

FOR IMMEDIATE RELEASE

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The North Shore Prepares for Year Three of the Sun Safety Initiative as Melanoma and Skin Cancer Awareness Month Arrives.

The North Shore Shared Public Health (NSSPH) collaborative is pleased to announce it is launching its third year as a Partner in Prevention with IMPACT Melanoma. It's fitting that year three kicks off in May, Melanoma and Skin Cancer Awareness Month. The leaders of the collaborative are thrilled to continue their public skin cancer awareness campaign, the Sun Safety initiative, to achieve the following:

- Reduce the risk of skin cancer in the eight communities (Salem, Nahant, Lynn, Swampscott, Marblehead, Danvers, Peabody, and Beverly)
- Address areas of social and health inequities
- Provide prevention education on the importance of UV protection
- Provide free sunscreen to those enjoying outdoor spaces, including those who cannot afford it.

The collaborative leveraged a Public Health Excellence Grant to work with IMPACT Melanoma to plan, customize, and coordinate the launch of the Sun Safety initiative across the eight member communities to reach children, outdoor workers, adults, and parents and caregivers of newborns.

Leaders at North Shore Shared Public Health and the Department of Public Works, and Parks and Recreation in the communities worked with the IMPACT Melanoma staff to develop and implement the Sun Safety initiative which includes the following elements:

- Practice Safe Skin Program
 - The anchor of the program includes access to free sunscreen with dispensers dispersed throughout the communities.

- Program management included working with the Department of Public Works and Parks and Recreation to finalize site selection of the dispensers.
 - Program management includes maintaining, cleaning, and refilling the sunscreen dispensers.
- Safe Skin at Work
 - The Sun Safety initiative includes IMPACT Melanoma's Safe Skin at Work program to educate outdoor workers about the importance of reducing the risk of skin cancer including the importance of regularly using sunscreen, wearing protective clothing, and seeking shade.
- Prevention education efforts will continue this season to reach campers at community recreation camps with Sun Safety Camp Kits distributed that include protective lip balm, UV bracelets, activity pages, and UV beads.
- IMPACT Shade
 - Prevention education will include the power of shade to reduce UV exposure and to help our bodies cool safely while also leveraging portable shade structures added to public areas in the communities.
 - UPF protective clothing will be distributed again this year to adults and children at community events.
- No Sun for Babies
 - This program was incorporated to reach new parents and will continue in 2024 to provide No Sun for Babies bags with a Coolibar UPF protective blanket and informational brochure to raise awareness of sun safety, starting with sensitive infant skin.

About IMPACT Melanoma

IMPACT Melanoma, a national non-profit 501(c)(3) organization, is the nation's leading non-profit dedicated to significantly reducing melanoma in the United States and saving lives. With a focus on prevention education programs that include customized and integrated programs for communities, IMPACT Melanoma is committed to supporting melanoma patients and their families and advocating for and influencing urban development policies to address shade equity in America. To learn more about IMPACT Melanoma, visit <https://impactmelanoma.org/>.