



Social Media/Public Relations Tools

Skin Cancer Prevention – 2023 Sunscreen Program

Thank you for Joining VTAAC, Dartmouth Cancer Center, and IMPACT Melanoma to promote sun safety by supporting the 2023 Sunscreen Dispenser Program. Twelve (12) sites were selected to receive free sunscreen dispensers 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 | <p>We're excited to #PracticeSafeSkin with VTAAC, Dartmouth Cancer Center, and IMPACT Melanoma! Check out our (<i>parks/camp/XX</i>) for the bright yellow (free) sunscreen dispensers.</p> <p>Exercising or being outdoors has both physical and mental health benefits. Practice sun safety outdoors at (<i>insert location</i>) with our free sunscreen dispenser. #PracticeSafeSkin</p> <p>Practice sun safety with free sunscreen at these Vermont local parks and recreational facilities. https://www.healthvermont.gov/summer-safety-tips</p> |
| General Sun Safety Messages | <p>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. #PracticeSafeSkin</p> <p>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</p> <p>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</p> <p>Ultraviolet radiation (UV) causes about 9 out of every 10 skin cancers. 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</p> <p>Yes, people of color can still get skin cancer, even though they are less likely to sunburn. Everyone should practice sun safety. #PracticeSafeSkin</p> <p>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</p> |

Program Sponsor Accounts to Follow:

| | |
|--------------------------------|---|
| VTAAC | Facebook.com/VermontersTakingActionAgainstCancer VTAAC.org |
| Dartmouth Cancer Center | Facebook.com/DartmouthCancerCenter Cancer.Dartmouth.edu |
| IMPACT Melanoma | Facebook.com/IMPACT Melanoma @IMPACTMelanoma IMPACTMelanoma.org |

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'
(Image 1 - sites can add their logo or location name). File editing access via [Canva](https://www.canva.com) if needed.



1.SunscreenSite.png



2.SunscreenSite_logos.png

General Sun Safety Messages
(Can be used as a carousel of images as appropriate)



3.SunSafetyTips1.png



4.SunSafetyTips2.png



5.SunSafetyTips3.png



6.SunSafetyTips4.png



7.Kids1.png



8.Kids2.png



9.Kids3.png



10.Kids4.png



11.Kids5.png

Vermont Sunscreen Dispenser Photos



12.DispenserinVT.jpg



13.DispenserinVT.JPG

Questions? Contact Sharon Mallory at Sharon.Mallory@Vermont.gov.