



Shade foundation

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Now on Instagram!



DEAR FRIENDS,

Welcome to a new year with the Shade Foundation!

The Annual SunWise with Shade Poster Contest has officially kicked off and we are collecting poster submissions now through **April 24th**. Official rules and prizes are listed below. Click the links to view past winning entries and receive your free invitation and packet. Don't forget to help us spread the word on [Facebook](#) and [Twitter](#)!

This year, we're also looking forward to introducing a new website. The **new website** will be cleaner and make it easier for you to access tools and resources to keep your family sunwise all year long. Keep your eye out for the new site coming soon!

The Shade Foundation is excited to introduce our new account on **Instagram**. With the Shade Foundation logo kids, Summer and Jake, taking over Twitter, they'll use the Instagram account to share pictures of their adventures. You can read more about Summer and Jake, and our social media plan in the full article below.

Finally, thank you for your constant support. One in five children will grow up to develop skin cancer. But with your help I believe we can make it zero. In this new year, let's aspire to reach more kids. Please join me in spreading our message.

James Norton,
Chairman, Board of Directors

Winter Sun Safety Tips

- Cloudy Weather: Up to 80% of UV radiation penetrates cloud cover
- Wear lip balm 15+ to protect the sensitive skin on your lips
- Still exposed: cover often-forgotten spots on your ears, face, and hands with a broad spectrum sunscreen
- Don't forget 100% UV protection sunglasses or ski goggles
- DYK? Snow reflects over 80% of UV light from the sun



Left: A 2014 Poster Contest Entry on staying safe in the sun, even when it snows!

2015 SunWise with Shade Poster Contest Kicks Off

Check out our [Facebook page](#) for more pictures of previous poster contest entries.



A collection of our 2014 poster contest entries

The Shade Foundation's biggest contest of the year has officially kicked off! We can't wait to receive your entries.

Here are the official rules -

Submitted posters must meet the following criteria:

- **Be original and drawn by hand.** No copyrighted / trademarked characters or material
- Paper size must be **8 ½ x 11 inches**
- Posters must include at least **five Sun Safety Action Steps**
- Attach the official entry form to the back of each submitted poster
- Entries must be received no later than **April 24, 2015**
- **Correct spelling and grammar** must be used in the 4th-8th grade category.

2015 State Prizes

- 4th-8th grade state winners will receive Shade Foundation Sun Safety kits for their classrooms. (A limit of 50 kits per classroom)

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DID YOU KNOW?

As many as 90% of melanomas are estimated to be caused by UV exposure.

Educate to prevent.
It's that simple!

Shade Foundation Now on Instagram

The Shade Foundation is excited to announce its launch on Instagram!

Check it out: [Instagram.com/shadefoundation](https://www.instagram.com/shadefoundation).

If you follow our Twitter or Facebook account, you may be aware that the Shade Foundation logo kids, Summer and Jake, have 'taken over' Twitter. Summer and Jake will now be the official voices of Twitter, sharing their adventures and tweeting sun safety lessons along the way.



“Our hope in accessing these tools is that they will attract a younger audience and spread our reach to more children.”

In addition to Twitter, Summer and Jake will share many of their pictures on Instagram. We will use Instagram to complement our other social media platforms. Our hope in accessing these tools is that they will attract a younger audience and spread our reach to more children. By accessing more kids, we hope to multiply the spread of our message in a way that could not otherwise be possible.

Spreading our message of sun safety seems to be the theme of this year, and it's easy for you to help us! Just last year we reached 5,000 Likes on Facebook. By gaining followers, it is more likely that our message will be seen on more news feeds and posts. If you haven't already, simply Like and Follow us online. Thank you!

2015 SunWise with Shade Poster Contest contd.

2015 National State Prizes

Grades K - 3

- Shade Foundation Sun Safety kits for top 5 entries

Grades 4 - 8

- The national poster contest winner will receive a trip to the award ceremony in Washington, DC and a tour of the U.S. Capitol
- The sponsoring teacher of the national poster contest winner will receive \$500.00.

How much do your students know about sun safety?

Demonstrate your SunWise-savvy and participate in our contest today!

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Demonstrate your SunWise-savvy and participate in our contest today!

National Don't Fry Day

The National Council Declares the Friday before Memorial Day, May 22, 2014 is “Don't Fry Day” To Encourage Sun Safety Awareness.



“Those who have a family history of skin cancer, plenty of moles or freckles, or a history of severe sunburns early in life are at a higher risk of skin cancer as well. .”

To help reduce rising rates of skin cancer from overexposure to the ultraviolet (UV) rays of the sun, the National Council on Skin Cancer Prevention has designated the Friday before Memorial Day as “Don't Fry Day” to encourage sun safety awareness and to remind everyone to protect their skin while enjoying the outdoors. Because no single step can fully protect you and your family from overexposure to UV radiation, follow as many of the following tips as possible:

- Do Not Burn or Tan
- Seek Shade
- Wear Sun-Protective Clothing
- Generously Apply Sunscreen
- Use Extra Caution Near Water, Snow, and Sand
- Get Vitamin D Safely

As warm weather approaches and millions of Americans prepare to enjoy the great outdoors, the risk for ultraviolet (UV) damage of the skin increases. Skin cancer is on the rise in the United States, and the American Cancer Society estimates that one American dies every hour from skin cancer. This year alone, the American Cancer Society estimates there will be more than 76,250 new cases of malignant melanoma, the most serious form of skin cancer, and more than two million new cases of basal cell and squamous cell skin cancers in the U.S.

Fortunately, skin cancer is highly curable if found early and can be prevented. Remember to Slip! Slop! Slap!...and Wrap when you're outdoors — slip on a shirt, slop on broad spectrum sunscreen of SPF 30 or higher, slap on a wide-brimmed hat, and wrap on sunglasses. The best way to detect skin cancer early is to examine your skin regularly and recognize changes in moles and skin growths.

Continued on next page

National Don't Fry Day cont.

Most skin cancers are caused by overexposure to UV radiation. Individuals with lighter-toned skin are more susceptible to UV damage, although people of all races and ethnicities can be at risk for skin cancer. Those who have a family history of skin cancer, plenty of moles or freckles, or a history of severe sunburns early in life are at a higher risk of skin cancer as well. To minimize the harmful effects of excessive and unprotected sun exposure, protection from intense UV radiation should be a life-long

practice for everyone.

The National Council on Skin Cancer Prevention is a united voice to reduce skin cancer incidence, morbidity, and mortality, through awareness, prevention, early detection, research, and advocacy.

Note: This article was taken from the National Council on Skin Care Prevention. <http://www.skincancerprevention.org/node/282>

Interview with Dr. Jennifer Chwalek

Dr. Jennifer Chwalek recently joined the Shade Foundation as our newest At-Large Member of the Board of Directors. A practicing dermatologist for over 10 years, Dr. Chwalek augments the Foundation's medical and scientific expertise. Having counseled countless patients, Dr. Chwalek understands the human costs in the fight against skin cancer as well.

It was in her early years at the University of Maryland School of Medicine that Dr. Chwalek discovered her passion for dermatology. In her formal dermatologic training, she became more aware of skin cancer as a widespread epidemic. Now, as a dermatologist in New York City, she has seen how crucial it is to educate against widespread misinformation regarding sun protection and cancer prevention. "Many people, for example, still think it's safe, or important to get a 'base tan' to protect themselves from sunburn before vacationing on the beach. Also, many people are unaware of the importance of using sunblock throughout the year. Sun reflects on surfaces and on the snow in winter. **This type of UV exposure adds up over the course of your life.**"

Prior to moving to New York, Dr. Chwalek worked on the sunny west coast of California. When asked about the differences in sun safety and skin care on one coast versus another, she notes the difference in behaviors. "I saw a lot of skin cancer in California, but here [in NY] there are more seasons and there's a greater tendency for people to want to tan, to go on sunny vacations and have intense exposure to sun. On top of that, maybe they're not using as much sunscreen or the correct level of SPF that they should, especially after a long, cold winter. **There is evidence that intense intermittent**



“There is evidence that intense intermittent exposure to the sun is worse for your skin.”

- Dr. Chwalek

“I recommend using an SPF on your face year-round, ideally SPF 30+,”

Dr. Chwalek



Interview with Dr. Chwalek cont.

exposure to the sun is worse for your skin.” In her own observations, she’s noted how patients tend to associate the success of their vacation with the degree of their tan. What she urges her patients and everyone to understand is that **any tan is an indication of damage to your skin.**

Today, she adds, “there’s definitely more media attention and more education about skin cancer prevention, but I do feel like I’m seeing more young people presenting with skin cancer, such as people under the age of 40 coming in with basal cell and melanoma. With that in mind though, the increased media attention spent on educating the public is encouraging.”

Dr. Chwalek is looking forward to better diagnostic technology in the future as well. “We’re starting to see this now with newer diagnostic imaging techniques that may eventually aid us in determining which moles really need biopsied. I think the technology is still in its early stages, but **we’ll definitely have ways in the future of evaluating a lesion without biopsy.**” She’s also looking forward to a future where we may be able to treat more cancers including basal cell and squamous cell cancers in non-invasive ways, without surgery,” possibly using a light source to destroy cells, for example, though it’s still very experimental. And, with melanoma, **there have been newer drugs developed in the past few years, which have shown survival benefit in later stage disease.** While this is promising, the goal still needs to be prevention through educating the public about the warning signs of skin cancer and the dangers of unprotected sun exposure.

In the meantime, Dr. Chwalek recommends the old standby’s for prevention, “I recommend using an SPF on your face year-round, ideally SPF 30+, and definitely in the summer time; re-apply every two hours, avoid peak hours of sun exposure between 10AM and 3PM, seek shade during those times, and wear sun protective clothing, which is becoming more readily available.” For parents, Dr. Chwalek points out the importance of recognizing that most of the sun damage to our skin occurs when we’re young. “We have to protect our kids. Lather them up, wear sun protective clothing, keep them out of the sun, and most importantly, include them in the process so that they understand the importance of using sun screen.”

Dr. Chwalek is eager to spread this message remarking, “I hope to be in a position to reach out to more people and educate the public though my work with The Shade Foundation. The Shade Foundation has an important mission and I look forward to all of us working together to increase education throughout the U.S.”



Children's Skin Cancer
Education & Prevention

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ABOUT SHADE

Shade Foundation of America, The Children's Skin Cancer Education & Prevention Foundation, is the only national children's foundation devoted to skin cancer education and prevention. A 501(c)(3) non-profit organization established in 2002 after founder Shonda Schilling's very public battle with malignant melanoma, our mission is to prevent skin cancer and eradicate melanoma through the education of children, parents, educators and the community throughout the USA and territories.

Education for Prevention

Follow us!
#SunWise on [Twitter](#)
[@PreventMelanoma](#)

Make A Donation

Make a gift in honor of someone special. Do you have a family member or friend with skin cancer or melanoma? With over 3,000,000 cases diagnosed last year the chances are you do.

Take a moment to consider how it has touched your life. And then give a gift that will touch and help other families.

Donate today to support education, prevention, and sun safety supplies to students and schools.

[**Donate Here**](#)



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EPA for an
amazing
partnership
through the
years.*



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