SUN SAFE VIDEO CONTEST

For High School Students
9th-12th Grade
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The goal of this contest is to educate the public by encouraging students to create a video public service announcement (PSA) that promotes sun protection and skin cancer prevention.

ELIGIBILITY:

- Utah high school students, grades 9-12
- Must complete online submission form
- Must submit parent permission form if under age 18

DEADLINE:

April 30, 2018

AWARDS CEREMONY:

May 15, 2018

CONTEST RULES:

Have teams of 1-4 students
Must be 60 seconds long
Incorporate at least one feature from page 6
Keep it family friendly
Follow copyright laws and do not use any copyrighted materials
Use up-to-date and accurate facts/statistics
Please use sources and links provided in this packet

SUBMISSION:

Upload your video to YouTube or any video hosting website.
Complete the online submission form here.

JUDGING CRITERIA:

Creativity
Accuracy
Impact

PRIZES:

First place: $200 Amazon gift card
Second place: $100 Amazon gift card
Third place: 2 movie passes per team member

All finalists' videos will be featured on the University of Utah Department of Dermatology website.
All entries must be 60 seconds long and must portray at least one of the sun safe facts listed below.

**SUN SAFE BEHAVIORS**

+ Apply sunscreen regularly (at least SPF 30, broad spectrum UVA/UVB, containing zinc oxide or titanium dioxide)

+ Seek shade when possible

+ Wear protective clothing (long sleeved shirts, long pants, wide-brimmed hats, sunglasses)

+ Avoid tanning beds

**MYTHS AND FACTS OF TANNING AND SUN EXPOSURE**

**Myth: A “base tan” protects my skin from sunburns**

**Fact:** There is no evidence that base tans prevent future sunburns. Your skin’s ability to tan is your body’s natural response to skin damage from UV exposure. Damage ages your skin (causing wrinkles) and increases your lifetime risk of developing skin cancer. The best way to protect your skin from sunburns is to practice sun safe behaviors.

**Myth: Only old people get skin cancer**

**Fact:** Melanoma is the most commonly diagnosed cancer in young adults age 25–29 and the second most commonly diagnosed cancer in teens and young adults age 15–29. Damage to your skin accumulates throughout your lifetime and greatly increases your risk for developing skin cancer. For example, having several sunburns in your youth can at least double your melanoma risk!

**Myth: Tanning beds are a safe way to tan**

**Fact:** Tanning beds are NOT a safe way to tan! The only safe tan comes from a bottle or spray-on (fake tans). UV radiation has been proven to cause skin cancer. The World Health Organization has included UV radiation from the sun and from tanning beds to the list of most dangerous cancer-causing agents along with cigarettes. More people develop skin cancer attributed to tanning than develop lung cancer attributed to smoking! Tanning beds can emit as much as 12 times the amount of UV radiation as the sun. Just one indoor tanning session can increase your risk of melanoma by approximately 20%.

**Myth: I am protected from the sun on cloudy or cold days**

**Fact:** Up to 80% of UV rays can penetrate through clouds. In addition, water, snow, and sand can intensify the sun’s rays by reflecting them. Be sure to use extra caution when water skiing, boating, snowboarding, surfing, etc.

**Myth: Fake tans will protect me from the sun**

**Fact:** Fake tans will give you a nice glow safely but it will not protect you from UV rays. Even if you do have a fake tan, it is still important to practice sun safe behaviors.
EXAMPLES OF PUBLIC SERVICE ANNOUNCEMENTS

“Practice Safe Sun” by SunSafe Utah Team
https://www.youtube.com/watch?v=8jwc__1jIQ8&t=6s

“Time” by the American Academy of Dermatology: https://www.youtube.com/watch?v=FTm4RFOVX-I

BACKGROUND

More than 5 million people are diagnosed with skin cancer each year. Melanoma, a less common type of skin cancer, causes the most skin cancer-related deaths—one person dies from melanoma every hour! Utah has the highest rate of melanoma in the country.

Most skin cancers are caused by UV radiation. UV radiation are rays emitted from the sun or tanning devices that cause Sun damage, which increases risk of developing cancer. Therefore, it is important for us to stay safe in the sun by follow sun safe behaviors.

FOR MORE INFORMATION ABOUT SKIN CANCER, PLEASE VISIT:

http://www.skincancer.org/skin-cancer-information/skin-cancer-facts
http://huntsmancancer.org/prevention

GOOD LUCK!

For more information about sun safety education, questions about the contest, or to request medical students to visit your school, please contact:

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I give permission to _____________________________________ (student name) to participate in the Sun Safe Video Contest 2018. I understand and agree that my son/daughter must adhere to contest rules, as well as school policies, while participating in this contest. In addition, I acknowledge that all videos submitted to this contest will become the sole property of the University of Utah Department of Dermatology.

PARENT OR GUARDIAN NAME: (MR./MRS./MS.)

PHONE NUMBER AND/OR EMAIL:

SIGNATURE:

DATE: