in5peopledevelopskincancer

Keep your pack sun safe this Memorial Day Weekend and always! Wear sunscreen, sunglasses, sun protective clothing and seek shade.
#Don’tFryDay #SmallStepsForSunSafety #ProtectYourPack

Every step towards sun safety matters!
#Don’tFryDay #SmallStepsForSunSafety #ProtectYourSkin
Social Media Messages - Image 5

You go outside, like that? No sunscreen? No sunglasses? Are you sure you want to leave the house without protecting yourself from the sun’s harmful rays? #Don’tFryDay #SmallStepsForSunSafety #LiveSunSmart

What do you mean you ran out of sunscreen??!! #Don’tFryDay #SmallStepsForSunSafety #LiveSunSmart

I am not going on a walk with you until you put some sunscreen on. How about throwing on a wide brim hat and sunglasses while you are at it? #Don’tFryDay #SmallStepsForSunSafety

It’s been how long since your last skin check? 1 in 5 people will be diagnosed with skin cancer in their lifetime. #Don’tFryDay #SmallStepsForSunSafety #CheckYourSpots #KnowTheFacts
Keep yourself and those you love safe from the sun’s harmful rays. #Don’tFryDay #SmallStepsForSunSafety #SeekShade

Make your own shade! #Don’tFryDay #SmallStepsForSunSafety #MakeYourOwnShade

A girl’s best friend…..share the love and share the shade. #Don’tFryDay #SmallStepsForSunSafety #LiveSunSmart
Find shade whenever you can. There is no such thing as a healthy tan. #Don’tFryDay #SmallStepsForSunSafety #SayNoToTanning #SeekShade

Hmmmmm I smell “BAKIN”. Why do humans cook their skin? No tan is a safe tan. #Don’tFryDay #SmallStepsForSunSafety #SeekShade #StopTanning

Be a cool dog and seek shade. #Don’tFryDay #SmallStepsForSunSafety #AvoidTanning #SeekShade

Smh….why do these humans insist on cooking their skin? #Don’tFryDay #SmallStepsForSunSafety #1in5peoplevilledevelopskincancer

Make every day #DontFryDay! #protectyourskin#DontFryDay
Image 8

Social Media Messages - Image 8

One of these spots is not like the others. Know your skin, check your skin for new or changing spots. #Don’tFryDay #SmallStepsForSunSafety #CheckYourSpots

Know your skin, check your spots. 1 in 5 people will be diagnosed with skin cancer in their lifetime. #Don’tFryDay #SmallStepsForSunSafety #CheckYourSpots #KnowTheFacts

Spot the dog says check your spots! #Don’tFryDay #SmallStepsForSunSafety #CheckYourSpots #CheckYourSkin

When was the last time you had your spots checked? #Don’tFryDay #SmallStepsForSunSafety #CheckYourSpots

Have you checked your back lately? #Don’tFryDay #SmallStepsForSunSafety #CheckYourSpots
Social Media Messages - Image 9

If you care for somebody, help them check their spots. #Don’tFryDay #SmallStepsForSunSafety #CheckYourSpots

Know your skin, check your spots. 1 in 5 people will be diagnosed with skin cancer in their lifetime. #Don’tFryDay #SmallStepsForSunSafety #CheckYourSpots #KnowTheFacts

Don’t forget to check your spots! Help those you love check theirs. #Don’tFryDay #SmallStepsForSunSafety #CheckYourSpots #KnowYourSpots
You think a base tan will protect you, LOL! Try again! Take these small steps to sun safety and you will. Sunscreen ✅ Sunglasses ✅ Shade ✅ Protective clothing ✅ #Don’tFryDay #SmallStepsForSunSafety #LiveSunSafe

You don’t have fur like me - so you better cover up! Protect your skin this Memorial Day Weekend and all year round. #Don’tFryDay #SmallStepsForSunSafety #LiveSunSafe

“There is SPF in my moisturizer, I’m protected”! NOPE! That is not going to protect your skin the way it deserves to be protected. Find a sunscreen with an SPF of 30 or higher and re-apply every two hours or more often when going in the water. #Don’tFryDay #SmallStepsForSunSafety #LiveSunSmart
Wind in your hair, grass between your toes, shade all around you. Take small steps to sun safety this Memorial Day Weekend & always. #Don’tFryDay #SmallStepsForSunSafety #LiveSunSmart

Don’t let the sun ruin your picnic. Take these small steps to sun safety: sunscreen ✅ sunglasses ✅ shade ✅ protective clothing ✅ #Don’tFryDay #SmallStepsForSunSafety #LiveSunSmart

Protect the ones’ you love from the sun’s harmful effects. #Don’tFryDay #SmallStepsForSunSafety #LiveSunSmart
Social Media Messages - Image 12

Protect those tiny toes from the sun’s harmful UV rays. #Don’tFryDay #SmallStepsForSunSafety #LiveSunSmart

Sandy toes ✓ sunscreen ✓ sunglasses ✓ protective clothing ✓ #Don’tFryDay #SmallStepsForSunSafety #StaySafeInTheSummer

Enjoy the sun safely this Memorial Day Weekend and always. #Don’tFryDay #SmallStepsForSunSafety #LiveSunSmart
Social Media Messages - Image 13

Sun protection is not limited to vacation. Protect yourself at work and every day. sunscreen ✅ sunglasses ✅ wide-brim hat ✅ #Don’tFryDay #SmallStepsForSunSafety #LiveSunSmart

Sun protection should be part of your every day routine. sunscreen ✅ sunglasses ✅ wide-brim hat ✅ #Don’tFryDay #SmallStepsForSunSafety #LiveSunSmart

You are never too old or too cool for sun protection. #Don’tFryDay #SmallStepsForSunSafety
Don’t Fry Day
Facebook Profile Picture Frame

Facebook Photo Frames are an easy way for you, your organization, and your community to show support for Don’t Fry Day!

Using the Don’t Fry Day Profile Picture Frame is Easy!

From your computer, go to: Facebook.com/profilepicframes

Search for Don’t Fry Day

Select the Small Steps for Sun Safety Frame

Position it over your profile photo

Select Use as Profile Picture

You are all set!
Instagram Stickers

*Instagram stickers offer an easy and fun way to add the Don’t Fry Day message to any story!*

**How to get started using Instagram Stickers:**

When you share a photo or video to your story, you can add stickers to express yourself in fun and unique ways.

From your story, tap the sticker icon (in the red square below).

This will display a list of featured stickers. Select any from this screen or search for Don’t Fry Day in the search box.

**Select any sticker to apply it to your photo/video!**

*By tagging the National Council and using the Don’t Fry Day hashtag, you’ll give us permission to repost your image on our feeds!*
Don’t Fry Day
Press Release Template

Press releases are helpful tools to highlight your organization’s involvement in Don’t Fry Day with the media and in your community. We have prepared the following template that can serve as a basis of your own statement.

**ORGANIZATION** and the National Council for Skin Cancer Prevention Partner to Remind Americans to Enjoy the Sun Safely this Summer

Friday before Memorial Day Declared “Don’t Fry Day” as Reminder to Take Small Steps for Sun Safety

City, State – May 28, 2021 – To encourage everyone to take small steps for sun safety, the **ORGANIZATION** has partnered with the National Council on Skin Cancer Prevention and its broad coalition of member organizations to designate the Friday before Memorial Day as the 13th annual “Don’t Fry Day” to encourage sun safety awareness and to remind everyone to protect their skin by taking ‘small steps to sun safety’ while enjoying the outdoors.

Skin cancer is the most common type of cancer in the nation, with almost 5.5 million cases diagnosed in Americans each year – more than breast, colon, lung and prostate cancers combined. In fact, 1 out of every 5 Americans will be diagnosed with some form of skin cancer in their lifetime.

“Don’t Fry Day is the perfect way to jump start the summer holiday,” says **ORGANIZATION POSITION OF SPEAKER FIRST LAST**. “We are proud to partner with the National Council on Skin Cancer Prevention and the other esteemed coalition members to get this life-saving message front and center.”

Skin cancer is highly preventable. Over 90% of all skin cancer is caused by exposure to ultraviolet radiation from the sun or indoor tanning devices. Americans can dramatically reduce their risk of skin cancer by:

- Not burning or tanning intentionally – no tan is a safe tan
- Generously applying sunscreen (remembering to reapply every two hours)
- Wearing sun-protective clothing
- Seeking shade during peak times of the day
- Using extra caution near water, snow and sand

About Don’t Fry Day: “Don’t Fry Day,” now in its thirteenth year, is a public awareness campaign that aims to reduce the number of new skin cancer diagnoses by promoting sun safety and encouraging people to protect their skin while enjoying the outdoors. Learn more at https://www.skincancerprevention.org/programs/dont-fry-day/

National Council members represent the nation’s premiere physicians, researchers, clinicians and advocates for skin cancer prevention. Learn more at www.SkinCancerPrevention.org

About **ORGANIZATION**: Description of Organization. Learn more at www.ORGANIZATION.org

**FOR MORE INFORMATION, CONTACT:**
First Last
Organization Name
Phone:
Email:

###
Don’t Fry Day
Elevator Pitch

This elevator pitch can be used when providing information about what Don’t Fry Day is, why it’s important, and how to practice sun safe behaviors and protective practices. This elevator pitch can also be used as the basis of a video script to raise awareness and educate your target audience.

The National Council on Skin Cancer Prevention has designated the Friday before Memorial Day as “Don’t Fry Day” to raise awareness of skin cancer prevention and to encourage everyone to protect their skin as they head outdoors to kick off the summer season.

Skin cancer is the most common cancer in the United States. More people will get skin cancer this year than breast, prostate, lung, and colon cancer combined. The good news is that 90% of skin cancers are preventable.

There are small steps that you can take to practice sun safety. Including:
- Apply SPF 30 broad-spectrum, water-resistant sunscreen 30 minutes before going outside and reapply every two hours.
- Wear a wide-brimmed hat, sunglasses, and UPF or protective clothing.
- Wear a facial covering to protect yourself from both COVID-19 and the sun.
- Check the UV index before heading outside and try to stay out of the sun during peak hours of 10 AM and 4 PM.
- When you are outside, seek shade from an umbrella, tree, or other shade structure. Use extra caution near surfaces that reflect the sun’s rays, such as water, sand, and snow.

Doing one of these practices is helpful; doing more is even better and will provide you with more protection. It is especially important to protect children from the harmful effects of the sun because sunburns during childhood increase the risk of getting skin cancer later in life, so aim to be a positive role model.

The National Council on Skin Cancer Prevention encourages you to practice one, two or many of these small steps while outside to protect your skin from the sun’s rays. Stay safe out there!
Don’t Fry Day
Talking Points

These talking points can be used to promote the Don’t Fry Day theme of small steps to sun safety. They can be used when talking with individuals or groups of people, when responding to patients and individuals about sun protection or incorporated into existing communication pieces.

Problem: Skin cancer is the most commonly diagnosed cancer in the United States. Skin cancer is also among the few preventable cancers, yet incidence rates continue to rise. 5.4 million new cases of skin cancer are diagnosed in more than 3.3 million people in the U.S. each year.

Risk Factors: Sun exposure, indoor tanning, light-colored skin, precancerous skin conditions, age, history of sunburns, personal or family history of skin cancer, weakened or suppressed immune systems.

Solution: Practice sun safety behaviors and promote sun-safe messaging. The National Council on Skin Cancer Prevention recognized the Friday before Memorial Day as Don’t Fry Day to promote a spike in education and awareness before many families spend time outdoors Memorial Day weekend and begin the season of summer outdoor activities. National Council members are collectively and individually promoting sun safety year-round with an emphasis in May and on Don’t Fry Day (the Friday before Memorial Day).

Slogan: The Friday before Memorial Day is Don’t Fry Day. Take small steps to protect your skin today and every day.

Action Steps to Promote:
• Use SPF 30 broad-spectrum, water-resistant sunscreen (the best sunscreen is the one you’ll use!)
• Apply 30 minutes before exposure
• Reapply every two hours, after swimming, or as needed
• Seek shade when possible from an umbrella, tree or other shade structure
• Wear wide-brimmed hats, sunglasses, and UPF or protective clothing
• Bonus: wear a facial covering to stay protected from COVID-19 AND the sun
• Check the UV index before heading outside & avoid the sun during peak hours of 10 AM and 4 PM
• Use extra caution near surfaces that reflect the sun’s rays, such as water, sand, and snow
• Never tan intentionally or use a tanning bed

Goal of Don’t Fry Day: Raise awareness about sun safety and skin cancer prevention.

Don’t Fry Day is an initiative of the National Council on Skin Cancer Prevention. The National Council on Skin Cancer Prevention is the united voice of 40 groups dedicated to reducing skin cancer morbidity and mortality in the United States. Council members represent some of the nation’s premier researchers, clinicians and advocates for melanoma and skin cancer prevention.
Don’t Fry Day
Key Skin Cancer Prevention Messages

The following prevention messages are highlighted throughout the 2021 Don’t Fry Day collateral. You can incorporate the full list or elements of it into your existing materials.

Make sunscreen part of your daily routine:
• Use a broad-spectrum sunscreen with Sun Protection Factor (SPF) 30 or higher for protection from UVA and UVB radiation
• Apply 30 minutes before going outdoors
• Reapply every two hours or more frequently if sweating or in water

Wear protective clothing:
• A wide-brimmed hat and sunglasses
• Long-sleeved shirt and pants
• UPF clothing or use a UPF additive in your washer
• Bonus: a facial covering will protect you from the sun and COVID-19

Be smart around the sun:
• Stay out of the sun between 10 AM and 4 PM; these are when the sun’s rays are the strongest.
• Seek shade when possible from an umbrella, tree, or other shade structure
• Use extra caution near water, snow, and sand. These surfaces reflect the damaging rays of the sun, which can increase your chance of sunburn
• Check the UV index before heading outside & avoid the sun during peak hours of 10 AM and 4 PM

Do not burn or tan:
• Never tan intentionally
• Do not use tanning beds
• Ultraviolet light from the sun and tanning beds causes skin cancer and premature aging

Doing one of these practices is helpful; doing more is even better and will provide you with more protection. It is especially important to protect children from the harmful effects of the sun because sunburns during childhood increase the risk of getting skin cancer later in life, so aim to be a positive role model.
Skin Cancer Statistics

These sun protection and skin cancer statistics should be used when creating communication materials that are tailored to the needs, interests and risk status of your audience.

- Skin cancer is the most commonly diagnosed cancer in the United States. More than 5.4 million new cases of basal and squamous cell skin cancers are diagnosed in more than 3.3 million people annually. ¹
- 1 in 5 people will be diagnosed with some form of skin cancer in their lifetime.²
- Many of the more than 5 million skin cancers diagnosed annually could be prevented by protecting skin from excessive sun exposure and not using indoor tanning devices.³
- Invasive melanoma accounts for about 1% of all skin cancer cases, but the vast majority of skin cancer deaths.⁴
- More people are diagnosed with skin cancer each year in the U.S. than all other cancers combined.⁵
- Ultraviolet (UV) radiation is a proven human carcinogen.⁶
- About 90 percent of nonmelanoma skin cancers are associated with exposure to ultraviolet (UV) radiation from the sun.⁷
- Without protection, the sun’s UV rays can damage your skin in as little as 15 minutes.⁸
- Incidence rates of skin cancer are higher in women than in men before age 50, but are higher in men after age 50. This largely reflects age and sex differences in historical occupational and recreational exposure to ultraviolet radiation, as well as use of indoor tanning among young women. Differences in early-detection practices and the use of health care may also contribute.⁹
- The best way to detect skin cancer early is to be aware of new or changing skin spots or growths, particularly those that look unusual. Any new or changing spots (size, shape, color, new bleeding, etc.), should be evaluated by a doctor.¹⁰
- Many studies have found that basal and squamous cell skin cancers are linked to certain behaviors that put people in the sun, as well as a number of markers of sun exposure, such as:
  - Spending time in the sun for recreation (including going to the beach)
  - Spending a lot of time in the sun in a swimsuit
  - Living in an area that gets a lot of sunlight
• Having had serious sunburns in the past (with more sunburns linked to a higher risk)
• Having signs of sun damage to the skin, such as liver spots, actinic keratoses (rough skin patches that can be precancerous), and solar elastosis (thickened, dry, wrinkled skin caused by sun exposure) on the neck.\textsuperscript{11}

• Studies have also found links between certain behaviors and markers of sun exposure and melanoma of the skin, including:
  • Activities that lead to “intermittent sun exposure,” like sunbathing, water sports, and taking vacations in sunny places
  • Previous sunburns
  • Signs of sun damage to the skin, such as liver spots, actinic keratoses, and solar elastosis.\textsuperscript{12}

• Early detection and recognition of skin cancer are very important. More than 75% of non-melanoma skin cancers/keratinocyte carcinomas are diagnosed by patients or their families. Recognizing the early warning signs of skin cancer and doing regular self-examinations of your skin can help find skin cancer early, when the disease is more likely to be cured.\textsuperscript{13}

• Most skin cancers are a result of exposure to the UV rays in sunlight. Both basal cell and squamous cell cancers (the most common types of skin cancer) tend to be found on sun-exposed parts of the body, and their occurrence is typically related to lifetime sun exposure. The risk of melanoma, a more serious but less common type of skin cancer, is also related to sun exposure, although perhaps not as strongly. Skin cancer has also been linked to exposure to some man-made sources of UV rays.\textsuperscript{14}

• According to the American Cancer Society, the lifetime risk of developing melanoma is 1 in 1,000 for Blacks, 1 in 167 for Hispanics, and 1 in 38 for whites. While the chance of developing melanoma among People of Color is less than among whites, melanoma does occur across all races. The idea that People of Color do not get melanoma is a myth – and stands in the way of raising awareness of melanoma, and other skin cancers, among People of Color.\textsuperscript{15}

• Melanoma is the #1 most diagnosed cancer among 25 to 29 year olds in the United States. For 15 to 29 year olds, it is the 3rd most common for men and 4th most common for women.\textsuperscript{16}
Don’t Fry Day
Sun Protection Q&A

Here are common questions and answers on sun protection practices. Use this information when educating your primary populations about sun safe behaviors or incorporate them into a communication piece that your organization develops.

Why is it important to avoid sunburn on Don’t Fry Day and every day?
Sunburns are painful, and should be avoided for that reason. But sunburns represent skin damage. Your skin can repair some damage to DNA that results from too much sun, but this safety mechanism can be overwhelmed by the massive DNA damage caused by a sunburn. Mutations that are not repaired can lead to the development of skin cancer. This is why we should all avoid sunburn, especially for children. But wait, there’s more: sun’s skin-damaging ultraviolet (UV) rays also produce free radicals in skin cells, which can lead not only to cancer but also to wrinkles, blotches, and premature aging.

Do I still need to take precautions if it’s cloudy?
In fact, some of the worst sunburns happen on hazy days. Many people mistakenly assume that if it’s cool or cloudy outdoors they won’t get burned. They don’t realize that while clouds block the heat (infrared) energy, UV rays can still penetrate through quite strongly.

What are other causes of sunburn?
The most common cause of sunburn is accidental overexposure to the sun. Falling asleep while in the sun, forgetting to apply or re-apply sunscreen, or underestimating how quickly your skin will burn are typical mistakes. There may be no signs or symptoms while the overexposure is occurring because it can take hours following the exposure before the skin becomes red or tender. If you stay in the sun until your skin turns red, it may already be severely damaged.

Do I still need to practice sun-safe behaviors if I already have my “base tan?”
A suntan is the skin’s way of trying to protect itself from additional sun damage. Because DNA or cellular damage is the prerequisite for pigment production, a suntan is a sure sign that the skin has been harmed. This is why it can be said that “there is no safe tan.” I have already had a bad sunburn - what can I do now to reduce my risk of skin cancer? Unfortunately, we do not yet have an effective treatment to reverse all the damage and mutations caused by a sunburn.

First aid treatment is aimed at alleviating pain and inflammation, and preventing or treating any subsequent infection. In the most severe
and debilitating cases, hospitalization may be required. Any area of skin that has sustained one or more sunburns will carry an increased risk for the development of skin cancer; please remember to ask your doctor to check your skin regularly for any unusual or changing skin growths.

**What if my moisturizer or make up already has SPF in it? Is that enough?**

Sunscreen in your moisturizer or makeup is great start, but it probably isn’t enough protection on its own. That’s because even when the SPF in a moisturizer is at recommended levels (at least SPF 30), most people do not apply enough moisturizer - or miss critical spots altogether - to get the full benefit.
Other NCSCP Resources

Click the icons below to download the corresponding resource from the National Council on Skin Cancer Prevention’s website. You can also access these - and other - resources at SkinCancerPrevention.org/get-involved/dont-fry-day/

- Action Kit for Educators
- Sun Safe Activities for Kids
- Action Kit for Meteorologists
- Sample Proclamation Template
The National Council on Skin Cancer Prevention and its member organizations have numerous free resources. Learn more at [SkinCancerPrevention.org/About-Us/Council Members](https://skincancerprevention.org/about-us/council-members)

**Other Resources**

- [Centers for Disease Control and Prevention: Skin Cancer](https://www.cdc.gov/cancer/skin/index.htm)
- [Centers for Disease Control and Prevention: Sun Safety](https://www.cdc.gov/skin/index.htm)
- [Environmental Protection Agency](https://www.epa.gov/sunwise)
- [Food and Drug Administration](https://www.fda.gov/food/sun-protection-products)
- [National Cancer Institute: Skin Cancer](https://www.cancer.gov/cancertopics/types/skin)

**Interested in Joining the National Council?**

The National Council on Skin Cancer Prevention consists of member organizations reflecting a broad involvement in skin cancer prevention who endorse the mission/purpose and goals of the National Council. Learn more at: [https://skincancerprevention.org/about-us/join-the-council/](https://skincancerprevention.org/about-us/join-the-council/)
The NCSCP welcomes the participation of not-for-profit organizations, government agencies, associations, and educators to promote the Don’t Fry Day campaign to encourage sun-safety and skin cancer prevention behaviors.

The NCSCP is committed to being recognized as an organization with a strong and trusted national image and reputation with health, environmental, and educational organizations, as well as the general public. When people see the NCSCP brand, they expect information and programs that are scientifically accurate, resourceful, and relevant. The NCSCP brand conveys credibility, competence, and leadership.

Endorsement Guidelines for Don’t Fry Day

1. NCSCP does not endorse any specific commercial products, processes, services, or activities by trade name, trade mark, manufacturer, or otherwise.
2. NCSCP members may give opinions or make endorsements solely in their own capacity.
3. If any NCSCP member who gives such opinions or endorsements are identified as connected with NCSCP, there should be some additional statement to the effect that the views and endorsements represented are not those of NCSCP.
4. When the Don’t Fry Day logo is approved with use by agreement on any commercial promotional material, the following statement must be included under the Don’t Fry Day logo, “The National Council on Skin Cancer Prevention does not endorse or recommend any commercial products or services.”

Use of or Reproduction of Don’t Fry Day Materials

Not-for-Profit Organizations

- NCSCP members, not-for-profit organizations, local, state, and federal governments, public health professionals, and educators who promote the importance of skin cancer prevention and sun-safety behaviors may use the Don’t Fry Day logo and materials without written permission, but should inform the Council of their intended use by emailing dontfryday@skincancerprevention.org.
- The Don’t Fry Day logo is intended to act as a symbol of expectation and recognition of organizations that are taking steps to modify sun-safety behavior and attitudes towards skin cancer prevention.
- The Don’t Fry Day logo is restricted and not to be used for promotion of any type of intentional tanning or affiliations with the indoor tanning industry.
- NCSCP does not permit negative advertising or promotion in conjunction with the Don’t Fry Day logo. No industry, its product, or services may be depicted in a negative manner when using Don’t Fry Day materials.
• The NCSCP grants permission to use its materials if the material will be reproduced for educational purposes.
• NCSCP retains the discretionary right to prohibit use of the campaign materials in order to ensure the integrity of the campaign, and campaign messages.

For-Profit Organizations

• The National Council on Skin Cancer Prevention name or the Don’t Fry Day logo may not be listed on any for-profit promotional materials or client lists without NCSCP prior written approval.
• The NCSCP may grant permission to use and promote its materials and logo to a for-profit organization for skin cancer prevention educational purposes. A written request from the for-profit organization and an approved agreement with NCSCP must be established prior to use. Click here to submit your pre-use request.
• The Don’t Fry Day logo is intended to act as a symbol of expectation and recognition of organizations that are taking steps to modify sun-safety behavior and attitudes towards skin cancer prevention.
• The Don’t Fry Day logo is restricted and not to be used for promotion of any type of intentional tanning or affiliations with the indoor tanning industry.
• NCSCP does not permit negative advertising or promotion in conjunction with the Don’t Fry Day logo. No industry, its product, or services may be depicted in a negative manner when using Don’t Fry Day materials.
• The NCSCP grants permission to use its materials if the material will be reproduced for skin cancer prevention educational purposes.
• NCSCP retains the discretionary right to prohibit use of the campaign materials in order to ensure the integrity of the campaign, and campaign messages.

Use of Don’t Fry Day Logo

The Don’t Fry Day logo may be downloaded from the NCSCP website and applied to promotional resources, to encourage sun-safety and skin cancer prevention behaviors.

The logo should be used only in accordance with the following specifications.
• It should be use, displayed, or reproduced in its official colors or in black or white. It may not be altered, recreated or modified in design or color.
• Resizing is allowed, however care must be taken not to distort proportions.
• Duplication must be of high quality.
• The logo shall be used in accordance with the guidelines for Use of or Reproduction of Don’t Fry Day Materials as stated.

Users of the logo accept sole responsibility and liability for the content of any materials or publications that they generate.

If you have questions please email: Contact@SkinCancerPrevention.org