

#SunSavvy 365



**Melanoma**  
Research Alliance

Toolkit Overview

#SunSavvy365

Toolkit, messaging, and collateral are

**EMBARGOED**

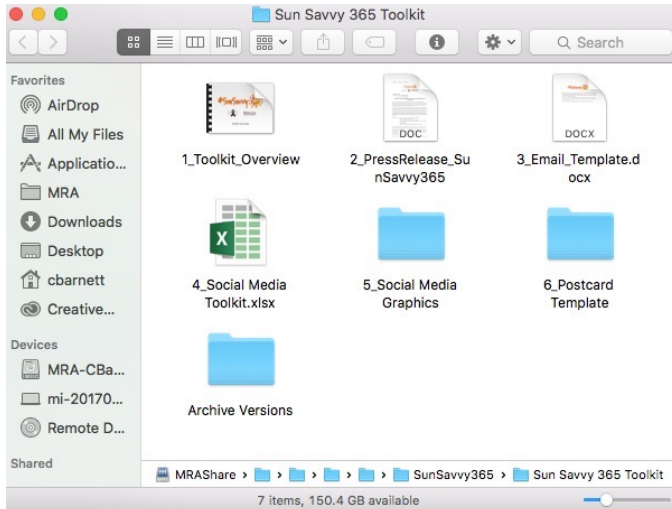
until September 4, 2018



# The Toolkit



1. Toolkit Overview
2. Press Release Template
3. Email Template
4. Social Media Toolkit
5. Social Media Graphics
6. Postcard Template



Sun Savvy Pics:	Corresponding Tweets:
	<ul style="list-style-type: none"><li>1) Whether you're making sand castles or building sandcastles, stay hydrated! #SunSavvy365 @McMennaAction</li><li>2) Let's keep the summer parties going! If you're enjoying your time in the sun, make sure you're also hydrated! #SunSavvy365 @McMennaAction</li><li>3) Don't change your behavior with the change of seasons. #SunSavvy365 and keep your #SunSavvy365! @McMennaAction</li><li>4) #SunSavvy365 is NOT related to temperature! You need #SunSavvy365 year-round. #SunSavvy365 and don't let these temperatures fool you. @McMennaAction @sun_savvy @APRANASNews</li><li>5) Keep up the great work! Bring these #SunSavvy365 summer habits with you into the fall and winter and stay #SunSavvy365 with plenty of #SunSavvy365! @McMennaAction</li><li>6) Not at the beach? Not a problem! Still be #SunSavvy365 wherever you are! @McMennaAction</li><li>7) #SunSavvy365 isn't seasonal! Be #SunSavvy365! @McMennaAction</li><li>8) The seasons might have changed, but your #SunSavvy365 habits should not! #SunSavvy365 @McMennaAction</li></ul>
	<ul style="list-style-type: none"><li>1) You may have had the summer off, but #SunSavvy365 is a 365 day commitment! Grab the #SunSavvy365 and stay #SunSavvy365! @McMennaAction</li><li>2) It's hard watching your little ones have fun, but knowing that with #SunSavvy365 you'll make it easier to stay "sun savvy." Check out the #SunSavvy365 and #SunSavvy365 #SunSavvy365 @McMennaAction</li><li>3) #SunSavvy365 is not just about "sun" - it's about safety, #SunSavvy365, and plenty of #SunSavvy365! #SunSavvy365 @McMennaAction</li><li>4) It's time to #SunSavvy365 from #SunSavvy365! Keep them safe at school, at home, and outdoors. #SunSavvy365 @McMennaAction</li><li>5) Summer comes and goes, but #SunSavvy365 stays with you for life. Be #SunSavvy365 and know the dangers of #SunSavvy365 and #SunSavvy365! #SunSavvy365 @McMennaAction</li><li>6) Remember, just one bad #SunSavvy365 can #SunSavvy365 #SunSavvy365 #SunSavvy365 #SunSavvy365 #SunSavvy365 #SunSavvy365 #SunSavvy365 #SunSavvy365 #SunSavvy365 #SunSavvy365 @McMennaAction</li><li>7) Don't take any days off from #SunSavvy365! #SunSavvy365 @McMennaAction</li><li>8) #SunSavvy365, #SunSavvy365, or #SunSavvy365 through it all! @McMennaAction</li></ul>
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# Website

The screenshot shows the homepage of the Sun Savvy 365 website. At the top center is the logo for the Melanoma Action Coalition (MAC), featuring the letters 'M', 'A', and 'C' in a stylized font with a black ribbon forming the letter 'A'. Below the logo is the text 'MELANOMA ACTION COALITION'. A navigation menu is located below the logo, with links for 'HOME', 'ABOUT US', 'ABOUT OUR MEMBERS', 'ABOUT MELANOMA', 'EVENTS', 'MEMBER RESOURCES', 'GET INVOLVED', and 'MORE...'. A large banner image features the '#SunSavvy 365' logo in orange and white. Below the banner, the text reads: 'Are You #SunSavvy365? It's easy to think of sunscreen when you are lounging by a pool, but did you know that it's important to protect yourself and those you love every day of the year? That's why the Melanoma Action Coalition and the Melanoma Research Alliance have joined forces to create Sun Savvy 365, a campaign that reminds us to protect our skin whether we are making sand castles or snowmen.' Below this is a section titled 'Learn More About Melanoma' with three icons: a person (About Melanoma), a sunscreen bottle (Prevention & Sun Safety), and a magnifying glass (Early Detection). At the bottom, a red banner contains the text 'Ready to Spread the Word?' and 'With an easy-to-use toolkit and how to webinar, we've made it easy to join the campaign. Join us today!'.



The screenshot shows a content page from the Sun Savvy 365 website. At the top is the '#SunSavvy 365' logo. The page contains the following sections: 'Early Detection' with a sub-header 'Statistics tell us that melanoma caught early is highly curable. When it has progressed and spread to other organs, however, survival rates decrease dramatically. You yourself are your best early detector.'; 'Get to Know Your Skin' with a sub-header 'Check your own skin once a month. Get to know the pattern of moles, freckles, and other marks on your skin.'; 'Learn Your ABCDE's' with a sub-header 'Most people have moles and most moles are harmless. Learn the difference between a normal mole and one that may signal melanoma. Normal moles are usually evenly colored. They can be brown, tan or black; flat or raised; round or oval. They are usually less than 1/4 inch across (about the width of a pencil eraser). Use the ABCDE Guidelines to help you identify potentially harmful moles. Pay attention to moles or growths that are asymmetrical, have an irregular border, exhibit changes in color, have a diameter larger than the size of a pencil eraser, or have evolved in size or thickness. If you notice one or more of these signs, or if you notice a spot that is different from others, itches or bleeds, make an appointment to see a board-certified dermatologist.'; and a list of higher risk factors for skin cancer: 'Those at higher risk for skin cancer (fair skin, red or blonde hair and light eyes, history of sunburn/excessive UV radiation exposure, having many or unusual moles, family or personal history of melanoma, weakened immune system) should consider discussing the benefits of regular skin examinations with their dermatologist or healthcare provider.' Below the text is a graphic of the ABCDE guidelines: 'A ASYMMETRICAL (LOOK FOR MOLES OR GROWTHS THAT ARE ASYMMETRICAL OR UNEVEN)', 'B BORDER (DOES A MOLE OR GROWTH HAVE AN IRREGULAR BORDER?)', 'C COLOR (DOES A MOLE OR GROWTH HAVE MULTIPLE COLORS?)', 'D DIAMETER (IS THE DIAMETER LARGER THAN THE SIZE OF A PENCIL ERASER?)', and 'E EVOLVED'.

[SunSavvy365.org](https://SunSavvy365.org)

# Email Announcement



It's easy to think of sunscreen when you are lounging by a pool or visiting the beach, but did you know that it's important to protect yourself and those you love every day of the year?

That's why the Melanoma Research Alliance and the Melanoma Action Coalition have joined forces to create Sun Savvy 365, a campaign to stress the importance of protecting ourselves from the sun 365 days a year in the face of rising melanoma rates.

We invite you to join our campaign and help amplify our message through your social media outlets. In order to make it as easy as possible to spread the word we have created posts with corresponding imagery that you can easily share.

Learn more about Sun Savvy 365 [here](#) or download our [free toolkit](#) to help spread the word!

If you have any questions or concerns, please feel free to contact [Cody Barnett](#) or [Tyler Brown](#).



# Press Release



**Melanoma**  
Research Alliance

Contact Information:  
*Cody Barnett, Director of Communications, Melanoma Research Alliance*  
[cbarnett@curemelanoma.org](mailto:cbarnett@curemelanoma.org)

## **Melanoma Action Coalition and Melanoma Research Alliance Launch SunSavvy365**

FOR IMMEDIATE RELEASE

The Melanoma Action Coalition and the Melanoma Research Alliance are partnering this September to launch SunSavvy365, a social media campaign to spread the message that the need for sun safety does not end on Labor Day. The campaign will employ posts that can be easily shared on Facebook, Twitter, and Instagram to remind parents, young adults, and outdoor workers and enthusiasts to protect their own and their children's skin year-round from the damaging effects of UV radiation.

According to the American Academy of Dermatology (AAD), approximately 9,500 Americans are diagnosed with skin cancer each day. The AAD estimates that more than 178,000 new cases of melanoma, the most deadly form of skin cancer, will be diagnosed in the United States this year and that melanoma will kill more than 9,000 Americans. While the incidence of other forms of cancer has decreased in recent years, the incidence of skin cancer has risen. UV radiation, which has been labeled by the World Health Organization as a known carcinogen, is a major risk factor in the incidence of skin cancer and melanoma. It is estimated that just one blistering sunburn in childhood or adolescence more than doubles a person's chances of developing melanoma later in



# Instagram



Sun Savvy Pics:	Corresponding Tweets:
	<ol style="list-style-type: none"> <li>1) Whether you're making sand castles or building snowmen, stay #sunsafer! #SunSavvy365 @MelanomaAction</li> <li>2) Let's keep the #summer parties going! Fill your shagbatics with #sunscreen to measure out that once your body needs to be #sunsafer! @MelanomaAction</li> <li>3) Don't change your behavior with the change of season, be #sunsafer and keep your #sunscreen handy! @MelanomaAction</li> <li>4) #UVR levels are NOT related to temperature! You need #sunsafer even on those cloudy, breezy autumn days! Be #sunsafer365 and don't let those temperatures fool you. @MelanomaAction @av_son @AIPANASNews</li> <li>5) Keep up the great work! Bring those #sunsafer summer habits with you into the fall and winter and stay #sunsafer365 with plenty of #sunscreen! @MelanomaAction</li> <li>6) Not at the beach? Not a problem! Still be #sunsafer365 wherever you are! @MelanomaAction</li> <li>7) #sunsafer isn't seasonal? Be #sunsafer365! @MelanomaAction</li> <li>8) The seasons might have changed, but your #sunsafer habits should not! #sunsafer365 @MelanomaAction</li> </ol>
	<ol style="list-style-type: none"> <li>1) You may have had the summer off, but #SunSavvy is a 365 day commitment! Grab the #sunscreen and stay #sunsafer365! @MelanomaAction</li> <li>2) It's hard watching your little ones leave for school every morning, but knowing their safe from #UVR will make it easier to say "goodbye." Crack open the #sunscreen and be #sunsafer365! #awareness #sunscreen @MelanomaAction</li> <li>3) Nothing says "back-to-school" quite like #stronghold, a #goodbreakfast, and plenty of #sunscreen! #sunsafer365 @MelanomaAction</li> <li>4) Is your child safe from #UVR today? Keep them safe at school with #sunscreen and #sunsafer clothes. Be #sunsafer365! @MelanomaAction</li> <li>5) Summer comes and goes, but damaged skin stays with you for life. Be #sunsafer365 and b</li> <li>6) Remember: Just one bad #burn in childhood or adolescence doubles your child's chance</li> <li>7) Don't take any days off from #sunsafer! Be #SunSavvy365! @MelanomaAction</li> <li>8) Summer, Spring, Winter, or Fall, be #SunSavvy365 through it all! @MelanomaAction</li> </ol>
	<ol style="list-style-type: none"> <li>1) Advocate for your little ones by helping them apply #sunscreen before school! It's time to!</li> <li>2) Don't forget to check-off "Sunscreen" from your list of things to do this morning, and b</li> <li>3) It might be hard saying goodbye to your little ones in the morning, but it's easy to help them</li> <li>4) Reinforcing #sunsafer behavior now encourages healthy-living later on! Be a #sunsafer365</li> <li>5) Need ideas to help your family stay #sunsafer365? Try keeping #sunscreen by your front</li> <li>6) You wouldn't let your child go to school without shoes, don't let them go without wearing th</li> <li>7) Make #sunsafer a part of your daily routine! #SunSavvy365 @MelanomaAction</li> <li>8) Children often have recess or PE during peak rays! All the more reason to make sure they</li> </ol>
	<ol style="list-style-type: none"> <li>1) Whether you're making sand castles or building snowmen, stay #sunsafer! #SunSavvy365 @</li> <li>2) Roll out the #redcarpet! We've teamed up with the The Melanoma Action Coalition to crea</li> <li>3) Pop Quiz: Do you know your risk for #melanoma? If you have more than 50 moles, a pers</li> <li>4) It's important to protect yourself and those you love every day of the year, so what's stopp</li> </ol>

10:25

Share

melanoma

#SunSavvy365! Wear sunscreen, sunglasses, protective clothing year round!

Tag People

Add Location

Washington, District of Columbia Casa Luca

Facebook Melanoma Research Alliance

Twitter

Tumblr

Advanced Settings >

10:27

Photo

melanoma

You were sun savvy all summer. Don't Stop Now.

View Insights Promote

Liked by sunburnalert, melanomaaction and 30 others

melanoma Happy Motivation Monday! Have a great week!

View all 3 comments

AUGUST 6

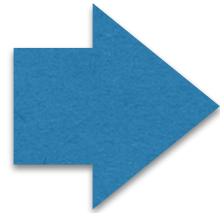
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# Facebook



Sun Savvy Pics:	Corresponding Tweets:
	<p>1) Whether you're making sand castles or building a beach house, stay #SunSavvy! @MelanomaAction</p> <p>2) Each day the #SunSavvy365 is a reminder to #SunSavvy365. It's not just about the sun, it's about your body needs to be #SunSavvy365. @MelanomaAction</p> <p>3) Don't change your behavior with the change of seasons. Be #SunSavvy365 and keep your sunscreen handy! @MelanomaAction</p> <p>4) #SunSavvy365 is NOT related to temperature! You need #SunSavvy365 even on those cloudy, breezy autumn days! Be #SunSavvy365 and don't let those temperatures fool you. @MelanomaAction @sun_savvy @AMPASSAUSA</p> <p>5) Keep up the good work! Bring those #SunSavvy365 sun hats with you into the fall and winter and stay #SunSavvy365 with plenty of #SunSavvy365! @MelanomaAction</p> <p>6) Get out of the house! Stay #SunSavvy365! @MelanomaAction</p> <p>7) #SunSavvy365 is not a seasonal thing! Be #SunSavvy365 all year long! @MelanomaAction</p> <p>8) The seasons might have changed, but your #SunSavvy365 habits should not! #SunSavvy365 @MelanomaAction</p>
	<p>9) You may have had the summer off, but #SunSavvy365 is a 365 day commitment! Grab the #SunSavvy365 and stay #SunSavvy365! @MelanomaAction</p> <p>10) We had a great time at school every morning, but knowing that we're from #SunSavvy365 it was a little bit of a "goodbye." Check out the #SunSavvy365 #SunSavvy365 #SunSavvy365 @MelanomaAction</p> <p>11) Nothing says "back to school" quite like #SunSavvy365, a #SunSavvy365 #SunSavvy365, and plenty of #SunSavvy365! @MelanomaAction</p> <p>12) Is your child safe from #SunSavvy365? Keep them safe at school with #SunSavvy365 and #SunSavvy365. Be #SunSavvy365! @MelanomaAction</p> <p>13) #SunSavvy365 comes and goes, but damage done stays with you for life. Be #SunSavvy365 and know the dangers of #SunSavvy365! #SunSavvy365 @MelanomaAction</p> <p>14) Remember: Just one bad #SunSavvy365 in childhood or adolescence doubles your #SunSavvy365 risk of developing #SunSavvy365 later in life! #SunSavvy365 @MelanomaAction</p> <p>15) Don't take any days off from #SunSavvy365! Be #SunSavvy365! @MelanomaAction</p> <p>16) #SunSavvy365: Spring, Summer or Fall, Be #SunSavvy365! @MelanomaAction</p>



Melanoma Research Alliance
Cody Home

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Inbox
Notifications
Insights
Publishing Tools
Manage Ads
Settings

**Melanoma Research Alliance**  
@MelanomaResearchAlliance

Home  
Fundraisers  
Posts  
About  
Events  
Photos  
Videos  
Reviews  
Jobs  
Pins  
Groups

## Our Research Saves Lives

In Our First 10 Years, MRA has Granted over \$100 Million to Advance the Prevention, Detection, and Treatment of Melanoma.

Liked Following Share

Create post Photo Album Live Video

No matter the season, be #SunSavvy365! Wear sunscreen, sunglasses, & protective clothing year-round!

Boost this post to show it to more people.

Photo/Video Feeling/Activity

4.6 out of 5 - Based on the opinions of 100 people

### Our Research Saves Lives

In Our First 10 Years, MRA has Granted over \$100 Million to Advance the Prevention, Detection, and Treatment of Melanoma.

Our Story

Cornerstones of the MRA vision include:

- \* Supporting innovative, high risk research that has the ...

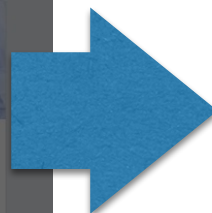
Finish your story to tell people more

**Cody R. Barnett**  
Just now · 🔒

No matter the season, be #SunSavvy365! Wear sunscreen, sunglasses, & protective clothing year-round!

Like Comment

Write a comment... 😊 📷 GIF 🗨️





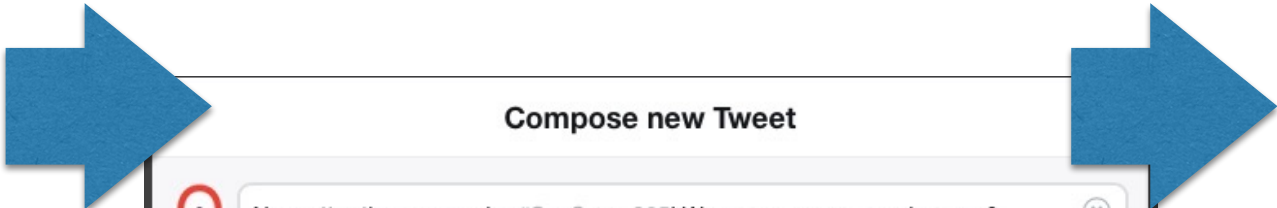
# Twitter



Sun Savvy Pics:	Corresponding Tweets:
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	<p>1) You may have had the summer off, but #SunSavvy is a 365 day commitment! Grab the #SunSavvy and stay #SunSavvy! @MelanomaAction</p> <p>2) Be back watching your little ones leave for school every morning, but knowing their safe from UVB will make it easier to say "goodbye." Click open the #SunSavvy! however you appear. @MelanomaAction</p> <p>3) Nothing says "back to school" quite like the #SunSavvy! a #SunSavvy! and plenty of #SunSavvy! @MelanomaAction</p> <p>4) Is your child safe from UVB today? Keep them safe at school with #SunSavvy and #SunSavvy! @MelanomaAction</p> <p>5) Summer comes and goes, but damage done stays with you for life. Be #SunSavvy and know the dangers of UVB and unexpected skin! #SunSavvy! @MelanomaAction</p> <p>6) Remember: Just one bad #SunSavvy! or a #SunSavvy! double the danger of UVB and unexpected skin! #SunSavvy! @MelanomaAction</p> <p>7) Don't take any days off from #SunSavvy! Be #SunSavvy! @MelanomaAction</p> <p>8) #SunSavvy: Spring, Winter or Fall, be #SunSavvy! through it all! @MelanomaAction</p>
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	<p>1) Whether you're making sand castles or building snowmen, stay #SunSavvy! @MelanomaAction</p> <p>2) Roll out the #SunSavvy! We've teamed up with the #SunSavvy! Action Coalition to create Sun Savvy 365, a campaign that encourages year-round #SunSavvy and #SunSavvy! Learn more about the campaign here: [insert link here] #SunSavvy! @MelanomaAction</p> <p>3) #SunSavvy! Do you know your risk for #SunSavvy! If you have more than 50 moles, a personal history of skin cancer, or a family history of skin cancer, you may be at a higher risk than others! Be #SunSavvy! and stay protected with #SunSavvy! and #SunSavvy! @MelanomaAction</p> <p>4) It's important to protect yourself and those you love every day of the year, so what's stopping you from learning more about #SunSavvy! Learn how to be #SunSavvy! here: [insert link here] @MelanomaAction</p>

**Melanoma Research** @MelanomaReAlli · 3s

No matter the season, be #SunSavvy365! Wear sunscreen, sunglasses, & protective clothing year-round!



## Compose new Tweet

No matter the season, be #SunSavvy365! Wear sunscreen, sunglasses, & protective clothing year-round!

Who's in this photo?

**Tweet**



# Postcard

#SunSavvy 365 

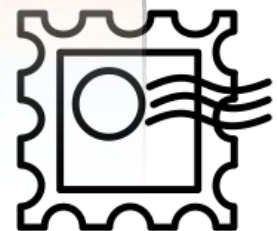


Did You Put Your Sunscreen on Today?



Did You Put Your Sunscreen on Today?

Digital & Print-Ready Files



#SunSavvy365

Toolkit, messaging, and collateral are

**EMBARGOED**

until September 4, 2018

# #SunSavvy365



**Melanoma**  
Research Alliance

For questions or concerns about Sun Savvy 365, please email  
[cbarnett@curemelanoma.org](mailto:cbarnett@curemelanoma.org)