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**Skin Cancer Awareness  
Month**

As the weather warms up and summer is on it's way, you need to do what you can to protect yourself from the dangers of UV rays.

**What you need to know.....**

- Skin cancer is the most common form of cancer in the United States. More than 3.5 million skin cancers in over two million people are diagnosed annually.
- Each year there are more new cases of skin cancer than the combined incidence of cancers of the breast, prostate, lung and colon.
- One in five Americans will develop skin cancer in the course of a lifetime.

## Outstanding Community Service

Three individuals and an organization were honored for their outstanding community service at the TOUCH Recognition Banquet held at the El Dorado Conference Center on April 22<sup>nd</sup>. This was the 3<sup>rd</sup> annual awards banquet held by the Tremendous Opportunities for Union County Health (TOUCH) Coalition to recognize individuals and organizations who best exemplify prevention each year.

Chris Becnel, youth program coordinator for PRIDE Youth Programs, served as emcee for the night. Becnel recognized and named some of the people in the audience as well as past award winners who were in attendance during the banquet. He also mentioned the various organizations and companies that were sponsoring the awards banquet.

Sterling Claypoole, doctor of educational ministry, chaplain, certified trauma counselor and responder for the State of Arkansas, was the guest speaker for the event. Claypoole spoke on the topic of prevention and how it affects our lives. As an emergency responder and coordinator of the mock car crashes that TOUCH conducts for high school proms each year, he knows about the importance of prevention. Claypoole gave examples of everyday behaviors we perform to prevent bad habits from forming, as well as mentioning some projects that TOUCH has been involved with to impact the

lives of Union County residents. He challenged those present to find a way to use his or her passion to help aid in prevention.

The first of four awards, the El Dorado Chemical Friends of Prevention Award, was presented to Tom Wilson, an EMS. This award recognizes an adult or family who does not work in the prevention field but is dedicated to the development of a healthy community. Wilson was nominated because he works to teach and lead people to make positive choices.

Shaun Best was presented with the Smackover State Bank Prevention Professional Award, which recognizes an individual who works in the field of prevention and is an active member of TOUCH. Best is the founder of the Challenged Conquistadors, a nonprofit he formed to ensure beneficial and positive perception of cognitively challenged survivors. He works tirelessly to educate others on the importance of wearing a helmet while riding bikes and ATVs to prevent brain injuries.

The BancorpSouth Distinguished Youth Award goes to a student in grades seven through 12 who have demonstrated support and loyalty to their organization. Brooklyn Alexander was bestowed this award due to the leadership she has shown through her actions in the many clubs

and organizations she is involved in in her church and school.

The last award of the night was the First Financial Bank Spirit of Prevention Award, which recognizes a company or organization for hard work and dedication in the prevention field within the last two years. It was presented to South Arkansas Fights AIDS (SAFA). Upon accepting the award, Janet Beane, SAFA Executive Director, acknowledged the collective efforts of SAFA staff & volunteers to make the prevention endeavors successful.

Entertainment was provided by Brianna Peachley and Brooklyn Alexander, two area students who are part of the Arkansas State PRIDE Drama Team. They performed a skit titled "Been There, Done That!" that illustrated the effects poor choices can have on a friendship.



Left to right: Wilson, Beane, Alexander & Best

## Child Abuse Awareness

April was Child Abuse Awareness Month and Polk County Children and Family Services hosted a luncheon and guest speaker to a group of 75 community members who support them in their efforts against Child Abuse. Polk County Health Unit Administrator Brenda Huff, who serves as Local Council Chairperson for Prevention of Child Abuse in Polk County, and Cheryl Byrd, CHNS, attended representing our local coalition for the event. Phyllis Bell, wife of State Representative Nate Bell was the guest speaker and shared her courageous story of childhood abuse and how she transcended her circumstances to become a passionate advocate for children.



## Donating for a Cause

The staff of the Columbia County Health Unit pictured with a donation collected for the Living Water Domestic Violence Shelter. CCHU also assists the Shelter staff by providing WIC certifications, FP/maternity services and adult/childhood immunizations for their clients. The mission of the Shelter is to provide effective and accessible services to victims of domestic violence and sexual assault, while being a proactive and visible source of related intervention, education, and prevention services to the community.

Pictured: Back row L – R Kimberly Hall HHS II, Hollie Beckham RN, Latricia Spelce HHSII, LaDonna Pickett PHT, Rose Brown HHS II, Valerie Kent HHS II – Lead Clerk Front row L – R Twana Hendricks RN, Melinda Harrell RN – LHU Administrator, Lacie Force LPN, Ann Whitehead HHS II. Not pictured: Shelley Camp RN – Clinic Coordinator



## Drug Take Back

On April 26, 2014, TOUCH Coalition volunteers and members of the Stop Prescription Abuse Youth Coalition, along with officers from the El Dorado Police Department and Union County Sheriff's office, collected unwanted prescription and over-the-counter medications as part of the national DEA Rx Take Back Event. From 10 am until 2 pm volunteers handed out educational materials about preventing the misuse of these medications while law enforcement officers accepted the medications. Everything collected at the event and through the four permanent collection boxes placed

throughout Union County is incinerated for free through the Clean Harbors facility in El Dorado.



\*\*\*\*\*  
Nurses at the Union County Health Unit planned an appreciation luncheon for clerical staff in honor of Administrative Professionals' Day on April 23rd. Balloons and table decorations provided a festive atmosphere for the catered meal. Each of the clerks were presented with a gift bag.



## Drive by the Rules. Keep the Privilege.

On April 14, 2014 Edie Greenwood, RN, CHNS and Debbie Henderson, RN, ADM. distributed "Drive by the Rules. Keep the Privilege." cards by hanging them on every locker of the 11th and 12th graders at Prescott High School. The Prescott Prom was scheduled for April 26th. The cards were also distributed to a local florist and hung on every tux that was rented for the prom. Approximately 200 cards were distributed.



## DRIVE BY THE RULES. KEEP THE PRIVILEGE.

### Don't Relax the Rules on Prom Night.

- RULE 1: No alcohol allowed.
- RULE 2: Everyone buckles up, even if your outfit gets a little wrinkled.
- RULE 3: Only one friend (or date) is allowed to ride.
- RULE 4: No cell phone use or texting while driving.
- RULE 5: Be home by your special prom night curfew.



## Youth Center in Prescott

In February, Prescott Mayor Terry Oliver gave a tour of the former Presbyterian Church, explaining how it will become a special events center for residents. City crews have also waxed the floor and have been doing a considerable amount of cleaning up of the former church building. Upstairs, Oliver said, enough has been done to use the auditorium for things like concerts and movie nights. "I'm excited about this. It's going to be nice." Oliver asked for donations to help get the center up and running after the city obtained the old Presbyterian Church. The donations, he said, have been coming in. "People have donated furniture, an entertainment center, televisions and exercise equipment," he said. "We filled about two rooms with the donations."

One section of the bottom floor is Prescott's youth center which is now open for business. Those who visit the center can rent video games and con-

trollers, work out in an exercise area, play pool, ping pong or video games as the center has a small arcade. Snacks can be purchased at the counter or from vending machines. Currently the center is open after school and on weekends. Hope Novelty company furnished much of this equipment. A contest will be held to name the youth center. The bottom floor will be divided with one side for the youth center and the other for a Multi-purpose area, with fully equipped kitchen, that can be rented by the public for events. Upstairs hasn't been forgotten either. Oliver said the meeting room will be named Hubbard Auditorium and seats about 200 people. Eventually the city council will meet there and use the offices for city purposes as plans are to move city hall there. "We can have concerts, meetings, seminars, revivals and a movie night there," Mayor Oliver said. The meeting room, Oliver said, would also be a good place for the Fifth

Quarter after home football games if local churches aren't hosting it. And, he added, it could also be used for fans to listen to the Curley Wolves on the radio on the away game. If a large screen television is donated, Oliver said, it could be set up so sports fans could watch college and pro games on the weekend.



Mayor Terry Oliver meeting with Prescott Youth

## Mind, Body & Soul

Zumba was one of the events at the Mind, Body and Soul health fair April 26<sup>th</sup> at Munn's Chapel Baptist Church in Prescott. There were booths providing information on mental health, spiritual health and how to get and stay healthy. There were screenings for dental health, prostate health and cholesterol. Several hundred people came to the event to get checked out, visit and get information on living a longer, healthier life.

( Left- booth workers at the health fair. Below- Debbie Henderson, Nevada County Health Unit Administrator(2nd from left), participates in the Zumba instruction at the Mind, Body & Soul Health Fair in Prescott)



## Hike for the Cure

The 7th annual Hike for the Cure on the Lake Ouachita Vista Trail(LOViT) sponsored by Project Pink Awareness was held on Saturday, April 5<sup>th</sup>.

Over \$900 was raised from the event and the money raised will be used to promote breast cancer education and help pay for mammograms for

those who do not have the ability to pay.

Project Pink is a breast cancer support group in Montgomery County.



Ninety six people dusted off their walking shoes and hit the trail on a cool April morning to help bring awareness to breast cancer.

Many of the participants were hiking the trail for the first time and enjoyed the beautiful view of Lake Ouachita and the dogwood trees in full bloom. The





# Help Your Brain

## May is American Stroke Month

Join the Campaign at [StrokeAssociation.org/strokemonth](http://StrokeAssociation.org/strokemonth)

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Together to End Stroke™

### Together to End Stroke Spring 2014 Fact Sheet



#### Stroke Incidence and Mortality (U.S.)

- Someone in the U.S. has a stroke about once every 40 seconds.<sup>1</sup>
- Stroke is the **No. 4** cause of death, killing more than 129,000 people a year. Stroke is the **No. 3** cause of death for women and **No. 5** cause of death for men.<sup>1</sup>
- Stroke is the **No. 1** preventable cause of disability.<sup>1</sup>
- About **795,000** people have a stroke every year.<sup>1</sup>
- An estimated **6.8** million Americans 20 and older have had a stroke.<sup>1</sup>
- Projections show that by 2030, stroke prevalence will increase by more than **20%** over 2012.<sup>1</sup>

#### Stroke Warning Sign Knowledge and Treatment

- **One in three** Americans can't recall any stroke warning signs.<sup>2</sup>
- **Hispanic women** were less likely than others to know most of the warning signs of a stroke – 25% did not know any, compared to 18% for whites and 19% for blacks.<sup>6</sup>
- In a study of patients who had experienced a stroke, **someone other than the patient** made the decision to seek treatment in **66%** of the cases, or every two in three.<sup>1</sup>

#### Stroke Prevention and Risk Factors

- **More than half (58%)** of Americans don't know if they are at risk for stroke.<sup>2</sup>
- **80%** of strokes can be prevented.<sup>5</sup>
- **High blood pressure** is the leading risk factor for stroke. About **77%** of people who have a first stroke have blood pressure higher than 140/90 mm Hg.<sup>1</sup>
- Approximately **15%** of all strokes are preceded by a transient ischemic attack (TIA).<sup>1</sup>
- **Atrial fibrillation** increases risk of stroke up to **5 times**.<sup>1</sup>
- **Smokers** have **2 to 4 times** the stroke risk of nonsmokers or those who quit more than 10 years ago.<sup>1</sup>
- **Moderate to vigorous physical activity** may reduce ischemic stroke risk by **35%**.<sup>1</sup>
- **Diabetes Mellitus** increases stroke risk at all ages.<sup>1</sup>

#### Multicultural Stroke Facts

- **African-Americans** have nearly twice the risk for a first-ever stroke than white people, and a much higher death rate from stroke, largely due to high blood pressure.<sup>1</sup>
- **African-Americans** are more likely to suffer a stroke at a **younger age**. Among people ages 20 to 44, African Americans are almost 2 to 3 times more likely to have a stroke compared to Caucasians.<sup>1</sup>
- **Stroke prevalence** is projected to increase the most among **Hispanic men** between now and 2030.<sup>4</sup>
- Ischemic stroke has declined over the past decade among non-Hispanic Whites and Mexican Americans over age 60, but Mexican-Americans are still **34%** more likely to have a stroke than non-Hispanic Whites.<sup>3</sup>

<sup>1</sup> Heart disease and stroke statistics—2014 update: <http://circ.ahajournals.org/content/129/1/001>

<sup>2</sup> Ad Council Stroke Warning Signs Discovery Research, Full Report, December 2011

<sup>3</sup> <http://www.ncbi.nlm.nih.gov/pubmed/23868396>

<sup>4</sup> <http://stroke.ahajournals.org/content/44/8/2361>

<sup>5</sup> <http://www.who.int/mediacentre/factsheets/fs317/en/index.html>

<sup>6</sup> <http://newsroom.heart.org/news/u-s-women-unfamiliar-with-most-stroke-warning-signs?preview=49db>

AHA/ASA April 2014

The 6th Annual Arkansas Underage Drinking and Injury Prevention Conference was held in Little Rock, April 14<sup>th</sup> - 16<sup>th</sup>. The conference this year is a collaborative partnership with the AR Department of Human Services- Division of Behavioral Health Services (DBHS) Prevention Services ;AR Department of Health- Injury Prevention and Control, Arkansas Department of Finance and Adm , AR Prevention Network (APNet), and Little Rock Police Department. This year a Partnership for Success (PFS) Youth Leadership Development (YLD), youth track, was added to the conference. The PFE YLD youth track will allow approximately 30 youth groups from across the state to participate and have a voice for youth all over Arkansas.

### Ray Luzano

“Pee, Puke & Pass Out”

Keynote Speaker & Conference Emcee



## SOUTHWEST CHNS & CHPS CORNER



**Tim Cuzack**  
“Who’s Responsible”



**Harriet Turk**  
“Deal With It”



*Connecting health and education together*



**Cheryl & Edie-**  
Helping out with the Door Prizes

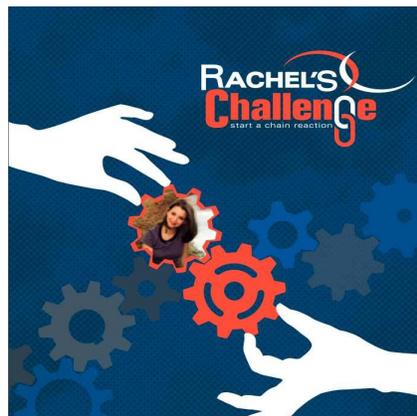


**Tommie & Rhonda**  
attending breakout sessions

## 6th Annual Arkansas Underage Drinking and Injury Prevention Conference 2014

### Southwest Region CHNS/ CHPS

Kim Hooks	Supervisor	870-325-6311
Cheryl Byrd	CHNS	870-386-2251
Edie Greenwood	CHNS	870-777-3076
Rhonda McDonald	CHNS	870-836-1619
Tommie Rogers	CHNS	870-246-3077
Emily Lyons	CHPS	870-246-3077



This conference focused on youth and what we (community, organizations, etc) can do to help prevent youth from participating in risky activities. Breakout session addressed several issues in which teens face on a regular basis: alcohol, tobacco, suicide, bullying, to name a few. The conference also focuses on what we can do as parents, law enforcement, and community leaders to help teens through the challenging teen years.

# Bismarck School Straight Talk Program

Bismarck School District hosted their second Straight Talk program for 7th-12 grade students on Thursday, April 17th. The program coordinated by the Hot Spring County Health Unit and Healthy Hot Spring Coalition included programs from ADH Community Health Nurses, and the Arkansas State Police.

Edie Greenwood, CHNS spoke to approximately three hundred 9th-12 grade students about STD's, STI's, Teen pregnancy, tobacco, drugs, alcohol and making responsible decisions. She used pre-written scenarios and selected students to act out the scenarios that were sealed in envelopes. The scenarios lead to a question and answer session for each topic. The students were asked to



respond on how they would feel, respond and handle the scenario that was in each envelope. The Arkansas State Police spoke to the students about drinking & driving, distracted driving and consequences of underage drinking. Tiffany Allen, a drunk driving accident



survivor, shared her story of her drunk driving accident that almost claimed her life. She shared her story of the accidents, the medical care she received throughout her hospital stay, ongoing medical problems that she had now, and the effect the accident had her family and children. The students were given time to ask questions for Tiffany and the State Police as well as time to use the drunk goggles that simulated what it is like to be drunk and not



be able to do normal daily functions. ADH Community Health Nurse Specialists, Tommie Rogers, Edie Greenwood & Rhonda McDonald along with Community Health Promotion Specialist Emily Lyons, set up display



booths on Tobacco Cessation, RealityWorks Shaken Baby, Alcohol Exposed and Drug Exposed Baby Dolls, Pig Lungs, Nutrition and Physical Activity. The students were given two 30 minute breaks so that they could visit the exhibits set up by community groups.



In the afternoon session, Edie Greenwood, CHNS, Victor Alexander, ADH PHI, and the Arkansas State Police



spoke to the 7th and 8th graders. Edie spoke to the girls and Victor to the boys on STD's, STI's and Teen Pregnancy. The Powerpoint presentation was pre-approved by school administration for use for this age group. Surprisingly, the students had a lot of questions and the ADH staff were able to answer their questions for them.

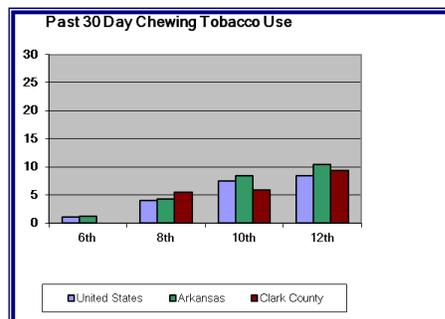
The Straight Talk program is a coordination of efforts between the Bismarck School District, ADH, Prevention Resource Center, Arkansas State Police and Community Counseling Services, Inc.

## Pitching Dangers of Tobacco

The Dawson Tobacco Prevention & Education Grant brought in Alan McDill, a local retired professional baseball pitcher, to speak to the Gurdon High School Baseball Team. McDill was a left-handed specialist who pitched for the Kansas City Royals, Detroit Tigers and Boston Red Sox between 1997 and 2001. He is a graduate of Lake Hamilton High School and he talked to the baseball players about the dangers of using spit tobacco and

why not to choose that path in life. He also opened the discussion to talk baseball and the dedication it takes to become a professional.

The Gurdon Go-Devil YES



team shared tobacco facts and statistics with the baseball team and showed a 2 part video on Face of Spit Tobacco. Tobacco Free pledge forms were handed out to the students as well as information on the SOS Quitline.

## Operation Prom

The Montgomery County Sheriff's office in conjunction with Mt. Ida, Oden and Caddo Hills School Districts hosted the annual Operation Prom Night at the Montgomery County Fairgrounds on March 5th in preparation for the upcoming Prom season.



Operation Prom or Prom Promise is a



reenactment of a car crash that happens after prom that involves students that have been drinking and driving. The whole scenario of the accident; emergency response, State Police field sobriety test, MedFlight, parents arriving at the scene, coroner, the funeral and the consequences of drinking and driving are portrayed in the reenactment.

The MC Sheriff's office had coordinated



with a Mt. Ida student alumni (Tiffany Allen) that was involved in a one vehicle drunk driving accident to speak to the students and share her personal story. Many of the attendees knew of Tiffany but had never heard her story of how drinking and driving almost took her life.



Tiffany had her accident in April of 2012 and spent 2 months in a coma. She awoke on Easter Sunday not knowing what had happened to her. She spent many months in the hospital and due to the severity of her burns and infection in her legs both of her legs had to be amputated. Tiffany shared her story of the night the accident happened, the whole medical experience, how the accident effected her family and the trial she had to sit through to face the charges of drunk driving. Tiffany has now dedicated her life to sharing her story with as many people as she can but her main focus is on teenagers and college students. She wants kids to understand the consequences of making one wrong decision of drinking and driving.

The Montgomery County District Judge also spoke to the students about the consequences of drinking and driving; court costs, losing your drivers license, time in jail, effects on your family life, etc. Students left the event with heavy minds and much to think about in making the right decision to not drink and drive.

The event was a coordination between Montgomery County Sheriff's office, Southwest EMS, Volunteer fire departments, AR State Police, AR Game & Fish Commission, LifeNet, Montgomery County Coroner, Montgomery County Health Unit and the three county school district's School Resource Officers.



Bismarck School District hosted their Prom Promise event on Thursday, April 17th in conjunction with their Straight Talk program. The event was coordinated by the Hot Spring County OEM,



LifeNet, Bismarck Fire Department and Gross Funeral Home. This was the first Prom Promise event held at Bismarck School and the students and all those

involved did a great job with the reenactment.



## Suicide Prevention

Sevier County Coalition (SCC) hosted a Suicide Prevention Workshop, presented by SIPP Shelby Rowe, to 16 participants of the Sevier County Coalition. The presentation included Powerpoint and discussion on: Risk Factors, Protective Factors, Prevention Books, a toolkit for Schools and a After a Suicide Survival kit. SCC members discussed the need for additional training and involving community partners. Workshop attendees included: Faith based groups, school nurse, Domestic Violence reps, Injury Prevention,

CCCUA nursing educators and ER nurse. SCC is planning an Out of the Darkness Walk to be held in Sevier County.

The Statewide Injury Prevention Program (SIPP) is funded through a contractual agreement between the Arkansas Department of Health and Arkansas Children's Hospital. The program is housed and administered within the Injury Prevention Center at Arkansas Children's Hospital and the University of Arkansas for Medical Sciences. The

mission of the SIPP is to reduce the burden of injury mortality and morbidity in Arkansas through primary prevention of injuries. SIPP provides technical assistance and serves as a resource center for designated trauma centers, EMS providers, Hometown Health Improvement Coalitions, and Educational Service Cooperatives.





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## SW REGION HOMETOWN HEALTH

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Healthy!.*

[www.healthyarkansas.com](http://www.healthyarkansas.com)

## Around the Region.....

**Hempstead County**— Edie Greenwood, RN, CHNS, presented to a parenting class in Hope using the RealityWorks Fetal Alcohol and drug babies. She discussed the harms to a fetus and lifelong consequences to a child when the mother uses alcohol, drugs and tobacco during the pregnancy. She also talked with the participants on how drugs, alcohol and tobacco will effect an infant during breastfeeding.

**Miller County**— Edie Greenwood, RN, CHNS, conducted an ATV safety presentation to about 15 members of the SW Prevention Taskforce using the AR Children's Hospital ATV Safety Toolkit. "A Trip Unplanned" video was shown to attendees to stress the importance of ATV safety. Edie discussed the toolkit with the members and distributed toolkits to interested person who will present the information in their community.

**Miller County**- ChyChy Smith, RHS, presented to THRIVE in Texarkana concerning shaken baby syndrome using the RealityWorks simulator doll to show the neurological and

physical damages that can occur due to shaking a baby.

**Clark County**— Tommie Rogers, RN, CHNS, participated in the Gurdon Primary Pre-K and Kindergarten Round-up on April 4th. Tommie had a booth with information about the Clark County Health Unit, updated information on immunizations, tobacco cessation, SOS Quitline, WIC, nutrition and physical activity. She handed out Two Bite Club books and Cool Fuel cookbooks.

**Hot Spring County**— Suellen Simpson, ADM., Bonnie Carr, HHI Coordinator, Victor Alexander, DIS & Tommie Rogers, CHNS participated in the Coordinated School Health grant site visit at Malvern School District on April 24th. ADH representatives were asked to attend since they participate on the Wellness Committee and work with the school through the

Hot Spring County Coalition. Both the Hot Spring County Health Unit and Healthy Hot Spring County coalition wrote letters of support for the school to apply for a School based health center which would be located on the campus of the Malvern High School.

**Hot Spring County**— Suellen Simpson, RN, ADM worked a booth at the Lake Hamilton Fire Department Safety Day

hosted by the Lake Catherine State Park. She provided information on Injury Prevention, Emergency Preparedness, SOS and local health unit programs and services.



# FEEL LIKE SIZZLING?

That's what you're doing when you don't cover up in the sun.

**Why?**  
Because the OZONE LAYER — the Earth's protective shield against the sun's harmful UV rays — is thinner today than it was 25 years ago.

**Why is that dangerous?**  
Because today's more intense UV rays can cause:  
• Skin cancer (which can kill you)  
• Premature wrinkling  
• Eye damage  
• Weakening of the immune system (which keeps us from getting sick).

**You say this doesn't apply to you?**  
**YOU'RE WRONG.**  
It doesn't matter what your skin color is — everyone needs protection.

**Here's what you can do:**

- ✳ Do Not Burn
- ✳ Avoid Sun Tanning and Tanning Beds
- ✳ Generously Apply Sunscreen
- ✳ Wear Protective Clothing, including a Hat, Sunglasses and Full-Length Clothing
- ✳ Seek Shade
- ✳ Use Extra Caution Near Water, Snow and Sand
- ✳ Watch for the UV Index
- ✳ Get Vitamin D Safely

Early detection of melanoma can save your life. Carefully examine ALL of your skin once a month. A new or changing mole in an adult should be evaluated by a dermatologist.

**Don't Wait 'Til It's Too Late -  
Be SunWise NOW**

[www.epa.gov/sunwise](http://www.epa.gov/sunwise)

Recycled/Recyclable—Printed With Vegetable Oil Based Inks on 100% Postconsumer, Process Chlorine Free Recycled Paper

**EPA**  
United States Environmental Protection Agency

**Are You SunWise or SunFoolish?**

**True or False?**

1. The thicker the ozone layer, the more it protects us from the sun's ultraviolet rays.
2. Colorful sunburns (SNC) are chemicals that are getting away at the ozone layer.
3. Sun protection isn't needed on cloudy days because clouds block ultraviolet rays.
4. I can get a safe tan in a tanning parlor.
5. Early morning and late afternoon are the worst times for exposure to UV rays.