



Enhancing sun protection advice may require changes in office operations and staff roles. Through a few easy routines and use of certain tools, sun protection counseling can become a regular part of your practice. The following pages in this section describe each component of the SunSafe Approach and strategies for implementation.

The SunSafe Approach

- ☀ Set a sun protection advice goal for children in your practice.
- ☀ Establish practice routines for delivering the SunSafe Message during all well child checks and as feasible during other visits.
- ☀ Select and use the project tools that will best assist you.



Set a sun protection advice goal for children in your practice.

The US Preventive Services Task Force recommends that children avoid excess sun exposure and sunburns, and that clinicians counsel them and their parents accordingly.* However, primary care physicians tell us that they don't provide sun protection advice often enough. Most clinicians say that they discuss sun protection at fewer than half of well child checks.

We urge health care providers to set a specific goal for sun protection advice. Ideally, your practice's goal might be:

Discuss sun protection advice as summarized in the SunSafe core message (see page 1) with all children and their parents seen for well child care or physicals.

To the extent possible, discuss sun protection advice with children and parents seen for other reasons during the summer. If a discussion is not feasible, have posters and materials available that can support this goal.

*A full copy of the relevant chapter is included in the Appendices (pp. i-xi).

..... *What can we do?*

The practice clinicians and staff should come together to identify a realistic goal to benefit the patients. All practice personnel should share in working to achieve this goal. A meeting with clinicians and office staff to communicate practice prevention goals and the rationale for them promotes teamwork and can be an opportunity to build commitment toward other common missions. **Everyone at the practice can contribute to educating children and parents about sun protection.**



☀ Establish practice routines for delivering the SunSafe Message during all well child checks and as feasible during other office visits.

Routines:

Providing the SunSafe message can be easy, if you establish certain routines. The message is especially important during the Spring and Summer months, prior to peak sun exposure.

Ideally, sun protection counseling should be provided verbally and reinforced with posters, handouts, and other motivators. Behavioral research suggests that counseling is most often successful when it builds on current behavior. Thus, all the following approaches begin by asking about current sun protection practices.

Here are some approaches:

1. While pointing to a sun protection poster at the height/weight station, practice staff can ask “How are you protecting (child’s name) from the sun?”. The sun protection behaviors the parent mentions are then reinforced, and behaviors not mentioned spontaneously are advocated by the staff member. The SunSafe study found that child-friendly posters such as the one shown here often triggered questions by the children themselves.



2. Alternatively, the clinician initiates a similar discussion by asking about sun protection in the examination room.

Approaches continued—

3. Another approach to initiating discussion could begin while the clinician is examining the child's abdomen, neck or other skin areas during the physical examination.
4. In concluding a visit, the clinician asks about sun protection.



..... *Here are some suggestions on how to*
handle negative responses:

Challenge:

“But Johnny doesn’t like the way it feels on his skin.”; or, “Jill’s skin is so sensitive, she always gets a rash to that sort of thing.”

Response:

There are many different types of sunblocks, and it’s just a matter of trying different ones until you find one that agrees with you. Here are some tips: “sport” or “waterproof” sunblocks are not greasy and many people prefer them. They are also less likely to get rubbed into children’s eyes. Ideally, sunscreen should be applied twenty to thirty minutes before children go outside. It can then be absorbed by the skin and will work more effectively. This is particularly important during winter months, when children should be protected from facial sunburns caused by snow-reflected UV rays but shouldn’t go out with wet faces. *Consumer Reports* provides periodic ratings of sunscreens (*Consumer Reports*, May 1998). Children’s and baby sunscreens are less likely to cause a reaction

Challenge:

“I heard that sunblock may actually cause skin cancer.”; or, “Weren’t there some experiments with mice that showed that sunblock caused skin cancer?”

Response:

Experiments have shown that sunblock does not block all the rays, only most of them. Sun block isn’t 100%. It should not lull you into increasing your exposure to the sun. It’s like wearing seat belts or having air bags -- having those doesn’t mean you should drive faster. Sunblock should be used when the sun cannot be avoided or blocked by clothing.

Challenge:

“I heard sunblock doesn’t really work, it just blocks the tanning rays, but lets the cancer-causing rays through, anyway.”



Response:

It is true that sunblock does not block all the rays, only most of them. Those sun blocks that block both UVB (burning rays) and UVA (tanning rays) are best. Both UVB and UVA are related to skin cancer. But sun block isn’t 100%. It should not lull you into increasing your exposure to the sun. It’s like wearing seat belts or having air bags -- having those doesn’t mean you should drive faster. Sun-block should be used when the sun cannot be avoided or blocked by clothing.

Challenge:

“I know someone who never went out in the sun much and they developed skin cancer.”

Response:

Most likely they had a lot of sun before the age of 20; most sun exposure occurs before the age of 20. It takes 30 years after sun exposure, on average, before a skin cancer will develop.

Challenge:

“Sunscreen is too expensive.”

Response:

Look for store/generic brand sales and compare across different stores.

Note: The SunSafe Project found that although participating towns had a large proportion of low income families, residents in these towns increased their use of sunscreen for children significantly.



Select and use the tools that will best assist you.

Tools:

The practice day can often seem like one long series of interlocking interruptions. Providing sun protection messages can be lost in those interruptions without some cues to action or tools to motivate patients:

..... ***Tools that provide cues to action and intra-practice communication:***

 ***Posters*** - Put up attractive sun protection posters (see sample on right) in prominent places such as the weigh stations, exam rooms, or waiting room to prompt both the patient and practice staff to discuss sun protection.

Posters available from the Skin Cancer Foundation in 20"x28" or 8 1/2"x11" sizes. Phone 212-725-5176 and request the order department or send e-mail to info@skincancer.org.

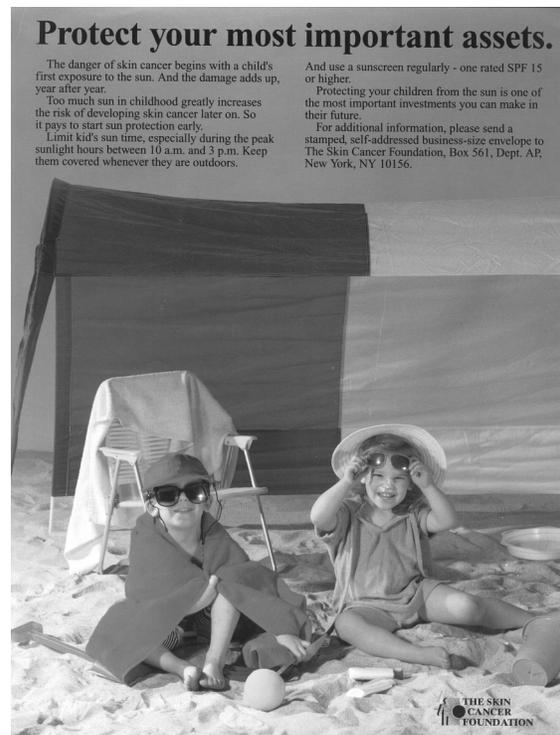


Chart Reminders —

Use stickers on patient's chart to remind the nurse or provider to discuss sun protection and to signal parental questions and concerns.



Flow Sheets —

Place preventive flow sheets in the front of the chart to be initiated by the nurse and updated regularly by the clinician. A sun exposure sticker is placed on the flow sheet to provide an ongoing reminder and a place for the clinician or nurse to check each time sun protection is discussed.

Name *Simon Dickey* Child Preventive Care Flow Sheet PUT PREVENTION INTO PRACTICE
 D.O.B. *3/1/89*
 No. *225-30-7996*

Age	1	2	3	4	5	6	7	8	9
Suggested Topics	Date	<i>3/99</i>	<i>5/99</i>	<i>9/99</i>	<i>12/99</i>				
Drugs/Alcohol (D)	Topic	<i>N</i>	<i>F, M, M, I, I, Y</i>						
Sexual Behavior (S)	Date	<i>5/99</i>	<i>9/99</i>						
HIV/AIDS (H)	Topic	<i>N, O</i>	<i>2, 0, N</i>						
Injuries & Poisons (I)	Date	<i>3/99</i>	<i>3/99</i>						
UV Exposure (U)	Topic	<i>2, 1, 2, N</i>							
Violence & Guns (V)	Date	<i>3/99</i>							
Oral/Dental Health (O)	Topic	<i>N, I, I, N</i>							
Physical Activity (P)	Date	<i>3/99</i>							
Topic	Date	<i>N, I</i>							
Hematocrit	Age	<i>3/99</i>	<i>5/99</i>						
Age	1, 2 and 5 yrs.	Date	<i>3/99</i>	<i>5/99</i>					
Result	<i>35</i>	<i>37</i>							
TB Test (Mantoux)	Age	<i>3/99</i>	<i>5/99</i>						
Age	1, 2 and 5 yrs.	Date	<i>3/99</i>	<i>5/99</i>					
Result	<i>5</i>								
Blood Pressure	All check-ups, 2-3 yrs.	Date	<i>3/99</i>	<i>5/99</i>					
Result	<i>99/60</i>	<i>99/60</i>							
Vision/Hearing Tests	Age	<i>3/99</i>	<i>5/99</i>						
Age	4 and 5 yrs.	Date	<i>3/99</i>	<i>5/99</i>					
Result	<i>N</i>	<i>N</i>							
Cholesterol	<i>92 yrs ≥ 2</i>	Date	<i>3/99</i>	<i>5/99</i>					
Result	<i>140</i>	<i>140</i>							
SUN EXPOSURE	Date								
Result									
Date									
Result									
Date									
Result									

Suggested Result Codes: 0 = Ordered N = Result Normal A = Result Abnormal R = Refused E = Done Elsewhere * = Next Due

Schedule (Use the Child Immunization Flow Sheet to record patient data)

Immunization	2 mos.	4 mos.	6 mos.	12-15 mos.	4-6 yrs.	14-16 yrs.
Polio (OPV)						
Diphtheria, Tetanus, Pertussis (DTP, DTaP 1-6)						
Measles, Mumps, Rubella (MMR)						
Haemophilus influenzae type b (Hib)						
Hepatitis B (HBV)						
Varicella (VZV)						

Chart Audit: *3/99*

..... *Tools that provide health education:*



✍ Pamphlets— A range of sun protection pamphlets can be placed in the waiting room for parents to read.

✍ Patient Letters — A patient letter can be mailed to parents informing them about keeping their children SunSafe (see sample in Appendix 2).

..... *Tools that serve to motivate patients:*



✍ Sunblock — The distribution of free sunblock samples at medical check-ups is popular with both patients and parents and effectively promotes sunblock use. Your practice may wish to investigate opportunities to obtain low/no cost samples of sunblock for children.

✍ Stickers and Tattoos — Removable “tattoos” with the SunSafe Sam logo can provide a literal “take-home” message for children at the end of a visit that has included sun protection counseling.



A worksheet for ordering tools and recording practice routines is provided on pg. 22.



The following three implementation options are outlined to assist your practice in identifying the routines and tools that are right for you. Tool ordering information is provided on the following pages.

..... ***Sun Protection in Practice***

***Implementation strategies to increase
sun protection in your practice:***

Option #1 (minimal change in practice routines)

<u>Activity/Tools</u>	<u>When performed</u>	<u>By whom</u>
• Put up a poster in the waiting room, exam rooms, and/or ht/wt station	Spring and Summer	Receptionist/ Nurse/Med. Assistant
• Put education pamphlets in exam rooms	Well child visits	Receptionist
• Give SunSafe tattoo to child	When patient checks out	Receptionist

Option #2 (moderate change in practice routines)

<u>Activity/Tools</u>	<u>When performed</u>	<u>By whom</u>
• Put up a poster in the waiting room, exam rooms, and/or ht/wt station	Spring and Summer	Receptionist
• Put patient education pamphlets in exam rooms		Nurse/Med.Assistant
• Discuss with family sun protection strategies and give free sunscreen sample	All well child visits as well as all summer month visits	Clinician
• Give SunSafe tattoo to child	When patient checks out	Med. Asst/Receptionist

Option #3 (extensive change in practice routines)

<u>Activity/Tools</u>	<u>When performed</u>	<u>By whom</u>
• Put up a poster in the waiting room, exam rooms, and/or ht/wt station	All year	Receptionist
• Put patient education pamphlets in exam rooms		Nurse/Med. Assistant
• Discuss with family sun protection strategies and give free sunscreen sample	All well child visits as well as all other office visits	Clinician
• Identify children at high risk and add sun protection to flow sheet	Prior to seeing the clinician	Nurse/Med. Assistant
• Place sun exposure chart sticker on flow sheet/chart to remind clinician to counsel patient	Throughout the year	Nurse/Med. Assistant
• Give SunSafe tattoo to child	When patient checks out	Nurse/Med. Assistant

Option #1 (minimal change in practice routines)

<u>Activity/Tools</u>	<u>When performed</u>	<u>By whom</u>
<ul style="list-style-type: none">• Put up a poster in the waiting room, exam rooms, and/or ht/wt station	Spring and Summer Well child visits	Receptionist/ Nurse/Med. Assistant
<ul style="list-style-type: none">• Put education pamphlets in exam rooms		Receptionist
<ul style="list-style-type: none">• Give SunSafe tattoo to child	When patient checks out	Receptionist

Option #2 (moderate change in practice routines)

<u>Activity/Tools</u>	<u>When performed</u>	<u>By whom</u>
• Put up a poster in the waiting room, exam rooms, and/or ht/wt station	Spring and Summer	Receptionist
• Put education pamphlets in exam rooms		Nurse/Med. Assistant
• Discuss sun protection strategies with family and give free sunscreen sample	All well child visits as well as all summer month visits	Clinician
• Give SunSafe tattoo to child	When patient checks out	Med. Asst./Receptionist

Option #3 (extensive change in practice routines)

<u>Activity/Tools</u>	<u>When performed</u>	<u>By whom</u>
<ul style="list-style-type: none"> Put up a poster in the waiting room, exam rooms, and/or ht/wt station 	All year	Receptionist/
<ul style="list-style-type: none"> Put education pamphlets in exam rooms 		Nurse/Med. Assistant
<ul style="list-style-type: none"> Discuss sun protection strategies with family and give free sunscreen sample 	All well child visits as well as all other office visits	Clinician
<ul style="list-style-type: none"> Identify children at high risk and add sun protection to flow sheet 	Prior to seeing the clinician	Nurse/Med. Assistant
<ul style="list-style-type: none"> Place sun exposure chart sticker on flow sheet/chart to remind clinician to counsel patient 	Throughout the year	Nurse/Med. Assistant
<ul style="list-style-type: none"> Give SunSafe tattoo to child 	When patient checks out	Nurse/Med. Assistant



A. Planning Worksheet

Today's Date: _____

Implementation Date: _____

Contact Name: _____ Role in Practice: _____

Name of Practice: _____

This worksheet identifies a menu of routines and tools. Select those that seem most appropriate to your practice. In addition to checking the tools you want, please indicate how and by whom the SunSafe message will be communicated and implemented.

..... *Please complete*

Providing the SunSafe Message *verbally*:

Who:

Practice Staff: _____

Clinician(s): _____

When: (circle all those that apply)

weigh station

examination room

front desk

other location(s) (specify) _____

Tool Planning Information

..... *Tools:*

(Please complete all appropriate categories):

<u><i>Tool</i></u>	<u><i>How Used</i></u>	<u><i>By Whom</i></u>	<u><i>Quantity</i></u>
Ex: <u>X</u> Posters	<u>Exam/waiting room</u>	<u>Receptionist</u>	<u>3</u>
<u> </u> Posters	_____	_____	_____
<u> </u> Chart reminders	_____	_____	_____
<u> </u> Flow sheets	_____	_____	_____
<u> </u> Pamphlets	_____	_____	_____
<u> </u> Patient Letters	_____	_____	_____
<u> </u> Sunscreen bottles	_____	_____	_____
<u> </u> Removable tattoos	_____	_____	_____

Tool Ordering Information

Posters

Free skin cancer posters are available from the American Cancer Society. The national number is 800-227-2345 and they can connect you with your local office.

Posters are also available from the Skin Cancer Foundation at 212-725-5176.

Chart Reminders

Sun Exposure reminder stickers are provided by Put Prevention into Practice program (Dept of Health & Human Resources) and are available from Superintendent of Documents, US Government Printing Office.

Phone 202-512-1800 or FAX 202-512-2250 and request Stock Number 017-001-00519-3

Flow Sheets

These are available on-line from the Put Prevention Into Practice campaign at <http://www.ahcpr.gov/ppip/pporder.htm>

Select the access PPIP materials online option. Then under the listing of PPIP materials, select Preventive care flow sheets: Child

Note: You will need to have Acrobat Reader to complete this operation. Once you have saved the downloaded file to a folder, open Acrobat Reader, choose Open under the File menu, click Show All File Types and open the saved flowsheet file. Under Page Setup, type in 90%. The flowsheet can then be printed for later photocopying.

Pamphlets

Contact the American Cancer Society at 800-227-2345 or the Skin Cancer Foundation at 212-725-5176

Sunscreen Bottles

It may be possible to purchase sunblock in bulk from a local supermarket, pharmacy, or discount store. Sunblock manufacturers may also be willing to provide sample sizes of their products.

Removable Tattoos

These can be ordered from the California Tattoo Manufacturing Co. Phone 941-923-4110 or FAX 941-923-3139 and request PressRun # 7074-DART

