



Shade Foundation

Children's Skin Cancer
Education & Prevention

2017 Shade Poster Contest Rules and Activities Manual

ShadeFoundation.org

For more information
or questions, email
programs@shadefoundation.org



**Shade
Foundation**

Children's Skin Cancer
Education & Prevention

2017 National Poster Contest Winner



Alexa, Grade 4, from South Carolina



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Dear Parents and Educators,

You are invited to participate in the 2017 Shade Poster Contest. This guide is meant to provide you with additional educational resources to help you teach your students about sun safety. By participating in this contest, your students join more than 170,000 students who have submitted posters over the past 14 years. Plus, state winners, in grades K – 8th, will receive a Shade Foundation backpack that includes a Sun Safety Kit, and 4th – 8th grade winners will be entered in a national contest for a trip to Washington, DC. The winning teacher in the national contest will receive a \$500.00 prize.

Being SunSafe is important because skin cancer is the most common cancer in the United States, and **one in five** Americans will develop the disease. By following the SunWise action steps, we can teach children to protect themselves from ultraviolet radiation at a young age, decreasing their chance of developing skin cancer later in life.

Because of the huge number of entries, we **must follow strict eligibility criteria**. Students must include **at least FIVE (5)** sun safety actions steps on Page 1 of this guide. You will find additional requirements there as well. To see previous winning posters and to learn more about this year's poster contest and prizes, please visit:
www.shadefoundation.org.

Best of luck and remember to Limit the Sun, Not the Fun!

A handwritten signature in black ink that reads "James Norton".

James
Norton
Chairman
Shade Foundation of America

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2017 Shade Poster Contest

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Introduction: The Importance of Being SunWise

While some exposure to sunlight can be enjoyable, too much can be dangerous. Overexposure to ultraviolet (UV) radiation in sunlight can result in a painful sunburn. It can also lead to more serious health effects like skin cancer and cataracts. Children particularly need sun protection education since unprotected sun exposure during youth increases their lifetime risk for skin cancer.

Most people are not aware that skin cancer, while largely preventable, is the most common form of cancer in the U.S., with nearly 5 million cases diagnosed annually. By following simple steps, you can still enjoy your time in the sun while protecting yourself from overexposure.

SunWise Action Steps:

- Do not burn
- Avoid sun tanning and tanning beds
- Generously apply sunscreen of at least SPF 30+
- Wear protective clothing, such as a wide-brimmed hat, sunglasses, and full-length clothing
- Seek shade
- Get vitamin D safely
- Check the UV Index, a forecast of UV intensity
- Use extra caution near water, snow, and sand

Health Effects of Sun Overexposure:

Since the appearance of an “ozone hole” over the Antarctic in the early 1980s, Americans have become aware of the health threats posed by ozone depletion, which decreases the earth’s natural protection from the sun’s harmful UV rays.

Understanding these risks and taking sensible precautions will help you enjoy the sun while lowering your chances of sun-related health problems. Some adverse effects of sun overexposure include:

- Sunburn
- Melanoma and non-melanoma skin
- Premature aging and wrinkling of the skin
- Cataracts and other eye damage

UV Index:

The UV Index provides a daily forecast of the expected risk of overexposure to the sun. For more information on the UV Index and ozone layer, please visit:

www.epa.gov/sunwise.

Exposure Category	UV Range
Low	< 2
Moderate	3 to 5
High	6 to 7
Very High	8 to 10
Extreme	11 +

The UV Index was developed by:



2017 Shade Poster Contest

Create a Poster:

Children in kindergarten through 8th grade are eligible to enter the 2017 Shade Poster Contest. Entries are categorized by K-3rd grades and 4th-8th grades.

By submitting a poster, the entrant gives a perpetual, royalty free license to the Shade Foundation to copy, distribute, make derivative works, and publicly display the submitted poster. Posters will not be returned.

Submitted posters must meet the following criteria (or risk disqualification):

- 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 (see previous page);
- Attach the official entry form to the back of each submitted poster (see next page);
- Entries must be received no later than **December 15, 2017**; and
- Correct spelling and grammar must be used in the 4th-8th grade category.

Posters will judged based on:

- Ability to show at least five of the Sun Safety Action Steps (as opposed to using words only);
- Creativity;
- Originality; and
- Quality of artwork

State Prizes:

- K - 8th grade state winners will receive a Shade Foundation backpack and Sun Safety Kit

National Prizes:

Grades K – 3th Shade Foundation backpack and Sun Safety Kit

Grades 4th - 8th

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

For more information, please visit the Shade Foundation's website: www.shadefoundation.org
Certain restrictions apply. Prizes are subject to change without notice.

How to Submit a Poster:

Parents and Teachers:

1. By submitting a poster, the entrant gives a perpetual, royalty free license to the Shade Foundation to copy, distribute, make derivative works, and publicly display the submitted poster. Posters will not be returned.
2. Please complete the lower section of the form and duplicate the form for distribution to your students.
3. Ensure that each student's name, age, gender, and grade level are provided on the bottom section of the form. All information is required.
4. Attach the completed form to the back of **each** child's poster.
5. Do not write any identifying information on the front of the poster.
6. **All entries must be received by December 15, 2017**
7. Mail poster entries with completed form **attached** to the back of the poster to:

2017 Shade Poster Contest
3220 N Street NW #281
Washington, DC 20007

Poster Contest Entry Form

Teacher/Parents's Name: _____ Email: _____

School Name: _____

School Address: _____

City: _____ State: _____ Zip: _____

School Phone Number: _____ School Fax: _____

Have you entered the contest previously? YES _____ NO _____ If Yes, what year? _____

Is your school participating in the SunWise program? YES _____ NO _____

Did you teach sun safety information to students? YES _____ NO _____

How did you hear about the contest? _____

Child's Name: _____ Age: _____ Grade: _____

Circle One: Girl Boy

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Activity One: Speedy Sun Relay Race (Grades K-2)

Estimated Time:

30 Minutes

Supplies:

One set of the following sun-safe and non-sun-safe clothes and items for each team:

- Long-sleeved shirt (preferably with collar)
- Long pants (optional)
- Hats (wide-brimmed, cowboy)
- Sunglasses
- Empty bottles of sunscreen, some with SPFs of 30 and higher, some with lower SPFs
- Shoes (optional)
- Various other articles of clothing that are not sun-safe, like tank tops, t-shirts, shorts, baseball caps, visors, etc.

Note: Make sure that the clothes are large enough for each student to put on and take off easily.

Learning Objective:

This activity will challenge students to think quickly about sun-safe behavior by selecting correct sun-safe clothes when presented with several options. Assess whether the students learned how these clothes will help protect them from the sun's harmful UV rays by asking them the following questions:

- What are three items that the model is wearing that you would pick to protect yourself? Explain why you chose these three items.
- How many of you dress like the model when you play outside? Why do you think dressing like this is safer for you?
- Explain why you would take these actions.

Directions:

1. Organize the class into teams of five or more and line them up at the start of the racecourse.
2. Place the pile of clothes at the other end of the racecourse. Have each team select one student to be the sun-safe model. This student will stay at the starting point of the race, donning sun-safe clothes.
3. The other team members should each take turns running to the pile of clothes, selecting one item, and bringing it back to the model. The first team to have a completely sun-safe model is the winner.
4. The sun-safe models should be wearing a protective hat, long-sleeved shirt, and sunglasses, and be carrying a bottle of sunscreen with SPF

This activity is reprinted from the U.S. EPA's SunWise Tool Kit.

of 30 or higher.

5. Incorrectly dressed models must decide what they are missing, and the other team members must continue bringing back items until the model is sun-safe.

Activity Two: Measure Your Shadow (Grades 3-5)

Estimated Time:

Two to three 15-minute intervals during one day.

Supplies:

- Chalk (a different color for each trip outside)
- Yardstick / meterstick

Learning Objective:

The objective of this activity is to demonstrate to students what causes a shadow, how shadows change from morning to evening, and how they can tell by the length of their shadows what times of day they should seek protection from the sun's harmful UV rays.

Directions:

Instruct the students to make a chart on a piece of paper to record the time they traced the shadows and size of the shadows. Also, each student should record his/her own height for comparison. The chart will need two columns and three rows. The top of the chart should be labeled "time" and "measurement." The side of the chart should be labeled "first shadow," "second shadow," and "third shadow" (if a third interval is used).

Take the students outside two to three times during the day (once around noon). Have students choose a partner. Instruct the students to trace their partner's shadow using a piece of chalk on the cement surface of the schoolyard. They should begin tracing the shadows from the feet. They should write their names inside their shadows. Students should use the yardstick to measure the length of the shadows each time they trace them. Students should record the measurement and time in their charts.

When everyone goes back outside later in the day, have each student stand on the feet of their own shadow and have their partner retrace their new shadow on top of the original. Again they should record the measurement and time in their charts.

Questions and Answers:

1. What makes your shadow?

The rays of the sun shining on one side of your body generate a shadow that is projected away from your body.

2. Do you always have a measurable shadow?

Yes. When the sun is overhead at noon, the projection of the shadow is much shorter than it is during the rest of the day.

3. Is your shadow always the same size?

This activity is reprinted from the U.S. EPA's SunWise Tool Kit.

No. Your shadow is long in the early morning and late afternoon and short during midday.

4. How much time passed between your first and last shadow?

Students should count the hours and minutes on a watch or clock to find the number.

5. What is the difference between your measurements?

Students should subtract to find the answer.

6. What is the shadow rule?

"Short shadow, seek shade."

Activity Three: SunWise Surveyor (Grades 6-8)

Estimated Time:

One to two class periods

Supplies:

- Clipboards (optional)
- Measuring tapes, yardsticks or metersticks

Learning Objective:

This activity will raise student awareness of daytime exposure to the sun. Students will focus on the amount of shade provided for their outdoor hour at school, and the importance of providing sun-safe areas on the property. Assess student comprehension by asking students to design a more sun-safe playground.

Directions:

1. Tell your students that they are surveyors who have been assigned to determine the current availability of shade on your school's property in order to help school administrators decide if the grounds are sun-safe.
2. Have the class take a survey of the grounds during a period of time when students are present, such as recess or lunchtime.
3. Have the students begin by drawing a scaled map of the school grounds, observing and marking on the map the most popular places where students congregate and play. These play areas can include sports fields, jungle gyms, blacktops, eating areas, and any other places where kids hang out.
4. Now have students survey and mark the parts of the play areas that are covered in shade.
5. Have the students measure the dimensions of the play areas, record their results, and measure the shade-covered portions of these areas. For circular-shaped areas, such as under a tree, students will measure the diameters and calculate the areas of the shady spot, and write down these results as well.

Questions and Answers:

1. What is the total area of the play areas on your school's grounds?
Answers will vary. Students will determine this figure using algebraic formulae to calculate the area of each play area, then adding the sums together. $A=l \times w$
2. What is the total area of the portions of those play areas covered by shade? *Answers will vary. Students will determine this figure using algebraic formulae to calculate the area of each shade-covered area,*

then adding the sums together.

3. What percentage of the play area on your school's grounds is sun-safe?
This answer will be determined by dividing the total area of shady spots by the total area of the play areas.
4. How will the shaded play areas change with the movement of the sun?
Answers will vary, but should reflect an understanding of the motion of the sun.

This activity was adapted from the California Department of Health Services School Shade Protocol, Cancer Prevention and Nutrition Section, and is reprinted from the U.S. EPA's SunWise Tool Kit.