# Instructions

2021 Sun-Safety Community Project  
Sunscreen Request

Skin cancer is the most commonly diagnosed cancer in the United States, and rates of skin cancer are on the rise in Iowa. In an effort to increase sunscreen use and decrease incidence of sunburns, which can lead to skin cancer, the Iowa Cancer Consortium will distribute approximately 50 gallons of Rocky Mountain SPF 30 sunscreen to selected Consortium member applicants for the summer of 2021. Applicants will be scored by Iowa Cancer Consortium staff based on the included rubric, and the highest-scoring applications will receive one to three gallons of sunscreen each.

**Timeline**

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| --- | --- |
| **April 22, 2021** | 2021 Sun-Safety Community Project Sunscreen Request announced. |
| **May 6, 2021 (5:00pm CST)** | Applications due to [orton@canceriowa.org](mailto:orton@canceriowa.org). |
| **May 13, 2021** | Recipients announced via email. |
| **May 27, 2021** | Project period begins. |
| **September 10, 2021** | Project period ends. |
| Final reports are due at the conclusion of the project with a final deadline of **September 17, 2021** | |

**Application Requirements**

* Applications must be submitted via email to Liz Orton ([orton@canceriowa.org](mailto:orton@canceriowa.org)) by **Thursday, May 6 at 5:00pm**.
* Awardees must be a member of the Iowa Cancer Consortium or commit to becoming a Consortium member prior to receiving sunscreen, if selected. (More information on Consortium membership can be found at <https://canceriowa.org/membership/>. Reach out to Kelly Rollins at [rollins@canceriowa.org](mailto:rollins@canceriowa.org) with membership questions.)
* A minimum of 100 people must be reached for all one-day events (three or more hours).

**Reporting & Material Requirements**

* A final report with at least three photos documenting the project must be submitted. The Iowa Cancer Consortium reserves the right to use these pictures in publications and marketing materials. Awardees must obtain appropriate consent for all pictures for use by both the grantee organization and the Iowa Cancer Consortium. All pictures are to be submitted electronically in JPEG format with people and places identified.
* All materials must contain the following statement: This program is made possible by the Iowa Cancer Consortium and the Iowa Department of Public Health.
* When appropriate and space permits, the Consortium logo and website ([www.canceriowa.org](http://www.canceriowa.org)) will be included in project materials.
* All materials created must go through the following review process: A draft of project materials (printed and electronic materials, agendas, save-the-date, fliers, etc.) must be submitted to Liz Orton at [orton@canceriowa.org](mailto:orton@canceriowa.org) at least five working days before they are produced. Grantees will receive approval for producing materials via e-mail from Consortium staff.

**Resources**

* **The** [**Community Guide—A Guide to Community Preventative Services**](http://www.thecommunityguide.org/cancer/skin/education-policy/outdoorrecreation.html) (<http://www.thecommunityguide.org/cancer/skin/education-policy/outdoorrecreation.html>) recommends collaboration with outdoor recreation and tourism settings to improve sun-safe behaviors. Other examples of collaboration may include:
  + Parks and Rec Departments
  + City Pools
  + County Fairs
  + Outdoor Community Events
  + Day Camps
  + Child Care Centers
* The University of Texas MD Anderson Cancer Center has developed the **Ray and the Sunbeatables Curriculum** (<https://sunbeatables.org/>) to educate teachers, parents, and children about sun protection and sun safety behaviors. Children meet superhero characters, Ray and the Sunbeatables, who have sun safe superpowers to protect against the harmful effects of UV rays. As a result of the curriculum, children will be able to express why sun protection is important and demonstrate how to protect their skin from the sun. Register at <https://sunbeatables.org/> to access the curriculum.
* Applicants are strongly encouraged to supplement sunscreen availability with **additional activities**, including but not limited to:
  + Signage
  + Education about the importance of reapplying sunscreen
  + Local media promotion
  + Skin cancer screenings
  + Social media announcements (See our social media toolkit for examples: <http://www.canceriowa.org/getattachment/Iowa-Cancer-Consortium/Funding-Opportunities/FY17-Sun-Safety-Social-Media-Messages.docx.aspx>)
* We welcome sunscreen requests from towns that are stops on the **2021 RAGBRAI** course: Le Mars, Sac City, Fort Dodge, Iowa Falls, Waterloo, Anamosa, Dewitt, and Clinton. (<https://ragbrai.com/2021-host-towns/>)

# Scoring Rubric

2021 Sun-Safety Community Project  
Sunscreen Request

Projects will be scored by Iowa Cancer Consortium staff based on the following Project Objectives:

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Description (3 points)** | | | |
| Project is poorly explained and there is little to no evidence the project will be successful. Plans for evaluation of the project are not outlined. | Project is somewhat described, but not clear enough to show how activities will lead to achieving goals. Plans for project evaluation of the project are not clear. | Project is described, but activities and goals are vague and somewhat unclear. Plans for evaluation of the project are somewhat unclear. | Project has clearly outlined activities and goals. Collaborators roles are clear and appropriate. Plans for evaluation of the project are clearly outlined. |
| (0) | (1) | (2) | (3) |
| Comments: | | | Score: |
| **Project Reach (3 points)** | | | |
| Project will likely not reach target population and does not show evidence of increasing sun-safe behaviors. | Project will make little impact and evidence of improving sun-safe behaviors within the target population is unlikely. | Project will likely reach target audience and has potential to create long-lasting sun-safe behaviors. | Project shows strong evidence of reaching target audience, is evidence-based and will create long-lasting sun-safe behaviors. |
| (0) | (1) | (2) | (3) |
| Comments: | | | Score: |
| **Project Collaboration (3 points)** | | | |
| Collaborators are not identified. | Appropriate collaborators are not identified and/or it’s not clear how collaborators will enhance the project. | Collaborators are identified, but their roles are not clear and there is limited evidence to show how partners will enhance the project. | Collaborators identified are fitting for the project and show evidence of enhancing the work. |
| (0) | (1) | (2) | (3) |
| Comments: | | | Score:  /9 |

**-----End of instructions. Application begins on next page-----**

# Application

2021 Sun-Safety Community Project  
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|  |  |
| --- | --- |
| **Project Information** | |
| **Project Title:** | Click or tap here to enter text. |
| **Project Chair:** | Click or tap here to enter text. |
| **Organization:** | Click or tap here to enter text. |
| **Email:** | Click or tap here to enter text. |
| **Phone:** | Click or tap here to enter text. |
| **Project Description (including collaborators, activities, and goals):** Click or tap here to enter text. | |
| **Amount of Sunscreen Requested – Applicants may request up to 3 Gallons, please select below:** | |
|  | 1 Gallon (~ 120 people) |
|  | 2 Gallon (~ 240 people) |
|  | 3 Gallons (~ 360 people) |
| **Collaborators, with a description of roles/responsibilities for the project (at least one, in addition to the project chair):**  Click or tap here to enter text. | |
| **Target Audience:**  Click or tap here to enter text. | |
| **Estimated Number of People Your Project Will Reach:**  Click or tap here to enter text. | |
| **Timeline:** Click or tap here to enter text. | |
| **Evaluation Plan (How will you know how many people participated and measure the success of the project?):**  Click or tap here to enter text. | |
| **Project Requirements Acknowledgement** | |
| ***\*\*\*Please Complete With Application\*\*\**** | |
| I, Click or tap here to enter text., acknowledge and accept the project requirements relating to the Iowa Cancer Consortium’s Sunscreen Request Project including:   * Using sunscreen as described in my request. Any changes in sunscreen utilization must be sent to [orton@canceriowa.org](mailto:orton@canceriowa.org) and included in final reports, including use of extra sunscreen following initial activities. * All materials must contain the following statement: “*This program is made possible by the Iowa Cancer Consortium and the Iowa Department of Public Health”* and when appropriate and space permits, the Consortium logo and website ([www.canceriowa.org](http://www.canceriowa.org)) will be included in project materials. * All materials created must be submitted to [orton@canceriowa.org](mailto:orton@canceriowa.org) for review before they are produced. * Submitting a final report by September 17, 2021. * Submitting at least three photos documenting the project with the final report. The Iowa Cancer Consortium reserves the right to use these pictures in publications and marketing materials. Awardees must obtain appropriate consent for all pictures for use by both the grantee organization and the Iowa Cancer Consortium. All pictures are to be submitted electronically in JPEG format with people and places identified.  |  |  | | --- | --- | | **Organization** | Click or tap here to enter text. | | **Sunscreen Shipping Address** | Click or tap here to enter text. | | Click or tap here to enter text. | | Click or tap here to enter text. | | **Phone** | Click or tap here to enter text. | | **Email** | Click or tap here to enter text. | | **Signature** | X | | |

**-----End of Application-----**

Please submit completed application to Liz Orton at [orton@canceriowa.org](mailto:orton@canceriowa.org) no later than 5:00pm (CST) Thursday, May 6, 2021. Late applications will not be accepted.