



The Sun Safety AllianceSM In Action

Reinforcing the importance of sun safe behavior, the Sun Safety Alliance is enlisting its founding partners, the National Association for Chain Drug Stores (NACDS), Coppertone® Suncare Products, and all Alliance members to leverage private and public resources to educate the public about sun safety.

In the School...

Working directly with teachers and students goes to the heart of the Sun Safety Alliance mission. Education is the key to effective behavior change, particularly with young children. Through a partnership with Scholastic Inc., the Sun Safety Alliance created a science literacy curriculum that will reach 150,000 teachers and 4.5 million 2nd, 3rd, and 4th graders this year across the U.S. with important, fun, and educational information.

In the Pharmacy...

NACDS, as the voice for chain pharmacies throughout the country, comprises nearly 200 chain community pharmacies. That translates into more than 100,000 pharmacists, 20,300 traditional chain drug stores such as CVS, Walgreens, Rite Aid and others, 8,300 supermarket pharmacies, and 5,500 mass merchant pharmacies such as Wal-Mart, and Kmart. From prescriptions to over-the-counter products, people trust their pharmacist for health and wellness information.

In the Doctor's Office...

The Sun Safety Alliance has developed materials that aid healthcare professionals, including dermatologists, pharmacists, and pediatric nurse practitioners. These materials, which range from CD-ROMs and Education Kits to Prescription Tear Pads, help ensure that healthcare providers become sun safety advocates.

In the Media...

The Sun Safety Alliance is also reaching the public through the Internet, advertising and public service announcements. You can:

- ⚙ Log onto www.sunsafetyalliance.org and utilize resources for parents and kids, as well as educators and healthcare professionals.
- ⚙ Look for public service announcements in national magazines.
- ⚙ Keep your eyes open for advertisements in your local newspapers and favorite magazines.

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For more information, please visit www.sunsafetyalliance.org