

Volunteer Position Description

Position Overview

Represent the Canadian Cancer Society in engaging the public at community events in education about the issue of excess UV radiation, sun safety and the dangers of indoor tanning. TIO Ambassadors will also have the opportunity to support the Society's staff in media, community outreach and advocacy efforts.

Title:

Tanning Is Out Ambassador

Key Responsibilities:

1. Attend community events to educate, and engage the public around the issue of UV radiation and cancer.
2. Participate in social media on TIO Facebook, twitter and blog
3. Educate about the under 18 tanning ban

Initial Impact:

- Increased public awareness of the link between tanning and skin cancer
- Reduced indoor and outdoor tanning by youth
- Increased awareness about the issue of tanning at the community level

Sustained Outcomes:

- Lifelong changes in tanning behaviour, leading to a reduction in the incidence of skin cancer
- Shift in cultural norms, encouraging people to "own their skin tone," reducing the perception that a tanned look is beautiful
- Increased understanding of provincial legislation to prohibit the use of indoor tanning for youth under 18.

Training:

- General health promotion/cancer prevention training
- Training focused on learning about UV Radiation, tanning and skin cancer
- Opportunity for media and advocacy training

Support:

- Support from Canadian Cancer Society Summer Student Mackenzie Carnes or Tanning Is Out Coordinator throughout campaign
- Mackenzie's contact information: tiofraservalley@gmail.com

Commitment:

- Commitment from beginning through end of the campaign required (June-August) with most time-intense commitment in July and August.
- Weekend availability

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- Be available to respond to emails from Society staff and Coordinators within 48 hours throughout commitment
- Early June: be available for training
- June-August: Attend TIO events in your community
- September: complete online evaluation survey
- Opportunities for ongoing involvement if interested.

Amount of Time:

- June-August: Attend a minimum of 4 events throughout the initiative (4-6 hours per event)

Specify Evenings, Weekdays, Weekends:

- Weekends (occasional evening)

Location of Volunteer Assignment:

- o White Rock and South Surrey (various sites)
- o Cultus Lake

Skills:

- Strong communication skills
- Public speaking skills
- Organized and accountable
- Interest in drama or engaging with the public in creative ways

Benefits:

- Active participant in reducing the incidence of skin cancer in your community
- Develop and hone presentation and leadership skills
- Letter of reference available upon completion of commitment

I have read and understand the responsibilities of this position and acknowledge that I intend to fulfill the duties of this role.

Signature of Volunteer

Date