Welcome to the Canadian Skin Cancer Foundation GoSafe Education Program.

Thank you for your interest in educating youth in your community about skin cancer, sun safety, early detection and the risk associated with the use of tanning beds.

Skin cancer is preventable! It’s pretty simple – by the actions of each individual, skin cancer can be prevented. And yet more than 80,000 Canadians are diagnosed with skin cancer each year, 900 of whom die and thousands of others of whom are scarred for life both physically and emotionally. Canadians born in the 1990s have a one in six chance of getting skin cancer – so we need to get the message out.

This manual gives you a step-by-step guide to set up the program in your community, from forming an executive committee of passionate volunteers, to recruiting schools and classrooms in your community and volunteer presenters from a variety of faculties at your university or college.

If, after reading this manual, you have any questions, please do not hesitate to contact us at 780 423 2723 or through our website at: www.canadianskincancerfoundation.com

Once again, thank you for outstanding commitment. Together we can eliminate skin cancer in Canada – wouldn’t that be great!
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WHAT IS THE GOSAFE SUN SAFETY EDUCATION PROGRAM?

The GoSafe Sun Safety Education Program offers interactive presentations given by university students who demonstrate a commitment to health promotion and prevention within the community. The program is an in-class information session, supplemented by online teaching tools, focused on promoting safe sun attitudes and behaviours in children and young adults. The program focuses on exploring scientific information about skin cancers, prevention techniques, the ABCDE’s of early detection and the dangers of artificial tanning.

Our program is targeted at elementary, junior high and high school students and aims to have a positive impact on future attitudes and behaviours related to skin cancer awareness and sun safety. Early education regarding sun safety has been studied and proven to decrease the number of sunburns in children and have a positive impact on future decisions concerning sun safety. Furthermore, the early detection of skin cancers, particularly Melanoma, provides the best opportunity for successful treatment.

While skin cancer is the most common type of cancer, it is also one of the most preventable. The goal of our GoSafe Sun Safety Education Program is to reduce the occurrence of skin cancer in Canada and to ultimately eliminate skin cancers through education, awareness and advocacy.

INTRODUCTION

In order to successfully establish a new Sun Safety Education Program within a community, a number of milestones must be reached before the first volunteer is ever recruited. In our experience, the most effective method is to approach these milestones simultaneously as opposed to sequentially, and thus the easiest way to illustrate the steps involved is to break the steps into several categories, each representing an important part of the initial setup process. These categories are leadership, school recruitment, material preparation and presenter recruitment and training.

LEADERSHIP

The first step in the establishment of a Sun Safety Education Program is the recruitment of an effective leadership team for the program. Ideally, this should consist of students, faculty members and other public members who are truly passionate about the program’s cause, as its administration will require a great deal of dedication and effort.

To best explain the leadership framework and the role of each team member, each position’s responsibilities will be described and the current leadership structure at the University of Alberta in Edmonton will be provided as an example.
Founder

The founder’s role is exactly as the name describes. The founder is the initiator of the Sun Safety Education Program at a specific site and will ultimately be responsible for carrying out the instructions in this document. The founder(s) will oversee and lend support to all components of the Sun Safety Education Program and will be the chair of the executive committee. He or she will hold meetings and set direction for the Program, as well as be the central liaison to the Canadian Skin Cancer Foundation.

Gillian Richardson and Jennifer Rauw are the founders of the Edmonton Sun Safety Education Program. Gillian and Jennifer conceptualized and founded what they called, at the time, a Skin Cancer Awareness Program in 2005. Gillian was a pharmacy student and Jennifer, a medical student, at the University of Alberta. Determined to bring their idea to fruition, they established a partnership with the Canadian Skin Cancer Foundation.

Primary Supporter

The Canadian Skin Cancer Foundation (CSCF) is a not-for-profit organization based in Edmonton, whose focus is to support skin cancer research, awareness and education. The Foundation developed a national GoSafe Sun Safety Campaign and has assisted in developing the curriculum for the school based GoSafe Sun Safety Education Program.

Your participation in the GoSafe Sun Safety Education Program will be supported by the Canadian Skin Cancer Foundation in a number of ways:

- Provision of the GoSafe Sun Safety PowerPoint presentation and speaker notes
- Links to an online GoSafe Sun Safety Education teaching tool
- Online registration for schools
- Online matching of volunteer presenters with schools requesting presentations
- Provision of supplementary materials to distribute following presentations: sunscreen, sun safety brochures and UV sensitive bracelets (dependent on availability and funding)
- Assistance with facilitating the overall administrative functioning of the program.

Executive Committee

The executive committee is the leadership team for the Sun Safety Education Program in your community. It consists of dedicated individuals who are passionate about the cause and the future of the program. The individuals of this team consist of the founders and 5-8 other members, who together will make executive decisions for the function and the direction of program. They will also be the primary administrators for recruitment, training, school outreach, and arranging presentations. The Edmonton GoSafe Sun Safety Education Program strategically recruits members of the executive committee from several health faculties (i.e. Nursing, Medicine, Pharmacy, Public Health & Rehab Medicine) and benefits from the increased pool of potential volunteers and potential inter-professional collaboration.
Though this is not a strict requirement, it is recommended that this strategy be considered when deciding on the executive members of a new Sun Safety Education Program.

For your reference, the following is a description of Edmonton’s executive committee: Our program is grateful to have the opportunity to invite presentation volunteers from various faculties on the University of Alberta campus. As such, the most effective leadership model is one which involves students from these faculties on the executive committee. This interdisciplinary team not only eases the process of volunteer recruitment, but also serves as a great forum for the facilitation of inter-professional cooperation and collegiality. Each faculty is represented by 1-3 students. The responsibilities of the faculty representatives include, but are not limited to, volunteer recruitment (within their faculty), volunteer training and management, and ensuring recognition of student involvement (where applicable).

Medical Student Leadership: In our program, there are typically 2-3 students from the faculty of medicine who serve as the primary facilitators for the promotion and administration of the program within the faculty.

In order to ensure a seamless transition and long-term sustainability this responsibility has become an inherent part of the job description of the two “community health representative” positions on the first year class council. This way each year when the incoming 1st year students read about the available council positions, the responsibility of helping to oversee the Sun Safety Education Program falls under the community health representative description.

Nursing & Public Health Student Leadership: Typically, there are 1-2 students from the faculty of nursing and public health who are on the organizing committee for the program each year.

Pharmacy Student Leadership: Typically, there are 1-2 students from the faculty of pharmacy who are on the organizing committee for the program each year. To ensure smooth transition, the representative on the executive committee is the Inter-professional Director, who is elected on council by the Pharmacy students’ association.

Dermatology Representative: Each year, the organizing committee has one representative from the department of dermatology, who serves mainly as an expert advisor during the monthly/bi-monthly meetings of the committee. The primary function of this member is to serve as a liaison between the committee and the local dermatological community. Typically, this position has been filled by a dermatology resident.

Key points:
- Founder is organizer and leader of the region’s Sun Safety Education Program.
- Primary supporter is an external affiliate organization that provides assistance to the program.
- Executive committee is the leadership team recruited by the founders to operate the functions of Sun Safety Education Program.
SCHOOL RECRUITMENT

Once a leadership group has been established, the first and most important step towards establishing a tangible program is school recruitment. This task will likely be labour and time intensive when the education program is first being developed in a new location. However, once the task of school recruitment has been completed during the inaugural year of the program, a database of visited schools and relevant contact information will be created, making this step much easier in future years. It is essential that the school recruitment process is initiated as soon as possible, and remember, recruiting as few as two or three schools in the first year is considered a good start, and the program will grow each year as word gets out amongst teachers and schools.

The GoSafe Education Program website has the capacity to register schools and classrooms interested in having a student come in to conduct a presentation. If you wish to use the GoSafe online registration system, please contact the GoSafe Program at http://www.canadianskincancerfoundation.com/contact-us.html and we will help set up you up and provide instructions for teachers and students.

Whichever way you choose to register presentation requests, teachers interested in the program should be asked to register specific dates and times for their presentation requests, as well as the necessary contact information for their school (i.e. phone numbers, e-mails and school address) and what equipment is available (projector, laptop type, etc.) as to better help the presenter prepare in advance for the required presentation materials.

Several strategies can be incorporated to help with the school recruitment process:

Canadian Skin Cancer Foundation Databases

Many schools will have heard about the Canadian Skin Cancer Foundation’s GoSafe Sun Safety Education program before you approach them. The Foundation will be launching a marketing campaign in some jurisdictions in January/February each year.

As such, the Foundation has access to a number of databases in a number of jurisdictions across Canada (school boards, teachers’ associations, public health nurses). Once you have established your Executive Committee, you are encouraged to contact the Foundation through the GoSafe Education Program website at http://www.canadianskincancerfoundation.com/gosafe-education.html and request assistance in accessing the appropriate databases.

Direct school contact

Once you have the database, your most successful recruitment tactic will be to contact schools directly. The presentations can be offered to elementary, junior high and high school aged students. We suggest you systematically delegate the task of contacting schools amongst the executive committee. The most effective method of communication (especially in the inaugural year) is via telephone, and typically it is best to first speak with the principal/vice-principal of a given school. He or she will
in turn re-direct you to the appropriate teachers, who may be interested in arranging a presentation. It is also important to develop a database of emails, as it is a very efficient mode of communication and will be your primary means for school recruitment in future years.

**Teachers’ Associations Contact**

Another method is contacting a teacher’s associations, who may be able to assist with the distribution of an email/notice regarding the program.

**Presentation/Information Booth at Teacher Conferences**

Another great way to get considerable exposure for the program among teachers in your area is to attend an annual teachers’ conference and promote the program via a presentation, information booth or simply by handing out informational pamphlets on the program. This method of school recruitment is particularly effective because you are able to get face-to-face interaction with teachers.

**Key points:**

- Recruitment of schools needs begin early (November – February).
- Examples of recruitment methods are, but not limited to:
  - Direct school contact
  - Teachers’ associations contact
  - Teacher conferences

**MATERIAL PREPARATION**

In an average year, presentations are delivered to almost 100 classrooms in the Edmonton area. Your program may start out much smaller, but will grow with time.

The volume of presentations requires the recruitment of many volunteers, as well as the preparation of handout materials. For each classroom, a package of handout materials must be prepared.


In addition, the Canadian Skin Cancer Foundation will provide, for each child in the classroom, a package of informational materials, including:

- Brochures on sun safety, early detection and the risks associated with the use of tanning beds
- UV sensitive bracelets
- Sunscreen samples

These are available, while supplies last, by contacting the Foundation through the GoSafe Education Program website. Programs must order once annually and must provide details as to the quantities required (number of classroom or school
presentations booked). Supplies are limited, but the Foundation will do its best to accommodate all requests.

It is the responsibility of the executive committee to organize these packages before any school presentations are conducted. In the Edmonton program, the packages typically contain 30 copies of each item. With the help of all members on the executive committee, this task can be completed within a few hours.

**Key points:**
- The PowerPoint presentation and speaker notes can be downloaded from the GoSafe Education Program website at [http://www.canadianskincancerfoundation.com/gosafe-education.html](http://www.canadianskincancerfoundation.com/gosafe-education.html)
- Handout materials can be ordered from the Canadian Skin Cancer Foundation (with at least two weeks’ notice) and should be compiled into packages ahead of time and provided to presenters during orientation if possible.

**PRESENDER RECRUITMENT AND TRAINING**

**Volunteer Recruitment**

For presentations to schools in the spring of each year (March to June), it is recommended that faculty representatives initiate volunteer recruitment with e-mails to students in various faculties at the beginning of the January semester. Class announcements and follow up emails should continue into February, prior to the orientation sessions. During these months volunteers may sign up for elementary (Grades 4-6), junior high (Grades 7-9), and/or high school (Grades 10-12) presentations.

A mandatory orientation meeting should be held in late February, briefing student volunteers on further details and giving them specific instructions on how to deliver the presentation. It is important to note that each presentation (elementary and junior/senior high school) is different, as they have been tailored to fit the educational level of each student population.

Materials to be handed out to the classrooms, such as sunscreen lotion and educational pamphlets, should also be given to the student presenters at the time of orientation. Presenters should be instructed to go the GoSafe Sun Safety Education Program site ([http://www.canadianskincancerfoundation.com/gosafe-education.html](http://www.canadianskincancerfoundation.com/gosafe-education.html)) to download the PowerPoint presentation and the accompanying script.

**Presentation Preparation and Arrangement**

Each volunteer is encouraged to sign up for at least two separate one hour presentations. Each classroom presentation is delivered by a pair of volunteers.

You can set up your own sign-up mechanism or you can contact the Canadian Skin Cancer Foundation at [http://www.canadianskincancerfoundation.com/contact-us.html](http://www.canadianskincancerfoundation.com/contact-us.html), to use our on-line scheduling software.
Once students have signed up, someone from the Executive Committee will be responsible for providing the following information to allow students to determine which presentations they would like to do:

- A link to the software being used for sign-up along with instructions on how to use the software OR
- A list of presentation opportunities available

Once each pair of volunteer presenters has chosen their preferred dates and time slots, it is the responsibility of the presenters to immediately get in touch with the corresponding school via the indicated contact information. This can be done via phone or e-mail. The date and time of the presentation(s) should be confirmed, along with any other necessary details, in order to ensure that everything is on track and correctly scheduled.

Presenters should meet at least one week before the presentation to go over the PowerPoint presentation and accompanying speakers notes, in order to get a good sense of how they want to deliver their presentation to the class. Remember, practice makes perfect!

**Key points:**

- Presentations are done in pairs.
- Advise volunteers that there are different presentations for each age group and that they should sign up accordingly.
- It is the volunteer’s responsibility to finalize presentation details with the school.

**CONTACTS AND ACKNOWLEDGEMENTS**

**Contacts**
The Canadian Skin Cancer Foundation  
PO Box 67178, Meadowlark RPO  
Edmonton, Alberta T5R 5Y3  
[www.canadianskincancerfoundation.com](http://www.canadianskincancerfoundation.com)  
Phone: 780.423.2723

**Authors and Contributors**  
Ali Dixon  
University of Alberta  

Danny Guo, M.Sc.  
MD Class of 2014  
University of Calgary

Gillian Richardson  
Founder & Program Coordinator 2005-2009

Jessica Romaniuk  
Program Coordinator 2009 – 2013  
BScNursing After-Degree Class of 2013  
University of Alberta
Appendix 1: Sample Letter/Email contact to schools:

Dear Grade and Teachers,

Did you know...Just one blistering sunburn in childhood is estimated to double the risk of melanoma (the most serious type of skin cancer) later in life? Education about sun safety and skin cancer prevention has the potential to save lives.

The Skin Cancer Awareness program offers interactive presentations given by education, nursing, public health, pharmacy and medical students from the <<name of university or college>>. The program focuses on promoting safe sun attitudes and behaviours in Edmonton's youth. We will also present basic scientific information about ultraviolet light and skin cancers. Prevention methods and the ABCDE’s of detection will also be highlighted.

Our program is targeted at grade five and six students and aims to have a positive impact on future attitudes and behaviours related to sun safety and skin cancer awareness. Last year we reached over 80 classrooms (primarily elementary)! Early education regarding sun awareness has been studied and proven to decrease the number of blistering sunburns in children and have a positive impact on attitude and actions concerning sun safety.

Sign up now to ensure that your class has the opportunity to participate in this valuable educational program! Please note that there is limited space available and all requests must be received by <<insert appropriate date here>>. Presentations will be offered from <<insert dates>>. To sign up please go to www.igosafe.ca/teachers with the following information and we will do our best to accommodate your request:

a) Name of teacher, email address and phone number
b) Name and address of school
c) Up to three dates/times for each class requesting a presentation
d) Approximate number of students in each classroom
e) LCD capabilities (for PowerPoint)

Volunteers from the above Health Care Faculties will sign up for specific presentation requests. They will contact you to confirm the presentation(s) following the orientation sessions (<<insert date of orientation sessions here>>).

Thank you for your time and we hope to see you in the New Year!

Sincerely,
Appendix 2: SAMPLE CONVERSATION WITH SCHOOL FOR INITIAL CONTACT

Dial the school’s number (xxx-xxx-xxxx) and press 0 to reach the main office

Receptionist: Hi this is <<School>>, Rebecca speaking.
Medical Student: Hi my name is <<insert name>>. I am a <<example: second year medical student>> at the <<name of university of college>> and I work with the Sun Safety Program. We are interested in making a presentation at your school about sun safety and I was wondering if you could kindly direct me to someone who I can talk to about that.

SCENARIO 1: VOICEMAIL (you can try to ask for email. If successful → scenario 2)

Receptionist: Oh okay, I’ll put you to the assistant principal’s voicemail and you can leave him a message.
Medical Student: Ok that sounds good!

Transfers to voicemail

Medical Student: Hi my name is <<insert name>>. I am a <<example: second year medical student>> at the <<name of university of college>> and I work with the Sun Safety Program. We are interested in making a presentation at your school about sun safety and I was wondering if you could contact me back at 403-xxx-xxxx or at <<insert email address>>. Thank you!

When they call you back, they will ask for information, you can use the following as selling points and ask to send them more detail via email (Refer to sample email).

- We are the Sun Safety Program, a group of medical students promoting sun safety
- Our presentations are 30-45 mins long and we have free sun screen samples and UV bracelets to give out
- Audience size can be as small as a classroom or as big as the whole school but we prefer larger audiences
- It is completely free of charge
- We cover major topics like: UV radiation damage, sun screen usage, and ABCDE's of melanoma
- We have done this several years in a row now and it has been well received.

SAMPLE EMAIL TO SCHOOL PERSONNEL AFTER INITIAL DISCUSSION

Hi <<insert name>>,

Thank you so much for your response! Our group is called the Sun Safety Program and we are basically a group of medical/health sciences students who are interested in promoting safe sun practices and our presentations consist of several important topics including:

1. ABCDE's of moles and melanoma
2. Proper sunscreen usage
3. Harmful effects of UV radiation
The presentation is completely free and is usually between 30-45 minutes long and we have sunscreen samples and UV bracelets (really cool bracelets that are normally white but glow in a purple color when exposed to UV radiation) to hand out to the kids.

Like we discussed over the phone, our primary audience of interest is <<grade 3-6/junior/senior high school>> and our presentation has been tailored to this age group. We have presented anywhere from 30-300 audience members at once so we are quite comfortable with any size.

Our hope is, with your school's approval, to set up a time that is convenient for everyone and to come and make a presentation. We also welcome any feedback that you or any other teacher may have on how we can further improve our program for the upcoming years.

Thank you so much for your interest and please do not hesitate to contact me if you have any other questions.
We look forward to hearing back from you.
Best regards,
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