



## Skin Cancer Awareness Month Resources and Best Practices For Corporate Partners

May is Skin Cancer Awareness Month. As you plan your company's campaigns and activities, we encourage you to include The Skin Cancer Foundation by utilizing our educational resources and messaging.

**PLEASE NOTE:** Our information is copyrighted; SCF articles cannot be reposted on any partners' websites, social media accounts or e-communications. It is OK to utilize our facts and recommendations with proper attribution to The Skin Cancer Foundation or SkinCancer.org.

These are both correct ways to attribute:

- *One in five Americans will develop skin cancer in their lifetime, according to The Skin Cancer Foundation.*
- *One in five Americans will develop skin cancer in their lifetime (SkinCancer.org).*

### SCF SCA Month Calendar and Themes

Our theme for Skin Cancer Awareness Month 2021 is **#ThisIsSkinCancer**. Throughout May we'll share stories about people affected by the disease. Our 2020 theme, **#SharetheFacts**, was such a success that we plan to reintegrate it into our content calendar.

Each week we will focus on a different type of skin cancer:

May 2 – 8: melanoma (Monday, May 3 is **Melanoma Monday**)

May 9 – 15: basal cell carcinoma

May 16 – 22: squamous cell carcinoma

May 23 – 29: Merkel cell carcinoma

We'll incorporate skin cancer prevention information throughout the month, leading up to **National Don't Fry Day** on Friday, May 28.

### Educational Social Media Toolkit

We have downloadable graphics in our [Skin Cancer Awareness Toolkit](#) you may use to educate your audience on skin cancer facts, early detection and sun protection as a means of prevention. If you do, please tag us at one of our handles below and feel free to use our hashtag #SharetheFacts for additional exposure.

### SCF Social Media Channels

Follow, like, comment and share! For more information, see our [Social Media Guidelines for Partners](#).



[@SkinCancerFoundation](#)



[@TheSkinCancerFoundation](#)



[@SkinCancerOrg](#)



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## Skin Cancer Facts

Our [Fact and Statistics page](#) is a great resource. You'll find more than 60 carefully vetted facts about skin cancer, indoor tanning, skin aging, skin of color and pediatrics that you can incorporate into your messaging. Please attribute facts to The Skin Cancer Foundation.

## Sun Safety Tips

Incorporate our [Skin Cancer Prevention Guidelines](#) into your campaigns to reinforce the importance of your sun protection product as part of a complete sun-safe strategy. We have medically reviewed content on [sunscreen](#), [clothing](#), [eye protection](#) and [shade](#) so you can share information specific to your industry. Please attribute any facts and recommendations to The Skin Cancer Foundation.

## Early Detection Information

The [Big See](#) campaign simplifies the warning signs of skin cancer by reminding people to look for anything on their skin that's **NEW**, **CHANGING** or **UNUSUAL**. Share [The Big See PSA](#) to educate your audience on the importance of [performing self-exams](#) and seeing a dermatologist for an [annual skin exam](#).

## Utilize the Seal of Recommendation

If your products or fabrics have earned the Seal of Recommendation, this is the time of year to talk about it! Why not round up the products that have earned the Seal of Recommendation and share it with your audience on social media or in an email newsletter? Consumers trust the Seal and look for it while making sun protection purchases, so try to include it in your materials as often as you can.

Here are some messaging guidelines your audience might be interested in:

- The Skin Cancer Foundation grants its Seal of Recommendation to a variety of products that meet or exceed our criteria for safe and effective sun protection.
- **How a product earns the Seal:** Manufacturers complete an application and submit required product data and testing results, which are reviewed by our volunteer Photobiology Committee. Committee members are dermatologists who are experts in the interaction between ultraviolet radiation and the skin.
- For more information about the Seal of Recommendation program, visit [SkinCancer.org/seal](https://www.skincancer.org/seal). For a list of products that have earned the Seal, visit [SkinCancer.org/products](https://www.skincancer.org/products).

**PLEASE NOTE:** Products “earn” the Seal of Recommendation. The Seal is NOT “awarded.” Brands DO NOT earn the Seal; only individual products earn the Seal.

## Display Your Corporate Council Membership

Show that your company is an important supporter of The Skin Cancer Foundation and a visible ally in the fight against skin cancer by adding the membership badge or banner to your website, advertising or digital media.