

Hello!

Included in this Toolkit are all of the materials that you will need to successfully implement the MFNE College Program on your campus. You will find a debriefing on the Your Skin Is In campaign, all the necessary materials for this important operation, some ideas for fundraising, as well as tips for how to approach different groups on campus.

YOUR SKIN IS IN

Your Skin Is In is an educational, pledge-based program and contest that encourages teens and young adults to make a personal promise that they will protect the skin they're in. Over the past 8 years, MFNE has traveled all across New England exposing over 500,000 students to this educational program.

WHY YOUR SKIN IS IN?

- Melanoma is the 2nd most common form of cancer for teens and young adults ages 15-29.
- Melanoma is preventable and is 99% curable when caught early.
- Using a tanning bed for 20 minutes is equivalent to spending 1-3 hours a day with no sun protection at all.
- Tan skin is damaged skin; there is no such thing as a safe tan.

WHAT ARE THE STEPS?

Now that you have registered your school and have been accepted into our ambassador program, you will want to begin with the following:

1. Take the eLearning lesson available at www.YourSkinIsIn.org.
2. Develop a plan for how you will bring Your Skin Is In to your campus.
3. See Getting Pledges & Sharing Knowledge section below.
4. Speak with a school administrator to ensure they know you are participating in the program and may need resources made available on campus.
5. Request materials by filling out the form here: www.mfne.org/already-registered-college/.

WHAT IS THE YOUR SKIN IS IN PLEDGE AND WHAT DOES IT SAY?

Obtaining pledge signatures is one of the many ways you can begin making an impact on your campus. Our Your Skin Is In pledge has been signed by hundreds of thousands of students who have wanted to be UV smart!

The pledge states:

I love the skin I'm in and pledge to protect my body's largest organ, my skin, by being UV safe both indoors and outdoors; especially prior to special events including prom, spring break, weddings, vacations, etc.

ARE THERE ANY RULES THAT I NEED TO KNOW?

- The program runs until April 25th.
- You will need to submit an application at the end of your program detailing what you have done on campus. Make sure to keep notes! Applications are due by March 25th.
- If you are getting pledge signatures, a student may only sign once.
- All pledges must be made online to count. If you are collected pledges offline, you can enter them as a group at www.mfne.org/ysii/skinpledgeform2016.php.

IS THERE ANY FINANCIAL REWARD FOR THIS PROGRAM?

- Yes, MFNE will award five \$1,000 scholarships to college students nationwide.

GETTING PLEDGES & SHARING KNOWLEDGE

Getting pledges signed can be an easy and effective way to help spread awareness on your campus. Here are some tips:

- Schedule a time to distribute and collect pledges – tabling during lunch or at campus events is a great way to reach a lot of people at once.
- Provide those interested with materials – share knowledge and educate your fellow students so they understand why being skin-safe is important.
- Be prepared for questions. Know your facts and get ready to help those who may not know about skin cancer to become educated.
- All offline pledges need to be entered online at www.mfne.org/ysii/skinpledgeform2016.php

ELEARNING

Working with a health educator to bring our Your Skin Is In eLearning tool into the classroom can really make an impact. This lesson was designed to provide critical skin cancer education to students who need to know the facts.

Begin by identifying a teacher who may be interested in using our lesson plan in his or her classroom. You will need access to the Internet, a screen and sound in the classroom or assembly hall. Once he or she is prepared to use the lesson plan, be helpful and appreciative. This is just another step towards helping to eliminate melanoma among your classmates!

FUNDRAISING

One way that we envision you impacting your campus and the MFNE as a whole is through fundraising to raise money for different initiatives on your campus. One suggestion that we have for your campus is to raise money to purchase a Sunscreen Dispenser (www.mfne.org/practice-safe-skin/) in order to proliferate the use of this method of sun protection at your school. You will need to get approval from your school as the dispensers require upkeep and replacement sunscreen bags.

As a campus ambassador, we do not require you fundraise for MFNE. However, this is one of the many fun ways you can get involved. We have come up with some ideas for fundraising to get you started:

- Midterm/Finals week kits (full of fun treats)
- Bake sales
- Partner with local restaurants/businesses for a percentage of days profits (Panera, Five Guys, Boloco, etc.)
- Athletic competitions: volleyball, dodgeball, flag football
- Lip sync, dance off competitions
- Karaoke night
- Benefit concert (partner with a school music group)

MAKE A CHANGE

Using a tanning bed just once a month before the age of 35 increases your risk of melanoma by 59%! Does your college have tanning beds available for students to use on campus or in college apartment buildings? Can you use your College Cash Card at a local Tanning Salon? Check with your health department or administration office to find out. Join MFNE and the National Council on Skin Cancer Prevention's initiative to stop indoor tanning on and around college campuses! Visit @SkinSmartCampus on Twitter for more information and the Skin Cancer Foundation's website here www.skincancer.org/get-involved/your-community/college to find a sample letter to send to your College President to eliminate the use of tanning beds at your campus.

STRATEGY

We wanted to provide you with some ideas for how you can approach different groups on campus. These are just some basic ideas based on how these groups would typically come into contact with the concept of melanoma.

Sports Teams

- Start with intramurals then move on to club sports and division level sports
- Get the coaches involved, share the facts with them
- Provide the teams with sunscreen and ask them to take the pledge

Greek Life

- Table before spring break to encourage students to take the pledge
- Pass out sunscreen a week or so before spring break
- Going to the heads of these organizations to provide them with the facts and sunscreen and ask them to have the members of their organizations take the pledge

Medical Oriented Clubs

- Go more fact heavy with these students
- Encourage them to become advocates for melanoma prevention

Female Oriented Organizations

- Since young adult females tend to rely more heavily on tanning beds, go to these organizations with the facts
- Especially target groups which work with younger girls through mentoring programs, etc. and encourage them to spread the message further

Other Non-Profits

- Reach out to presidents and board members and share your goals
- Ask them to take the pledge
- Ask how you can work together/how you can help their organization as well

Health Center

- Ask to put informational brochures in the lobby
- Ask to put a basket of MFNE chapstick/sunscreen in the lobby

Residence Halls (RA's)

- Create posters with the facts (or use some of ours available at www.YourSkinIsIn.org)
- Ask RA's to encourage their students to take the pledge (utilize email blasts)

GET THE WORD OUT

Use social media to spread the word! Be sure to use the hashtag #YourSkinIsIn & tag @MelanomaFdnNE in all of your posts.

Things to Share

- That you've taken the pledge and encourage other to join you.
- Melanoma facts and UV-safe messages.
- Information about the initiatives you are taking on campus

BONUS

Get a Social Media Influencer to take the pledge and share Your Skin Is In with their followers! An influencer is someone who has 10,000+ followers on their social media accounts. If someone agrees to post about Your Skin Is In, we can send them a free Your Skin Is In t-shirt. We ask that Social Media Influencers:

1. Take the Your Skin Is In Pledge.
2. Post a photo of himself/herself wearing the Your Skin Is In t-shirt to their platform of choice letting their followers know why they took the pledge and encourage people to join them in loving the skin they're in.
3. Tag #yourskinisin and @MelanomaFdnNE in their post.

**Questions? We can always be reached
at YourSkinIsIn@mfne.org or 800-557-6352.**