

FOR IMMEDIATE RELEASE

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Don't FALL for it, you still need sun protection

Buffalo, NY (September 3, 2021) – Sweater weather is almost here, and it is easy to think that you no longer need sunscreen. If you're hiking in a state park, going apple picking or maybe even wine tasting whatever you have planned, the New York State Cancer Prevention in Action (CPiA) program wants to remind everyone spending time outside this fall to protect your skin against cancer.

Spending time in the sun increases your risk of skin cancer and early skin aging. People of all skin colors are at risk for this damage. You can reduce your risk by:

- Use a "broad-spectrum" sunscreen with a 15 SPF rating or higher. Apply 15-30 minutes before going outdoors.
- Wear a wide brimmed hat, long-sleeved shirt, and long pants whenever possible.
- Wear sunglasses that block both UVA and UVB rays.
- Follow these tips on cloudy days too. Clouds do not block most UV rays.

No matter how cool the temperature feels, the sun's ultraviolet rays can still cause damage to your skin within just a few minutes. Lynn Riker understands the importance of sun safety no matter what time of year, check out her story [here](#).

The CPIA program is here in Erie and Niagara Counties to help. If you would like to see more of the work being done through the CPIA program visit www.takeactionagainstcancer.com. If you are a school, daycare, business, or other community group that are interested in learning more about preventing skin cancer, please contact us at info@phcwny.org.

About Population Health Collaborative

The Population Health Collaborative (PHC) is a regional health collaborative that serves the eight-county area of Western New York. Our mission is to "improve population health in Western New York by connecting diverse groups and aligning resources and expertise" www.pophealthwny.org.