

VT Community Sunscreen Dispenser Program

Site Survey Results | Summer 2023



The Vermont Community Sunscreen Dispenser Program, coordinated by the statewide cancer coalition [Vermonters Taking Action Against Cancer](#) (VTAAC), Dartmouth Cancer Center, and IMPACT Melanoma, supplied 12 community park and recreation locations with a free pole-mounted automated sunscreen dispenser and two sunscreen inserts (2-3 month supply). To understand the implementation and effectiveness of the program, a survey was sent to all 12 sunscreen dispenser recipients. The survey received a total of **8 responses** (67% response rate).

Key findings from the survey:

- 1 The sunscreen dispensers were **well received** and **convenient**. Many individuals acknowledged the **importance of sunscreen** but either forgot to bring their own or purchasing sunscreen was not financially feasible.
- 2 About a third of sites used the program's **social media toolkit** to promote the dispenser on Facebook, Instagram, and program newsletters.
- 3 Making use of **established groups** that already meet regularly, such as camps and swimming lessons, helped promote the use of the sunscreen dispensers.
- 4 **Modeling the application of the sunscreen by site staff**, such as lifeguards, encouraged the use of the dispensers and sun safety behavior by community members.
- 5 Sites implemented a variety of **additional sun safety activities**, including education through posters, social media, and outdoor swim instruction.
- 6 **Barriers** to implementing activities included receiving the sunscreen dispenser late in the summer season, a rainy season and flooding, and competing organizational priorities.
- 7 Many sites look forward to **expanding their sun safety efforts** moving forward, including integrating sun safety messaging into social media posts, staff trainings, registration forms, and flyers.



The process was easy and **the impact that we can make with these dispensers can hopefully help prevent skin cancer**. This was a great process that will have a positive outcome.

– Sunscreen dispenser recipient



Image: Sunscreen dispenser at Lake Paran

For questions regarding this program, please email Sharon Mallory at Sharon.Mallory@Vermont.gov.

Our patrons were **excited** to see that we had sunscreen available.

A **vital** thing to have on hand!

Many people commented that it was very **convenient**.

[The] community **loved** the dispenser.