**Subject line: Join [Company] as we take the lead in showing Delaware “how sun is done!”**

**Email body:**

***Get started today: Visit Delaware’s top resource for outdoor worker sun safety***

Dear valued [Company] employee,

Our team was recently made aware of a few sobering statistics. Over the past 10 years, the melanoma incidence rate in Delaware has increased more than three times faster than the national average. Our state has the third-highest incidence rate of melanoma in the country, and melanoma accounts for 2% all cancer deaths in the state, with 63% of those deaths occurring in men.

Because so many of us at [COMPANY] work outside — for *extended* periods of time, *every* day — our team is one of the highest-risk groups for experiencing damaging sun exposure and, quite possibly, developing skin cancer. Moreover, since we *are* in this high-risk group, we have a lot of power to help change the tide of skin cancer incidence and death in Delaware — starting with ourselves. That’s why we’ve partnered with the Delaware Division of Public Health (DPH) to empower you to do more to protect your own health and inspire others to do the same.

*Doing so is easier than you may think*. It comes down to putting layers of protection between your skin and the sun’s damaging ultraviolet rays, as well as checking for signs of potential problems. This spring and summer, if you’re on the job, stay on top of skin safety by following the three rules:

* **Protect**: Shield your skin from ears to ankles and head to toe! Wear long-sleeved shirts and long pants, wide-brim hats, sunglasses that block 99% or more of UV light, and water-resistant sunscreen with UVA and UVB protection and a broad-spectrum SPF of 30 or higher.
* **Check**: Remain vigilant about changes to your skin, especially new skin growths and moles, and changes in mole symmetry and color. Contact a dermatologist immediately if anything unusual appears.
* **Repeat**: Make your skin-safety preparation a part of your routine — every day, all day. Wearing proper protection should be a regular part of your morning, like brushing your teeth. Also, be a friend and share what you know with your coworkers, friends, and loved ones.

Before you step outside again, please visit [DPH’s Sun Safety website](https://www.protectyourskinde.com/) for more tips for staying sun-safe on the job and identifying skin blemishes that need attention. Then join us in taking the lead on showing Delaware “how sun is done” properly by practicing sun safety at work, at play, everywhere!

Thank you for joining us in this important health and wellness effort.

[Signature]