

Social Media Toolkit

Title: Ultraviolet Awareness Month (July)

For use during week 6/29/20-7/5/20

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit contains 5 Facebook posts, 10 tweets, ten hashtags, 5 Instagram posts, and 3 videos related to ultraviolet awareness.

The month of May has been designated as Ultraviolet Awareness Month in the United States by Prevent Blindness, a national and well-respected eye health and safety organization.¹ In addition, UV Awareness and Safety has also been celebrated on a national level during the month of July in the past.² The primary objective of this month is to help individuals understand the dangers of UV and take steps to prevent prolonged exposure.¹

Ultraviolet radiation is non-ionizing radiation that may pose health risks to individuals.³ The primary natural source of this form of radiation is the sun. However, artificial sources include tanning beds, certain lasers, and mercury vapor lighting in stadiums.³ There are three primary forms of UV radiation based on varying wavelengths: ultraviolet A, ultraviolet B, and ultraviolet C.³ Ultraviolet C is absorbed by the earth, whereas ultraviolet A and B may harm humans.³

One of the benefits associated with ultraviolet radiation is increased vitamin D production, which may in turn help bone development.³ However, ultraviolet radiation can cause damage to one's skin in as few as 15 minutes.⁴ Complications from ultraviolet radiation include sunburn, increased skin sensitivity from oral and topic medications, blindness, and skin cancers.³ Those at greatest risk have experienced frequent sunburns, have light-colored skin, have a family history of skin cancer, and are older than 50 years of age.³ It is recommended to seek shade often and avoid constant exposure to direct sunlight. Forms of protection range from long-sleeved pants and shirts to sunscreen.⁴ One can gain the most protection against UV rays by wearing a hat with a complete brim that covers most of one's head.⁴ It is recommended to use sunscreen with an SPF of at least 15 prior to going outside and engaging in activity.⁴ Sunscreen functions by protecting the skin from the sun's harmful UV rays. One should reapply sunscreen after staying out in the sun for more than two hours as well as after swimming or sweating profusely.⁴

One of the major objectives of Ultraviolet Awareness Month is to help educate individuals on the potential for damage to one's eyes. UV damage may lead to ultraviolet keratitis, where ultraviolet rays damage the cornea and conjunctiva.¹ Patients may experience eye discomfort, blurry vision, or increased tears.¹ In addition, individuals may develop cataracts or macular degeneration over time with prolonged ultraviolet exposure.¹ As a result, sunglasses that block UVA and UVB rays are recommended.⁴ Wrap-around sunglasses are considered even more effective as they may have some protective effects on the surrounding skin.¹

Target audience/high-risk subsets

**Describe target audience*

Everybody

**Describe high-risk or sub-populations, if appropriate*

Individuals with frequent sunburns, light-colored hair/skin, a family member with skin cancer, and those older than 50 years of age.

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

None.

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[Prevent Blindness](#)

[National Weather Service](#)

[Centers for Disease Control and Prevention](#)

References

¹Preventblindness.org. 2020. *Protecting Eyes From UV Rays Can Save Your Sight | Prevent Blindness*. [online] Available at: <<https://www.preventblindness.org/protect-eyes-uv-rays>> [Accessed 6 April 2020].

²UV Safety Awareness Month. 2020. *VA.Gov | Veterans Affairs*. [online] Available at: <https://www.va.gov/QUALITYOFCARE/education/UV_Safety_Awareness_Month.asp> [Accessed 6 April 2020].

³Centers for Disease Control and Prevention. 2020. *UV Radiation*. [online] Available at: <<https://www.cdc.gov/nceh/features/uv-radiation-safety/index.html>> [Accessed 6 April 2020].

⁴Centers for Disease Control. 2020. *Sun Safety | Skin Cancer | CDC*. [online] Available at: <https://www.cdc.gov/cancer/skin/basic_info/sun-safety.htm> [Accessed 6 April 2020].

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Andrew Turk NEOMED M4 Student																																					
Estimated time used to create	7 Hours																																					
Date submitted	4/6/20																																					
DUE date & TARGET date for release (Monday)	Planning to launch on 5/4/20																																					
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee, MD, MPH</td> <td>6/22/2020</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Kim Trowbridge, MPH, MCHES, CHC</td> <td>6/17/2020</td> <td>KT</td> <td>KT</td> <td>KT</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> <p>Approvers Instructions</p> <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th style="width: 70%;">Items for review</th> </tr> </thead> <tbody> <tr> <td>Public health content</td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td>Social media content</td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td>Format and language</td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee, MD, MPH	6/22/2020	AL	AL		Kim Trowbridge, MPH, MCHES, CHC	6/17/2020	KT	KT	KT											Reviewer	Items for review	Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	Social media content	Layout, imaging, length of posts	Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.
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Accuracy	Sources of all data are provided (all credible sources) YES or NO																																					
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Twitter</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Instagram</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Video (YouTube)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">3</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td style="text-align: center;">Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td style="text-align: center;">Optional</td> <td></td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	3	Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional										
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FACEBOOK

	Infographic/Image	Website	Caption (if provided)	When accessed	Permission
Facebook 1		https://www.who.int/phe/infographics/ultraviolet-radiation/en/	<p>Sunbeds pose a risk for all people. The most vulnerable are young and fair-skin people.</p>	4/5/20	Source: World Health Organization
Facebook 2		https://www.cdc.gov/cancer/skin/basic_info/children.htm	<p>Your children's skin needs protection from the sun's harmful ultraviolet (UV) rays whenever they are outdoors.</p>	4/5/20	Source: Centers for Disease Control and Prevention
Facebook 3		https://www.cdc.gov/cancer/skin/basic_info/children.htm	<p>Too Much Sun Hurts</p>	4/5/20	Source: Centers for Disease Control and Prevention
Facebook 4		https://www.cdc.gov/cancer/skin/pdf/sunsafety_v0908.pdf	<p>Sun Safety Basics: Be Sun Smart</p>	4/5/20	Source: Centers for Disease Control and Prevention
Facebook 5		https://www.cdc.gov/cancer/skin/basic_info/sun-safety.htm	<p>Protect All the Skin You Are In</p>	4/5/20	Source: Centers for Disease Control and Prevention

TWEETS

Twitter best practices

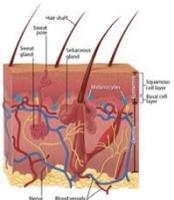
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Birth control pills, certain antibiotics, and other medications may increase skin sensitivity to #ultravioletlight	https://www.cdc.gov/nceh/features/uv-radiation-safety/index.html
Tweet 2	Make sure to buy sunglasses that block both #UVA and #UVB radiation	Source: https://www.cdc.gov/cancer/skin/basic_info/sun-safety.htm
Tweet 3	Use sunscreen with an #SPF of 15 or higher when outside!	Source: https://www.cdc.gov/cancer/skin/basic_info/sun-safety.htm
Tweet 4	Wear a wide brim hat to protect your face and eyes from #ultraviolet radiation	Source: https://www.cdc.gov/nceh/features/uv-radiation-safety/index.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Ffeatures%2Fuv-radiation-safety%2Findex.html
Tweet 5	Indoor tanning at a young age may increase your chance of developing #melanoma later in life	Source: https://www.cdc.gov/nceh/features/uv-radiation-safety/index.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Ffeatures%2Fuv-radiation-safety%2Findex.html
Tweet 6	#Ultraviolet radiation may damage the skin in as little as 15 minutes	Source: https://www.cdc.gov/cancer/dcpc/resources/features/skincancer/index.htm
Tweet 7	Remember to wear #sunscreen outside, even when it may seem cloudy!	Source: https://www.cdc.gov/cancer/dcpc/resources/features/skincancer/index.htm
Tweet 8	Reapply #sunscreen every 2 hours or after swimming!	Source: https://www.cdc.gov/niosh/docs/2010-116/
Tweet 9	Try to apply #sunscreen at least 20 minutes before sun exposure!	Source: https://www.cdc.gov/niosh/docs/2010-116/
Tweet 10	Long-term damage from UV radiation may lead to #blindness	Source: https://www.cdc.gov/niosh/docs/2010-116/

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.cdc.gov/cancer/skin/pdf/sunsafety_v0908.pdf	Sun Safety Basics: Be Sun Smart	4/5/20	Source: Centers for Disease Control and Prevention
Instagram 2		https://www.cdc.gov/cancer/skin/pdf/sunsafety_v0908.pdf	Sun Safety Basics: Be Sun Smart	4/5/20	Source: Centers for Disease Control and Prevention
Instagram 3		https://www.cdc.gov/cancer/skin/basic_info/risk_factors.htm	People burn or tan depending on their skin type, the time of year, and how long they are exposed to UV rays.	4/6/20	Source: Centers for Disease Control and Prevention
Instagram 4		https://www.cdc.gov/cancer/skin/basic_info/prevention.htm	Protection from ultraviolet (UV) radiation is important all year round, not just during the summer or at the beach.	4/6/20	Source: Centers for Disease Control and Prevention
Instagram 5		https://www.cdc.gov/cancer/skin/basic_info/what-is-skin-cancer.htm	Basal cell carcinoma begins in the basal cell layer of the skin. Squamous cell carcinoma begins in the squamous layer of the skin. Melanoma begins in the melanocytes, which are the cells that make melanin, the pigment that gives skin its color.	4/6/20	Source: Centers for Disease Control and Prevention

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#ultravioletlight
Hashtag 2	#healthyvision
Hashtag 3	#UVawareness
Hashtag 4	#sunsafety
Hashtag 5	#skincancerawareness
Hashtag 6	#UVprotect
Hashtag 7	#UVsafety
Hashtag 8	#eyesafety
Hashtag 9	#eyehealth
Hashtag 10	#UVawarenessmonth

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1		https://www.youtube.com/watch?v=46YgcmLF70I	UV Light and What It Means for Us	4/5/20	AT	Source: ZEISS Vision Care USA
Video #2		https://science.nasa.gov/ems/10_ultravioletwaves	Ultraviolet Waves	4/5/20	AT	Source: NASA Science
Video #3		https://www.youtube.com/watch?time_continue=3&v=MtV0519rVU8&feature=emb_logo	A Sunscreen Message for Consumers	4/6/20	AT	Source: U.S. Food and Drug Administration