

Sunbeatables™ Parent: Martha Lipovac



“Time is a challenge, but it’s just a routine. I think you have to keep trying.



Leo got sunburned on his face once a few years ago, when he was a baby, because we were in a high-altitude area. Although it was really cloudy, he still got sunburned. I know what the research says, so I don’t want him to get another one. Whenever we go out, they have to have sun protection. We always put sunscreen on

in the morning, and send it with Leo and his little sister.

I’m really glad they have done this Sunbeatables™ program. Leo has been crazy about sunglasses in particular, but when we go outside he’ll tell me, ‘Mom, I’m supposed to wear long sleeves and a hat,’ and things like that. This program has helped make it fun, so that was good.”

You Can Be a Sunbeatables™ Parent, Too!

- Cover up with tightly-woven wide-brimmed hats, sleeved shirts (longer sleeves are better), and long shorts or pants.
- Apply SPF 30 sunscreen and lip balm 30 minutes before you go outside, and reapply every 1-2 hours and after sweating and swimming.
- Seek the shade.
- Remember peak sun hours (10:00 AM to 4:00 PM) when shadows are shorter and UV rays are more harmful. Be SUPER-protected during this time.

Sunbeatables™ Parent: Nakeisha Brown



“Sun safety is important because it prevents cancer.

We just make sure we remind the kids of the effects of the sun on your skin, how important it is to protect yourself. By just making it a natural part of their health routine, like brushing your teeth or eating the right foods, protecting your skin is just another way that we protect ourselves and take care of our bodies. It’s been part of our routine since they were babies.

When I had Jordan, she’s very fair-skinned, I had to think about sun safety habits in a more diligent way than I had ever before. If we’re going out to the park for 20 minutes, I need to think about how to protect her skin. I’ve always told the kids that helping yourselves and helping each other, helps mommy and daddy. They’ll even remind us, ‘Where’s the sunscreen?’ They really enjoy that sense of responsibility.”

You Can Be a Sunbeatables™ Parent, Too!

- Cover up with tightly-woven wide-brimmed hats, sleeved shirts (longer sleeves are better), and long shorts or pants.
- Apply SPF 30 sunscreen and lip balm 30 minutes before you go outside, and reapply every 1-2 hours and after sweating and swimming.
- Seek the shade.
- Remember peak sun hours (10:00 AM to 4:00 PM) when shadows are shorter and UV rays are more harmful. Be SUPER-protected during this time.