

# Tanning is Out Challenge Toolkit

**TANNING  
IS OUT**



Canadian  
Cancer  
Society

BRITISH COLUMBIA AND YUKON

# Tanning is Out Challenge

## What it's all about

Skin cancer is the most common form of cancer in Canada and is almost entirely preventable. Now is your chance to influence your friends and classmates, challenging them to pledge to be tan-free for vacations, the summer, and for grad or prom. The Jersey Shore look is not cool; what's cool is rocking your natural skin tone.

This spring help spread the word at your school that tanning is totally out. Your role is to get as many of your peers as possible to pledge to be tan-free - that means no tanning indoors (tanning beds or booths) or deliberate tanning outdoors.

## The goal

- Get people talking about the dangers of tanning
- Decrease outdoor and indoor tanning among youth
- Spread awareness about the Tanning is Out Challenge
- Collect as many pledges as you can

## Leader's Role

### Lead the Fight

- Lead the challenge in your school.

### Raise Awareness

- Spread the word through social media, posters, videos, media and more.
- Be a role model and don't tan indoors or outdoors.

### Get Pledges

- Collect pledges from students at your school to be Tan-Free (both from tanning beds and outdoors).

## The Truth about Tanning

### You should know: tanning is totally out!

The truth is tanning isn't healthy, and your skin, whatever the color, should be protected from the sun's harmful rays.

- Melanoma skin cancer is one of the most common forms of cancer for people between the ages of 15-29 and is mostly preventable.
- According to the World Health Organization Ultraviolet (UV) radiation exposure from the sun or tanning devices is a known carcinogen – in other words, we know they cause cancer.
- Indoor tanning starting before the age of 35 increases the risk of melanoma significantly.

## **Skin Cancer Prevention**

Let's be real, no one wants to stay inside when the sun is shining. Just be smart about your sun exposure and plan ahead.

- REDUCE sun exposure between 11 am and 4 pm and when the UV index is above 3
- COVER up with loose fitting clothes, WEAR a wide brimmed hat and sunglasses
- SEEK shade
- USE broad spectrum SPF 15 sunscreen or higher, and if you are planning to be outside most of the day, use an SPF 30
- AVOID indoor tanning. Tanning beds are no safer than the sun. Tanning beds and sun lamps release UV rays that can cause sunburn, damaged skin, premature aging and increased risk of skin cancer

## **Alternatives**

It's understandable that not everyone feels they can rock beautiful, natural skin like Lady Gaga and Scarlett Johansson, and for some people bronzed skin is desirable (although this trend is changing).

- In a pinch, bronzer, self-tanners or a spray tan will do the trick
- Bronzers, self-tanners and spray tanners have not been shown to pose a health risk and are considered safe to use – if they're applied correctly and carefully. They should only be applied externally to the skin and should not be used on any area covered by mucous membranes. You need to protect your lips, mouth, nose and area around the eyes. You should be careful not to breathe in (inhale) or ingest any of the products. Be sure to follow the directions on the label.

## **Be Aware**

Check your skin regularly as most skin cancers can be cured if they're caught early enough. Make sure that you or someone else checks "hard-to-get-at" places such as your back. If you notice changes or are confused about what you should be looking for, ask your doctor for help.

Watch for:

- any change in a birthmark or a mole that changes shape, colour, size or surface
- any new growth on your skin – pale, pearly nodules that may grow larger and crust, or red, scaly, sharply defined patches
- any sore that doesn't heal
- any patch of skin that bleeds, oozes, swells, itches or becomes red and bumpy

# Running the Challenge in your School

## What you'll need to know:

No tan is a safe tan. Skin cancer is the most common form of cancer in Canada and is almost entirely preventable. By taking the pledge to be tan-free you are helping to reduce your risk of skin cancer.

## How to 'sell it' in your school:

Get your friends on board. Talk it up. Be an influencer.

- Use Facebook and Twitter to spread the word
- Post the *Killer Tan* or *Tanning Gone Bad*. *Tanning Is Out*. video on social media - encourage your friends to do the same
- Arrange to play one or both of the videos during an assembly or where a large number of students hang out (cafeteria at lunch?)
- Hang posters in the bathrooms and hallways – wherever most people will see them
- Make announcements - use the Tanning is Out key messages, be creative, challenge your friends

## What you'll need:

- Determination to get as many students in your school to pledge
- Permission from school administration
- Permission to play the video, hang posters or read announcements

## Tips on running a smooth pledge week(s):

1. Plan when you'll hold your pledge week(s).
2. Get the word out! Consider playing one of the *Killer Tan* or *Tanning Gone Bad – Tanning Is Out*. videos during a school event or where a large number of students are gathered, hang posters throughout the school, use Facebook and Twitter to share videos and Tanning is Out messages. Set the trend - update your Facebook status with some Tanning is Out messages. Use school announcements to read off quick one-liners.
3. Go for a squad style pledge event; hit everyone before school and during lunch. Everyone should carry a physical pledge form so people can write their name and signature.
4. Let the Canadian Cancer Society know how many pledges you have collected when you are done.

## What happens after your pledge week?

*Keep the momentum going* - use Facebook and Twitter to encourage your friends to keep their pledge and be tan-free. Create conversation on the issue; share your experience by posting on the Tanning is Out Facebook page or mention the @TanningisOut handle in your tweets.

*Help us evaluate the challenge* - determine how successful your school was by the number of pledges collected and momentum it caused. Were people talking about it a lot? Did you

notice anyone change their behaviour? Share your stories with us. Please take the time to fill out an online survey at the end of the initiative.

## Education and Pledge Week Ideas

- Contribute an article to the school newsletter
- Host a movie night with guest speakers – admission is taking the pledge
- Once a week, share a story about someone who has been impacted by skin cancer. Stories can be found on [cancergameplan.ca](http://cancergameplan.ca) or the Skin Cancer Foundation.
- Put messages about the challenge on TV screens throughout the hallways
- Host an Anti-Orange Day: give out free oranges letting students know “orange is a snack, not a skin tone”
- Set up a table in the hallway to collect pledges and give out info
- Encourage people to “like” Tanning is Out on Facebook
- Encourage people to “follow” @TanningisOut on Twitter
- Hang up posters.
- Host a launch event and/ or wrap up event
- Host a Sun-safe Hawaiian Day: students dress in “sun-safe attire”
- Wander the halls at lunch and talk one-to-one with students about tanning and collect petition signatures
- Present the Tanning is Out Challenge at a school assembly
- Show one of the Canadian Cancer Society UV and tanning awareness videos at an assembly or kick-off event.
- Create a Facebook event for your Tanning is Out Challenge pledge week (include your school name)
- Encourage your classmates and friends to check their skin – share tips on what to watch for and how to check
- Encourage your school’s sports teams to get involved in the challenge by taking the pledge and making a commitment to playing safe in the sun.

## Planning Tool

<b><i>Tanning is Out Leader Role</i></b>	<b><i>Name(s)</i></b>
<p><b>Social Media Energizer</b></p> <ul style="list-style-type: none"> <li>• Create a Facebook event for your school’s Tanning is Out Challenge pledge week</li> <li>• Share your school’s Facebook event page and update the page with school updates or photos</li> <li>• Contribute to the <a href="http://cancergameplan.ca">cancergameplan.ca</a> blog</li> <li>• Include @TanningisOut in your tweets about the challenge</li> </ul>	
<p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Oversee the vision of your challenge               <ul style="list-style-type: none"> <li>○ What images and information will be powerful and well received?</li> <li>○ What do you want your class to know and feel about tanning?</li> <li>○ What do you want them to know about the Tanning is Out Challenge?</li> <li>○ How are you advertising your pledge events?</li> </ul> </li> <li>• Decide what materials you need (posters, presentations, display boards, videos, brochures, handouts, social media, Twitter, Facebook, etc.)</li> </ul>	
<p><b>Event Planner:</b> Lead organizer(s) of your school’s pledge events</p> <ul style="list-style-type: none"> <li>• <b>Who?</b> Who will help with planning, advertising, set up and take down, implementation, organizing collateral and sign-up sheet?</li> <li>• <b>How?</b> What will you do to inspire your peers to take the pledge? Will you have a display? Will you go in groups to chat with people? An assembly or short presentations in classes?</li> <li>• <b>What?</b> What supplies and resources will you need and where will you get them from? Do you need permission from anyone at the school for what you’re planning?</li> <li>• <b>Where?</b> Where do people gather?</li> <li>• <b>When?</b> How many events will you hold? When will they be – days, times? How long will your events take?</li> </ul>	

## Tanning is Out Challenge – Action Plan Summary

Now that you know the details of the challenge, it's time to start planning! Get the Tanning is Out Challenge student leaders together to go over this toolkit and use this table to plan your activities and keep everyone on track.

<b><i>Activity Description</i></b>	<b><i>When, where, how?</i></b>	<b><i>Resources needed</i></b>	<b><i>Who's Responsible</i></b>

## Resources

### Canadian Cancer Society, Public Issues

- [publicissues@bc.cancer.ca](mailto:publicissues@bc.cancer.ca)

### Facebook:

- Tanning is OUT
  - Provincial UV radiation Facebook site  
<https://www.facebook.com/TanningIsOut>

### Videos:

*'Killer Tan' on YouTube:*

- Search "Killer Tan" <http://youtu.be/7KttFUxxXfK>

*'The Burnadettes' on YouTube:*

- 2012: <http://www.youtube.com/watch?v=B4LdWEwiNkQ>

*'Youth Speak Out' on YouTube:*

- Search "Youth Speak Out" + "Cancer"  
<http://www.youtube.com/watch?v=Fvib4xbqpxs>

### CCS's Cancer Information Service:

- Ask any question about cancer – these are the experts
- Call 1-888-939-3333 or email [cancerinfo@bc.cancer.ca](mailto:cancerinfo@bc.cancer.ca)

### Websites and Links:

*My One Thing:* [www.myonething.ca](http://www.myonething.ca)

*Canadian Cancer Society BC and Yukon:* [www.bc.cancer.ca](http://www.bc.cancer.ca)

*Canadian Cancer Society Cancer Information Service:*

Call 1-888-939-3333 or email [cancerinfo@bc.cancer.ca](mailto:cancerinfo@bc.cancer.ca)

*Skin Cancer Survivor Stories:*

- Skin Cancer Foundation: <http://www.skincancer.org/true-stories>