

Hello!

Thanks for becoming a Your Skin Is In College Ambassador! This Toolkit includes information to help you successfully implement the Your Skin Is In Program on your campus.

YOUR SKIN IS IN

Your Skin Is In is an educational, pledge-based program that encourages teens and young adults to make a personal promise that they will protect the skin they're in and encourage their friends, family, and peers to do so as well. Over the past 10 years, IMPACT Melanoma exposed over 1 million students to this educational program. Your Skin Is In's goal is to educate others on the dangers of skin cancer and encourage them to protect the skin they're in!

WHY YOUR SKIN IS IN?

- Melanoma is the 2nd most common form of cancer for teens and young adults ages 15-29.
- Melanoma is preventable and is 99% curable when caught early.
- Using a tanning bed for 20 minutes is equivalent to spending 1-3 hours a day with no sun protection at all and using a tanning bed just once a month increases your risk of melanoma by 59%!
- Tan skin is damaged skin; there is no such thing as a safe tan.

WHAT ARE THE STEPS?

Now that you have registered begin with the following:

1. Take the eLearning lesson available [here](#).
2. Develop a plan for how you will bring Your Skin Is In to your campus.
3. See Getting Pledges & Sharing Knowledge section below for ideas on where to start.
4. Speak with a school administrator to ensure they know you are participating in the program and may need resources made available on campus.
5. Request additional materials, such as t-shirts, posters, brochures, ABCDE cards and more, to be shipped to you by filling out the form [here](#).

WHAT IS THE YOUR SKIN IS IN PLEDGE AND WHAT DOES IT SAY?

Obtaining pledge signatures is one of the many ways you can begin making an impact on your campus. Our Your Skin Is In pledge has been signed by thousands of students who are UV smart!

The pledge states:

I love the skin I'm in and pledge to protect my body's largest organ, my skin, by being UV safe both indoors and outdoors; especially prior to special events including prom, spring break, weddings, vacations, etc.

GETTING PLEDGES & SHARING KNOWLEDGE

- Tabling during lunch or at campus events is a great way to spread awareness to your classmates. Have the “[Take the Pledge](#)” webpage open on your laptop or phone for classmates to take the pledge or post the link on your social media to encourage your friends to take the pledge with you.
- A student may only sign the Pledge once.
- Provide materials, share knowledge and educate your fellow students so they understand why being skin-safe is important.
- Be prepared for questions. Know your facts and get ready to help those who may not know about skin cancer to become educated.
- Encourage your friends and classmates to take the eLearning course.
- Put Your Skin Is In posters you can request [here](#) up around your campus.
- Invite a melanoma survivor from IMPACT Melanoma’s Speakers’ Bureau to share their inspiring story at your school, now available **virtually**. Fill out a form [here](#) to request a speaker.

ELEARNING

Working with a health or science educator to bring our Your Skin Is In eLearning curriculum into the classroom can really make an impact. This lesson was designed to provide critical skin cancer education to students who need to know the facts.

Begin by identifying a teacher who may be interested in using our lesson plan in their classroom. You will need access to the Internet, a screen to project on and sound in the classroom or assembly hall. Once the instructor is prepared to use the lesson plan, be helpful and appreciative. This is just another step towards helping to eliminate melanoma among your classmates!

FUNDRAISING

As an Ambassador, we do not require you to fundraise for IMPACT Melanoma, but you are welcome to do so! Any fundraising to support the work of IMPACT Melanoma is appreciated! You may also choose to raise funds to purchase a sunscreen dispenser for your school to offer free sunscreen to students & faculty! You will need to get approval from your school as the dispensers require upkeep and replacement sunscreen bags. More information is available at www.PracticeSafeSkin.org. Here are some ideas to get started:

- Midterm/Finals week kits (full of fun treats)
- Bake sales
- Partner with local restaurants/businesses for a percentage of days profits (Panera, Five Guys, Chipotle, etc.)
- Athletic competitions: volleyball, dodgeball, flag football
- Lip sync, dance off competitions
- Karaoke night
- Benefit concert (partner with a school music group)

MAKE A CHANGE

Using a tanning bed just once a month before the age of 35 increases your risk of melanoma by 59%! Does your college have tanning beds on campus or in college apartment buildings? Can you use your college Cash Card at a local tanning salon? If not, kudos to your school! Join IMPACT Melanoma and the National Council on Skin Cancer Prevention’s initiative to stop indoor tanning on and around college campuses! Visit www.skincarecampus.org/ for ways to put policies for tanning beds in place at your campus and for a chance to win sunscreen dispensers for your school.

STRATEGY

Here are some ideas of different groups you could approach on campus to make them aware of the importance of skin cancer prevention.

Sports Teams

- Intramural, club sports, division level, etc.
- Get the coaches involved, share the facts with them
- Provide the teams with sunscreen and ask them to take the pledge

Greek Life

- Table before spring break to encourage students to take the pledge
- Pass out sunscreen a week or so before spring break
- Going to the heads of these organizations to provide them with the facts about sunscreen and ask them to have the members of their organizations take the pledge

Medical Oriented Clubs

- Go more fact heavy with these students
- Encourage them to become advocates for melanoma prevention

Other Non-Profits

- Reach out to presidents and board members and share your goals
- Ask them to take the pledge
- Ask how you can work together/how you can help their organization as well

Health Center

- Ask to put informational brochures in the lobby
- Ask to put a basket of IMPACT Melanoma chapstick in the lobby. Let us know if you would like to order chapsticks to put on your campus and we will send them to you.

Residence Halls (RA's)

- Create posters with the facts (or use some of ours available to request [here](#))
- Ask RA's to encourage their students to take the pledge (utilize email blasts)

GET THE WORD OUT

Use social media to spread the word! Be sure to use the hashtag #YourSkinIsIn & tag @IMPACTMelanoma in all of your posts.

Things to Share

- That you've taken the pledge and encourage other to join you
- Melanoma facts and UV-safe messages
- Information about the initiatives you are taking on campus

BONUS

Get a Social Media Influencer to take the pledge and share Your Skin Is In with their followers! An influencer is someone who has 10,000+ followers on their social media accounts. If someone agrees to post about Your Skin Is In, we can send them a free Your Skin Is In t-shirt. We ask that Social Media Influencers:

1. Take the Your Skin Is In Pledge.
2. Post a photo of themselves wearing the Your Skin Is In t-shirt to their platform of choice letting their followers know why they took the pledge and encourage people to join them in loving the skin they're in.
3. Tag #yourskinisin and @IMPACTMelanoma in their post.

**Questions? We can always be reached at
YourSkinIsIn@impactmelanoma.org or 800-557-6352.**