



El Dorado County Health and Human Services Agency
Division of Public Health
Pool Cool Program Evaluation

Placerville Aquatic Center, Summer 2017

Agency: El Dorado County Health and Human Services Agency
Division of Public Health
931 Spring Street
Placerville, CA 95667

Program: Active Living Team, Skin Cancer Prevention and Awareness Campaign

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El Dorado County Health and Human Services Agency
Division of Public Health
Pool Cool Program Evaluation

Abstract

The El Dorado County Public Health Division, City of Placerville's Community Services Department, Marshall Medical Center and El Dorado Community Health Center partnered to promote skin cancer prevention and awareness beginning in May 2017 and throughout the summer months.

In El Dorado County, there is a high incident rate of skin cancer. The percentage of adults ever diagnosed with skin cancer is more than double that in California (2014 data) and the age adjusted death rate due to melanoma of the skin is 54% higher compared to the State (2010-2014 data).

The campaign targeted El Dorado County policy makers, Placerville aquatic managers and instructors, residents and kids. The objective of the campaign was to increase skin cancer awareness, improve sun safety habits and ultimately reduce incidences of skin cancer in El Dorado County.

To support the campaign, there were numerous activities implemented. A banner was placed over Main Street in the City of Placerville from May 22 through June 2, 2017 in recognition of May is Skin Cancer Awareness Month. To encourage sun safety practices at the Placerville Aquatic Center, the campaign launched a sun safety lesson plan, adopted from the evidence-based POOL COOL program, at the start of each swim lesson, installed two sunscreen stations and placed six Sun Safety pool signs. The Slip, Slop, Slap & Wrap campaign from the National Council on Skin Cancer Prevention was used in the campaign's Sun Safety pool signs, a 2-page Skin Cancer Facts and Prevention Sheet translated in English and Spanish, and stickers. On May 9, 2017, the partnership presented the campaign to the Placerville City Council and accepted the proclamation stating May is Skin Cancer Awareness Month. To kick-off the campaign at the Placerville Aquatic Center, the partners sponsored Sun Protection Fest 2017. The event included music, food, swimming, giveaways and sun safety stations.

The data suggests that the Aquatic Center and the Sun Safety program staff team advertised and promoted the program well. Over 90% of respondents stated that they were aware of the program. Behavior change, however, was more difficult to ascertain. Observational data suggested that lifeguards sitting in the chairs were often (90%) observed seeking shade; comparatively, only 4% of the other lifeguards were observed working in the shade. This data, in combination with an observation of the pool's layout, suggests that if given the opportunity,

many lifeguards would seek shade. A pool cover or pool overhang would give lifeguards and pool patrons in the pool the opportunity to seek shade. A built environment change would establish an environment that automatically enables staff and patrons to practice at least one of the sun safety practices.

El Dorado County Health and Human Services Agency
Division of Public Health
Pool Cool Program Evaluation

Final Evaluation Report

PROJECT DESCRIPTION

The El Dorado County Public Health Division, City of Placerville's Community Services Department, Marshall Medical Center and El Dorado Community Health Center partnered to promote skin cancer prevention and awareness beginning in May 2017 and throughout the summer months.

The campaign targeted El Dorado County policy makers, Placerville aquatic managers and instructors, residents and kids.

Background.

In El Dorado County, there is a high incident rate of skin cancer. The percentage of adults ever diagnosed with skin cancer is more than double that in California (2014 data) and the age adjusted death rate due to melanoma of the skin is 54% higher compared to the State (2010-2014 data).

Objective.

The objective of the campaign was to increase skin cancer awareness, improve sun safety habits and ultimately reduce incidences of skin cancer in El Dorado County.

Skin cancer is the most common type of cancer in the United States and comprises almost 50% of all cancer cases, with over a million new cases diagnosed each year. 90% of all skin cancers can be prevented by protection from the sun's rays, or ultraviolet (UV) radiation.

Sun exposure during childhood accounts for about 80% of lifetime exposure and children receive 3 times more ultraviolet (UV) radiation than adults do each year and can benefit most from sun protection.

Swimming pools are high ultraviolet (UV) radiation exposure environments because the sun's rays reflect off the surface of the water and off the concrete surface around the pool area. Sun protection at swimming pools is essential and the strongest weapon against skin cancer is prevention.

Intervention.

In order to achieve the objective of increasing awareness and improving sun safety habits, the following activities were implemented:

- **Banner over Main Street**
 - In recognition of May is Skin Cancer Awareness Month, it was important to have the banner placed over Placerville's Main Street in May. The banner was up from May 22 through June 2, 2017.
 - A photo of the banner can be found in Appendix A.

- **Swim Lessons**
 - During the Placerville Aquatic Center season (May 28, 2017 through September 4, 2017), a sun safety lesson was integrated into the swim lessons.
 - The 8 lessons and the abbreviated sun safety lesson plan can be found in Appendix B.

- **Slip, Slop, Slap and Wrap! Stickers**
 - 800 Slip, Slop, Slap and Wrap! Stickers were provided to the Placerville Aquatic Center to reinforce the importance of sun safety and recognize good sun safety habits in kids.

- **Sun Safety pool signs**
 - Six sun safety signs were installed at the Placerville Aquatic Center in May 2017 to be visible to all visitors to the center.
 - A picture of the sign can be found in Appendix C.

- **Sunscreen Stations**
 - Two sunscreen stations were installed at the Placerville Aquatic Center to encourage sunscreen use. Photos can be found in Appendix D.

- **City Council Presentation and Proclamation**
 - On May 9, 2017, Public Health presented the campaign to Placerville's City Council. The Council declared May 2017 as Skin Cancer Awareness Month; see Appendix E.

- **El Dorado County Proclamation**
 - On May 9, 2017, the Board approved and authorized the Chair to sign a proclamation recognizing May 2017 as "Skin Cancer Awareness Month" in El Dorado County. See Appendix F for a copy of the proclamation.

- Press Release
 - On May 1, 2017, a County press release went out promoting sun safety for all El Dorado County residents.
 - A copy of the press release can be found in Appendix G.
- Recreation and Parks Commission Presentation
 - On May 17, 2017, Public Health presented the campaign to the City of Placerville's Recreation and Parks Commission.
- Sun Protection Fest 2017
 - On June 2, 2017, Sun Protection Fest, a kick-off to the Placerville Aquatic Center's season, launched to provide visitors with information about good sun safety habits.
 - This event was also featured on the Placerville Summer 2017 Parks and Recreation guide. See Appendix H for image.
 - The City of Placerville Recreation and Parks also posted about the event on their Facebook page. See Appendix E for image. The post was shared by the City of Placerville as well.
 - The event had a Facebook event page. See Appendix H for image.
- Skin Cancer Facts and Prevention Sheet
 - A 2-page fact sheet about skin cancer, how to protect your skin and how to spot skin cancer were created in English and Spanish.
 - These were distributed at the Boys' and Girls' Club, El Dorado High School, Dry Diggin Dolphins Swim Team, Aqua Sol Swim Team and National Night Out Lake Tahoe.
 - The factsheet is also available through welldorado.org and was highlighted on the Sun Protection Fest 2017 page and the May is Skin Cancer Awareness Month page.
 - A copy of the fact sheet can be found in Appendix I.
- Well Dorado Website
 - Promoted Sun Protection Fest 2017 on our WellDorado website. Also, included the Skin Cancer Facts and Prevention Sheet created in English and Spanish. See Appendix L.

On Friday, June 2, 2017 from 12:30pm – 4pm, El Dorado County Public Health Division, Marshall Medical Center, El Dorado Community Health Center and the City of Placerville sponsored a special kick-off event, Sun Protection Fest 2017 at the Placerville Aquatic Center. During the event, 155 kids and parents completed the sun safety lesson stations.

Sun Safety lessons were provided at both morning and evening swim lesson classes. From May 30th to August 4th, a total of 1,139 students enrolled in classes. It is important to note that some

students may have enrolled in more than one session in the summer, so the total number of students who received sun safety lessons does contain duplicates.

EVALUATION METHODS

Evaluation Design.

The Sun Safety Campaign was evaluated using 6 different strategies or components:

1. Pool Cool Program Awareness and Behavior Change Surveys – Appendix J
2. In-Person Observations of Sunscreen Dispenser Use
3. In-Person Observations of Lifeguard Behaviors
4. Pool Cool Program Monitoring Forms – In-Person Observational Assessment - Appendix K
5. Pool Cool Program Monitoring Forms – Self Assessment – Appendix K
6. Count of Slip, Slop, Slap and Wrap Stickers

Sampling.

The Pool Cool Program Awareness and Behavior Change Surveys were distributed to pool patrons through July.

In-Person Observations (components numbers: 2, 3 and 4) were conducted on the following dates and times:

- Monday, June 26th from 9:30 am-11:00 am
- Tuesday, July 11th from 10:00 am – 11:00 am

The Pool Cool Program Monitoring Form Self Assessments (component 5) were completed on the following dates and times:

- Daily: Monday, July 10th – Thursday, July 13th
- Daily: Monday, July 17th – Thursday, July 20th

Data Collection Instruments and Procedures.

A combination of data collection instruments were used to assess the delivery and impact of the Pool Cool program. Behavior change self-assessment questionnaires, self-assessment of program delivery, observational assessment of program delivery and observational assessment of free sunscreen use and lifeguard behavior.

Behavior change surveys were handed out to pool patrons by lifeguards and the Aquatic Center Manager through July. In-person observations were conducted by the county Epidemiologist. The county Epidemiologist met with lifeguards and the Aquatic Center Manager to discuss and review the Pool Cool Program Monitoring Forms.

Evaluation limitations were not the result of issues with instruments. Due to the quick rollout of the program, a pre and post survey to assess behavior change was not possible. However, it is also important to note that self-assessment of behavior change is not the most reliable. Regardless, because behavior change was the major goal of the Pool Cool program, it was a key concept to try and capture.

Analysis.

Observational data was evaluated and quantified in excel. The paper Awareness and Behavior Change Surveys were entered and evaluated using SurveyMonkey.

EVALUATION RESULTS

The EVALUATION RESULTS section will be summarized by evaluation component. A final summary will be provided at the end of the component-specific summaries.

1. Pool Cool Program Awareness and Behavior Change Surveys

In total, 89 surveys were completed. The data suggests that there seemed to be a significant amount of awareness among parents of children enrolled in swim lessons; over 90% of respondents were aware of the summer's sun safety campaign.

Close to 52% of respondents stated that they had changed their behavior since the beginning of the summer's sun safety campaign. Of the changes that adults reporting making most often, applying sunscreen more often and staying in the shade or under an umbrella more often received the most votes.

According to responding parents or grandparents, 56% stated that their child (or children) had changed their behavior since the summer's sun safety campaign started. 43% stated that their child/children puts on sunscreen more often and 33% of respondents stated that their child stays in the shade more often.

Nearly 34% of respondents stated that they have used the free sun screen dispenser at the Aquatic Center.

The results of the survey suggest high awareness of the Sun Safety program for parents of children enrolled in swim lessons and moderate self-reported behavior change for both parents and children.

2. In-Person Observations of Sunscreen Dispenser Use

Sunscreen dispenser use was observed on both days, for a total of 2.5 hours of observation. In total, 18 pool patrons and 3 lifeguards were observed using the dispenser. Of the pool patron

observations, 7 of these were adults putting sunscreen on a child, and 4 of these were of a child putting sunscreen on themselves. The sunscreen dispenser was used more often on the first observation day with an average of 11.3 patron uses per hour. For the second day, the dispenser was used by one pool patron during the entire hour observation period.

3. In-Person Observations of Lifeguard Behaviors

Over the course of the observation days, lifeguard sun safety behaviors were evaluated six times (at 30 minute increments during the observation period). A lifeguard's sun safety behavior may not have changed during the day, but each 30 minute period was recorded regardless. 91 lifeguard observations were made; of these, 20 were made about lifeguards who were sitting in the lifeguard chairs and the remaining 71 were lifeguards who were either patrolling the deck or teaching swim lessons. A lifeguard was marked if they were using any of the following sun protective measures: hat, shirt covering shoulders, sunglasses, shade (under umbrella or in shady side of pool); additionally, lifeguards who were not using any sun protection methods were also noted. Summary statements for all of the 91 observations together are below:

- The average number of personal protective measures per lifeguard was 1.7
- Hats and sunglasses were the most widely observed sun protection; 73% and 51%, respectively, of all lifeguards were wearing hats and/or sunglasses.
- 22% of all lifeguards were observed wearing shirts that covered their shoulders, and 23% were observed seeking shade.

The data suggests differences in sun protection behaviors for the lifeguards in the lifeguard chair compared to the lifeguards patrolling the deck or teaching lessons. Below are some of the major differences:

- Lifeguards in the chair were observed using, on average, 3.1 protective measures compared to 1.3 for all other lifeguards.
- A large percentage of lifeguards in the chairs were observed using sun protection: 95% were wearing a hat, 90% were in the shade, 70% were wearing sunglasses and 50% were wearing shirts.
- The data suggests that lifeguards not in the chairs were using sun protective measures less often. 45% were observed to be wearing sunglasses, 14% were observed wearing a shirt and 4% were observed seeking shade. 66% of the observations, however, noted that lifeguards not in the chair were wearing hats.

A few comments about what the data suggests:

- Due to the nature of the lifeguards' job requirements when not in the lifeguard chair, it could be challenging for them to utilize certain sun protection methods. For example, many of the lifeguards were observed while teaching swim lessons. In order to properly instruct, a lifeguard may be unable to wear sunglasses and a hat the entire time.
- Most lifeguards in the chair were practicing thorough sun safety; if lifeguards rotate throughout the day, each lifeguard may have the opportunity to seek respite from the sun and practice the other sun safety measures. Further, it may be helpful to emphasize

that while in the chair, it is the perfect time to practice as many sun safety practices as possible.

- Lifeguards sitting in the chairs were often (90%) observed seeking shade; comparatively, only 4% of the other lifeguards were observed working in the shade. This data, in combination with observation of the pool's layout, suggests that if given the opportunity, most lifeguards would seek shade. A pool cover or pool overhang would give lifeguards (and pool patrons) in the pool the opportunity to seek shade.
- These observations did not measure sunscreen use, so no inferences about this sun safety measure can be made.

4. Pool Cool Program Monitoring Forms – Observational Assessment

On Monday June 26th three Pool Cool lessons were observed.

- Each class had between 9 or 10 children present. A total of 4 adults or parents were observed listening to the lesson with their children.
- Each lesson took between 2 and 3 minutes.
- The participating children seemed interested; they participated and the instructors asked engaging questions.
- It did seem that the instructors were following the lesson plan appropriately.
- Some of the lifeguards wore hats and/or sunglasses while teaching the lesson.

On Tuesday, July 11th two Pool Cool lessons were observed.

- 10 children were present at the first lesson and 16 children were present at the second. A total of 9 parents were observed listening to the lesson with their children.
- Each lesson took roughly 2 minutes.
- The children seemed moderately interested; compared to the first observation day, there seemed to be less instructor engagement.
- It was unclear whether or not the instructors addressed the major points for the day's lesson.

General notes and suggestions for future:

- If possible, it may help reinforce the message if the instructors modeled the behaviors being taught by putting on a shirt with sleeves, wearing a hat, etc, and teaching the lesson in the shade- at the time of the lesson.
- Parents were observed on both days. For this reason, it may be useful to encourage present parents to review the concepts with their child/children at home.
- It did seem that about 3 minutes was an adequate amount of time to cover the materials.

5. Pool Cool Program Monitoring Forms – Self Assessment

According to the Pool Cool Monitoring Forms completed by instructors, each lesson usually took 4 minutes. The instructor noted that all of the learning objectives for each of the eight

lessons were met; further, for 7 out of 8 lessons, the instructor observed that the children were interested.

6. Count of Slip, Slop, Slap and Wrap Stickers

A total of 800 stickers were given to lifeguards and Aquatic Center staff to distribute as they observed children practicing sun safety. 200 stickers were given for each of the four: slip, slop, slap and wrap categories. By the end of the summer, all of the sunscreen (Slop) stickers had been distributed; 108 of the slap (hat) and 108 of the wrap (sunglasses) stickers had been distributed; 103 of the slip (T-shirt) stickers had been distributed. In total, the sticker count suggests that lifeguards or Aquatic Center staff observed at least 519 occurrences of children practicing sun safety.

CONCLUSIONS AND RECOMMENDATIONS

Major conclusions and recommendations based on results of the evaluation activities:

- The data suggests that the Aquatic Center and the Sun Safety program staff team advertised and promoted the program well. Over 90% of respondents stated that they were aware of the program.
- Based on comments from the survey, it seems that some parents were unaware of the free dispensers. For this reason, the location or signage around the dispensers should have been evaluated and potentially moved or highlighted in some other way.
- More intensive evaluation to determine pre and post behavior or knowledge change would be useful for future programs.
- If possible, it may help reinforce the message if the instructors modeled the behaviors being taught by putting on a shirt with sleeves, wearing a hat, etc, and teaching the lesson in the shade- at the time of the lesson.
- Lifeguards sitting in the chairs were often (90%) observed seeking shade; comparatively, only 4% of the other lifeguards were observed working in the shade. This data, in combination with observation of the pool's layout, suggests that if given the opportunity, most lifeguards may seek shade. A pool cover or pool overhang would give lifeguards and pool patrons in the pool the opportunity to be in the shade while they work. A built environment change would establish an environment that automatically enables staff and patrons to practice at least one of the sun safety practices.
 - The Aquatic Center's Recreation Supervisor also stated that instructors sometimes use the time in between classes to warm up in the sun. If a shade structure were pursued, a space should be considered to accommodate this.
- A quote from the Aquatic Center's Recreation Supervisor regarding behavior change is provided below:
"I personally observed children's behavior change over the course of the weeks. For example, on the first day, usually none of the kids would be wearing sunglasses or hats during the sun safety talks. Toward the end of the session, more and more kids were showing off their sunglasses and hats to their instructors. It was very cute!"

APPENDICES

APPENDIX A



APPENDIX B



Lesson #1

Introducing POOL COOL Rules for Sun Safety

Goal: To have the students understand the power of the sun. To introduce the *Four POOL COOL Rules*.

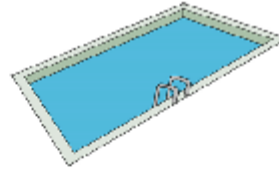
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Sun Safety Message # 1
The sun is hot and powerful.
Protect yourself.

.....

Discuss the importance of sun awareness and sun protection and incorporate the following discussion points:

- 1. Who needs sun protection?**
Everyone -- including adults and babies -- regardless of whether they have fair or dark skin. The lighter your skin, the more easily the sun's harmful rays can get through it. But the sunlight can also cause damage even if you have dark skin.
- 2. Why do we need to protect our skin?**
We all know that the sun is good for us. But it can also harm us. Besides sunburn, the sun can also cause wrinkles and can damage the skin in different ways.
- 3. Can you name three good things about the sun?**
Examples: The sun makes plants grow, it warms up the earth, it helps our skin make Vitamin D which is good for our health, etc.
- 4. Can you name three *not-so-good* things about the sun?**
Examples: 1) The sun can burn you; 2) it can cause wrinkles on the skin; and 3) the sun can cause the skin to tan, which is a sign of skin damage.



Lesson #2

Water, Water Everywhere

Goal: To teach the students that water: (1) magnifies and reflects the sun's UV rays, and (2) does not protect them from the harmful rays of the sun.

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Sun Safety Message # 2

**When in the water it's extra-important to be sun safe.
Put on sunscreen before you get dressed everyday.**

.....

Discuss the double threat that UV (ultraviolet) rays pose to swimmers and incorporate the following discussion points:

1. Why is it extra important to protect yourself from the sun's UV rays

Some of the sun's rays bounce off the water. Some of these rays will hit your skin, as well as rays coming straight from the sun. That's twice as many rays! So it's important to use sunscreen whenever you are in the water. The sun's rays can also reach into the water up to 3 feet deep!

2. How can you protect yourself?

One of the most important ways to protect yourself from sunburn is with a type of lotion or cream called sunscreen.

3. When should you put on sunscreen?

Sunscreen should be put on before going out in the sun. Ask your parents to help you put on your sunscreen before coming to swimming lessons. Each day before you go outside,



Lesson #3

The Ins and Outs of Sunscreen – Part 1

Goal: To help students understand: 1) the importance of wearing sunscreen, and 2) what type of sunscreen to use.



Sun Safety Message # 3
**Protect your skin with sunscreen
that has a SPF #30 or higher.**



Discuss the importance of wearing sunscreen and incorporate the following discussion points:

- 1. How many of you put on sunscreen before coming to the pool?**
Congratulate those who raise their hands or say yes. They have followed the *First POOL COOL Rule*. For those who did not, remind them to put it on next time.
- 2. Why is it called sunscreen, or sometimes, it's called sunblock?**
It "screens" or "blocks" out the sun's harmful rays. Make sure that you use enough sunscreen; don't put too little on. And always put it on dry skin.
- 3. What does Sun Protection Factor or SPF mean?**
The Sun Protection Factor is the number on a sunscreen bottle or tube that rates its strength. The higher the number on the label, the more a sunscreen protects your skin. A sunscreen with a SPF 30 will block out more of the sun's harmful rays than one with a SPF of 15 or 8. Always use a sunscreen with a SPF of 30 or higher.
- 4. Do you know that there are different types of sunscreen?**
Sunscreen comes in lotions, creams, gels, alcohol solutions, and even a stick form. And it comes in different colors too. These days, you can find blue and purple colored sunscreen at most stores. *Don't forget to use a waterproof sunscreen before swimming or at*



Lesson #4



The Ins and Outs of Sunscreen – Part 2

Goal: To demonstrate how to apply sunscreen properly.

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Sun Safety Message # 4

When applying sunscreen, remember your back, face, ears, nose, neck, hands, and tops of feet.

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Demonstrate the correct way to apply sunscreen.

1. How many of you put on sunscreen before coming to the pool?

Congratulate those who raise their hands or say yes. They have followed the *First POOL COOL Rule*.

2. Prepare for the “Sunscreen Stretching Exercise” Activity.

This exercise will help kids learn the proper way to apply sunscreen on all exposed parts of their body and will help them warm-up for swimming. It could be conducted like a *Simon Says* game or just as presented.

Script for Exercise

A) Applying Sunscreen to Your Face

Let’s start out by stretching our shoulders and arms. Put your arms straight out. Spread them out far like an eagle. Good work kids! Now bring your hands in close to your face. Pretend you have some sunscreen in your hands. Rub some sunscreen on your face. Rub some into your forehead, the sides of your face, cheeks, nose, around your mouth and your ears too! Nice job! Be careful not to get too close to your eyes. Sunscreen can sting your eyes.

B) Applying Sunscreen to Your Neck and Back

Extend your arms straight out one more time. All right! Now bend your arms like you’re putting sunscreen on your neck. Rub it in. Don’t forget the back of the neck. Okay, now put your arms against your sides and stand up tall. Now, raise



Lesson #5

Protective Clothing

Goal: To emphasize the importance of wearing sun-protective clothing, to discuss the types of clothing that protect students from UV rays, and to illustrate how these clothes protect.



Sun Safety Message # 5
Cover Up! Use T-shirts, long shorts, and a wide brim hat!



Discuss the different types of clothing that children can wear to best protect themselves from the sun when they are at the pool, at the beach, or simply playing outside.

- 1. How many of you have been sunburned after you've been playing outside or at the beach?**
- 2. Do you remember that we said the right clothing can help protect you from the sun? Do you know how clothing protects you?**
Explain that the fabric helps to filter the sun's rays. The tighter the weave of the fabric, the more rays are blocked.
- 3. Do you know what types of clothing can protect you from the sun?**
Hats that shield the face and neck, and clothing that covers the arms, legs, shoulders, and back are best for sun protection. The best sun protective items are wide-brimmed hats, shirts made of closely-knit fibers with long sleeves, and long pants. However, a baseball cap, a short-sleeved shirt, and medium-length shorts are good second choices. And don't forget sunglasses. Look for the kind of sunglasses that block ultraviolet (UV) rays.



Lesson #6

Hats and Sunglasses

Goal: To teach students to use hats and sunglasses to protect themselves from the sun's harmful rays.



Sun Safety Message # 6

Be safe from the sun's harmful rays.

Use a hat and shades everyday when outside.

(except in the pool!)



Discuss the importance of wearing hats and sunglasses to protect your face and eyes from UV rays.

1. How many of you wear a hat or sunglasses to protect yourself from the sun? What kind of hat do you wear? Do you wear sunglasses?

2. Do you remember that we've said the right clothing can help protect you from the sun?

Hats and sunglasses are also important for sun protection. Hats cover your face and neck, and sunglasses can block ultraviolet (UV) rays.

3. Do you know that certain types of hats and sunglasses give you better protection than others?

Certain types of hats give you better protection than others, just as certain sunglasses have UV protection while others don't. Hats that protect your face, ears, neck and scalp are best. So, wide-brimmed hats are better than baseball caps or sun visors. And glasses that block ultraviolet or UV rays are better than ones that don't have that protective film. When you buy shades (sunglasses) from the store, look for a little sticker on the lens; it will say 100% UV protection. But even regular eyeglasses can have UV protection. If you don't know whether your glasses have UV protection, ask your parents or eye doctor if they do.



Lesson #7

Shady Deals

Goal: To have students understand the importance of seeking shade when out in the sun, to discuss the different types of shade available in the pool area, and to emphasize limiting sun exposure between 10:00 am and 4:00 pm.

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Sun Safety Message # 7

Seek shade.

**And don't stay out in the sun too long
between 10 am and 4 pm.**

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Discuss the importance of shade as a form of sun protection and talk about places where shade is found.

1. Besides sunscreen, proper clothing, hats, and sunglasses, what else can protect us from the sun?

Staying in the shade is also a good way to protect yourself.

2. What types of shade can you name?

Big shady trees, umbrellas, shelters, overhangs, awnings, etc.

3. Can you point out shaded areas around the pool?

4. Why does staying in the shade help?

The sun's rays can bounce off the water in the pool, even off the concrete. Staying in the shade keeps you cool and out of direct sunlight.



Lesson #8

POOL COOL Review

Goal: To review the *Four POOL COOL Rules* and to summarize the eight lessons.

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Sun Safety Message # 8

Be cool.

Remember the rules and stay sun-safe all year round.

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Discuss why it's important to be sun-safe and how to protect yourself and others.

1. Let's see if you can remember the answers to these questions?

- **Who needs sun protection?**
Everyone, even babies and adults. The lighter your skin, the more easily the sun's harmful rays can get through it, but even dark skin can get sunburned.
- **Why?**
Because the sun can be good and bad for you. The sun is an important positive force in nature, and it makes things grow. But it can also be harmful. It can cause sunburn, wrinkles, and other sun damage to your skin.
- **When?**
Everyday of the year, not just at the beach or during summer months.
- **How do you protect yourself?**
By following the *Four POOL COOL Rules*.
- **What are the rules?**
 - a. *Protect your skin. Use sunscreen.*
 - b. *Cover up! After swimming, cover your shoulders with a shirt and your legs with long shorts.*
 - c. *When you are out in the sun, protect your face and eyes. Wear shades and a hat.*
 - d. *Seek shade and watch the clock. Limit your time in the sun between 10 am and 4 pm.*



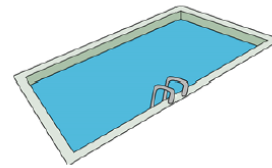
Sun-Safety Message #1



**The sun is hot and powerful.
Protect yourself.**



Sun-Safety Message #2



**When in the water, it's extra-important to be
sun-safe. Put on sunscreen before you get
dressed everyday.**



Sun-Safety Message #3



**Protect your skin with sunscreen that has a
SPF #30 or higher.**



Sun-Safety Message #4



**When applying sunscreen, remember your back,
face, ears, nose, neck, hands, and tops of feet.**



Sun-Safety Message #5



Cover Up! Use T-shirts, long shorts, and a wide-brim hat!



Sun-Safety Message #6



Be safe from the sun's harmful rays. Use a hat and shades everyday when outside. (except in the pool!)



Sun-Safety Message #7



Seek shade. And don't stay out in the sun too long between 10 and 4 o'clock.



Sun-Safety Message #8



Be cool. Remember the rules and stay sun-safe all year around.

APPENDIX C

Be Sun Safe

Slip, Slop, Slap & Wrap!

A turtle has a built-in shirt. A hippo's skin secretes oil that acts as a sunscreen. The bumps over a camel's eyes act as a hat. The black rings around a meerkat's eyes are sunglasses.

Slip on a shirt, Slop on sunscreen, Slap on a hat, Wrap on sunglasses, and seek shade between 10 and 4.

City of Placerville **WELL DORADO** **Don't Fry Day** **EPA** United States Environmental Protection Agency **SunWise** A Partnership Program of the U.S. Environmental Protection Agency www.epa.gov/sunwise EPA-633-H-08-001

APPENDIX D



APPENDIX E





**A PROCLAMATION OF THE CITY COUNCIL
OF THE CITY OF PLACERVILLE DECLARING
MAY 2017 AS SKIN CANCER AWARENESS MONTH
IN THE CITY OF PLACERVILLE**

WHEREAS: Skin cancer is the most common type of cancer in the United States; and

WHEREAS: The American Cancer Society estimates one in five Americans will develop skin cancer in their lifetime; and

WHEREAS: In El Dorado County, twice as many adults have been diagnosed with skin cancer, compared with adults in the State of California overall; and

WHEREAS: Ninety percent of all skin cancers can be prevented by protection from the sun's rays, or ultraviolet (UV) radiation; and

WHEREAS: Sun exposure during childhood accounts for 80% of lifetime exposure to the sun; and

WHEREAS: Regular daily use of SPF 30 or higher sunscreen reduces risk of melanoma by 50%; and

WHEREAS: It is essential to teach sun protective habits early in life because children receive 3 times more UV radiation than adults do every year; and

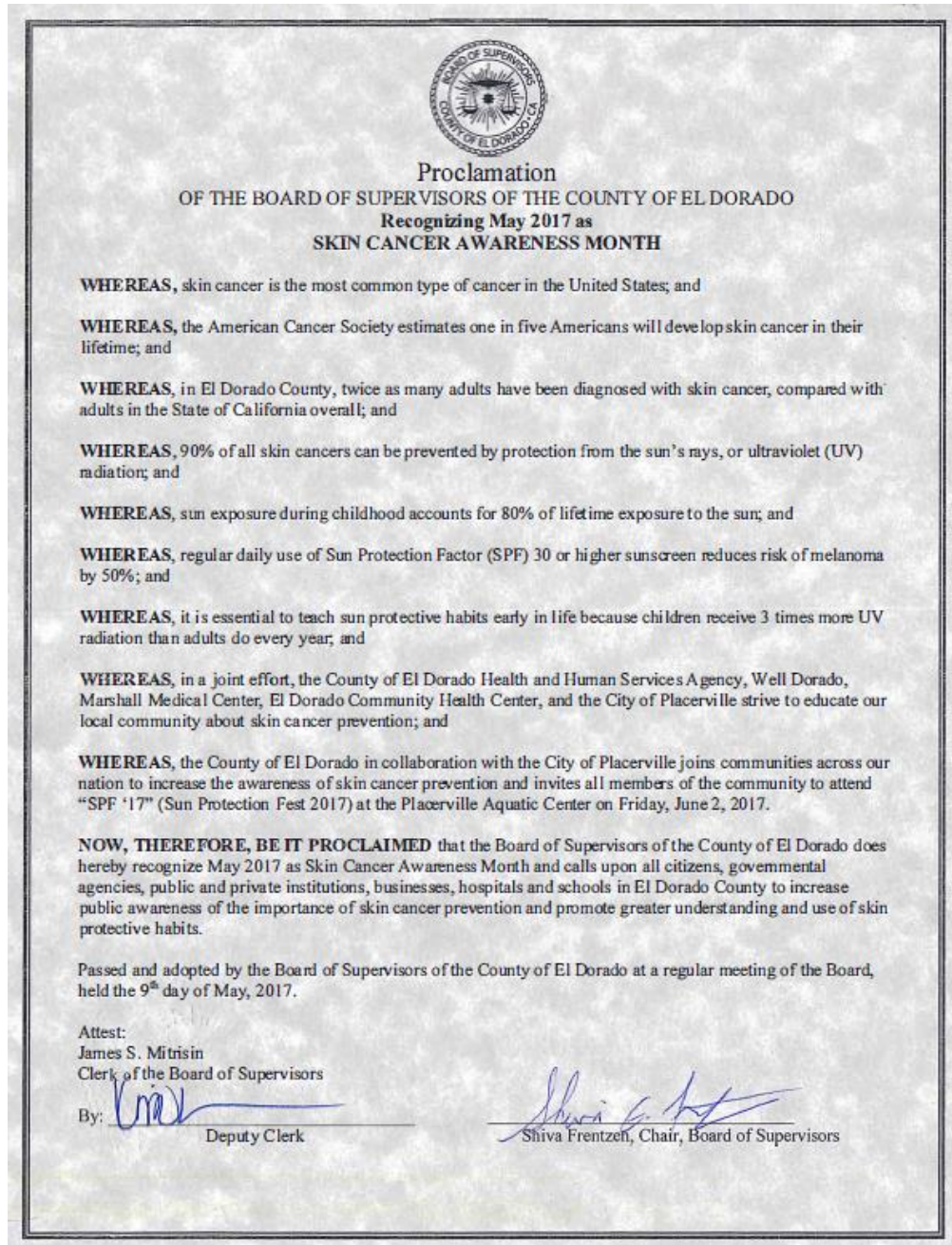
WHEREAS: In a joint effort, El Dorado County Health and Human Services, Well Dorado, Marshall Medical Center, El Dorado Community Health Centers, and the City of Placerville strive to educate our local community about skin cancer prevention; and

WHEREAS: The City of Placerville joins communities across our nation to increase the awareness of skin cancer prevention and invites all members of the community to attend "SPF '17" (Sun Protection Fest 2017) at the Placerville Aquatic Center on Friday June 2nd.

NOW, THEREFORE, I, John Clerici, Mayor of the City of Placerville, do hereby proclaim the month of May 2017 as Skin Cancer Awareness Month in the City of Placerville and I commend this observance to all citizens.

Dated: May 9, 2017

APPENDIX F



APPENDIX G

NEWS RELEASE



El Dorado County
HEALTH AND HUMAN SERVICES AGENCY
Public Health Division

FOR IMMEDIATE RELEASE
May 1, 2017

CONTACT:
Margaret Williams
(530) 642-7164
www.edcgov.us/publichealth

Sun Safety Campaign for Kids Launched

With summer right around the corner, several agencies in El Dorado County are teaming up to spread the word about the importance of sun safety, especially for children. The El Dorado County Public Health Division, City of Placerville's Community Services Department, Marshall Medical Center and El Dorado Community Health Center are partnering to promote skin cancer prevention and awareness beginning in May 2017 and throughout the summer months.

According to El Dorado County Health Officer, Dr. Nancy Williams, skin cancer is one of the most common types of cancers in the United States and accounts for almost fifty percent of all cancer cases. "The good news is that nearly ninety percent of all skin cancers can be prevented by protection from the sun's rays, or ultraviolet (UV) rays," said Williams.

El Dorado County's outreach efforts on sun safety target local residents, but have a special emphasis on kids, said Williams, because sun exposure during childhood accounts for about eighty percent of lifetime exposure. "We want to promote good sun safety habits for everyone, particularly children. The earlier good habits start, the more likely we are to continue them throughout life. We are using the National Council on Skin Cancer Prevention's 'Slip, Slop, Slap & Wrap' campaign to encourage kids to slip on a shirt, slop on sunscreen, slap on a hat, wrap on sunglasses, and seek shade between 10:00 a.m. and 4:00 p.m.," said Williams.

In celebration of National Skin Cancer Detection and Prevention Month in May, a banner will be placed over Main Street in Placerville during the week of May 22. Placerville Aquatic Center staff and pool users will be encouraged to practice sun safety through the launch of a sun safety lesson plan, adopted from the evidence-based POOL COOL program, at the start of each swim lesson. "Be Sun Safe" signs will be placed around the Aquatic Center.

The sun safety campaign will run for the duration the Placerville Aquatic Center is open to the public (May 28 through September 4, 2017). A special kick-off event, Sun Protection Fest 2017, will be held on Friday, June 2, 2017, from 12:30 p.m. to 4:00 p.m. at the Aquatic Center located at 3071 Benham Street in Placerville. The event will include swimming, food, music, games and prizes. Regular admission cost applies.

For sun safety tips and additional information about the sun safety campaign, including ways other organizations can help promote sun safety, please visit www.welldorado.org or call Kristin Tornincasa at (530) 642-7132.

###

APPENDIX H



Placerville Recreation & Parks Dept.
549 Main Street
Placerville, CA 95667

Post. Std
US Postage
PAID
Permit No. 5
Auburn, CA
95603

Placerville Aquatic Center

Proudly Presents

SUN PROTECTION FEST 2017

Friday June 2, 2017 at the
Placerville Aquatic Center
12:30pm-4pm



Join us as we kick off a summer of sun safety
at the Placerville Aquatic Center!

SWIMMING ◊ FOOD ◊ MUSIC ◊ GAMES ◊ PRIZES

Adults: \$6
Youth: \$5
Toddlers: \$4
Seniors: \$4



3071 Benham St.
Placerville, CA 95667

Visit welldorado.org
for details



City of Placerville Recreation and Parks
May 30 · 🌐

It's a party at the pool! Calling all El Dorado County residents! Join us as we kick off a summer of sun safety at the Placerville Aquatic Center! Sun Protection Fest 2017 will be held on Friday, June 2, 2017 from 12:30 p.m. to 4:00 pm at the Placerville Aquatic Center. Join us at this fun event where there will be swimming, food, music, games and prizes!!! Admission is just \$5 for children, \$6 for adults and \$4 for toddlers. Free admission for Season Pass holders!



SUN PROTECTION FEST 2017
Friday June 2, 2017 at the Placerville Aquatic Center
12:30pm-4pm

Join us as we kick off a summer of sun safety at the Placerville Aquatic Center!
SWIMMING ◊ FOOD ◊ MUSIC ◊ GAMES ◊ PRIZES

👍 Like 💬 Comment

Bryan Mitchell, City of Placerville Recreation and Parks, Tonya Peña and 6 others like this.

1 share

City of Placerville shared City of Placerville Recreation and Parks's photo.
May 31 · 🌐



SUN PROTECTION FEST 2017
Friday June 2, 2017 at the Placerville Aquatic Center
12:30pm-4pm

Join us as we kick off a summer of sun safety at the Placerville Aquatic Center!
SWIMMING ◊ FOOD ◊ MUSIC ◊ GAMES ◊ PRIZES

City of Placerville Recreation and Parks
May 30 · 🌐

It's a party at the pool! Calling all El Dorado County residents! Join us as we kick off a summer of sun safety at the Placerville Aquatic Center! Sun Protecti...

See More

👍 Like 💬 Comment



JUN 2 Sun Protection Fest 2017
Public · Hosted by City of Placerville

★ Interested ✓ Going

🕒 Friday, June 2 at 12:30 PM - 4:00 PM PDT
about 2 months ago

📍 City of Placerville Show Map

About Discussion


0 Went · 4 Interested
Share this event with your friends


APPENDIX I

Be Sun Safe


Skin Cancer: Facts and Prevention


The Facts about Skin Cancer


 90% of all skin cancers can be prevented by protection from the sun's rays, or ultraviolet (UV) radiation.

 1 in 5 Americans will develop skin cancer in their lifetime.

1 Skin cancer is the most common type of cancer in the United States.

 Regular daily use of SPF 15+ or higher sunscreen reduces risk of melanoma by 50%.

 Twice as many adults in El Dorado County have been diagnosed with skin cancer compared to the state of California.

 Sun exposure during childhood accounts for 80% of lifetime exposure.

How to Protect Your Skin

Slip
Cover up with clothing.

Slop
Use a water-resistant broad spectrum (UVA/UVB) sunscreen with an SPF of 30 or higher. Reapply every 30 minutes.

Slap
Wear a broad-brimmed hat that shades your face, neck and ears.


Wrap
Wear UV-blocking sunglasses.

Remember

Anyone can get skin cancer, regardless of skin color and gender. In fact, melanoma is one of the most common cancers in young adults.

Keep newborns out of the sun. Sunscreen should be used on babies over 6 months.

Children receive 3 times more UV radiation than adults do each year, so it's important that we teach sun protective habits early in life and lead by example.



How to Spot Skin Cancer

The ABCDEs of Melanoma

Melanoma can be effectively treated when detected early. You can identify the warning signs by looking for irregular or changing moles that may look like the following:



One half is unlike the other.



Irregular, scalloped or poorly defined border.



Varied from one area to another; shades of tan and brown, black; sometimes white, red or blue.



While melanomas are usually greater than 6mm (the size of a pencil eraser) when diagnosed, they can be smaller.



A mole or skin lesion that looks different from the rest or is changing in size, shape or color.



Resources

Examine your skin head-to-toe every month! Sun protection should be a lifelong habit, not just a summer activity.

Checking your skin means taking note of all the spots on your body, from moles to freckles to age spots. Skin cancer can develop anywhere on the skin. Ask someone for help when checking your skin, especially in hard to see places.

If you find any spots on your skin that are different from others or are changing, itching or bleeding, make an appointment to see a board-certified dermatologist.

To learn more about skin cancer and find a FREE skin cancer screening, visit SpotSkinCancer.org

When caught early, skin cancer is highly treatable.

Our Partners



El Dorado
Community
Health Centers

Protéjase del Sol

Cáncer de Piel: Datos y Prevención

Los datos acerca del cáncer de piel



90% de todos los cánceres de piel pueden ser prevenidos protegiéndose de los rayos del sol o de la radiación ultravioleta(UV).



1 de cada 5 Americanos desarrollará cáncer de piel.

1

El cáncer de piel es el cáncer más común en los Estados Unidos.



El uso regular de protector solar SPF15+ o más alto reduce el Melanoma en un 50%.



El doble de la población adulta en el Condado del Dorado comparado con el estado de California ha sido diagnosticado con cáncer de piel.



La exposición solar durante la infancia nos brinda el 80% de la exposición solar en nuestras vidas.

Cómo proteger tu piel

Póngase

¡Póngase una camisa!

Aplique

Aplíquese un protector solar resistente al agua(UVA/UVB) con un SPF de 30 o más alto. Aplique nuevamente cada 30 minutos.

colóquese

Colóquese un sombrero que le de sombra a su cara, cuello y orejas.

Use

¡Use lentes de sol para proteger los ojos y la piel!

Recuerde

Cualquiera puede desarrollar cáncer de piel, no importa su color de piel o género. En realidad, el Melanoma es uno de los cánceres más comunes en adultos jóvenes.

Mantén a los recién nacidos lejos del sol. El protector solar debe ser usado en bebés de 6 meses en adelante.

Los niños reciben 3 veces más radiación UV que los adultos cada año, así que es importante que les enseñemos a protegerse del sol y que sea un hábito que les inculquemos con el ejemplo. →

Cómo detectar el cáncer de piel

Melanoma y los Signos Clave de detección temprana

El Melanoma puede ser tratado efectivamente cuando se detecta en una etapa temprana. Las señales de advertencia se pueden identificar buscando lunares irregulares o cambiantes que se ven como el siguiente.



A **ASYMMETRY**
Simetría: La mitad de la mancha es diferente a la otra mitad.



B **BORDER**
Figura: La forma es irregular, escamosa o las orillas poco definidas.



C **COLOR**
Color: El color es inconsistente no es el mismo en toda la mancha; tiene colores como café claro, café fuerte y negro; o tiene colores blanco, rojo o azul.



D **DIAMETER**
Tamaño: Aunque las manchas de Melanoma son más grandes que 6 milímetros (el tamaño del borrador de un lápiz) cuando es diagnosticado pueden ser más pequeñas.



E **EVOLVING**
Desarrollo: Una verruga o lesión en la piel que luzca diferente a las demás o que está aumentando en tamaño, color o forma



Información importante

Examínese la piel de la cabeza a los pies cada mes!! El uso de protector solar debe ser un hábito de por vida, no solo una práctica del verano.

Revisarla significa tomar nota de todas las manchas desde verrugas y pecas hasta manchas de la edad. El cáncer se puede desarrollar en cualquier parte de la piel. Pregúntale a alguien que te ayude a checar tu piel especialmente en las áreas que tú no puedas ver.

Si encuentras cualquier mancha que luzca diferente a las otras o que está aumentando de tamaño, que te dan comezón o sangran, inmediatamente haz una cita con un dermatólogo certificado.

Para aprender más del cáncer de piel y encontrar información gratuita de como obtener un estudio médico de cáncer de piel, visita:

SpotskinCancer.org

La detección temprana de cáncer de piel es altamanete curable.

Patrocinadores



APPENDIX J

¡Gracias por participar en la encuesta de la campaña de seguridad solar de la División de Salud Pública y Servicios Humanos Del Condado de El Dorado

1. ¿Sabía usted sobre la campaña de seguridad solar de este verano? (Les enseña a los niños hábitos de seguridad al exponerse al sol antes de sus clases de natación, los anuncios de la campaña se colocan alrededor del Centro Acuático, y ofrece protector solar gratuito para los usuarios de la piscina)

SI NO

Para la pregunta número 2, por favor sea honesto! Estamos realmente interesados en saber cómo o si la campaña de seguridad solar ha cambiado sus hábitos.

2. ¿Ha cambiado sus hábitos desde que comenzó la campaña de seguridad solar de este verano?

SI NO

Si es así, marque todos los cambios que ha hecho cuando está fuera en un día caluroso y soleado:

- Me aplico bloqueador solar con más frecuencia
- Uso una camisa con mangas que cubre mis hombros con más frecuencia
- Uso sombrero con más frecuencia
- Me quedo a la sombra o bajo un paraguas más a menudo
- Uso lentes oscuros más a menudo

3. ¿Ha utilizado el dispensador de bloqueador solar gratuito en el Centro Acuático?

SI NO

4. ¿Tienes Hijos/as?

Si contestó sí a la pregunta # 4, por favor continúe. Si no, por favor devuelva su encuesta a la caja de entrega más cercana- ¡gracias!

5. ¿Su hijo / a cambió su comportamiento desde que comenzó la campaña de seguridad solar de este verano?

SI NO

Si es sí, por favor marque todos los cambios que has realizado cuando esta fuera en un día caluroso y soleado:

- Mi hijo se aplica protector solar con más frecuencia
- Mi hijo se pone camisas con mangas que cubren sus hombros más a menudo
- Mi hijo usa sombreros más a menudo
- Mi hijo se mantiene a la sombra o bajo un paraguas más a menudo
- Mi hijo usa lentes oscuros más a menudo

6. ¿Su hijo / a está tomando clases de natación en el Centro Acuático de Placerville este verano?

SI NO



Thank you for participating in the El Dorado County Health and Human Services Public Health Division sun safety campaign survey!

1. Are you aware of this summer's sun safety campaign? (sun safe habits are being taught to children before swim lessons; campaign signs are posted around the Aquatic Center; free sunscreen is available to pool users)
- YES NO
-

For question number 2, please be honest! We are genuinely interested in knowing how or if the sun safety campaign has changed your behavior.

2. Have you changed your behavior since this summer's sun safety campaign started?
- YES NO
-
- If yes, please mark all of the changes you've made when outside on a warm sunny day:
- I apply sunscreen more often
 - I wear a shirt with sleeves that covers my shoulders more often
 - I wear a hat more often
 - I stay in the shade or under an umbrella more often
 - I wear sunglasses more often

3. Have you used the free sun screen dispenser at the Aquatic Center?
- YES NO
-

4. Do you have a child/children?
-

If you answered yes to question #4, please continue. If no, please return your survey to the nearest drop box- thank you!

5. Has your child (or children) changed their behavior since this summer's sun safety campaign started?
- YES NO
-
- If yes, please mark all of the changes they've made when outside on a warm sunny day:
- My child applies sunscreen more often
 - My child wears a shirt with sleeves that covers their shoulders more often
 - My child wears a hat more often
 - My child stays in the shade or under an umbrella more often
 - My child wears wear sunglasses more often

6. Is your child (or children) taking swim lessons at the Placerville Aquatic Center this summer?
- YES NO
-



APPENDIX K

Pool Cool Monitoring Form
Lesson 1: Introducing Pool Cool Rules for Sun Safety

Date: _____

Did you do the following?

	YES	NO									
A. Complete Lesson #1?	<input type="radio"/>	<input type="radio"/>									
	1	2	3	4	5	6	7	8	9	10	>10
If YES, how many minutes did this lesson take to complete?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	YES	NO
B. Introduce the four Pool Cool Rules to the class?	<input type="radio"/>	<input type="radio"/>
C. Discuss the power of the sun?	<input type="radio"/>	<input type="radio"/>

In your opinion

D. How interested were the children in this lesson?

Not Interested	A little Interested	Somewhat Interested	Interested	Very Interested
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

-----Thank you!-----

To be completed by Public Health Staff:

E. How many children attended swim lessons in the morning and the evening? _____

Pool Cool Monitoring Form
Lesson 4: The Ins and Outs of Sunscreen – Part 2

Date: _____

Did you do the following?

	YES	NO
A. Complete Lesson #4?	<input type="radio"/>	<input type="radio"/>
1 2 3 4 5 6 7 8 9 10 >10		

If YES, how many minutes did this lesson take to complete?

1	2	3	4	5	6	7	8	9	10	>10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	YES	NO
B. Demonstrate how to apply sunscreen properly?	<input type="radio"/>	<input type="radio"/>

In your opinion

C. How interested were the children in this lesson?

Not Interested	A little Interested	Somewhat Interested	Interested	Very Interested
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

-----Thank you!-----

To be completed by Public Health Staff:

D. How many children attended swim lessons in the morning and the evening? _____

**Pool Cool Monitoring Form
Lesson 6: Hats and Sunglasses**

Date: _____

Did you do the following?

	YES	NO									
A. Complete Lesson #6?	<input type="radio"/>	<input type="radio"/>									
	1	2	3	4	5	6	7	8	9	10	>10

If YES, how many minutes did this lesson take to complete?

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
--	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

	YES	NO
B. Teach students to use hats and sunglasses to protect themselves from the sun's harmful rays?	<input type="radio"/>	<input type="radio"/>

In your opinion

C. How interested were the children in this lesson?

Not Interested	A little Interested	Somewhat Interested	Interested	Very Interested
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

-----Thank you!-----

To be completed by Public Health Staff:

D. How many children attended swim lessons in the morning and the evening? _____

APPENDIX L

Sun Protection Fest 2017!

Join us as we kick off a summer of **sun safety** at the **Placerville Aquatic Center!**



Event Details

Several agencies in El Dorado County are teaming up to spread the word about the importance of sun safety. This summer, the **Placerville Aquatic Center** staff and pool users will be encouraged to practice sun safety through the launch of a **sun safety lesson plan**, adopted from the evidence-based POOL COOL program, at the start of each swim lesson.

A special kick-off event, **Sun Protection Fest 2017**, will be held on **Friday, June 2, 2017** from 12:30 p.m. to 4:00 pm. There will be swimming, food, music, games and prizes! Standard entrance fees apply. [Click here](#) for more info ([Haga clic para mas informacion.](#)), and [click here](#) to read the press release!

Be Sun Safe

Slip, Slop, Slap & Wrap!

A turtle has a built-in shirt. A hippo's skin secretes oil that acts as a sunscreen. The bumps over a camel's eyes act as a hat. The black rings around a meerkat's eyes are sunglasses.

Slip on a shirt, Slop on sunscreen, Slap on a hat, Wrap on sunglasses, and seek shade between 10 and 4.

Thank-yous

We'd like to thank all of our partners and donors who have been involved in this project-

Partners: Marshall Medical Center, El Dorado Community Health Centers, City of Placerville's Community Services Department