

NO SUN FOR BABIES

IMPACT Melanoma's prevention education program to increase awareness and educate caregivers and new parents about the importance of protecting sensitive infant skin from the sun.



Baby's skin is more delicate and thinner than skin of older children and adults.



The American Academy of Pediatrics recommends that **babies under 6 months old are kept away from direct sunlight.**

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IMPACT MELANOMA

IMPACT Melanoma is the nation's leading non-profit dedicated to reducing the incidence of melanoma in the United States and saving lives. Our programs focus on increasing awareness of the dangers of exposure to harmful UV rays. Skin cancer is the most preventable cancer yet on average a person in the United States dies of melanoma every hour. It is our mission to raise awareness and offer prevention education programs to adopt sun safe habits for all ages. We are passionate about prevention, early detection, and supporting melanoma patients and their caregivers. Together, we will save lives.

scan to learn more!



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IMPACT MELANOMA

Sun Safety Begins at Birth



Did you know?



Sunburn Alert

A baby's thinner, sensitive skin is more vulnerable to harmful UV rays. For a baby, even just a few minutes of sun exposure without protection can cause sunburn and potential risks including dehydration, fever, and discomfort.

2X

Cancer Risk

One blistering sunburn during childhood nearly doubles one's risk of developing melanoma.



Protection for All

Regardless of skin tone, babies and toddlers have less melanin, the pigment that gives skin, hair, and eyes, its color. Melanin is important because it helps protect against sunburn and skin damage. While people with darker skin tones have a lower risk of developing skin cancer, those who do are usually diagnosed at later stages and can have worse outcomes. Together, let's ensure your little one's skin stays healthy, glowing, and shielded from the sun's harmful rays.

Sun Safety Tips

Ways Parents and Caregivers can protect your baby from the sun's harmful UV rays

Shade



A sunburned baby is not a happy baby. Keep the baby in the shade.

Hydrate

Dehydration can cause exhaustion and heatstroke. Breast milk or formula has all the nutrients and fluids necessary to keep your baby hydrated.



Cover



Keep babies out of direct sun. Sun protective clothing and a wide-brimmed hat are a must. Choose loose, lightweight clothing that covers all skin. Dark clothing with a tight weave is best. To check a fabric's weave, hold it up and see how much sun light shines through.

Shades

Sunglasses protect your baby's eyes from harmful UV rays which cause cataracts later in life. Look for sturdy, plastic sunglasses with a wrap around elastic strap that block at least 99% of UVA and UVB rays.



Sunscreen, Sunscreen, Sunscreen! (6 months and older)

A sunscreen containing zinc oxide or titanium dioxide is preferred for a baby 6 months or older. Apply 30 minutes before going outside and reapply every 2 hours after swimming or sweating. Consult with your pediatrician prior to choosing sunscreen for your baby.



Reflections



Surfaces like sand, water, or concrete can act like mirrors, bouncing the sun's rays onto your baby's skin. Be extra careful and keep your baby safe when they're near these surfaces, especially at the beach.

Adventure Time!

Plan outdoor adventures before 10 am or after 4 pm when the sun's rays are less intense. Remember the shadow rule: if your shadow is shorter than you are tall, the risk of sunburn is high.



Parents and caregivers, these tiny humans depend on you.