



## Social Media/Public Relations Tools for Skin Cancer Prevention

### 2024 VT Community Sunscreen Dispenser Program

Thank you for joining VTAAC, Dartmouth Cancer Center, UVM Cancer Center, and IMPACT Melanoma to promote sun safety by supporting the 2024 Vermont Community Sunscreen Dispenser Program. Sixteen (16) sites were selected to receive free sunscreen dispensers in 2024, adding to the twelve (12) locations that received them in 2023.

This toolkit includes messages and images that can be used by Vermont sunscreen sites and other sun safety partners to promote the program, access to free sunscreen, and overall sun safety.

#### Sample Social Media Posts:

*Use with or without attached images listed on page 2.*

|                             |  |
|-----------------------------|--|
| Free Sunscreen Messages     | We're excited to #PracticeSafeSkin with VTAAC, Dartmouth Cancer Center, UVM Cancer Center and IMPACT Melanoma! Check out our ( <i>park/pool/XX</i> ) for the bright yellow (free) sunscreen dispensers.                            |
|                             | Exercising or being outdoors has both physical and mental health benefits. Practice sun safety outdoors at ( <i>insert location</i> ) with our <b>free</b> sunscreen dispenser. #PracticeSafeSkin                                  |
|                             | Practice sun safety with free sunscreen at these Vermont local parks and recreational facilities. <a href="https://vtaac.org/free-sunscreen-dispenser-initiative/">https://vtaac.org/free-sunscreen-dispenser-initiative/</a>      |
| General Sun Safety Messages | What can you do to reduce your risk of skin cancer, including melanoma? Avoid indoor tanning, use sunscreen, and stay in the shade during midday hours.  |
|                             | Kids don't have to be at the pool, beach, or on vacation to get too much sun. Their skin needs protection from the sun's harmful UV rays whenever they are outdoors. #PracticeSafeSkin   |
|                             | Exercising or being outdoors has both physical and mental health benefits. Don't forget your sunscreen and hat when you're getting your sweat on with Mother Nature! #PracticeSafeSkin   |
|                             | Any sunburn increases your risk of developing melanoma. Protect yourself from damaging UV rays by covering up, seeking shade, using sunscreen, and limiting time in the sun at midday to keep your skin healthy. #PracticeSafeSkin |
|                             | Yes, people of color can still get skin cancer, even though they are less likely to sunburn. Everyone should practice sun safety. #PracticeSafeSkin  |
|                             | It's true, UV is lower on rainy days, but you can still get a sunburn on a cloudy day. Practice sun safety every day. #PracticeSafeSkin  |

#### Program Sponsor Accounts to Follow & Tag:

|                                |   |
|--------------------------------|---|
| <b>VTAAC</b>                   | Facebook.com/VermontersTakingActionAgainstCancer<br>VTAAC.org |
| <b>Dartmouth Cancer Center</b> | Facebook.com/DartmouthCancerCenter<br>Cancer.Dartmouth.edu    |
| <b>UVM Cancer Center</b>       | Facebook.com/UVMCancerCenter                                  |

VermontCancer.org  
Facebook.com/IMPACTMelanoma  
@IMPACTMelanoma  
IMPACTMelanoma.org

**IMPACT Melanoma**

**Sample Social Media Images:**

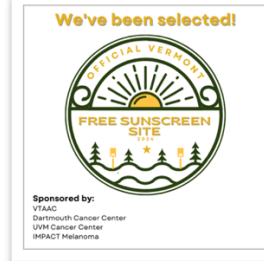
Image files are attached to this toolkit/email. File names are noted below for ease of use. Use the images with or without the sample social media posts listed on page 1.

**Sunscreen Site 'Badges'**

Find these images on [VTAAC's website](https://vtaac.org) to download and use on social media platforms. Image 1 & 2 - sites can add their logo or location name. File editing access via [Canva](https://canva.com).



Badge1.png



Badge2.png



Badge3.png

**Sun Safety Graphics**

Find these images on [VTAAC's website](https://vtaac.org) to download and use on social media platforms.



1.png



2.png



A.png



B.png



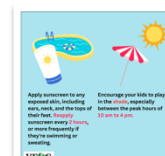
E.png



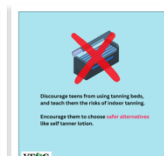
3.png



4.png



C.png



D.png

**6 Tips to Reduce Skin Cancer**

**Sun Safety for Kids**

**Vermont Sunscreen Dispenser Photos**

Find these images on [VTAAC's website](https://vtaac.org) to download and use on social media platforms.



12.DispenserinVT.jpg



13.DispenserinVT.JPG