

The SUN BUS



Presented by the Colorado Melanoma Foundation & EltaMD



Sponsorship Booklet
2020-2021

www.thesunbus.org



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During 2019, The Sun Bus attended more than 30 events in 15+ cities and towns across Colorado. We partnered with more than 20 local dermatology clinics to provide screenings to 850+ Colorado residents. 2019 was definitely a success for The Sun Bus!

2020 has paved the way for new opportunities in the age of COVID-19. During quarantine we have created an expanded set of service offerings.

With social distancing in mind, we designed a new plan for the 2020-2021 Sun Bus launch. Our focus has shifted from services at popular events and festivals to online education for schools and the general public, targeted in-person screening, teledermatology services, social media marketing, patient support and much more!

This Informational Booklet summarizes the achievements of the Sun Bus in 2019-2020 and the vision for 2020-2021 and beyond.

We thank you for your interest in The Sun Bus!

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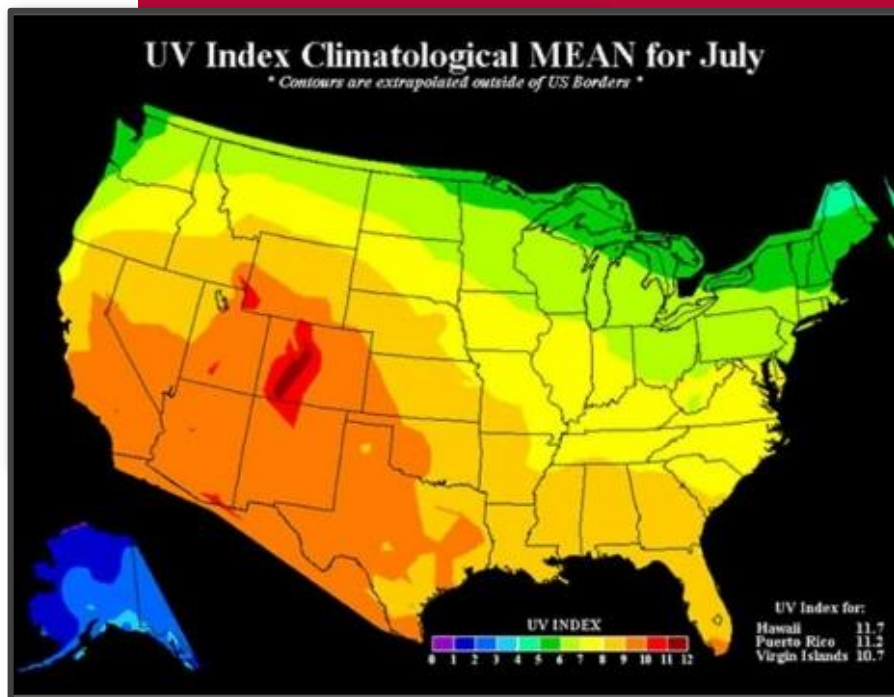
Thank You Message

*More information can be found online at the Sun Bus's official
website: www.thesunbus.org*

Melanoma Skin Cancer

HOW COMMON IS MELANOMA?

The American Cancer Society estimated that about 96,480 new melanomas were diagnosed (about 57,220 in men and 39,260 in women) in the United States during 2019. In Colorado, these rates were even higher due to resident's excessive exposure to harmful UV radiation which has been a well-documented cause of melanoma incidences.



In fact, nearly 90% of melanomas are thought to be caused by exposure to UV sunlight. Colorado's high altitude & love for the outdoors means the annual rate of new skin cancer diagnosis' is higher than the national average. We have one of the **highest** risk groups for death from skin cancer in the U.S.A.

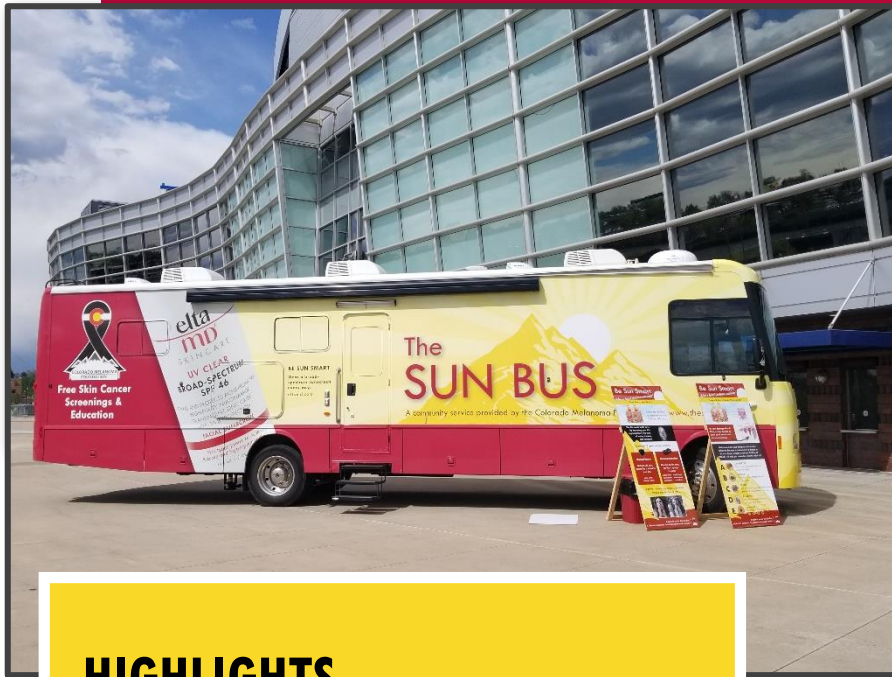
SUNLIGHT AND ULTRA-VIOLET RADIATION

Recent studies suggest there may be 2 main ways that UV exposure is linked to melanoma, but there is likely some overlap. The first link is to sun exposure as a child and teenager. People with melanoma often have an early history of sunburns or other intense sun exposures, although not everyone does. Some doctors think this might help explain why melanomas often occur on the thighs (in women) and trunk (in men), areas that generally aren't exposed to the sun as much in adulthood. The second link is to melanomas that occur on the arms, neck, and face. These areas are chronically exposed to sun, particularly in men.

- About 7,230 people were expected to die of melanoma in 2019 (about 4,740 men and 2,490 women).
- In the past decade, the number of new melanoma cases diagnosed annually increased by 54 percent.
- 1,850 people are expected to contract melanoma in Colorado annually
- Melanoma rates have increased 15x in the last 40 years in the U.S. alone
- More than 350 people in the US are diagnosed with some form of

2019 Sun Bus Recap

The 2019 season of events was a busy and successful one. In 7 months of service, The Sun Bus attended more than 30 events in 17 different cities and towns across Colorado. We traveled 5,000 miles around the state and provided sun safety education to more than 28,000 Sun Bus visitors.



The wonderful dermatologists that volunteered their time to provide screenings on The Sun Bus identified **180** pre-cancerous lesions and potential skin cancers, including **7** suspected melanomas.

HIGHLIGHTS

- 28,000+ Coloradans across the state visited The Sun Bus
- The Sun Bus made approximately 245,000+ impressions
- In 44 event days, more than 850 individuals received a FREE skin cancer screening
- FREE screenings were provided by 25 Colorado Dermatologists and Physician Assistants
- 25,000+ EltaMD sample packettes were distributed to event attendees
- More than 6 gallons of EltaMD sunscreen were provided to event attendees across the state



New Opportunities

The novel COVID-19 Pandemic has created a multitude of new opportunities for the Sun Bus.



As the state continues to reopen after months of social distancing and stay-at-home advisories, more and more people seem to be heading outdoors! This makes sun protection, sun safety education, and skin cancer screening incredibly important.

In the wait for a vaccine, we have a strategic plan to develop innovative ways to effectively and safely engage and educate Coloradans and others about sun safety and skin cancer.

When life goes back to normal, The Sun Bus will be ready to roll!

THE COLORADO MELANOMA FOUNDATION



Our mission is to increase local Colorado efforts at skin cancer and melanoma prevention screening, new patient services, and research.

www.comelanoma.org

2020-2021 Services

In this era of social distancing, we have expanded The Sun Bus operations and developed creative alternatives to sun safety education and screening at highly populated events.



The global COVID-19 pandemic has expanded the use of virtual, video, and social media communications. We have developed expertise in this area to continue providing relevant and trusted sun safety resources for our community.



We are excited to roll out our 2020-2021 plan for sun safety awareness and skin cancer screening using new, expanded and effective methods.

New foci for 2020-2021

- Sun-safety education through **social media marketing**
- Sun-safety **educational videos** for elementary, middle, and high school students to be used in and outside of the classroom
- Development of melanoma **Patient Resources** to assist newly diagnosed patients and their caregivers
- Attendance at **small custom events** with various employer health groups
- **Teledermatology** that expands screening services to **remote areas** lacking a skin health professional
- **Expanded partnerships** with Dermatologist and Primary Care Providers
- **COVID-19 Seroprevalence Study** in partnership with UCD School of Public Health and several government agencies

Social Media Marketing

Social media is one of the most efficient and convenient way for individuals and communities to stay connected while physically separated. To stay connected with our community during COVID-19, social media marketing became our primary information dissemination method. In fact, since the start of our efforts on social media in March 2020, the amount of followers on Facebook increased by 283% and on Instagram by 126%.



Platform Metrics



Followers: 360

Likes: 348

Average Post Reach: 488



Followers: 127

Average weekly
Impressions: 470

Average Post Reach: 183



Total Video Views: 289

Social Media is an essential piece of The Sun Bus' overall marketing strategy. Aside from reaching a wide audience in a cost-effective way, social media has increased the awareness of sun safety, The Sun Bus services, sun safety products, and the mission and brands of our sponsor organizations.



Our Sun Bus feature video has been widely viewed and shared. It has had more than 728 unique views and has reached more than 2.3K individuals!

School Sun Safety

High levels of sun exposure during childhood is an important risk factor for the future development of skin cancer. Skin cancer risk can be greatly reduced if children and adolescence are protected from UV radiation, suggesting the value of protecting young people from the sun at an early age. Given the amount of time children spend in schools, schools can play a significant role in protecting children and adolescence from harmful UV exposure and the development of skin cancer. Teaching students about sun safety is a valuable way schools can reduce skin cancer rates.

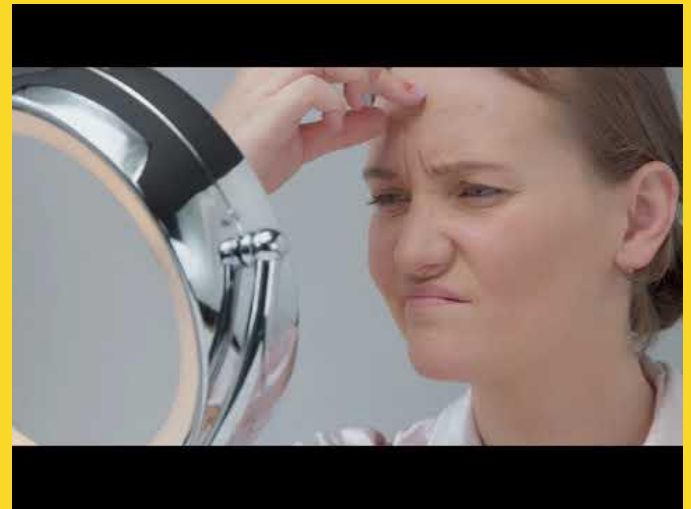
As schools shuttered their physical campuses in the wake of COVID-19, more than 1.2 billion children were displaced globally. Schools had to quickly adapt and move their courses to remote and online learning formats.

Faced with uncertainty about what school might look like in the fall, we have developed an online sun safety curriculum for science students to be used in and outside of the classroom.

Middle School Curriculum

1. UV Radiation and Our Skin
2. The Truth About Tanning
3. What is Cancer?
4. Skin Type
5. Sun Safety in Colorado

Check out our first 2 videos from the middle school education series!



UV and Our Skin



The Truth about Tanning

School Lunch Program- In an effort to boost brand awareness, we will work with the Jefferson County School District to provide EltaMD sample packettes and sun safety information with school lunch distribution efforts. Approximately 5,100 samples will be given away over 3 distribution days.

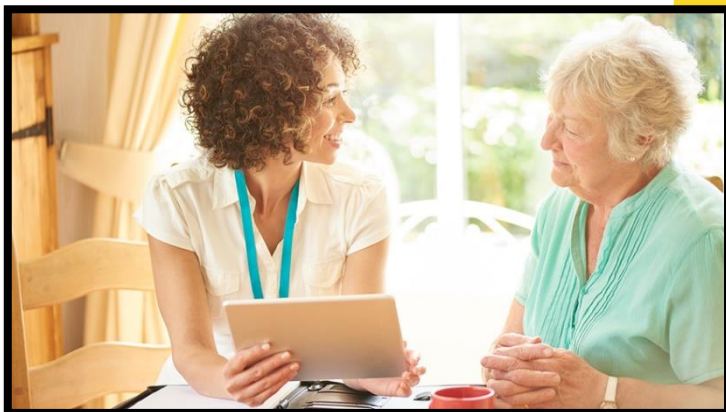
Patient Resources

A melanoma diagnosis can be both shocking and overwhelming. Many factors impact patients during their melanoma journey and extend beyond medical care. To better support patients diagnosed with melanoma, we have developed support resources for patients and caregivers.

The **Melanography**, or Melanoma Biography series, captures the melanoma stories of recovered patients and tells how they dealt with the various traumas arising from their diagnosis. We believe it is extremely important for newly diagnosed melanoma patients to hear about the experiences of survivors. We hope that individuals with a new melanoma diagnosis can gain some inspiration and strength from hearing about another patient's battle with the most dangerous form of skin cancer.



**Full Melanographies will be available for viewing on The Sun Bus website. Shorter clips of the Melanographies will be disseminated via social media channels.



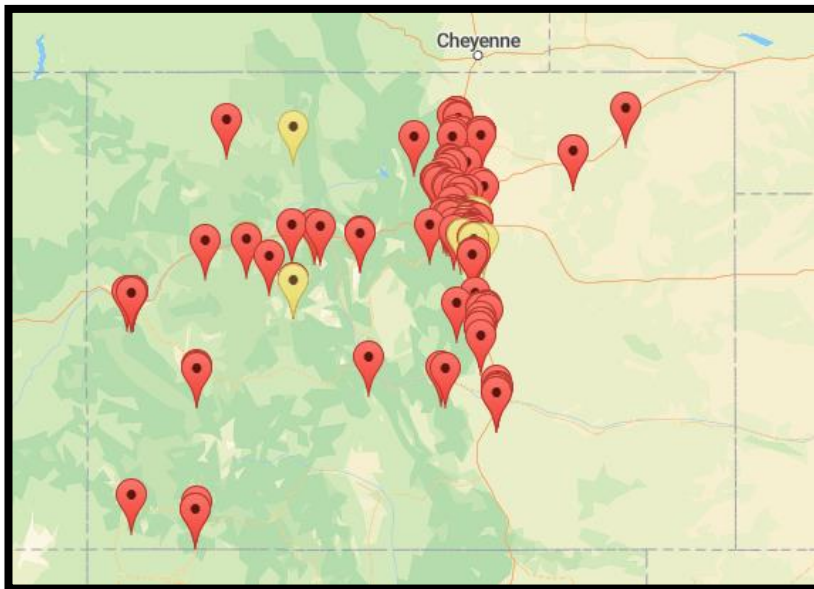
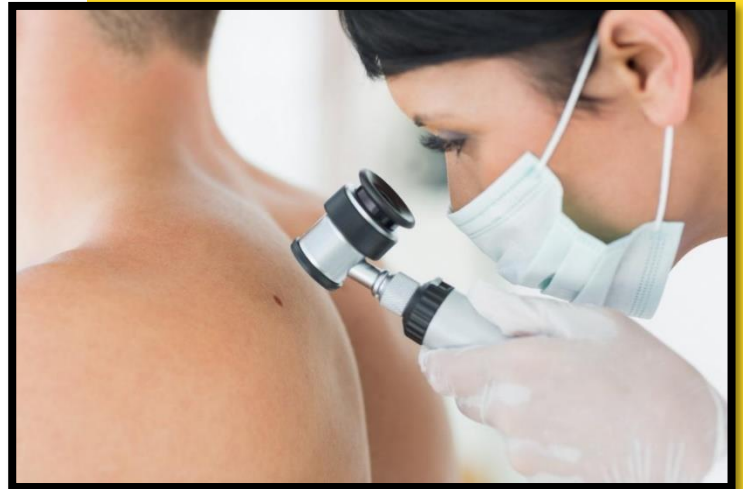
**Content will be available on The Sun Bus website and social media channels. It will also be provided to dermatology and oncology offices for direct delivery to patients.

In addition to the Melanographies, we have been working to develop other online tools and resources for newly diagnosed melanoma patients, those currently living with melanoma, and melanoma survivors. Content will be developed for each of the following topics.

- Diagnosing Melanoma
- Stages of Melanoma
- Treatment Options and Strategies
- Side Effect Management
- Life after Melanoma
- Patient Support

Skin Screening

Keeping up with recommended cancer screening is an important part of staying healthy and preventing cancer. However, in the light of COVID-19, experts have recommended postponing routine screenings to decrease chances of exposure. The long-term implications of these cancellations or postponements will likely be devastating to future cancer rates across the nation.



Map 1: Pins indicate dermatology clinics; Yellow Pins indicate dermatology clinics that have volunteered with The Sun Bus.

As part of our updated scope of work, we plan to deliver limited skin cancer screenings and sun safety awareness at small custom events. We are working to expand our partnerships with various community organizations, dermatology clinics, and primary care providers across the state to provide screening to communities in need. Several organizations and employer health groups have reached out to express their interest.

Interested Organizations:

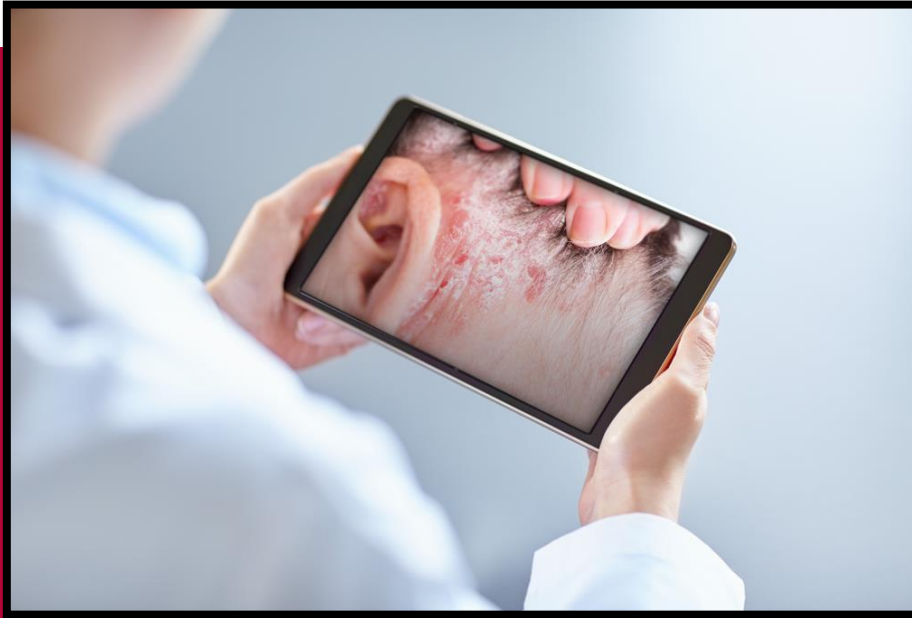
- Noodles and Company
- Leprino Foods
- Pitkin County Administration and Sheriff's Office
- Adams County
- City of Rifle
- City of Lakewood
- Eagle River Water and Sanitation District
- Eagle County

Sun Bus Precautionary Measures

- All visitors will be screened for COVID-19 symptoms prior to appointment
- Temperatures will be taken for all Sun Bus visitors
- Walk-in appointments are no longer accepted
- Waiting room will allow only one person at a time, others will be seated outside
- Waiting and exam rooms will be disinfected frequently.

Teledermatology

Given the rapid spread of the COVID-19 pandemic, many dermatologists have significantly limited their face-to-face appointments to only urgent or emergency care. For other skin issues, most dermatologists have expanded their access to include remote care or Teledermatology.



Teledermatology has proven to be a valuable tool in the diagnosis and management of dermatologic issues, particularly during the COVID-19 pandemic.

In partnership with Vail/Aspen/Breckenridge Dermatology (V/A/B/G), an Epiphany Dermatology division, The Sun Bus will provide Teledermatology services to Coloradans.

SERVICE AREA EXPANSION

As you can see on Map 1 (previous page), remote portions of the state sometimes have NO options for dermatology services and generally require 2+ hours of travel to get to the nearest clinic.

The Sun Bus has a unique opportunity to offer much needed sun safety education and skin screening to Colorado's rural communities. We are excited to work with V/A/B/G Dermatology and Modernizing Medicine to modernize our services and make it happen!



**We hope to partner with Modernizing Medicine to provide Teledermatology services through The Sun Bus.

COVID-19 Mobile Clinic

Seroprevalence Study

Because people infected with COVID-19 can have mild illness or may not get medical care or testing, serology testing has become more and more important. Serology testing is crucial in estimating the number of people who have been previously infected with the virus and were not included in official case counts. The test looks for antibodies in the blood. If antibodies are found, there has been a previous infection.

By using a Seroprevalence Study, we can:

- Learn about the total number of people that have been infected, including those infections that were likely missed
- Estimate how much of the population has not yet been infected
- Help public health officials plan for future healthcare needs
- Track how infections progress through the population over time
- Determine how long antibodies last in people's bodies following infection

To go beyond our mission of offering sun safety education and skin cancer screening, The Sun Bus has agreed to participate in the Colorado School of Public Health's Seroprevalence Study. The Sun Bus will be instrumental in the collection of serology tests, or fingerprick blood samples, that test for COVID-19 antibodies. We will be the primary sample collection site and the public face of this initiative. Educational material on both COVID-19 and sun safety will be available, as well as free sunscreen, for all visitors and participants of the Seroprevalence Study.



INVESTIGATORS INVOLVED

- Colorado Department of Public Health and Environment
- Arapahoe County
- Colorado School of Public Health
- Governor's Office COVID-19 Health Equity Response Team



Strategies and Objectives



Social Media Marketing

1. Promote community engagement
2. Drive traffic to website
3. Increase social community size
4. Strengthen engagement strategies for increased brand loyalty

School Sun Safety

1. Improve skin cancer prevention awareness and behavior among school-aged children
2. Build brand awareness
3. Promote sun safety and reinforce sun safe policies and practices through electronic methods

Patient Resources

1. Raise overall understanding of melanoma for recently diagnosed individuals
2. Provide support for individuals fighting skin cancer, and communicate the importance of prevention and early detection

Limited Skin Screenings

1. Cultivate new partnerships with local dermatologist and Primary Care Providers (PCPs)
2. Offer screenings at small events to detect skin cancers early before they become dangerous
3. Deliver prevention education to reduce the incidence of the most common form of cancer

Teledermatology

1. Extend access to dermatologic care in underserved and rural areas of Colorado
2. Extend access to dermatologic care for patients whose preventive care has been interrupted by the COVID-19 pandemic

COVID-19 Mobile Clinic

1. Learn about the proportion of people that have been infected
2. Help guide control measures, such as social distancing
3. Track how infections spread through the population over time

Social Media Marketing

1. Build awareness for The Sun Bus and partner organization missions and brands
2. Decrease skin cancer rates in Colorado by educating the community via social media

Expected Reach = 10,000

School Sun Safety

1. Administer sun safety curriculum to 20 of Denver's metropolitan middle schools
2. Positively impact knowledge, attitudes, and sun safety behaviors of school-aged children
3. Distribute EltaMD sunscreen sample packettes with school lunch distribution programs

Expected Reach = 13,215

Patient Resources

1. Partner with 10 local Dermatology and Oncology clinics to offer patient support services to individuals with skin cancer diagnoses

Expected Reach = 12,000

Skin Screening

1. Provide skin cancer screening and sun safety education to vulnerable populations across Colorado to reduce overall skin cancer rates

Expected Reach = 2,500

Teledermatology

1. Expand regional access to skin cancer screening for concerned patients

Expected Reach = 2,500

COVID-19 Mobile Clinic

1. Build brand awareness for The Sun Bus and partner organizations while promoting positive outcomes for the current public health crisis

Expected Reach = 5,000

Overall Projected Reach for 2020-2021 = 45,215

Thank You!

Thank you for your interest in The Colorado Melanoma Foundation's *Sun Bus* initiative. For recent updates and more information about this project, please visit the official website at www.thesunbus.org. For more information about the Colorado Melanoma Foundation, including other projects, fundraisers, and a list of the Board of Directors, please visit www.comelanoma.org.

Presented by the Colorado Melanoma Foundation and EltaMD



vail | aspen | breckenridge | glenwood
dermatology



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