STAND UP TO CANCER

IN THE FIGHT AGAINST CANCER, YOUR SCHOOL IS OUR GREATEST STRENGTH.

PSHE

Activity One: The Burning Issue
Curriculum Links: Physical and emotional well-being
Learning Objective: To develop knowledge of how to keep healthy, both emotionally and physically through exercising and healthy eating

Activity Two: Step Forward to Stand Up
Curriculum Links: Physical and emotional well-being
Learning Objective: To make informed choices about healthy eating, fitness and emotional and mental well-being

Activity Three: Stand Up and Campaign
Curriculum Links: Physical and emotional well-being
Learning Objective: To promote and support personal development, to respect others and contribute to wider society and life in Britain
THE BURNING ISSUE
YOU NEED KNOWLEDGE TO STAND UP TO CANCER

Overexposure to ultraviolet (UV) radiation from the sun or sunbeds is the main cause of skin cancer. In the UK more than 8 in 10 cases of malignant melanoma, the most serious type of skin cancer, could be prevented through enjoying the sun safely and avoiding sunburn. Malignant melanoma skin cancer is now the second most common cancer in young people (aged 15-34) in the UK.

There are two main types of UV rays that damage our skin. Both types can cause skin cancer:

- UVB is responsible for the majority of sunburns.
- UVA penetrates deeper into the skin. It ages the skin, but contributes much less towards sunburn.

Sunbeds give off UVA and UVB, but the mixture of the two is usually different to natural sunlight and the UV can be much stronger.

Sunburn is a clear sign that the DNA in your skin cells has been damaged by too much UV radiation. If enough DNA damage builds up over time, it can cause cells to start growing out of control, which can lead to skin cancer. Getting painful sunburn, just once every two years, can triple your risk of melanoma skin cancer.

Whatever your age, the best way to enjoy the sun safely and protect your skin is to use a combination of shade, clothing and sunscreen. If your shadow is shorter than your height, this means the sun’s UV rays are strong and it’s especially important to protect your skin from sunburn.

If you’re outside, spend time in the shade, make sure you have a hat and sunglasses and a sunscreen with protection of at least SPF15 and 4 or more stars. This is particularly important between 11am and 3pm. You can also talk to your parents about how your whole family can protect themselves from the sun.

Is your school SunSmart?
Undertake a survey of your school to answer the following questions.

- Does your school have its own school sun protection policy?
- Is sun protection incorporated into the school curriculum?
- Is there sufficient shade in the school grounds?
- Are students, staff and parents warned about the dangers of too much sun?

From your school SunSmart survey, identify areas around the school that need more shade.

Design a structure to provide shade and sun protection for your classmates.

Which materials will be used? Ask your site manager to advise on the suitability of your structure. Can you estimate the cost of materials and labour? Vote on the best designed structure in your class.

Watch the The Burning Issue animation (youtu.be/kmqhzG8QamU) to learn more about sunburn and skin cancer.

Sunburn doesn’t have to be raw, peeling or blistering. If your skin has gone pink or red in the sun, it’s sunburnt.

Stand Up To Cancer. See beyond the tan. Be SunSmart.
STEP FORWARD TO STAND UP
YOU NEED KNOWLEDGE TO STAND UP TO CANCER

Keeping to a healthy weight, eating a healthy balanced diet and staying active can help cut your risk of cancer and other serious diseases. The day-to-day choices we make about our lifestyle have the greatest effect on our weight. Eat a balanced diet and be physically active regularly.

Extra fat in the body can have harmful effects, like producing hormones and growth factors that affect the way our cells work. It’s thought that around 1 in 20 cancer cases in the UK are linked to being overweight or obese.

Physical activity can reduce the levels of some hormones that could fuel the development of cancer. Activity also helps food to move through the bowels, reducing the amount of time that the inside lining of the bowel is in contact with any harmful chemicals. And so, there is less chance of these chemicals causing damage that could lead to bowel cancer.

Consider how you and your family can keep a healthy weight. Make lifestyle changes to take in fewer calories through food and burn more calories through physical activity. Turn these lifestyle changes into healthier habits that can last a lifetime.

Think about:
- Don’t snack on the way to and from school. If you do snack, choose a healthy option. Take charge of the snack packs and prepare them for all the family. Prepare them the night before if getting up with the alarm clock is difficult!
- Increase your physical activity throughout the week. You should enjoy 60 minutes of physical activity every day outside of school. Is there a sports club or leisure centre near your house?
- Choose water or sugar-free squashes to keep you hydrated throughout the day and during physical activity. Fill up your water bottle at the fountains in school.
- Eat at least five portions of fruit and vegetables a day. Encourage your family to keep a healthier selection of food at home.
- Do activities together that everyone enjoys like walking, cycling or skating. Challenge your parents to a dance-off once a week, walk the dog together after dinner or run a garden games league with forfeits for those who can’t keep up!

Create a series of motivational posters for your school.
The aim is for all students to increase the amount of physical activity undertaken and to make healthier eating choices. Don’t forget physical activity can be broken up throughout the week, it doesn’t just mean sport and exercise, and more importantly the more active you are, the greater the benefits you can gain.

Set yourself a Pedometer challenge, be it 3k, 5k or 10k steps.
Walking 10,000 steps is about 60-90 minutes of moderate activity. Use a pedometer to help count the steps. Challenge classmates and other classes or run a whole-school pedometer challenge. If counting steps is not challenging enough, why not stretch yourself to a Mile Trial and map one-mile walking routes around your school.

It can be easier than you think to be more active, and it doesn’t have to start at a sports club. Think about other physical activity options such as swimming, jumping rope (skipping), or dancing.

Set a goal, tell your classmates about it. Help each other to stick to your goal, keep you motivated, and keep you company when you walk around the school, playground or field.

Get sponsored by the number of steps, or by the mile in your school pedometer challenge.
STAND UP AND CAMPAIGN
YOU NEED KNOWLEDGE TO STAND UP TO CANCER

More than 40% of cancer cases are preventable through changes to lifestyle, for example by giving up smoking, being careful in the sun, getting plenty of exercise and eating healthily.

Choose the style of campaign, the target audience and the methods that you will use, such as advertising posters, website, leaflets etc. You must stick to the budget of £200,000.

- Design a Stand Up To Cancer health campaign that will not just inform people but also encourage them to adopt a healthy lifestyle to reduce their risk of cancer.

- Select your target audience.

- Create your campaign slogan.

- List three key messages you wish to promote.

Every year, more than 338,000 people are diagnosed with cancer in the UK. More than 4 in 10 cancer cases could be prevented.

Healthy living is not a guarantee against cancer. But it stacks the odds in your favour, by reducing the risk of developing the disease.

Display your health campaigns around the school on your Stand Up To Cancer day. Raise money, save lives.

We have provided campaign costs as accurately as possible. Use your budget wisely. You should not halve the number of adverts to reduce the costs, as set-up costs would mean that the costs of making the advert would still be about the same. If you have an idea that isn’t listed here, research the cost.

- £200,000 TV advertising using 400 adverts across different channels
- £70,000 Outdoor advertising – 450 large posters around the UK
- £55,000 Advertising in 10 national papers and magazines distributed across the UK
- £30,000 Advertising in 30 local papers and magazines
- £20,500 Radio advertising over a two-week period
- £16,000 Printing 1 million leaflets
- £15,000 Mailing 15,000 leaflets and posters to GP surgeries
- £8,000 Advertising on various website over a 4-week period
- £8,000 Advertising on social media networks over a 6-week period
- £5,000 Designing and building a website
- £3,000 Printing and mailing 5,000 posters to schools
- £3,000 Sending emails to 20,000 people on contact lists

- Choose your campaigning methods and identify the costs.

- Design your artwork and visuals, dependent upon your campaign methods.