

Public Health Toolkit **SOCIAL MEDIA**



SUMMER SKIN CANCER

POST: When you enjoy a day outside, remember that the sun sends out harmful UV rays in all types of weather. Long-term, unprotected exposure to these UV rays causes up to 90% of all skin cancers. <https://health.ny.gov/publications/0472/>

TWEET: When you enjoy a day outside, remember that the sun sends out harmful UV rays in all types of weather. Long-term, unprotected exposure to these UV rays causes up to 90% of all #SkinCancers. #CancerPrevention <https://health.ny.gov/publications/0472/>

POST: Skin cancer is one of the most preventable cancers. Choose sunscreen that has both UVA and UVB protection. Apply it 30 minutes before heading outdoors and reapply often.

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TWEET: Skin cancer is one of the most preventable cancers. Choose sunscreen that has both UVA and UVB protection. Apply it 30 minutes before heading outdoors and reapply often.

#PreventSkinCancer <https://health.ny.gov/publications/0472/>

POST: Most of a person's lifetime skin damage occurs before age 18. Remember that sunburned or tanned skin is damaged skin. Over time, this can result in skin cancer.

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TWEET: Most of a person's lifetime #SkinDamage occurs before age 18. Remember that sunburned or tanned skin is damaged skin. Over time, this can result in #SkinCancer.

<https://health.ny.gov/publications/0472/>

POST: No matter how hard an adult works to protect their skin, damage received as a child cannot be undone. Follow these tips from the NYS Health Department to protect your child's skin. <https://health.ny.gov/publications/0472/>

TWEET: No matter how hard an adult works to protect their skin, damage received as a child cannot be undone. Follow these tips from @HealthNYGov to protect your child's skin.

#PreventSkinCancer <https://health.ny.gov/publications/0472/>

POST: Keep your children's skin protected when playing outside between 10am and 4pm. This is when the sun's rays are strongest and most harmful. Rub a generous amount of sunscreen on all uncovered skin. Reapply every two hours. <https://health.ny.gov/publications/0472/>

TWEET: .@HealthNYGov tips to keep your children's skin protected when playing outside between 10am and 4pm when the sun's rays are strongest and most harmful. Rub a generous amount of sunscreen on all uncovered skin and reapply every two hours. #PreventSkinCancer <https://health.ny.gov/publications/0472/>