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## Skin Cancer Prevention Program

### Mission

- Increase public awareness regarding the dangers of over-exposure to sunlight.
- Increase individual and organization-wide practice of sun-safety behaviors.
- Decrease future incidence (new cases) of skin cancer among Californians.

### Primary Target Audiences

- Children under 15 years of age, their parents, and other care providers for children.
- Outdoor workers.
- Secondarily, all other California residents.

### Services/Materials

- Distributes a sun-protection education package to child care and preschool sites designed for implementation to children three to five years of age.
- Disseminates two sun-safety kits for: (1) parks & recreation programs, and (2) other outdoor-based work sites (road/building construction emphasis).
- Promotes integration of sun-safety measures (education, policy, increased campus shade cover) within school systems.
- Prepares sun-protection articles, fact sheets, posters, resolutions, and policy pieces.
- Provides technical assistance to organizations that are developing sun-safety guidelines or educational tools.
- Conducts media campaigns to promote sun-protective practices to the public.

### Contact Specifics

Comprehensive Cancer Control Program/  
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