



SUN SAFETY IN ACTION



Increasing Sun Safety policies & practices in community settings
 Educating and promoting the dangers of **Indoor Tanning**

PTO POLICIES IN ACTION



Increasing the adoption of worksite policies for paid time off benefits for employees to get cancer screenings

HPV VACCINE IN ACTION



Increasing the number of community education interventions to build support for the HPV vaccine as cancer prevention.

St. Mary's Healthcare

St. Mary's Cancer Prevention Takes Action: Attends Schenectady Summer Nights

St. Mary's Cancer Prevention in Action team had the opportunity to attend the Schenectady Summer Nights event. This annual block party in downtown Schenectady is one of the area's largest events of the summer. The event featured dozens of vendors and food trucks as well as two stages for music. The main music headliner for the event was Arrested Development, an 80's hip hop band, which included an amazing firework show. The diverse crowd in attendance was nearly 15 thousand.



Team St. Mary's had the privilege of speaking with hundreds of people of all ages from all over the Capital District and beyond. We shared education on sun safety, dangers of indoor tanning, HPV vaccine as cancer prevention, and our cancer screening paid time off benefit. We shared sunscreen and branded items such as lip balm with SPF 15. Event goers shared stories on how cancer has affected them on a personal level. Everyone was positive and had great questions about CPiA initiatives. Team St. Mary's made great contacts and saw some familiar faces. We will be excited to participate in this amazing event next year!

Your Organization Can Take Action Against Cancer!
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Broome County

CPiA of Broome County Attends the Annual Spiedie Fest and Balloon Rally

Broome County Cancer Prevention in Action staff had the opportunity to table at the Annual Spiedie Fest & Balloon Rally and the Annual Binghamton Bridge Pedal. The Spiedie Fest is a 3-day festival that attracts over 100,000 people from across the region. Staff handed out sun safety items and educated about sun safety, HPV vaccine and paid time off for cancer screenings. It was exceptionally hot, so the city of Binghamton brought a bus for a cooling station that had our HPV vaccine ad on it. The Binghamton Bridge Pedal is an annual family friendly bicycle ride to explore our beautiful bridges and surrounding neighborhoods. Cancer Prevention in Action staff worked a water station and had the opportunity to provide sun safety items and educational materials.



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Health Initiative

Summer Sunscreen Experiments

This summer the Cancer Prevention in Action (CPiA) program for St. Lawrence, Lewis, Jefferson, and Oswego counties provided sun safety education to many local schools and recreational areas. This education focused on informing school aged children on the dangers of UV exposure and why practicing sun safety at all times is important. One important message that was demonstrated was the necessity of reapplying sunscreen after swimming and every hour and a half. This was done with a super fun experiment where sunscreen is applied to a drinking glass and then swirled around in a bowl of water. When the glass with sunscreen moves in the water the sunscreen washes off and leaves the glass, which represents a person's skin, exposed to UV rays. The children had a great time viewing this and were better understanding why reapplying sunscreen after swimming is crucial to sun safety. As a result of these presentations, we were able to reengage community champion Michelle Garrow, local recreation specialist, and sign a sun safety policy at Unionville playground. This policy will help to implement sun safety practices as the playground works to expand.



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Community Cancer Prevention in Action (CPiA) supports a policy and systems change approach to cancer prevention and risk reduction conducted by Cancer Prevention in Action (ny.gov) in 17 NYS counties. Grantees currently focus on policy and systems changes to reduce risk for skin cancer; increase human papillomavirus vaccine rates to prevent HPV-related cancers; and promote employer paid time off policies for cancer screening.

TakeActionAgainstCancer.com

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Glens Falls Hospital

On Tuesday, August 13, 2024, CPIA of Glens Falls Hospitals Health Promotion Center had the pleasure of being invited to the Backstretch Employee Service Team (BEST) Health Fair, held under the Marylou Whitney Pavilion at Saratoga Race Course, in Saratoga Springs.

BEST is a nonprofit organization that is devoted to resolving the health and social needs of the several thousand-barn areas "backstretch" workers of the Aqueduct, Belmont, and Saratoga racetracks. BEST provides on-site counseling and primary healthcare services, access to health insurance, and case management assistance.

CPIA was prepared to promote sun safer behaviors for all shades with plenty of Spanish sun safety and HPV materials promoting the HPV vaccination as safe and effective cancer prevention.

Those who visited the CPIA table also walked away with CPIA branded UV400 sunglasses, SPF 50 sunscreen samples, branded SPF15 lip protection, UV reactive bracelets with HPV vaccine promotional messaging and a new toothbrush.

The cornerstone of BEST is their primary healthcare clinics located at the Saratoga racetrack. The clinic provides both preventative and responsive healthcare regardless of insurance coverage to all backstretch workers.

CPIA was invited over for a tour of the clinic, introduced to providers, office manager and staff, and clinic nurses. The BEST Clinic team were excited to learn more about CPIA and asked to share the CPIA sun safety and HPV materials in Spanish and English, sun screen, branded sunglasses, pens, bracelets, and lip protection in the waiting room and during patient education sessions. The BEST Clinic also made "goodie bags" using CPIA materials and branded items to be distributed at Women's Night, on August 26th.



Columbia University

In July, Columbia CPIA attended the family day of a group of Head Start sites with whom we have sun safety policies. Four Head Start sites had parents and children come through for resources and a day of fun. It was the perfect opportunity to reach the 3-5 year old audience we have been wanting to engage with. We brought free sunscreen, SPF lip balm, Sunbeatables coloring books, and simple demonstrations for the kids. One demonstration involved kids putting sunscreen on a ball and putting it in water to show how sunscreen needs to be reapplied after swimming or sweating. Another demonstration used a flashlight and a ball to show kids that a shorter shadow means more intense sun. We also showed them how to fully rub in sunscreen, as shown in the photo. The children loved our booth, and we had many meaningful interactions with them and their families!



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Stony Brook Cancer Center

A Sun Safe Summer at Pronto of Long Island Summer Program

Stony Brook Cancer Center's CPIA Team congratulates Pronto of Long Island's summer program for adopting two sun safety policies this summer season! Pronto of Long Island (LI) supports the needs of underserved families in Bay Shore, Brentwood and surrounding communities. The summer program provides fun, safe activities and healthy meals for children in need free of charge. Children learn and socialize during interactive activities indoors, and play in the outdoor field space and Pronto's community garden.

CPIA partnered with Pronto of LI to adopt two policies that reduce UV exposure and increase sun safety education for the programs children and staff, respectively. The young people who care for children all summer were provided with a skin cancer prevention training prior to the start of camp, and received sunscreen, sunglasses, and hats to protect themselves on the job. Children also received sunscreen and sunglasses, as well as a visit from, CPIA who led fun sun safety activities for the kids.

Ultraviolet (UV) rays that harm the skin are invisible to the naked eye, a concept that children may find hard to understand. So CPIA helped children make their own sun safety bracelets, with UV beads that glow purple in UV light. The kids were so proud of their bracelets, and held them high to the sky to show them off! We then went outside to see the colors change, and the kids were slightly disappointed to see a minor change in color – the UV index was a 3 that day. Still, Pronto's campers had a fun day with CPIA and learned something new about skin cancer prevention.

Thank you to Pronto of Long Island for taking action against skin cancer!



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