

COMMUNITY CONNECTIONS GRANTS APPLICATION

Funding Year 2010-2011

Review guidelines at <http://research.arizona.edu/ccg/>

Proposals with text exceeding the prescribed limits will not be considered

Applicant Information

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Position Title	Program Development Coordinator
Phone Number	626-1074
Department Name	Skin Cancer Institute, Arizona Cancer Center
Department Number	0721
UA Mailing Address	1515 N. Campbell Avenue, PO Box 245024, Tucson, AZ 85724
Proposal Title:	Living in Harmony with the Sun
Total Project Budget:	\$16,825
Requested Amount:	\$10,000

Compliance/Research Risk Acceptance of Responsibility

I acknowledge that if my project includes research risk item(s), I and my department are responsible for maintaining compliance in conjunction with institutional policies. Automatic notices for research risk items are not generated for gifts. Faculty Seed Grants submission implies acceptance and agreement with the University's Conflict of Interest Policy. *To acknowledge please check the box (double click):* ☒

Eligibility

I certify that I am an eligible applicant and I have prepared my budget in conjunction with my department business office. *To acknowledge please check the box (double click):* ☒

Authorized Signers (Names and Titles)

Cristina Valencia, Accountant Senior, Arizona Cancer Center

Project Summary (100 word maximum):

One in five Americans will develop skin cancer in their lifetime. Most skin cancer is caused by overexposure to the sun's powerful rays, for which visitors to Tucson attractions may be unprepared. The Skin Cancer Institute at the Arizona Cancer Center will collaborate with Biosphere 2, Pima Air and Space Museum, Reid Park Zoo, Tohono Chul Park, and Tucson Botanical Gardens to implement The Living in Harmony with the Sun program. This innovative program will educate staff and provide permanent informational signage and sunscreen stations at each site, potentially enhancing the protection of more than one million individuals each year.

Project Description (Three pages maximum)

Background Information

Did you know that 1 in 5 Americans will develop skin cancer in their lifetime? In 2009, over one million Americans developed nonmelanoma skin cancer and over 68,000 were diagnosed with melanoma, the deadliest form of skin cancer. Arizona has one of the highest skin cancer rates in the nation: about 1,000 Arizonans are diagnosed with melanoma each year and several thousand develop nonmelanoma skin cancer.

The Skin Cancer Institute (SCI) resides within the Arizona Cancer Center, one of only 40 National Cancer Institute Comprehensive Cancer Centers in the nation. In just five short years since its inception, the SCI has become an international model of comprehensive skin cancer research, outreach, and clinical care. The SCI is the only one of its kind in Arizona and its mission is to prevent and cure skin cancer.

Most cases of skin cancer in the U.S. are caused by exposure to ultraviolet radiation (UVR) from the sun. Even short, intense exposure to the sun's powerful rays can start to change healthy skin cells into potential skin cancer. Research shows that one blistering sunburn in childhood or adolescence more than doubles a person's chances of developing melanoma later in life. Intense, intermittent sun exposure also plays a role in the development of basal cell carcinoma, the most common form of skin cancer.

Exposure to the sun's rays and sun protection may be the last thing on the minds of those who visit one of Tucson's popular outdoor attractions. The Tucson attractions that will collaborate in this program include Biosphere 2, Pima Air and Space Museum, Reid Park Zoo, Tohono Chul Park, and the Tucson Botanical Gardens. Each year these sites have a combined attendance of 1,040,000 visitors. Visitors to these attractions are local residents, and national and international guests. Local residents are already at high risk for skin cancer due to the over 300 days of intense sunshine we enjoy each year. According to the Metropolitan Tucson Convention & Visitors Bureau, in 2009, the Tucson area hosted 6.7 million domestic overnight visitors, many of whom may be unprepared for our desert climate.

Skin cancer risk can be reduced by avoiding overexposure to the sun. One method of sun protection is use of sunscreen. Sunscreen provides a useful barrier, but many people do not know what ingredients to look for in a sunscreen, they apply too little and forget to reapply the product, or forget to use it entirely. Other forms of sun protection include wearing sun-protective clothing, such as broad-brimmed hats, long-sleeves and sunglasses, avoiding peak sun hours between 10-4pm, and seeking shade. Sharing information about sunscreen and sun protection is a key component of the proposed program and a primary focus of the SCI.

In 2006 in order to address prevention of skin cancer caused by intense sun exposure, the SCI forged a relationship with the Arizona-Sonora Desert Museum (ASDM) to address sun

safety for Museum guests. As a result, the Living in Harmony with the Sun program was created. In partnership with SCI, the Museum features permanent sun safety signage and provides free sunscreen in all restrooms, adult and child sun umbrellas, sun safety educational materials to guests, staff, and docents, and participates in an annual event that provides free skin cancer screening to the public. The Museum has adopted this successful program and includes all sun safety-related programming costs in their annual budget. "We receive a tremendous amount of correspondence from our visitors thanking us for our sun protection focus," said Tim Vimmerstedt, ASDM Director of Operations and Community Affairs. In 2009, the Museum was recognized for their efforts by the Association of Zoos and Aquariums.



The five partners in this proposal do not currently provide sun protection for their guests. This program is innovative as there are no other Arizona cancer-related organizations working with outdoor venues to prevent skin cancer. This program and the collaborations it will foster are extremely important as they extend the reach of the Skin Cancer Institute and will potentially create sustainable partnerships that support a more sun-safe Tucson.

The overall goal of the Living in Harmony with the Sun program is to create collaborations with major Tucson area attractions to provide sunscreen and sun safety information to their guests. The long-term goals of the program are to permanently incorporate sun safety programming into local attractions and increase sun safety messaging in Tucson and Southern Arizona. We request funding to achieve the following goals:

Goal 1: Provide sunscreen dispensers, sunscreen, application instructions, and sun safety tips for public restrooms at each site.

Goal 2: Install context-appropriate, permanent sun safety signage in key locations at each site. For example, signage in the zoo will include brief factoids of how animals protect themselves from the sun, along with sun protection for humans.

Goal 3: Provide an overview of the Living in Harmony with the Sun program and sun safety messages to staff, docents, and volunteers at each site.

The SCI is best positioned to implement this program as we are the premier sun safety organization in the state. The program will be overseen by our Program Development Coordinator, Heather Hiscox, MPH, who has over 10 years of experience designing, implementing, and evaluating public health programs. This program will include a paid internship for a University of Arizona (UA) student who will assist in all program activities. **The proposed program goals can be achieved within the grant year.** All sunscreen dispensers will be in place by August 2011 and all permanent signage by October 2011. Sun safety presentations will be completed by November 2011.

Partnerships and Collaborations Partners

The Tucson area attractions included in this proposal are Biosphere 2, part of the UA College of Science, and four external partners, Pima Air and Space Museum, Reid Park Zoo, Tohono Chul Park, and the Tucson Botanical Gardens. These sites were approached as they are not only well-visited Southern Arizona treasures, but each is a nonprofit organization that includes outdoor exhibits/spaces that leave guests exposed to the sun. Each site will contribute in-kind staff time and resources to install the sunscreen dispensers, design and install permanent signage and coordinate the sun safety presentations. Each site offers expertise in their locations' focus area, such as plants, animals, and the environment and will aid SCI to craft sun safety messages tailored to their guests.

This proposal has the full support of the Arizona Cancer Center, evidenced by the in-kind salary support of three staff members, Heather Hiscox, MPH, Program Development Coordinator, Lisa Quale, SCI Health Educator and Kayla Coe, Arizona Cancer Center Office of Public Affairs Graphic Designer. SCI staff offer the resources, relationships, and expertise necessary to successfully implement this program.

An additional external partner is sunscreen manufacturer R&R Lotion Inc. R&R is located in Scottsdale, Arizona and their SPF 30, zinc oxide-based sunscreen, meets our high standards. R&R has agreed to generously donate all sunscreen dispensers and the cost to silkscreen each. The dispenser system is environmentally-friendly as it is refillable, reducing waste generated by refill bags. R&R will also provide sunscreen for purchase at distributor cost, approximately \$.63/ounce.

Potential Impact

More than one million people visit the five attractions included in this proposal each year. Each attraction guest will have access to free, quality sunscreen and will be exposed to multiple sun safety educational messages. The sun safety presentations at each site will potentially reach 150 staff, docents, and volunteers. This program allows SCI to access multiple at-risk target audiences, such as outdoor enthusiasts, gardeners, pilots, as well as the docents, staff and volunteers at each site who spend increased time outdoors. The five venues also attract children, families and school groups, allowing us to provide sunscreen and sun safety messages to the next generation. This program can serve as a model for future connections with other community agencies and as an example of a citywide campaign targeting outdoor venues.

Evaluation and Sustainability

The proposed program has the potential to touch over one million people each year and significantly enhance sun safety messaging throughout Tucson. The table below describes the program evaluation plan.

Program Goals	Process Objectives	Outcome Objectives
Goal 1: Provide sunscreen dispensers, sunscreen, application instructions, and sun safety tips for public restrooms at each site.	Install sunscreen dispensers and accompanying information cards in every public restroom of each site. Provide sunscreen to each site. Collect quarterly data on number of gallons used per site.	Document number of dispensers installed. For each site, provide at least 10 gallons of sunscreen over the study period. Document number of gallons of sunscreen used at each site.
Goal 2: Install context-appropriate, permanent sun safety signage in key locations at each site.	Collaborate with curator staff at each site to design signage. Order and install signage at each site.	Document feedback from each site representative regarding attraction signage.
Goal 3: Provide an overview of the Living in Harmony with the Sun program and sun safety messages to staff, docents, and volunteers at each site.	Provide five sun safety presentations (one per site) each with a target audience of 30 staff, docents, or volunteers, totaling 150 attendees.	Assess attendees' sun safety awareness, knowledge and sun protective behaviors.

Each attraction is fully committed to making this program a success and have agreed to install the sunscreen dispensers, store the sunscreen, refill and maintain the dispensers, work with Institute staff to design signage, install and maintain the signage, and advertise the sun safety presentations to their staff, docents, and volunteers. Representatives from each site have also committed to continue the program after the first year (i.e. providing sunscreen and continued care for the dispensers and signage) to the best of their ability. Some attractions have already committed to add the cost to their budgets and others have committed to seek additional funding in the form of donor or grant requests. Several of the sites are very enthusiastic and have discussed integrating sun safety education into their regular programming. For example, the Reid Park Zoo plans to create a mobile craft project cart staffed by their volunteers that will allow children to paste hay on the image of an elephant and paste sun protective clothing on the image of a child to reinforce sun protection for animals and humans.

Fit with Program Goals

The innovative Living in Harmony with the Sun program creates connections between campus and the world beyond. This program will increase the ability of the SCI to reach key at-risk audiences and promote the University as the caring, connected, community-focused institution that it is. Our position as a nonprofit organization housed within the UA, adds invaluable credibility to our sun safety message. This funding will enable the Institute to form long-term relationships that will potentially benefit over a million individuals each year. The Living in Harmony with the Sun program can achieve the goals set forth by the donors who established this fund and make a difference in the community.

COMMUNITY CONNECTIONS GRANTS APPLICATION
Budget and Budget Justification (2 pages maximum)

[see example](#)

Project Budget

EXPENSE	INCOME			
	1. CCG Request	2. Confirmed Funding (internal + external)	3. Pending Funding (internal + external)	TOTAL
Wages & ERE	\$931	\$6,325	0	\$7,256
Travel	\$352	0	0	\$352
Capital Equipment (>\$5k)	0	0	0	0
Operations				
- (<\$5k equipment)	0	0	0	0
- (materials and supplies)	\$8,667	\$500	0	\$9,167
- (duplication/marketing)	\$50	0	0	\$50
Postage	0	0	0	0
Consultant Fees	0	0	0	0
Participant Payments	0	0	0	0
Other	0	0	0	0
TOTAL EXPENSES	\$10,000	\$6,825	0	\$16,825

Project Budget Justification (be concise)

Expense Items
Wages & ERE: \$930 = wages and ERE for one undergraduate student intern [\$9/hr x 100 hours= \$900 + \$31ERE (3.4%) = \$931]. Student will coordinate and attend all meetings, deliver materials, collect site data
Travel: \$352 total for student and staff travel to and from each site for program related activities. Eight total roundtrip visits to each site (99 miles total to travel roundtrip to all five sites x 8 total trips = 792 miles x \$.445/mile reimbursement rate = \$352).
Operations (include justification for each subcategory): <u>Materials and supplies</u> : \$8,667 total - \$6,500 for sunscreen (\$81/gallon) to be distributed to each site from August 2011-June 2012; \$2,087 total for permanent signage to be designed and distributed to each site; \$80 for educational materials used in sun safety presentations. <u>Duplication/marketing</u> : \$50 for copies of surveys, data collection forms
Postage: N/A
Consultant Fees: N/A
Participant Payments: N/A
Other: N/A
Income (Columns 1, 2 & 3)
Please briefly list your other funding sources and amounts for the project including: internal,

external, and in-kind.

Confirmed:

Internal/In-kind: Skin Cancer Institute: \$2,118 for wages and ERE for Applicant, Heather Hiscox (65 hours @ \$32.59/hr including ERE) to oversee program and student intern and provide educational presentations at each site. \$583 for wages and ERE for Lisa Quale, Health Educator (20 hrs @ \$29.15/hr including ERE) to craft messages for permanent signage.

Arizona Cancer Center, Office of Public Affairs: \$1,124 for wages and ERE for Graphic Designer, Kayla Coe (36 hours @ \$31.23/hr including ERE) for design work for all permanent signage.

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External/In-kind: \$2,500 total from Biosphere 2, Pima Air and Space Museum, Reid Park Zoo, Tohono Chul Park, and the Tucson Botanical Gardens for staff wages and ERE to install and maintain sunscreen dispensers and permanent signage; for curator staff to create messaging for permanent signage, and for sites to advertise the sun safety educational presentations.

R&R Lotion Inc.: \$500 for 60 sunscreen dispensers, dispenser silkscreen and refill funnels.

Pending: None