



Melanoma March: School Edition Information Guide

What is Melanoma March: School Edition?

Melanoma March: School Edition is a new campaign from Melanoma Institute Australia (MIA) to educate school children about sun safety while also helping to fund vital research into melanoma.

MIA is a not-for-profit organisation dedicated to preventing and curing melanoma - the most dangerous type of skin cancer - through ground-breaking research, treatment and education.

Melanoma March: School Edition will take place in March 2016 during Term 1. It involves students marching as much as possible throughout the month to raise awareness about melanoma. Students pledge to march a certain number of hours throughout March and receive sponsorship from family and friends. All money raised goes towards supporting vital cancer research at MIA to find a cure for melanoma. To accrue hours, students can march to school, march in the playground or march on weekends with family and friends.

To help spread the message about the importance of protecting your skin from UV exposure, educational resources are provided to participating schools so teachers can include sun safety and melanoma prevention lessons in their classroom activities throughout March.

Educating young people about melanoma is crucial because 80-90% of melanoma cases are caused by UV exposure, and the amount of cumulative sun exposure in the first 15 years of life is linked to an increased likelihood of adult skin cancers including melanoma.

What is Melanoma March?

Melanoma March is a national, annual fundraising and awareness campaign in March. The first Melanoma March event was held in Manly in 2012 to honour the memory of those who have passed away from melanoma and to raise funds for ongoing research into melanoma. In 2015, marches were held in 23 communities across Australia with more than 5,000 people participating. Over \$650,000 was raised for ongoing research into finding a cure for melanoma.

For the first time, in 2016, schools are invited to participate in the campaign through the specially adapted **Melanoma March: School Edition**, which is focused on spreading sun safety education to school students.





What is melanoma?

Melanoma is the most dangerous type of skin cancer and the most common cancer in young Australians aged 15-39 years old. Australia has the highest incidence of melanoma in the world; over 30 Australians will be diagnosed with melanoma every day. While 90% of patients are successfully cured by surgery, one person dies from melanoma every six hours.

Educating the community about the importance of prevention is vital for reducing the incidence of melanoma in Australia.

How to prevent melanoma

Everybody should protect their skin from UV exposure and visit their doctor yearly for a skin check. Regular skin checks save lives.

Melanoma March: School Edition is helping to spread these important messages, ultimately changing behaviour and preventing future melanoma cases.

Finding a cure

Research is critical in developing effective treatments for melanoma; in fact recent breakthroughs have tripled the life expectancy of patients with advanced melanoma.

Ongoing research is crucial to help find a cure. MIA relies heavily on donations from the community to be able to continue its important research.

Join Melanoma March: School Edition and encourage your students to learn about melanoma while marching for a cure.





Benefits of participation

Melanoma March: School Edition is a new campaign that has been specially adapted for schools and students. It is a completely flexible and a fun education program designed to teach students about sun safety while raising funds for vital cancer research.

For schools

- Schools can participate as a whole school, as a class or simply encourage students to participate individually.
- Melanoma March: School Edition provides all the supporting information and facts, including suggested activities and lesson ideas, so teachers can incorporate sun safety and melanoma prevention lessons in their classes throughout March.
- Registering and collecting donations is quick and easy through an online fundraising platform. Each registered school can create its own fundraising page where students can join.
- The program is completely flexible. It can be run throughout March with students accruing marching hours in their own time, or you can plan a one-off Melanoma March event for the whole school.
- MIA will provide all the materials to promote the program to students and parents and to motivate students to fundraise. This includes letters, posters, prizes and incentives.
- Melanoma March: School Edition is free to join, with no additional equipment or costs for students and schools.
- Participating in Melanoma March: School Edition can help your school promote its commitment to a healthy lifestyle and contribute to a worthy cause in the community.

For students

- Students can nominate the amount of hours they would like to march during the month of March. There is no maximum or minimum number of hours required.
 - Students learn good sun safety habits and how to protect themselves against melanoma and other skin cancers from a young age. Melanoma is the most common cancer in young Australians aged 15-39 years old, so education about prevention is key.
 - Students have the opportunity to take part in a national community event to support and fundraise for a worthy cause - research into melanoma.
 - Marching as much as possible throughout the month can help students achieve the recommended 60 minutes of moderate to vigorous physical activity each day.
 - There is no cost to participate and everyone, no matter their age, can take part.
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What's involved?

Melanoma March: School Edition has two main components - education and fundraising. To teach students about the importance of protecting themselves from UV exposure, teachers are encouraged to incorporate sun safety and melanoma prevention into their classroom activities throughout March. Information and lesson ideas are provided to all registered schools.

To raise funds for MIA, students are encouraged to pledge to walk a certain number of hours throughout the month of March and seek sponsorship from family and friends. To accrue hours, students can march to school, march in the playground, or march on weekends with family and friends. Donations can be collected through the online fundraising platform where students can also view their individual or school's fundraising tally.

Getting started

Visit www.melanomamarch.org.au to register your school or as an individual.

Once you have registered, we'll send your school the Program Pack containing sample letters to parents, posters, promotional material and teaching resources.

We recommend communicating to parents about your school's involvement in Melanoma March as early as possible.

Competitions and Incentives

Thanks to support from our partners, we are pleased to be able to offer a number of prizes and incentives for participating schools and students.

Every registered student will go into the draw to win one of 7 POLAR Activity Trackers.

Prizes will also be awarded to students who reach fundraising milestones of \$50, \$100, \$250 and more.



FAQs

Q. What is the cost of registering for Melanoma March: School Edition?

A. Registration is free. We want to get as many schools and students involved as possible to spread the word about melanoma prevention and sun safety.

Q. How do we collect donations?

A. When you register at www.melanomamarch.com.au, a fundraising page will be automatically created and you will be given a URL to share with supporters. Supporters simply need to log on to this webpage and donate online. It's a good idea to include your fundraising link in your letters and communications with parents and students. Students can also share the URL with family and friends when they are seeking sponsorship.

Q. Can we collect cash from supporters?

A. Absolutely! The Program Pack you receive will include a Sponsorship template for students to record their donations. A donation form will also be included in your Program Pack.

Q. We don't want to register as a school, but some teachers are keen to get their students involved - what can they do?

A. Individual students can register themselves (with their parent's consent) and set up their own fundraising page at melanomamarch.com.au. Individual students will go into the draw to win one of seven POLAR Activity Trackers donated by POLAR and students who reach fundraising milestones of \$50, \$100 and \$250 will receive prizes.

If your school doesn't want to participate, we'd still love your support by promoting the event to parents and students.

Q. I'd like to include some sun safety lessons and melanoma information in my classes in March - but I don't have any resources or information. Can you help?

A. That's fantastic - getting the message out about melanoma and how to protect yourself from UV exposure is the main aim of Melanoma March: School Edition. We have lots of resources and information to share with you. After your school has registered, you will receive a Program Pack with all the resources you need. It will include sample letters to parents, promotional material, lesson plans, suggested activities and ideas to get students thinking about sun safety and learning about melanoma.

Q. Is there anyone from MIA who can come to talk to our students?

A. MIA Community Coordinator Jay Allen is a melanoma survivor who now facilitates melanoma support groups and is spreading the awareness message to the broader community through presentations at schools and businesses. Contact us on info@melanoma.org.au if you would like Jay to visit your school to talk about melanoma.