



Sunguard ambassador toolkit



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Welcome Sunguards!

Thank you for agreeing to become a Sunguard ambassador of the Melanoma Fund. It means a lot, not only to us, but to the next generation who will view sun protection as a standard requirement in sport throughout the summer months.

With just one sunburn doubling the chances of melanoma in later life, protecting skin at all ages should be mandatory in sport.

We see our mission as a marathon, not a sprint, working with the sports industry and you, key influencers who will help change perceptions, to make ours the last generation that takes their skin health for granted.

Remember, you carry the torch, so 'leading by example' around sun protection is vital from now on. By creating good habits not only will you be keeping your own skin supple and healthy, you will be part of a community that will help impact skin cancer, and even save lives. Are you ready?



Introduction



**Michelle Baker,
CEO Melanoma
Fund**

"Getting sun protection in sport has been a personal mission since I joined the Melanoma Fund in 2013, and although we still have a long way to go, it is something the UK's leading national governing bodies of sport are definitely waking up to.

I have been a sports and outdoor enthusiast all my life, and although I have not suffered skin cancer, I have lots of sun damage that could have been easily avoided had I been inspired to use sun protection at an earlier age.

To have a team of Sunguards support our mission, which is simply to 'add sun protection into sport, and take skin cancer out', is our next exciting step and one that I am proud to be a part of.

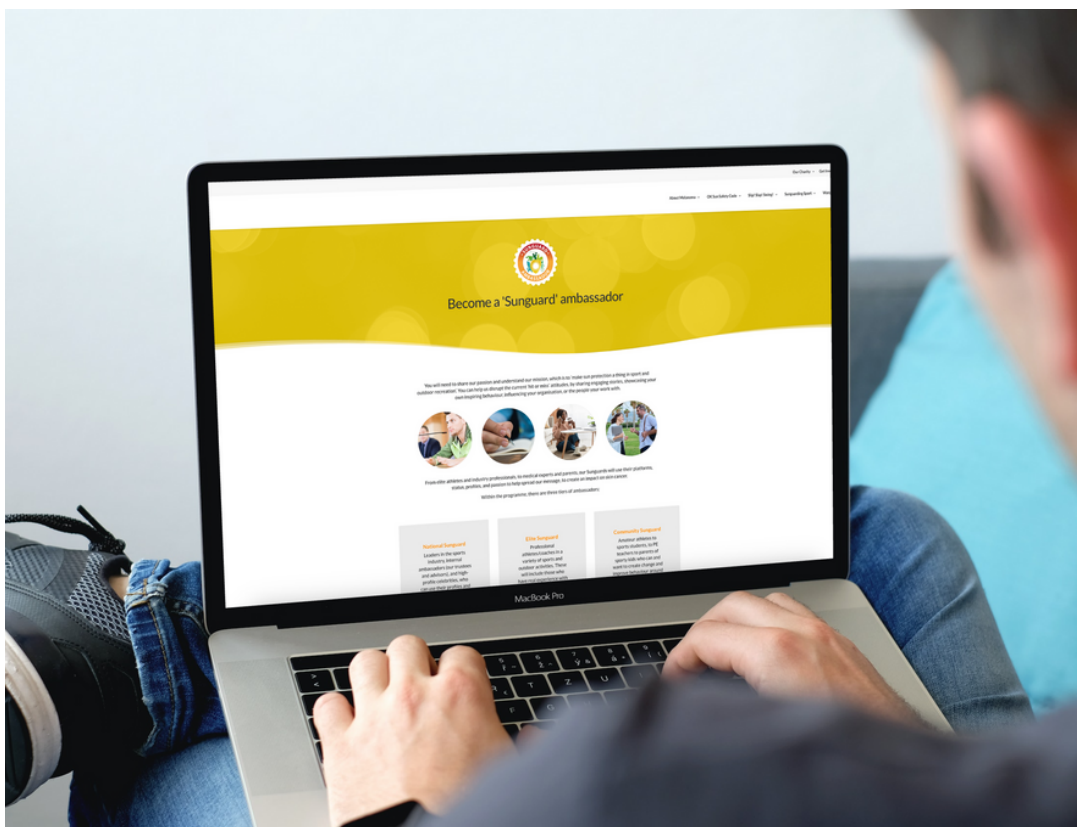
Uniting people to help positively influence the next generation is a fantastic legacy, and I look forward to seeing this go from strength to strength."

How to use the toolkit & ambassador portal

This toolkit will provide all you need to get the most out of your role. It will help you navigate the ambassador portal, learn more about the Melanoma Fund, what you can expect from the programme and what we can expect from you.

To get started, simply:

- Read the Sunguard ambassador Terms of Service
- Stay up to date with all the latest information by checking into the portal regularly
- **IMPORTANT..**To fully understand your mission, please download and digest the resources provided on the portal



What would we like our ambassadors to do?

With hundreds of national governing bodies of sport and outdoor recreational organisations supporting our campaigns, our Sunguard ambassador programme is the next important step to help us create a lasting impact on attitudes and behaviour.

You have the unique and exciting opportunity to be part of a national network, playing a key role in raising awareness of sun protection in sport. The following tasks are specific to the role:

- Volunteer for media opportunities
- Create videos/vlogs
- Liaise with your linked organisation representatives to encourage awareness of our cause
- Deliver engaging talks, using our presentation materials and case studies
- Use social media to regularly contribute to the online presence of the Melanoma Fund
- Encourage wider clubs and businesses to support our accredited campaigns



We appreciate that you are a volunteer and will have other commitments alongside this, however the more active you are the more we can support you back!

To make your role successful, please keep in touch with us if you have any questions or issues. We also respectfully ask that you maintain a professional, caring, and friendly manner when representing the Melanoma Fund.

Take some time to navigate the Melanoma Fund website to understand more about what we stand for and what we are trying to achieve.



What support is available?

We will ensure you have all you need to carry out this role with confidence including:

- Regular newsletters sent out via email with details of projects, upcoming events, etc
- Updates on available media opportunities
- Updates on social media content
- Free merchandise and sunscreen

The main point of contact for all Sunguard ambassadors is info@melanoma-fund.co.uk Should there be any questions or queries, you can email and one of the ambassador team will be in touch.



Sunguard of the Month

We will also be running a Sunguard of the Month programme, whereby the Sunguard who has gone the extra mile during that month is recognised for their work. You could be really engaged with our social media, or have taken part in a media opportunity which has spread the word about sun protection in sport – each month will be different.

Ambassador success story

Having been a professional sportsman all his adult life, Jamie Cundy has spent the majority of his time either playing golf for a living or teaching the game to amateur golfers and other professionals.

His melanoma story proves that knowing your skin as well as regular health checks is always a good thing and a valuable lesson.

Following his experience, he is keen to ensure that fellow golfers - as well as others working outdoors - are aware of ways to avoid heightening the risk of skin cancer.



Jamie Cundy
Golf Manager and PGA
Advanced Fellow Golf
Professional at Henbury
Golf Club

"Neglecting sun protection needs to change, and it starts with education and altering attitudes which is something that I can do in my role as a Sunguard ambassador."



Tracking success

You will soon be provided with a bespoke link that will navigate through to the Melanoma Fund website. This link will allow us to track your personal leads to the Melanoma Fund site.

When we have special campaigns, you will be provided with an alternative link that will link directly to the campaign page.

Social media tips

Interact with us on social media at the following:

Twitter - @melanoma_fund

Facebook – Melanoma Fund

Instagram – @melanomafund

LinkedIn – Melanoma Fund

Please use the following hashtags on each post:

#SunguardingSport, #Skinguarding,

#SunProtectionInSport, #SkinCancerAwareness.

Terminology:

Sunscreen – not suntan lotion, suncream or sun lotion.

What next?

By updating your social media accounts to announce you are a Sunguard ambassador, you can have an instant impact. This could be added into your bio or posting onto your feed announcing your new role.

Meet the team

Michelle Baker – Chief Executive Officer

Michelle is responsible for the day to day running of the Melanoma Fund, building, and expanding the charity's three prevention campaigns, organising and attending all the charity's events, and keeping the trustees in order.



Simon Quarendon – Trustee/Acting Chair

Simon met Harry Townsend when he joined the Felbridge Juniors RFC team aged 13. Simon replaced Harry at the helm of the charity in his role of acting chair in 2019, working closely with the CEO to ensure compliancy and diligence.



Charlie Whelpton – Trustee/Treasurer

Charlie has been linked with the Townsend family since his early days of playing rugby at Felbridge Juniors and brings his extensive commercial acumen to the charity in his role as a trustee and treasurer as well as advisor on marketing and business matters.



Rob Williams – Trustee/Local Fundraising Manager

Not only does Rob has extensive and specific knowledge to bring to the table, but also a willingness to get involved with local events and to assist the CEO in progressing the charity to achieve its full potential.



Meet the team

Kev Jefcoate – Trustee

Kev's on-going mission is centred around contribution, and through his relevant industry contacts and personal interests, he is keen to develop potential partners and sponsorship opportunities, helping expand the charity's campaign reach.



Daniel Price – Trustee

Daniel joined the Melanoma Fund primarily to provide his experience and business acumen, to help the charity navigate through the next phase of its growth, building its associated campaigns, with value that can scale.



Cheryl Muggeridge – Trustee

Cheryl admits she didn't know what melanoma was until her mum was diagnosed, and passed away in 2012, at the age of 63, believed to be a result of a bad sunburn at 17. Having since had friends diagnosed with melanoma, makes Cheryl all the more determined to ensure that the lack of knowledge she experienced, is quashed, and is keen to work with the charity to achieve this personal mission.



James Golden – Trustee

James joined the Melanoma Fund as a sport and outdoor recreation trustee to help advise, improve and expand the campaigns. Diagnosed with melanoma twice in 2006 and 2008, James wants to raise awareness about skin cancer, educate and inspire to make a difference.



Meet the team



Samuel Orkar - Advisor

As a medical advisor Sam supports the charity by providing his expertise on all medical issues, as a media spokesperson and importantly giving his time - when not busy in theatre - by attending the charity's skin check clinics.

Professor Brian Diffey – Scientific Ambassador

Always keen to provide his expert advice, Brian works with the charity to ensure that all published facts and advice is accurate and up to date, writing blogs and media articles to help spread the word on sun protection and the charity's work.



Dr Elizabeth Blakeway-Manning – Medical Ambassador



Lizzy is passionate about raising awareness regarding the importance of sun protection and is involved with the Melanoma Fund's Slip! Slap! Swing! campaign, where she has acted as a spokesperson, endorsing the campaign's key messages, aimed at educating golfers and greenkeepers. Having a love of sport herself, Lizzy places sun protection and skin cancer awareness in this arena, close to her heart.

Dr Sophie Shotter – Medical Ambassador

Working with the Melanoma Fund is a great way for Sophie to support the charity in its mission to increase awareness around the cause and effects of sun exposure as well as the psychology of sun protection. Acting as both an advisor and an ambassador, Sophie's enthusiasm, expertise, and public profile are all vital assets to the charity.



Key facts

Melanoma is not only the deadliest type of cancer of the skin, but also the hardest to detect, however if it is recognised and treated early, it is nearly 100% curable. If not, the cancer can advance and spread to other parts of the body where it becomes hard to treat and can be fatal.

It is the fifth most common cancer in the UK, accounting for 4% of all new cancer cases. Over the last decade, melanoma incidence rates have increased by almost two-fifths (38%) in the UK.

There is increasing evidence that excessive sun exposure and particularly sunburn when aged under 15 is a major risk factor for skin cancer later in life.

A four-point approach to minimising sun induced skin damage is advised. These points are in descending order of importance:

1. Avoiding noon day sun (between 11am and 3pm).
2. Seeking natural shade in the form of trees or other shelter.
3. Use of UPF (Ultraviolet Protection Factor) clothing as a sunscreen including t-shirts, long-sleeved shirts, and hats.
4. Use of broad-spectrum sunscreen with an SPF30 or higher to protect against UVB and with additional UVA protection.



Background on our campaigns

Sunguarding Sport – Raising awareness of sun protection in sport. Being active outdoors is important for our health and wellness, as is being adequately sun protected. Sunguarding Sport is a campaign for individuals, groups, and clubs, to help keep everyone sun safe. Download the toolkit here.

Sunguarding Outdoors – Raising awareness of sun protection in outdoor recreation. Being active outdoors, from hiking to playing Frisbee in the park is a great way to stay mentally and physically fit, but it's easy to forget sun protection and end us with a sunburn.

Sunguarding Outdoor is a for individuals, families, groups, and clubs, to help keep everyone sun safe. Download the toolkit here.

Outdoor Kids Sun Safety Code – A free educational resource for all those who work outdoors with primary aged children. By becoming Sun Protection Accredited you'll find out why sun protection is vital, and how best to implement this into your outdoor sessions. Find out more here.

Slip! Slap! Swing! – The UK's leading sun protection campaign for golf, widely supported by the industry. With skin cancer rife in golf, it makes sense that sun protection is promoted within your health and safety policies. If you could be doing more, or want to do it better, we have the solution. Find out more here.

Donation page - <https://bit.ly/3VlLwLu>

Find out more - <https://bit.ly/3k44k4d>



Our official supporters



Plus hundreds more...

Thank you!