

## IMPACT MELANOMA

Improving **Melanoma**  
Prevention, through **Awareness,**  
**Care & Teaching**

IMPACT Melanoma provides education, prevention, and support for the most serious form of skin cancer. We are a national non-profit organization dedicated to working to reduce the incidence of skin cancer, including melanoma the deadliest form. Committed to skin cancer prevention and early detection, we provide a variety of award-winning programs which aim to raise awareness and educate the public about skin cancer, as well as support services for those struggling with the disease.

### TIPS FOR STAYING SAFE IN THE SUN

- Use SPF 30 sunscreen with UVA/UVB protection
- Reapply every 2 hours
- Seek shade
- Wear a hat and sunglasses with UV protection

**IMPACT**  
**MELANOMA**

EDUCATION | PREVENTION | SUPPORT

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### PARENT POINTS

*A guide to talking with your  
child about skin safety.*

## GET THE FACTS!

- Melanoma is the 2<sup>nd</sup> most common form of cancer for teens & young adults ages 15-29.
- Only five severe sunburns in a lifetime increases the risk of melanoma by 50%.
- Unprotected skin can burn in 10 min or less.
- Using a tanning bed for 20 minutes is equivalent to spending 1-3 hours at the beach with no sun protection.
- Tanning beds emit three to six times the amount of radiation given off by the sun.
- Tan skin is damaged skin

## TIPS FOR BABIES

- Cover your child's head with a wide brimmed hat.
- Put on a shirt with sleeves. If it is too hot to wear a shirt, it is likely too hot to be outside.
- Darker, thicker fabrics provide the best protection.
- If your baby goes in the water, put on a t-shirt. After getting out of the water, put on a dry shirt as wet fabrics lose their ability to protect against sun.
- Once your baby is 6 months old, use sunscreen with SPF 30. Reapply often.
- Seek shade — during the first year of life, limit your baby's sun exposure as much as possible, especially during the hours of 10am - 2pm when the sun is at its strongest.
- Keep a "sun protection kit" handy, including sunscreen, shirt, hat, & umbrella, so you're always ready to go outdoors.
- Sunscreen gives protection, but it doesn't mean that you can stay in the sun longer.



## TIPS FOR REACHING YOUR TEENS

- Tell them the facts: People respond to knowledge, & knowledge is power. Arm your child with the facts so they feel empowered to make the right decisions.
- Lead by example: Teens are more likely to tan indoors & outdoors if their parents tan. Set the example by wearing sunscreen, avoiding direct sunlight during peak hours & enforcing a no tanning bed rule.
- Offer options: There is a lot of pressure to be tan, particularly around life events such as prom & spring break. Talk with your teen about alternatives such as spray tanning, sunless tanning lotions or loving the skin they're in!
- Encourage them to participate in Your Skin Is In, an educational, pledge based program that encourages teens & young adults to make a personal promise that they will protect the skin they're in.
- Take the Your Skin Is In Pledge yourself at [impactmelanoma.org](http://impactmelanoma.org)!
- Find a teachable moment: Prom, spring break, sporting events & other milestones in a teen's life can have them thinking about their skin. These are moments where you have an opportunity to not only tell them their skin is beautiful, but have the discussion about tanning & why it's harmful.
- Give them visuals: IMPACT Melanoma has produced multiple PSA campaigns to help provide a visual aid when having these discussions. Visit [impactmelanoma.org](http://impactmelanoma.org) to watch.

