

For additional information on child friendly skin protection information and activities, visit the following website:
www.skincancer.org/school

FWSA hopes that the information in this brochure has been helpful in building awareness about the effects of the sun on snow sports enthusiasts, as well as ideas for skin care and protection from the sun's harmful rays.

Our focus is on you, as adults, sharing the information with children to increase their awareness of the sun's harm and what they can do to protect themselves as they become more independent.

To satisfy our grant obligations AND to continue to improve our program, we need to hear from you.

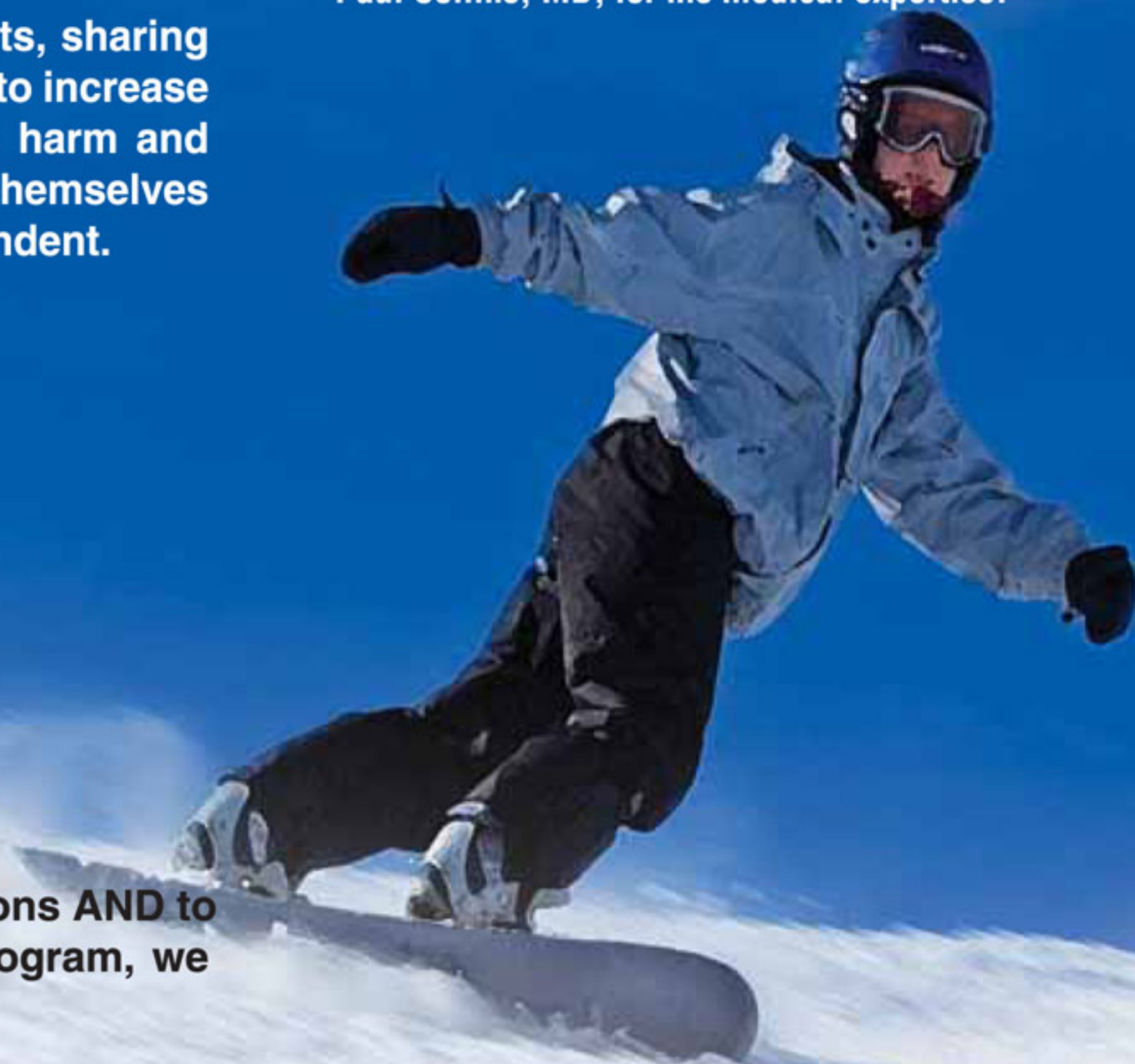
Please take a few minutes to visit the Far West Ski Association website:

www.fwsa.org
click on the **Savvy Snake** logo, and complete the online quiz and survey.

Please complete the online survey and quiz . . .
www.fwsa.org, click on



The Far West Ski Association would like to thank the Centers for Disease Control and Prevention and the California Skin Cancer Prevention Program for their support in funding this awareness program, and Dr. Paul Collins, MD, for his medical expertise.



"Funded by a Cooperative Agreement Number 58DP000807 from the Centers for Disease Control and Prevention (CDC)."

Far West Ski Association

Skin Cancer Prevention Program
For Children and Families

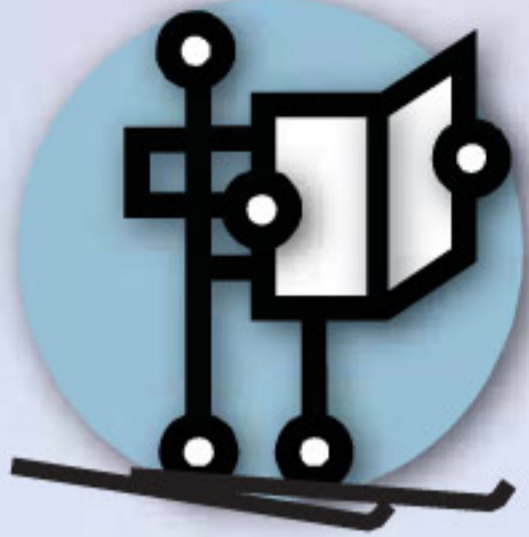


Slip on your helmet or hat,
Slop on some sunscreen,
Slide on your goggles/sunglasses,
Slither into the shade when possible!

Protect your skin...
Be sun-safe on and off the snow



Skin Cancer Prevention...



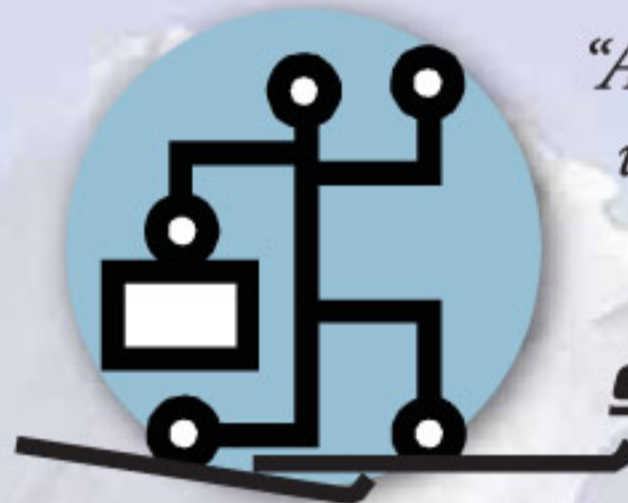
Did you know?

As the incidence of skin cancer continues to increase, snow sports participants, along with other outdoor athletes, are at increased risk.

Higher altitude, along with prolonged time in the sun, leads to exposure to higher amounts of UV light. (Ultraviolet light is what causes sunburn.) Reflections off the snow and ice increase that exposure even further.

- Increased altitude increases UV exposure 8-10% for every 1,000 feet above sea level.
- Enjoying the snow at 9,000-10,000 feet could mean experiencing UV rays 45-50% more intense than a beachgoer.
- Snow reflects 80% of the UV light from the sun, often causing you to be hit by the same rays twice.
- 80-90% of UV rays penetrate haze and clouds, further increasing potential exposure.
- Car windows do screen out most UVB rays, but they do not protect against harmful UVA which is proven to damage DNA in deep layers of the skin.
- Sunscreens offering both UVA and UVB protection provide better overall sun damage protection.

What you should know...



"An ounce of protection is worth a pound of cure."
Benjamin Franklin

Sun Safety Tips

Each time you go out in the sun, apply an ounce of sunscreen as part of your sun protection routine.

- Seek shade when the sun is most intense, between 10:00 AM and 4:00 PM. *(When you are out between 10 and 4, be sure to make your own shade: wear a hat, long sleeve shirt, long pants, and UV blocking sunglasses.)*
- Use SPF 15 or higher sunscreen (30 or higher in the snow) that blocks both UVA and UVB rays. A sport sunscreen is less likely to irritate the eyes.
- Apply sunscreen everywhere the sun can see, including ears, under eyes, lips, top of hands, feet, shoulders, neck, behind knees, and back.
- Wear sunscreen everyday, winter, spring, summer and fall.
- Apply one ounce of sunscreen 30 minutes before going outside.
- Reapply one ounce of sunscreen every two hours while outside.
- Protect your face and neck, wear a hat with a 4 inch brim.
- Wear UV blocking sunglasses.

What you can do...

Children's Corner

How many words can you find?
Parents can help if you want them to!



A	E	I	S	A	V	V	Y	H
R	L	T	U	L	Z	W	T	E
E	A	V	N	A	I	D	G	L
H	O	F	G	I	K	P	O	M
T	R	H	L	M	L	P	G	E
I	S	N	A	K	E	B	G	T
L	E	S	S	J	P	O	L	S
S	U	N	S	C	R	E	E	N
H	C	O	E	D	A	H	S	P
D	Y	W	S	E	D	I	L	S

SUNSCREEN	SNOW	SLITHER
SAVVY	SNAKE	SUNGLASSES
GOGGLES	SLIP	SLOP
SLIDE	SHADE	HAT
HELMET		