



ACTIVITY GUIDE – Sun Safety Performance Contest

Estimated Time:

50 – 60 minutes

Resources Needed:

- American Cancer Society’s reproducible fact sheets: *Sun Safety At School*; *Sun Safety At School – PA Announcements*; and *Indoor Tanning Is Not Safe!*
- Sun Safety props to support songs, public service announcements, or commercials
- Tape recorder and/or video camera

Directions:

1. Explain to students that they will be developing a song/jingle, public service announcement (PSA), or commercial on the importance of being sun safe. To help them get started, provide students with the *Sun Safety At School*, *Sun Safety At School – PA Announcements*, and *Indoor Tanning Is Not Safe!* fact sheets.
2. Discuss with students the health effects associated with overexposure to UV rays from the sun and indoor tanning devices. Give students the opportunity to share their ideas on sun safe behaviors. Their ideas should include:
 - SLIP ON A SHIRT.
 - SLOP ON SUNSCREEN.
 - SLAP ON A HAT.
 - WRAP ON SUNGLASSES.
 - SEEK SHADE.
 - SAY NO TO ARTIFICIAL RAYS.
3. Ask students to identify techniques advertisers use to “sell” their products or ideas (advertising, sales, special promotions, give-a-ways, scare tactics). Have students identify PSA’s or commercials that have been effective or ineffective and why (anti-smoking for example).
4. Instruct students to “sell” the importance of being sun safe through the development of a song/jingle, PSA, or commercial. Each is usually 30 or 60 seconds in length.
5. Instruct students to form small groups and select a medium for their message. Have them brainstorm ideas, concepts, and text using the fact sheets.
6. Encourage students to use props to make their message more interesting. When the students have finished developing and rehearsing their project, have them present it to the class. If the tools are available, tape record or make a video of their performances. Vote on the best effort.

Helpful Information:

PSA's are brief commercials for radio or television in which non-profit or government agencies communicate upcoming events or educational messages to consumers. Airtime is provided at no cost and stations will negotiate what time of day the PSA will be aired.

Commercials are paid advertising by companies or individuals trying to sell something.

30-Second Radio PSA (Sample):

(Teen)

Forget frostbite and old man winter...

I'm on my way to the lake, then maybe the golf course, and a pool party after that.

I'm hungry for water that isn't frozen...

A sky that isn't gray!

What, you think I'm desperate?

Maybe, but not stupid.

I'm not going to fry my skin like someone who just came out of hibernation.

I'm not going to end up with skin cancer.

It's no sweat.

I've got my favorite shirt, stash of SPF 15 sunscreen, and hat...

Hey, I've waited all winter for this!

(Announcer)

Choose your cover. Protect the skin you're in. A message from the Centers for Disease Control and Prevention.

Adapted from the *SunWise* Toolkit, Environmental Protection Agency and the *Choose Your Cover* Campaign, Centers for Disease Control and Prevention
Funding provided by Centers for Disease Control and Prevention.

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service. No matter who you are, we can help. Contact us anytime, day or night, for information and support. **Hope.Progress.Answers.**® / 1.800.ACS.2345 / www.cancer.org