

# NEWS RELEASE

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For immediate release

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## **Area sun safety program targets pools to protect area youngsters and families**

Skin cancer is the most common type of cancer in the United States with more than a million new cases diagnosed each year. However, 90% of all skin cancers can be prevented by protection from the sun's rays or ultraviolet radiation. Eighty percent of total lifetime sun exposure is received during childhood and kids receive three times as much ultraviolet radiation as adults do in a year.

Pool Cool, a program implemented at pools across the Panhandle, encourages sun safety among children, their families, and pool staff. "Pool Cool has been shown to improve children's sun safety habits and sunscreen use, while also improving sun protection policies at swimming pools," said Janelle Hansen, Panhandle Public Health District Health Educator.

The program provides sunscreen to area pools, sun protection lessons, sun safety signs and posters, and poolside activities. PPHD is excited to partner again this year with the University of Nebraska Medical Center College of Nursing students to meet with area pool staff and provide education and resources to encourage area children and families to practice good sun safety. The nursing students reinforced the importance of using sunscreen, wearing protective clothing, minimizing exposure and seeking shade whenever possible as key to avoiding sunburns and decreasing overall skin cancer risk.

For additional information visit [www.pphd.org](http://www.pphd.org), call PPHD at 308-487-3600 or toll free at 866-701-7173. Panhandle Public Health District is working together to improve the health, safety and quality of life for all who live, learn, work and play in the Panhandle. Our vision is that we are a healthier and safer Panhandle Community.