



SUN AND UV SAFETY

RAISING AWARENESS
ABOUT PROTECTIVE
BEHAVIORS

JANUARY 28-JUNE 29, 2015

Northeast Region

Mississippi
Partnership
Comprehensive
Cancer Control
MP3C

Final Report

*Skin Cancer is a
growing public
health problem in
our country. Be sun
safe when working
and playing in the
sun!*

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Grant Summary

The overarching purpose of the projects described in this report was to raise awareness among diverse audiences about sun safety and skin cancer and the risks and dangers of tanning beds. Educational sessions highlighting protective behaviors to support prevention and early detection of skin cancer were delivered to a population from across the life cycle starting at six years of age and into the senior years of life. The key to the success has been collaboration with strong organizations such as MSU Extension in various counties across the NE Region to educate elementary school students, college students, adults, and senior citizens about sun safety. In addition, the Mississippi State Department of Health/Tobacco Free Regional Coalition (Clay, Lowndes, and Oktibbeha) served as a valuable partner for educating children at a summer retreat camp.

A total of 1,123 people were reached with education about sun and UV safety, skin cancer awareness, and the dangers of tanning beds in a short three-month period. This number breaks down into the following age brackets: Adults, (316); College, (82); and Children 1st-6th grade, (725).

Hands on teaching tools were purchased with grant monies for visual aids. A skin cancer model, slow burn skin model, and a ban-the-burn folding display highlighted the effects sun can cause if proper protection and behaviors are neglected. Skin analyzers were also available as teaching tools for participants to see first-hand typical problem areas of the skin. This served as an awareness device for accessing the skin for problem areas and bringing awareness for visiting a family physician or dermatologist for further discussion or follow-up.

Increasing human capacity by soliciting for new members was an ongoing activity that obviously would help increase the vision for the MS Partnership for Comprehensive Cancer Control Program.

In summary, skin cancer has been noted as a major public health problem by the Centers for Disease Control and Prevention. This fact has prompted the Northeast Region of MP3C to promote a highly visible campaign for skin cancer awareness and sun safety education as ongoing plans. Extending knowledge across the life span will enhance our ability to slow and eventually eradicate this growing problem, which is the most commonly diagnosed and most preventable cancer in the United States.

TEAM MEMBERS/EDUCATORS

<p>Ann Sansing, MS Chair/Northeast Coalition Mississippi State University Extension Community Health Coordinator</p>	<p>Chad Murphy, PhD, CHES Co-Chair/Northeast Coalition Mississippi University for Women Assistant Professor of Health Education</p>
<p>David Buys, PhD, MSPH Mississippi State University Extension State Health Specialist</p>	<p>Vivian Cade, MS, CHES Mississippi State University Extension Lowndes County</p>
<p>Romona Edge, BSN, RN Mississippi State University Extension Itawamba County</p>	<p>Gina Willis, MS Mississippi State University Extension Union County</p>
<p>JuLeigh Baker, MS, CHES Longest Student Health Center Mississippi State University</p>	<p>Josephine Tate, MS Mississippi State University Extension Noxubee County</p>
<p>Leah Pylate, MBA, MS, CHES Longest Student Health Center Mississippi State University</p>	<p>Yolanda Pruitt, MS, CHES Mississippi Tobacco Free Coalition Oktibbeha, Clay, and Lowndes Counties</p>

Report prepared for the Mississippi Partnership for Comprehensive Cancer Control (MP3C) for grant cycle January 28, 2015 -June 29, 2015.

Event Description

Health Expo at Mississippi State University

Event Location: Mississippi State University, Mississippi State, MS

Date: April 15, 2015

Location Background: The event was held at the Longest Student Health Center under the covered entryway which is a high traffic area to both the health center and to a large parking lot surrounded by various academic buildings.

Summary: The MP3C--Northeast Region collaborated with the MSU Department of Health Education & Wellness housed at the Longest Student Health Center to sponsor the "Women for Women Healthy Summer Weight Loss Expo". Even though the name of the event featured weight loss, booths at the health fair provided information about fitness and nutrition, skin health, stress, and sexual assault response information. A booth was set up with information presented on a folding display board addressing topics such as: "Effects of Overexposure to the Sun", "Risk Factors for Sun Damage and Skin Cancer", "Myth of the Healthy Tan", "Steps to Playing it Safe in the Sun", and "Tanning Bed Warnings". A skin burn model was also on display to educate attendees about the levels and severity of skin damage. A skin analyzer was set up to assess skin health for problem areas such as pigmentation, sun damage below the skin, dehydrated skin, oily skin, dead skin, congestion/acne, poor circulation, dry areas, and good circulation and hydration. Handouts titled "Sun Sense" from Mississippi State University Extension Service and "The Truth about Tanning" by the Center for Disease Control and Prevention were distributed. Sunscreen/lip balm sticks were given to participants to use as protection from the sun. Also on hand were in-kind material from the American Cancer Society about melanoma skin cancer and two publications from the MS Partnership for Comprehensive Cancer Control on Cancer Incidence and Mortality Rates in Mississippi and Mississippi's Cancer Challenge. The Health Fair was held from 11am-1pm with the first 100 participants receiving a boxed lunch.

Objective: To nurture relationships among a University entity and educate faculty, staff, and students about sun safety and the risks and dangers of skin cancer and protective steps to support prevention.

Results: At least 100 faculty, staff, and students interacted with health education professionals or senior health education majors interning with the health center about sun safety/skin cancer awareness and use of tanning beds during the duration of the health expo. A total of 82 participants completed a retrospective pre-post evaluation. At least 20 participants choose to utilize the skin analyzer to assess the health of their skin. Evaluation results can be found in Appendix A and B.

Event Description

MS Extension Association of Family and Consumer Sciences

Event Location: Eagle Ridge Conference Center, Raymond, MS

Date: April 29-30, 2015

Location Background: Held at Eagle Ridge Conference Center with accommodations for hosting a professional development event.

Summary: The Mississippi Association of Family and Consumer Sciences members met on April 29-30 for professional development training. Educational booths were set up to bring awareness to new sun safety-related educational tools/materials to accommodate visual, tactile, and auditory learning styles. A booth was setup displaying the sun screen analyzer, Ban the Burn Folding Display, and Slow Burn Model. It was noted that these materials were available for checkout by Extension Agents in the twenty-one Northeast counties. Agents in other areas of the state were excited as well and one district even decided to purchase their own educational toolkit. Several Extension Agents in the NE Region have skin analyzers and have been using them for several years. They have reported seeing the impact of the visual tool. Agents were trained on how to use the skin analyzer and assessment chart to educate clientele/workshop participants.

Objectives: To show the Extension Agents from around the State and NE Region respectively how the skin analyzer and other display materials could be implemented as a teaching tool relative to good skin health.

Results: At the training, fifty-four Extension Agents were exposed to the importance of sun safety and skin health. Ideas for various target audiences were shared among the educators which included boys and girls clubs, 4-H organizations, YMCA's, various summer camps, and adult outdoor activities. An additional one-page resource toolkit was developed and sent electronically to all Family and Consumer Science agents with links to PowerPoints, games for kids, publications, and educational toolkits focusing on sun safety

and early detection/prevention of skin cancer for use in their local programming.

Event Description

Itawamba County Annual Senior Citizens' Day

Event Location: Itawamba Community College, Fulton, MS

Date: May 12, 2015

Location Background: This event was held at the Itawamba County Community Fitness Center Gym on the campus of Itawamba Community College.

Summary: May 2015 marked the 21st Annual Senior Citizens Day held in Fulton, MS. Educating about the risks and dangers of skin cancer and protective steps to support prevention was a natural topic to highlight with May also being recognized as sun safety month. An educational PowerPoint about sun safety and UV rays was presented along with a take home publication on "Sun Sense". Each participant received a sunscreen/lip balm stick to safeguard against prevention. Other MP3C materials were distributed as well highlighting the incidence and mortality rate of cancer and various cancer challenges. Other participants consisted of entities from community-based organizations, the public and private sector, and health care providers.

Objective: To educate senior citizens on sun safety and bring awareness and knowledge about how preventive behaviors may help lessen skin cancer, cataracts, premature aging, burns, lessen immunity to illness, and help prevent macular degeneration.

Results: A total of 180 senior citizens attended the event learning about sun safety and protective steps for early detection/prevention of skin cancer. They received sunscreen/lip balm combination sticks to remind them to use sunscreen/lip balm on cloudy as well as sunny days. An Extension Agent set up a booth with the skin analyzer for those that wanted to access their skin health with the assessment chart provided, approximately 35 engaged in this activity.

Event Description

Progressive Ag and Safety Day—Itawamba County

Event Location: Jamie Whitten Center, Fulton, MS,

Date: May 15, 2015

Location Background: Held at the Jamie Whitten Center in Fulton, MS, which is the annual location for the Progressive Ag and Safety Day event each year.

Summary: The Progressive Ag and Safety Day in Fulton marked its 21st annual event sponsored by the MSU Extension Service and the Progressive Ag Foundation. It is designed for children specifically in third grade to learn about various educational topics surrounding agriculture and safety. Sun safety definitely relates because of the exposure to sun in related outside activities. Third graders in Itawamba County schools were educated about sun safety at a booth directed by the Extension Agent and assisted by the Itawamba Career and Technical Center Allied Health Students serving as Jr. Master Wellness Volunteers in the role of peer educators. Using sun screen for protection was emphasized along with utilizing the teaching tools at the sun safety station about protective behaviors.

Objectives: To raise awareness about the risks of skin cancer and teach protective behaviors to support prevention and sun safety.

Results: Sun screen/lip balm tubes were distributed to 318 children and 13 teachers to increase awareness and encourage use for protection when outside. Other protective behaviors were also encouraged such as wearing sun glasses, hats, playing in the shade when available and avoiding the use of tanning beds as they grow older.

Event Description

Progressive Ag and Safety Day—Union County

Event Location: Union County Fairgrounds Ladies Bldg., New Albany, MS

Date: May 15, 2015

Location Background: Held at Union County Fairgrounds Ladies Bldg., to accommodate numerous educational booths for the scheduled event.

Summary: The MSU Extension Service and the Progressive Ag Foundation sponsor the popular Progressive Ag and Safety Day for third grade elementary students. The event is designed to teach children about various topics surrounding agricultural and safety. Sun safety is a very important topic due to the sun exposure involving almost all aspects of the agriculture industry. This event brings together the private, public, community-based, and healthcare provider sectors of the community. The children made UV bracelets to remind themselves of the danger of UV rays at peak hours of the day as the beads begin to change colors. The local hospital provided sun safety kits for each child with valuable information. The Extension Agent set up a booth with hands on teaching tools and a display board about the dangers of tanning beds, importance of wearing sun screen and other protective behaviors while in the sun.

Objectives: To educate children about sun safety/UV rays and dangers of tanning beds and teaching preventive behaviors about sun exposure.

Results: A total of 375 students and 25 teachers visited the sun safety booth. Other protective behaviors were also encouraged such as wearing sun glasses, hats, playing in the shade when available and avoiding the use of tanning beds as they grow older.

Event Description

Tobacco Coalition Kids Camp Retreat

Event Location: Columbus Housing Authority, Columbus, MS

Date: June 17, 2015

Location Background: Held at Columbus Housing Authority with ample space and furnishings for educational session

Summary: The Clay, Lowndes, and Counties Tobacco Free Coalition organized a three day Kids Camp Retreat in mid-June for children 1st-5th grades. On the last day of the camp, the NE Region MP3C sponsored a Sun Safety educational event. The children were educated on sun safety and UV rays by using a PowerPoint titled SunWise from the U.S. Environmental Protection Agency. The kids took a pre and post (four) question survey to gauge their knowledge. They also engaged in a tactile exercise to enhance the learning experience by making UV bracelets to wear when in the sun to detect the UV Radiation level. The beads begin to turn darker in color when UV rays are at a dangerous level. Also, the local Extension Agent educated each child about the importance of skin health and directed them as they used the skin analyzer to view their face inside the skin analyzer machine. They were given sunscreen/lip balm sticks and a handout to take home titled "Sun Sense" developed by MSU Extension Service, one of MP3C's partners. Materials about MP3C were also included in the take home packets. The session closed with an assortment of healthy snacks for the children to enjoy before going home for the day. This event brought together MSU Extension Service educators, an instructor from MS University for Women, Columbus Housing Authority personnel, and the Tobacco Free Coalition staff. Subsequently, several new members have been recruited for the NE region.

Objectives: To educate children about sun safety/UV rays and dangers of tanning beds and teaching preventive behaviors about sun exposure.

Results: Sun screen/lip balm tubes were distributed to 32 children and 4 adults to increase awareness about sun safety. Other protective behaviors were also encouraged such as wearing sun glasses, hats, playing in the shade when available and avoiding the use of tanning beds as they grow older. Evaluation results can be found in Appendix C and D.

Event Description

Prairie Community Center Fun Day

Event Location: Prairie Community Center, Aberdeen, MS

Date: June 13, 2015

Location Background: Held at Prairie Community Center with ample space and furnishings for educational exhibit booths. Booths were held inside a community center with large doors open to a green space where community members listened to political speeches and performing artists.

Summary: A Saturday morning event was held with nearly 10 other various educational booths for the general public to gain knowledge about preventive health measures. Topics covered included healthy nutrition, chronic disease awareness, stress and mental health management, and sun safety.

Objectives: To educate children and adults about sun safety/UV rays and dangers of tanning beds and teaching preventive behaviors about sun exposure.

Results: Sun screen/lip balm tubes and a publication developed by MSU Extension Service titled, "Sun Sense" was distributed to at least 40 participants at the health fair. A skin analyzer and interactive displays were utilized for teaching sun safety and skin cancer awareness. At least 45 of the participants and workers used the skin analyzer to assess their skin health with the assistance of the state health specialist and local extension agent. Over 90% of the participants were African American, and most reported being unaware that they are at risk for skin cancer.

Appendix A: Sun Safety Evaluation

Sun Safety Checkpoint

1. I visited the skin care educational booth.

Yes No

2. I completed the skin analyzer.

Yes No

3. If completion of the skin analyzer, was it helpful?

Yes No

4. I have noticed unusual moles, freckles, or skin spots.

Yes No

	Before visiting the sun safety booth...		After visiting the sun safety booth...
	Disagree.....Agree		Disagree.....Agree
5.	1 2 3 4 5	I plan to work on my "base tan".	1 2 3 4 5
6.	1 2 3 4 5	I plan to use tanning lotion enhancer when being exposed to UV rays.	1 2 3 4 5
7.	1 2 3 4 5	I plan to discuss skin health/skin cancer prevention with my health care provider.	1 2 3 4 5

8. Age range:

18-22 23-30 31-40
 41-50 51-60 61-above

9. Gender:

Male Female

10. Race:

Caucasian African American Other: _____

11. Rank:

Undergraduate student Graduate Student
 Staff Faculty

Appendix B: Sun Safety Evaluation Results

A total of 82 (faculty, staff, and students) visited the Sun Safety Exhibit booth at the Health Expo held on the campus of Mississippi State University. The majority of the participants completing the checkpoint evaluation were female (74%) with male at (26%). Ethnicity rankings were calculated at White or Caucasian (60%), African American (31%), and Other (10%). Of the people completing the survey, 18-22 years (70%) made up the majority, 23-30 years (15%), followed by 31-40 (5%), 41-50 (5%) and 51-60 (6%).

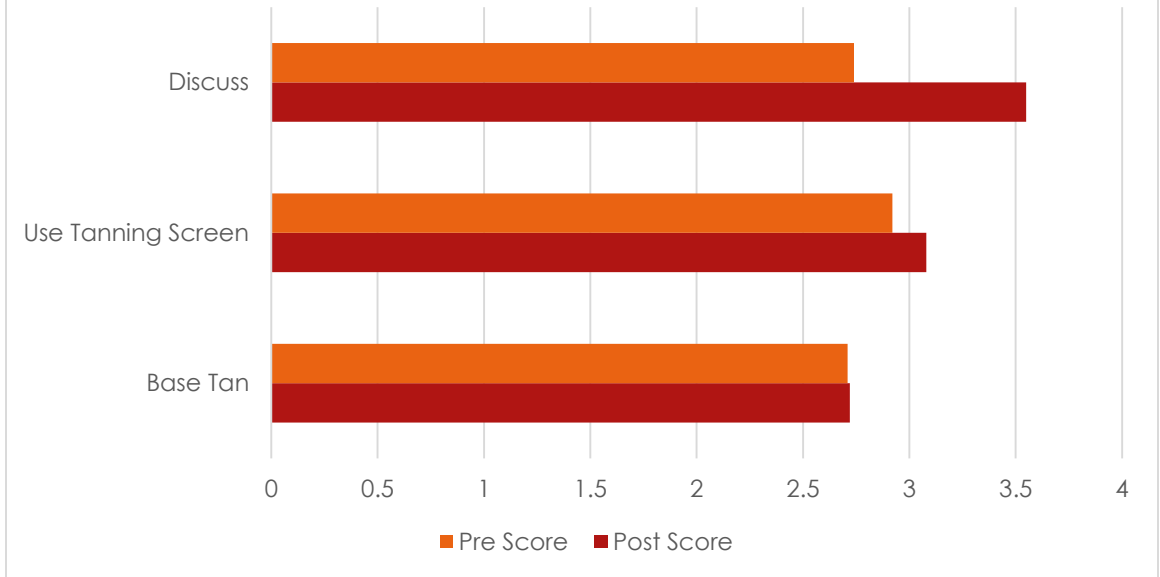
Academic classifications of participants fell into the following categories; undergraduates totaled 66 (81%), graduate students totaled 4 (5%), staff totaled 10 (12%), and faculty totaled 2 (2%).

A skin analyzer machine was available for participants to use to determine the health of their skin. A time barrier was present here, since many students were coming by during break without much time to spare. Although, 18 females chose to utilize the skin analyzer to access the health of their skin. All indicated that it was helpful.

Of the participants completing the survey asking if they had noticed unusual moles, freckles or skin spots, 12 (16%) of 76 reported yes, while 64 (84%) of 76 reported no. It was noted in the material distributed for handouts, the importance for following up with unusual moles, freckles or spots with a family physician or dermatologist.

Participants completed three pre and post questions that asked about their agreement on the following questions: *whether they planned to work on their tan; whether they planned to use tanning lotion enhancer; and if they planned to discuss skin health/skin cancer prevention with their health providers.* Each item was scored on a Likert Scale with one indicating higher disagreement and five indicating more agreement with each statement. The results are included in the following table. In addition, a total score was calculated totaling the pre and post scores, and the mean values compared. This comparison indicated that the mean pre scores of these three items was 8.37 and the mean composite post score was 9.42. These comparisons indicated participants increased the knowledge about sun safety.

Sun Safety Checkpoint Pre Post Scores



Appendix C: SunWise Evaluation

Pre-Test for SunWise Education

Check T for True or **F** for False below.

___T ___F You can get sunburned on a cloudy day.

___T ___F You only need to wear sunscreen when you are at the beach.

___T ___F Sunscreen with a SPF of LESS than 15 is enough to protect my skin.

___T ___F My skin doesn't get sunburned, so I don't need to worry about protecting myself from overexposure to the sun.

Post-Test for SunWise Education

Check T for True or **F** for False below.

___T ___F You can get sunburned on a cloudy day.

___T ___F You only need to wear sunscreen when you are at the beach.

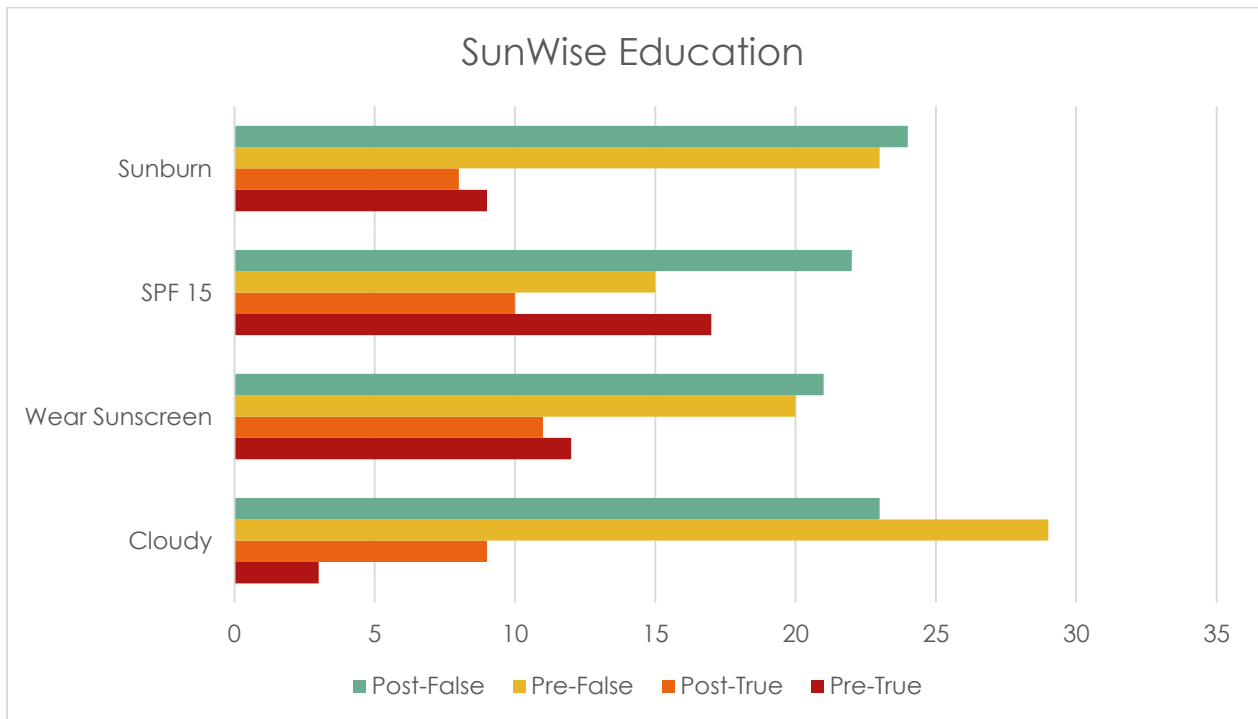
___T ___F Sunscreen with a SPF of LESS than 15 is enough to protect my skin.

___T ___F My skin doesn't get sunburned, so I don't need to worry about protecting myself from overexposure to the sun.

Appendix D: SunWise Evaluation Results

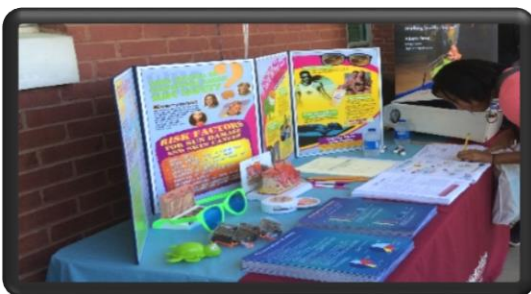
A total of 32 students (1st - 6th grade) participated in a four question T/F pre-post evaluation of their knowledge about sun safety. The pre-evaluation was administered before the presentation and then following the SunWise presentation the children took the post evaluation. The chart below shows the number of students that answered T/F in the pre and post evaluations to the questions below. Each question has an underlined word that is the key word on the chart. Overall, most students demonstrated an increase in knowledge gained.

- 1) My skin doesn't get sunburned, so I don't need to worry about protecting myself from overexposure to the sun. (FALSE)
- 2) Sunscreen with a SPF of Less than 15 is enough to protect my skin. (FALSE)
- 3) You only need to wear sunscreen when you are at the beach. (FALSE)
- 4) You can get sunburned on a cloudy day. (TRUE)



The students followed the presentation by making UV bracelets to wear as a reminder of the dangers of UV rays. The beads on the bracelets turn colors when exposed to the UV rays, but are white in color when the UV rays are not dangerous. The students enjoyed making these and can use them as visual tools for testing the UV rays. Also, they were able to check out their skin health via a skin analyzer. This interactive exercise gave them a visual and tactile learning experience as they learned at a young age about the importance of good skin care.

Appendix E: Event Pictures



Health Expo at Mississippi State University
MP3C and MSU-Extension Service
focus on sun safety and skin cancer education



*Clay, Lowndes & Oktibbeha Tobacco Free Coalition
Focusing on Sun and UV Safety Education*



*Health Awareness Day in Aberdeen, MS
Focus on Sun Safety and Skin Cancer Education*



*21st Annual Sr. Citizens' Day
Entertainment, Health Screenings, Educational
Information including Sun Safety and Skin Cancer*



21st Annual Sr. Citizens' Day

Tuesday, May 12, 2015
10:00 a.m.
Itawamba Community College
Fitness Center Gym
(behind the Davis Event Center)

- ◆ Entertainment
- ◆ Health Screenings
- ◆ Bingo
- ◆ Lunch
- ◆ Prizes

EVERYTHING IS FREE!!

Sponsored by: Itawamba Rural Health Coalition, Three Rivers Area Agency on Aging, MSU-Itawamba Extension Service and Coca-Cola Bottling
For more information, call 862-3301.

Mississippi State University, United States Department of Agriculture, Counties Cooperating Mississippi State University does not discriminate on the basis of race, color, religion, national origin, sex, age, disability, or marital status.
*If you require special accommodations, please let us know prior to the event

Appendix F: Educational Materials Ordered



Items ordered for Educating about Sun Safety and Skin Cancer Awareness

Educational Sources Utilized:

SUNWISE Educational Powerpoint, U.S. Environmental Protection Agency, www.epa.gov/sunwise

Sun Sense, David R., Buys, PhD, MSPH, Extension State Health Specialist, Food Science, Nutrition, and Health Promotion, Mississippi State University Extension Service, Information Sheet 1524.

<http://msucares.com/pubs/infosheets/is1524.pdf>

The Truth about Tanning Infographic, Center for Disease Control and Prevention.

http://www.cdc.gov/cancer/skin/basic_info/infographic.htm

Sunwise Coloring Sheets for Kids from www.epa.gov/sunwise

Mississippi's Cancer Challenge, Information Sheets from Mississippi State Department of Health/MS Partnership for Comprehensive Cancer Control.

Closing:

In closing, skin cancer has been noted as a major public health problem by the Centers for Disease Control and Prevention. It is referred to as the most commonly diagnosed cancer in the United States, yet in most cases the most preventable according to the Surgeon General's Report. It has been the goal of the Northeast Region to increase awareness of skin cancer and the importance of sun safety along with the risks and dangers associated with the use of tanning beds. Through the outreach arm of the academic land grant institution in our state that houses the MSU Extension Service, various community based organizations, public/private sector entities, faith-based organizations, other university and community colleges, and non-profit organizations, education and awareness has been brought to 1,123 people from ages six – senior adults.

At least 725 children in grades 1-6 were educated about sun safety and skin cancer awareness, which can influence early behaviors about sun protection and tanning bed usage. This can ultimately be the start of changing the norm for the environment in the socioecological model. Increasing knowledge among college age and adults across the life span can affect their protective behaviors as well. It can also increase the likelihood to influence change in their circles of influence involving family, friends, and colleagues.

Understanding key prevention techniques, importance of good skin care, dangers and warning signs of UV rays, and tanning beds can influence behavior change to lessen the growing public health problem of skin cancer.