




SUN PROTECTION REWARDS

Sun protection goes a long way to prevent:

- * Sunburns
(especially dangerous for babies)
- * Wrinkles and sagging
- * Blemishes
- * Melanoma and other skin cancers
- * Cataracts

And, best of all, it only takes a few steps!

DID YOU KNOW?

-  Skin cancer is the most common form of cancer in the United States.
-  One in every six Americans develops skin cancer at some point in life.
-  At least 90% of all skin cancers are caused by sun exposure.
-  80% of your child's lifetime sun exposure occurs by age 18.
-  One blistering sunburn before the age of 20 can increase your child's risk for developing melanoma, the deadliest form of skin cancer.

The Falmouth RayBusters:

A snapshot of your community.

You and your families are on your way toward achieving healthy behavior in the sun, while still enjoying an active, outdoor lifestyle!

We surveyed over 100 moms in Falmouth. Here is some of what we learned. . .

✓ Sun protection practices this past summer . . .

- 94% of babies did not receive a sunburn.
- 67% of moms with more than one child said that their older child did not receive a sunburn.
- 70% of moms had no sunburn.

✓ An outdoor lifestyle . . .

Half of you spent greater than eight hours outside per week this past summer.

✓ A fair-skinned group . . .

75% of moms and 81% of babies have fair or very fair complexions.

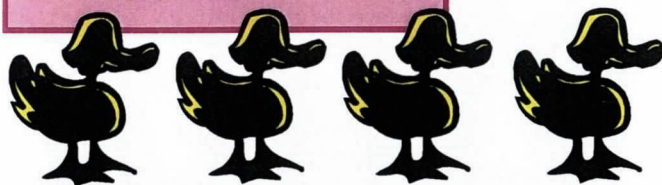
✓ The natural look . . .

Many of you felt that staying your natural skin color or having a little color from the sun was most attractive, when compared to being tan. The majority of moms (83%) felt that a baby was most attractive if his or her skin stayed its natural skin color.

✓ An educated community . . .

During your infant's first year of life, almost half of you had been counseled by a health professional on how to protect your baby from the sun.

We can support you in continuing to protect you and your families from the sun. Our program can offer you some more ideas for sun protection, especially during your child's toddler years and for your older children.



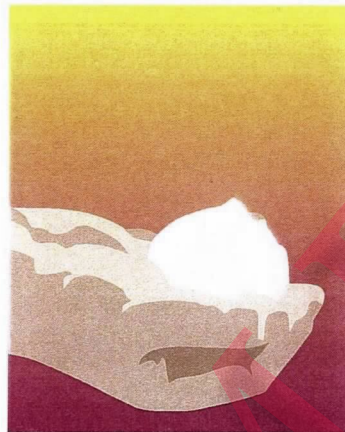
On the survey, many of you told us that you'd like more information on sun protection. We've assembled answers to some of your most common questions about sunscreen, protective clothing, and shade.

Focus on Sunscreen

Tell me about the basics.

How much should I apply?

Plan on using about 1 ounce (or 1/4 of a standard sized, 4 ounce bottle), for an adult body application and proportionately less for your baby's body. (Most people apply less than half of this recommended amount, which is partly why people burn through sunscreen).



What rays should it cover?

Use a broad-spectrum sunscreen that says UVA/UVB on the bottle.

What strength should I use?

Use at least SPF 15. SPF, which means Sun Protection Factor, tells you how much your sunscreen protects you and your family against sun exposure.

How should I apply the sunscreen?

Slather it on and be sure to put the sunscreen in areas that many people ignore - behind the ears, the back of the neck, the tops of your baby's feet. Older children and parents should also use a lip balm with sun protection (SPF 15).

When should I apply the sunscreen?

Put on sunscreen 20 minutes before going outside so that it is effective from the minute your baby is outdoors. (If you forgot, still apply it - it will take effect in another 20 minutes.)

How often should I apply sunscreen?

Sunscreen tends to rub off while children are swimming, playing, and sweating. So it is best to apply sunscreen at least every two hours, no matter what the bottle says.

What kind of sunscreen should I use when swimming?

Use sunscreen that is water-resistant (lasts for 40 minutes in a pool) or waterproof (lasts for 80 minutes in a pool) and reapply it after swimming.

What should it cost?

Sunscreen can run as low as \$2.25 per 4 ounces in a bulk size. It regularly goes on sale for even less, so stock up at the sale price. Check the expiration date - many bottles can last as long as two summers. If there is no expiration date, you can call the company and ask.

Tip: If sunscreen irritates your baby's eyes, check ingredients on the bottle and try one that contains only titanium dioxide as the active ingredient.

Parents: You can use kids' sunscreen for your body, too. Sunscreens for kids often have the same active sunscreen ingredients as the adult formulations, but differ in that they have not been tested to see if they cause acne. For the adult face, use a product labeled oil-free or non-comedogenic (won't form pimples).

Using a higher number than SPF 15 doesn't help that much, unless your baby is very fair-skinned. Above SPF 15, the difference in protection is very small.

(For example, SPF 15 protects you from over 92% of ultraviolet light, while SPF 32 protects you from 97% of ultraviolet light.)

The most important thing is using at least SPF 15 and using it right.