GO SUN SMART

A Ski & Snowboard School Instructor Program Promoting Sun Safety

MODULE 1:

Introduction to Sun Smart

Overview

- Know Your Personal Risk
- Recognize Signs of Skin Damage
- Practice Sun Smart Behavior
- Make Sun Smart Goals for Yourself
- Give Sun Smart Customer Service

Incidence of Skin Cancer

- Over 1 million cases of non-melanoma skin cancer in the U.S. and over 70,000 in Canada in 2001.
- 51,400 cases of melanoma in the U.S. and 38,000 in Canada in 2001.
- Melanoma will kill 7,800 people in the U.S. and 820 people in Canada in 2001.

Ultraviolet (UV) Rays Damage The Skin

- 90% of skin cancers are caused by UV exposure.
- UV can burn the retina and cause cataracts of the eyes.
- UV is higher in alpine environments.
  - UV increases by 5% for every 1,000 feet above sea level.
  - Snow can reflect 85-95% of UV rays.

Ski & Snowboard School Instructors and Sun Smart

- Know your personal risk for skin and eye damage.
- Act as an opinion leader for sun smart behavior.
- Ski & snowboard school instructors are respected sources of safety information for many employees and guests at the ski area.
- Go sun smart with your family.

MODULE 2:

Personal Risk for Skin Damage

The Sun: Benefits and Harms

BENEFITS:

- Heat
- Light
- Photosynthesis (CO_2 & O_2)
- Outdoor environment for physical activity
- Production of Vitamin D
- Happy and positive feelings

HARMS:

- Sun tans
- Sunburns
- Skin aging
- Freckles
- Wrinkles
- Skin cancer
- Eye damage (Cataracts)

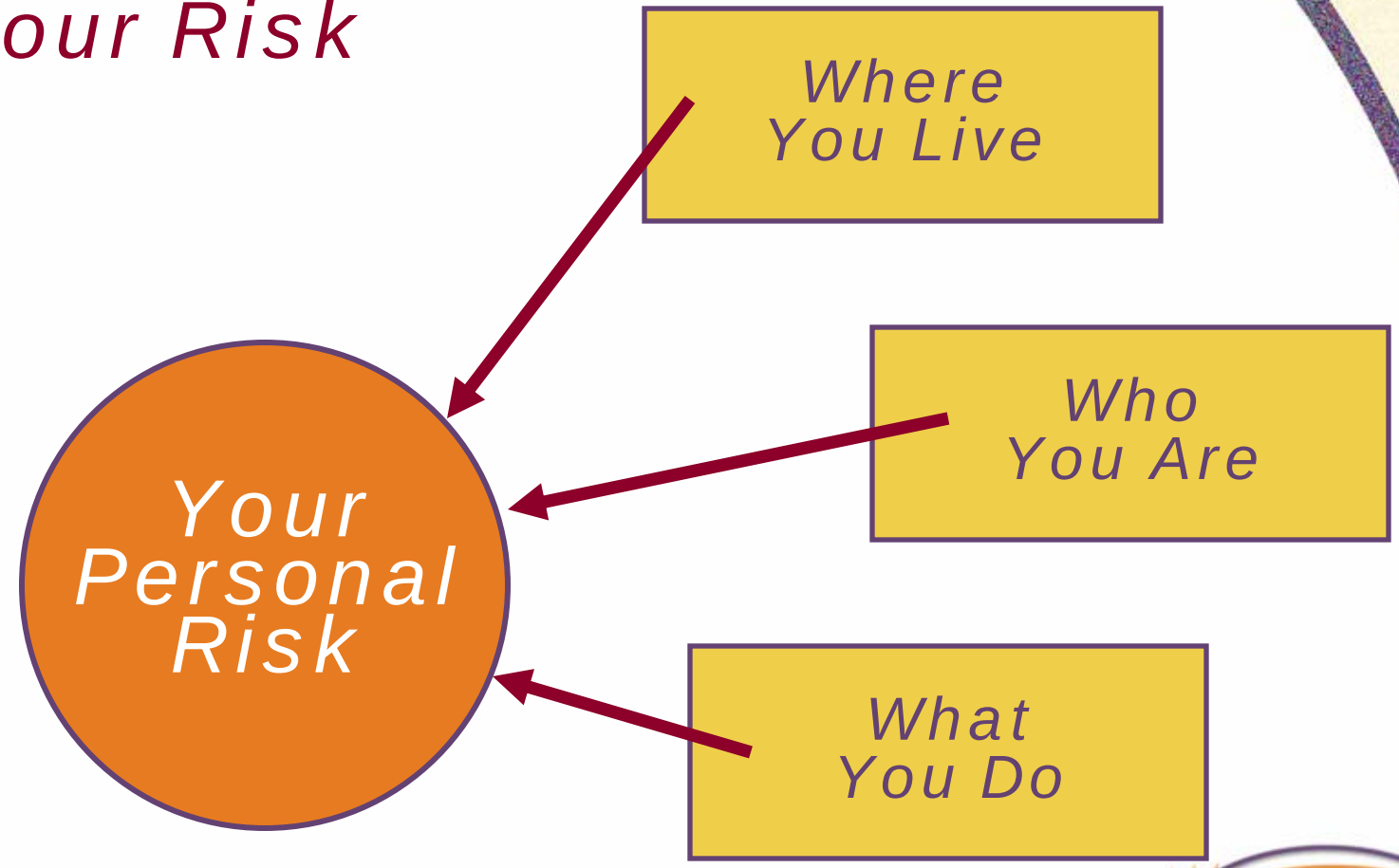
Personal Risk for Sun Damage

Your risk of getting harmed from sun exposure is the sum of 3 components:

Where You Live
\+ Who You Are
\+ What You Do

= PERSONAL RISK FACTOR for sun damage

Your Risk



Your Personal Risk Assessment

Take a few moments to fill out your Personal Risk Assessment form!

Scoring Your Personal Risk Assessment

What Your Total Score Means:

17-29 I AM AT LOW RISK…

but I still need to watch myself to prevent sunburns.

30-41 I AM AT MEDIUM RISK…

so I need to protect myself with sunscreen and protective clothing.

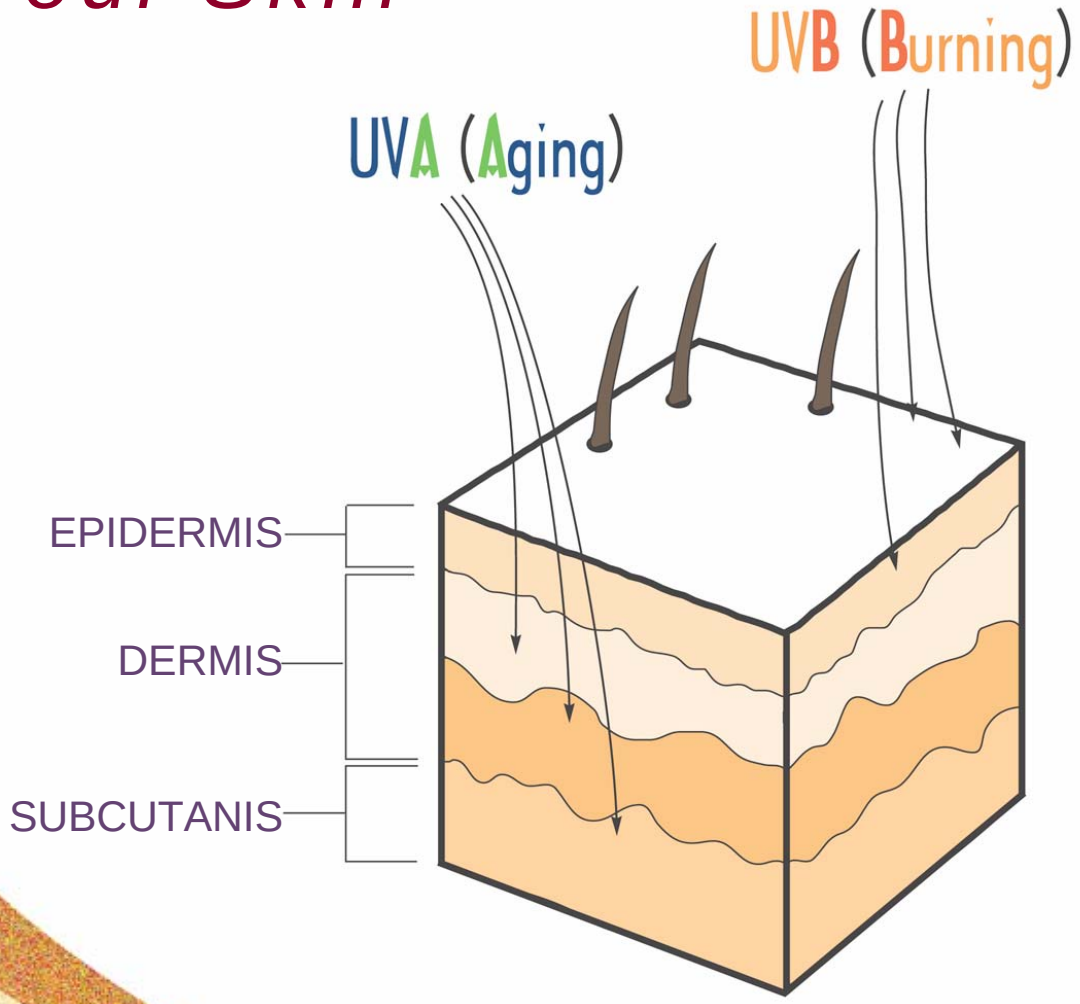
42-53 I AM AT HIGH RISK…

and I really need to be extra careful in the sun and protect my skin.

MODULE 3:

How Sun Damages The Skin

Your Skin



EPIDERMIS
- Dead Skin Cells
- Live Skin Cells
- Melanocytes

DERMIS
- Nerve Endings
- Blood Vessels
- Fluid

SUBCUTANIS
- Fatty Tissue
- Fluid

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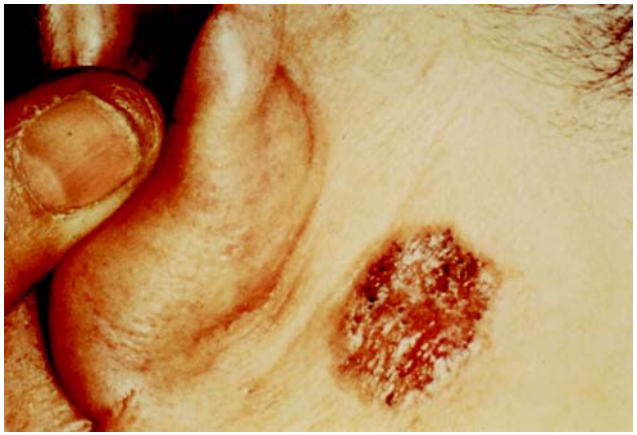
Sun Tans & Sunburns

- A sun tan tells you that your skin is trying to protect itself from damaging UV rays.
- Sun tans give very little protection; a sun tan is NOT “healthy.”
- Avoid sunburning (frying your epidermis) altogether.
- Sunburns cause wrinkles, premature skin aging and skin cancer.

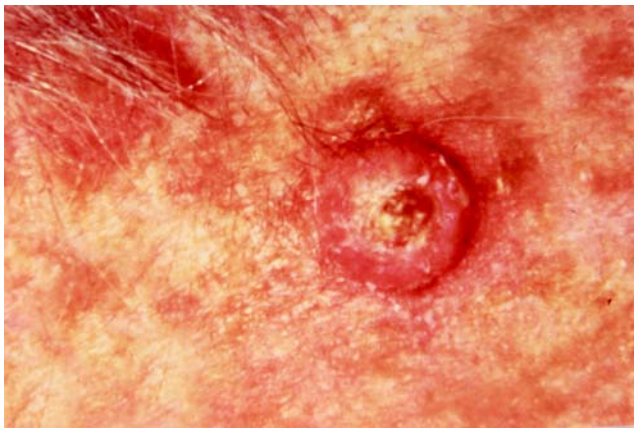
Skin Cancer

- Basal Cell:



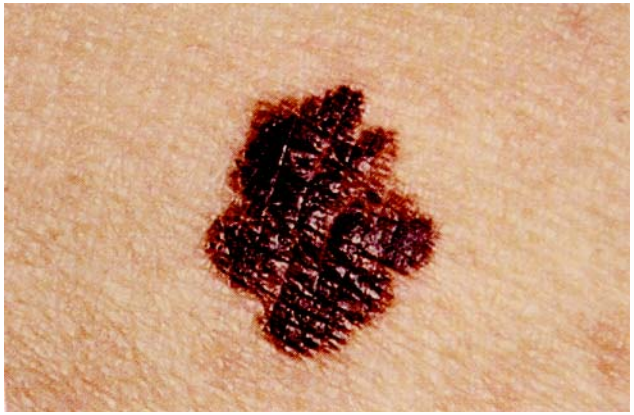
Skin Cancer

- Squamous Cell:



Skin Cancer

- Melanoma:



Reduce Your Sun Exposure

WHAT TO AVOID:

- Severe sunburns from intense, intermittent exposure to UV rays
- Continual exposure to UV rays over your lifetime

MODULE 4:

Being Sun Smart by Reducing Sun Exposure

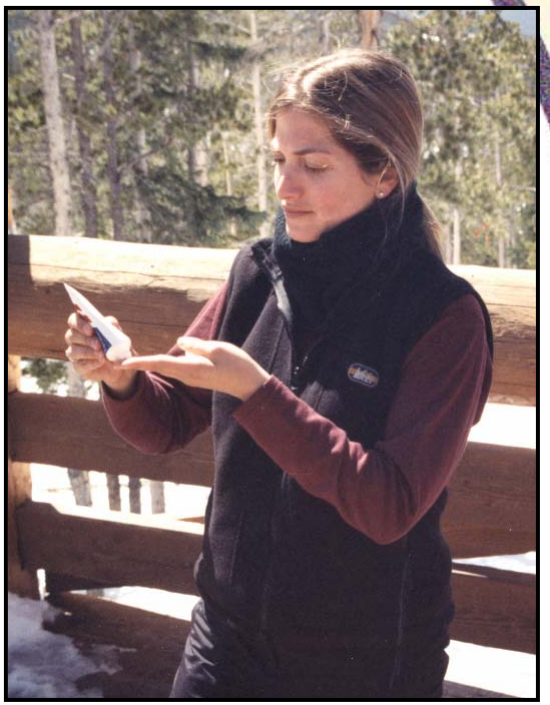
Sun Smart Behaviors

- Wear Sunscreen & Lip Balm
- Wear Protective Clothing
- Wear a Hat with a Brim
- Wear Protective Sunglasses or Goggles
- Limit Your Time in The Sun

Choosing the Right Sunscreen

Things to look for:

- Sun Protection Factor (SPF) 15 or higher
- Broad spectrum sunscreens that protect against UVA & UVB rays
- Water-resistant sunscreens



What is SPF?

- SPF = Sun Protection Factor
- SPF is a number that tells you how long a sunscreen will protect your skin from sunburn.
- Calculate your protection.
  - Time to Burn without sunscreen x SPF = Protection time
- If your skin burns in 30 minutes without sunscreen, an SPF 15 sunscreen would protect you for 450 minutes.

SPF Equation

Your Time To Burn Without Protection

x SPF of your sunscreen

= _____ MINUTES UNTIL SKIN BURNS

Example:

30 minutes x SPF 15 = 450 minutes until sunburn

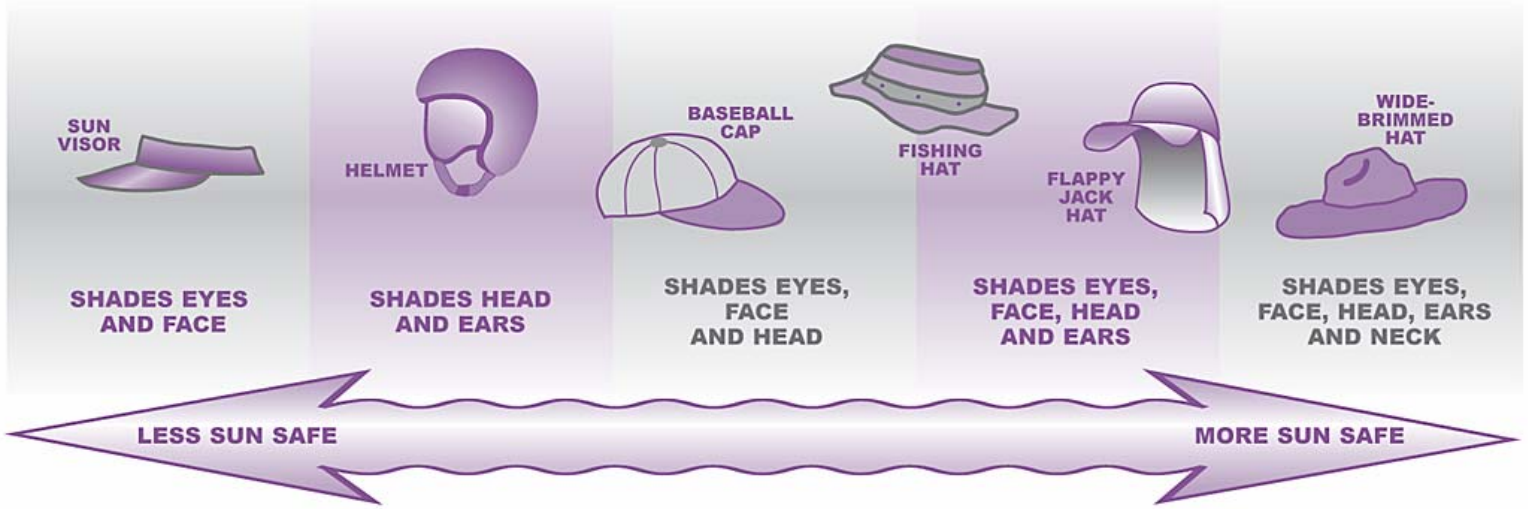
Go Sun Smart with Sunscreen

- Apply 30 minutes prior to sun exposure
- Apply all over exposed skin.
- Don’t forget places like ears, neck and hands.
- Slop it on! – on average, you should use an amount the size of a large grape to cover your face, ears and neck.
- Reapply every two hours.
- Make using sunscreen a habit – Wear it EVERYDAY!

Sun Smart Clothing

- Wear clothing that covers a large amount of your skin.
- Long-sleeve shirts and long pants are best.
- Choose clothing that is made from fabric with a TIGHT WEAVE that will block more of the sun.

Sun Smart Hats

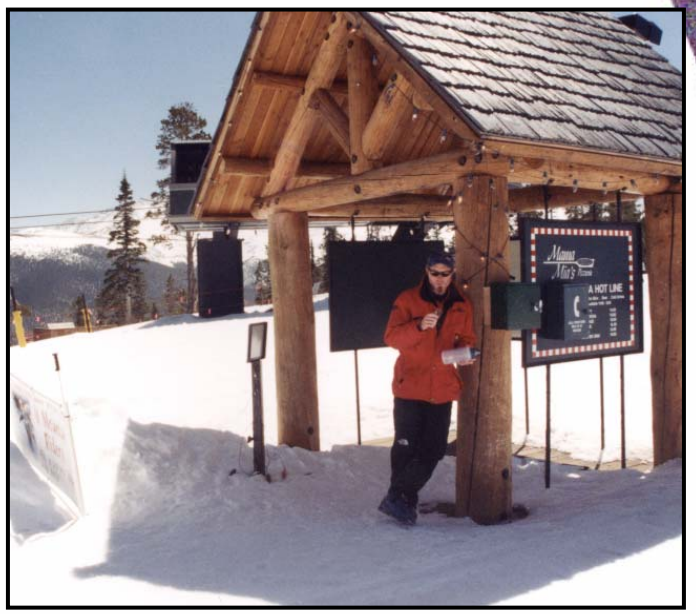


Sun Smart Sunglasses

- UV rays can:
  - harm your eyes
  - cause cataracts
- Select and wear sunglasses that block 100% of UV rays.
- Look for it on the label!

Limit Your Time In The Sun

- Avoid the sun on your breaks.
- Eat lunch inside or in the shade.
- Seek shade and go inside whenever possible.



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MODULE 5:

Being Sun Smart by Examining Your Skin

Be Sun Smart by Examining Your Skin

- There are two options for skin examination:
  - clinical skin examination
  - skin self-examination

Know your ABCs - and D!

- **You should be concerned about moles or spots that look unusual or different. Look for the following characteristics:**
  - **A**symmetric – halves don't match
  - **B**order – irregular or fuzzy border
  - **C**olor – color varies across the spot
  - **D**iameter – larger than 6mm (the size of a pencil eraser)

SOURCE: American Academy of Dermatology

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Steps in a Complete Skin Self-Examination

- Disrobe and stand in front of a wall mirror.
- Examine your **forearms**, **upper arms**, **fingers** and **palms**.
- Use a hand mirror to look at your **back**, the **back of your neck**, the **back of your ears** and your **scalp** (parting the hair). Check your **buttocks** as well.
- Sit down and use the hand mirror to examine the **backs of your legs** and **feet**, including the area between your toes and soles of your feet.

MODULE 6:

Sun Smart Customer Service

Promote Sun Smart Behavior

As a sun smart ski and snowboard school instructor, you can influence **other employees** as well as **ski and snowboard school students** and **mountain guests** and help them avoid the dangers of over-exposure to the sun.

How Can Ski & Snowboard School Instructors Promote Sun Smart Behavior to Other Employees?

- Be a role model.
- Remind employees to be sun smart.
- Make sun smart part of the daily work routine.

How Can Ski &Snowboard School Instructors Promote Sun Smart Behavior to Mountain Guests?

- Be a role model.
- Make “Going Sun Smart” part of the lesson.
- Alert ski & snowboard school students to go sun smart.
- Wear the Go Sun Smart button.
- Remind parents to protect their children.

Summary

- EVERYONE needs to be sun smart
- Avoid sunburning and suntanning
- ALWAYS:
  - Wear sunscreen with SPF 15 or higher
  - Wear protective clothing, hats and eyewear
  - Limit your time in the sun
- Set & reach your sun smart goals
- Be a sun smart role model and include sun safety in your customer service to guests

REMEMBER!

Always Go Sun Smart...
For you, our guests
and your families!