

## SunPass gets Innovation Award

**The SunPass Kindergarten project of the European Skin Cancer Foundation gest the Innovation Award 2013.**

Every child knows that a breath of fresh air is healthy. But what happens when the sun protection is missing? This issue addresses an exemplary project of the European Skin Cancer Foundation (ESCF). The project “SunPass – Healthy sun fun for Kids” was awarded with the “Innovation Award Dermatology 2013” on 16 March 2013.

Since 2011 the Professional Society of German Dermatologists (BVDD) and Jenapharm (former Intendis) offer the prize in order to support promising ideas, concepts and basic approaches in the field of dermatology. This year Jenapharm provided an undivided prize of 5000 Euro in order to support the further educational work of the kindergarten project.

In 2009 the ESCF initiated the “SunPass” project to honor kindergartens for their efforts in sun protection. During the pilot phase the INA.Kindergarten of the Charité University Hospital was the first kindergarten receiving the SunPass certificate. Another 70 child care centers from nine German counties followed.

After the evaluation of 55 kindergartens it was identified that there are measurable successes in sun protection. The knowledge of all parties concerned has improved and well-aimed measures have been implemented, e.g. more places in the shadow for the children to play or using sunscreen several times a day. Kindergartens which satisfy all the aspects of the “sun protection agreement” will receive the SunPass certification.

It is inevitable with a long lasting impact to inform small children and their parents about the risks of the sun. Kindergartens are suitable places for this educational work. Surveys of the ESCF showed, that among 3400 families every fifth child had already suffered at least one sunburn. Obviously parents underestimate the danger of the sun. According the survey only 14 percent of the parents indicated that their children wore hats outside. Only every fifth parent paid attention to sun protection clothes of their children.

“The skin of children is at particular risk”, explains Professor Eggert Stockfleth, head of the ESCF. “The skin is very sensitive and has no natural mechanism to protect itself against UV radiation” The missing awareness of sun protection in childhood has mostly long term effects.

The reason is the individual “sun bank account” filling during childhood. It is an account were you cannot withdraw anything. With every sun burn, the risk getting skin cancer later in life will increase. About 230.000 incidences are diagnosed by physicians each year in Germany. In cooperation with the German Cancer Society (DKG) and its subsidiaries at least 60 awards will follow in 2013. For the future it is planned to implement the project throughout Europe.

Source: BVDD and ESCF; Image Source: BVDD

[http://www.bvdd.de/jsp\\_public/cms2/index.jsp?did=6843](http://www.bvdd.de/jsp_public/cms2/index.jsp?did=6843)

