

SUNSMART MESSAGES FOR OUTDOOR EVENTS.

As organisers of outdoor events, you play a key role in promoting sun safety to participants, staff, volunteers, and spectators. Message snippets can be included in event communications such as newsletters, email reminders, social media posts and event flyers, as well as read out on the PA on the day of the event. These messages can be edited to suit your event and aim to remind everyone to enjoy the event safely under the sun.

Sun protection is recommended when the UV Index is 3 and above – which is most of the year in Western Australia.

“Whenever the UV is 3 and above, skin damage and sunburn can occur. So make sure you cover up with clothing, find some shade, wear a brimmed hat and sunglasses, and use plenty of sunscreen.”

“Whether you’re out to watch or participate today, don’t forget your sunscreen, brimmed hat, long sleeved shirt and sunglasses. Be sure you go home with good memories, rather than a nasty dose of sunburn.”

“Did you know that a baseball cap won’t protect your neck, ears or sides of the face from sunburn? Wear a wide brimmed or bucket hat instead and be SunSmart”

“Did you know that the sun is dangerous when the UV level is 3 or above? That means long clothing, hats, sunscreen, shade and sunnies are needed to be SunSmart.”

“Don’t let the temperature fool you. UV from the sun can be high even on cool or cloudy days. When the UV Index is 3 or above, be SunSmart.”

“When found early, most skin cancer can be treated successfully. So check your skin regularly and if you notice any unusual changes, see your doctor, and don’t forget to be SunSmart.”

“Have you slopped on sunscreen today? Don’t forget to reapply every 2 hours, or more often if you’re swimming.”

“Did you know there’s no such thing as wind burn? It’s just sunburn on a windy day! So don’t forget to check the UV Index, and if it’s 3 or above, be SunSmart.”

“If you’re relying on sunscreen to stop yourself getting burnt, you’re taking a risk. The safest way to protect your skin if you’re outside is to wear a brimmed hat, a long sleeve shirt and sunglasses, and to use shade. Don’t rely on sunscreen alone to be SunSmart.”

“Have you checked the UV Index today? When it’s 3 or above unprotected skin can be damaged.”

“Download the free SunSmart Global UV App from Cancer Council and check the UV index now. If it’s 3 or above, cover up.”

“When visiting our school, families and visitors are asked to use a combination of sun protection measures. Children learn lifelong sun protection behaviours from their parents, so lead by example, as well as reducing your own skin cancer risk!”

“When found early, over 90% of skin cancers can be treated successfully. Check your skin regularly and if you notice any unusual changes see your doctor.”

“Remember that UV can penetrate water up to 50cm, so don’t be fooled by thinking you are protected in the water, remember to wear a rashie and apply sunscreen 20 minutes before going for a swim.”

“Ultraviolet (UV) radiation can penetrate clouds so do not be fooled when it’s overcast. Protect yourself from the sun when the UV Index is 3 or above, be SunSmart:
SLIP on sun protective clothing
SLOP on SPF50 or SPF50+ sunscreen

SLAP on a broad-brimmed hat
SEEK shade

SLIDE on some sunglasses

Use a combination of these sun protection measures, when the UV Index is 3 or above.”

“SunSmart tip - Layer SPF50 or SPF50+ sunscreen on thickly 20 minutes before going out into the sun and reapply sunscreen every two hours.”

“There is no such thing as wind burn! Wind may dry your skin but it’s UV radiation from the sun that leads to sunburn. Remember to Slip! Slop! Slap! Seek! Slide! when the UV Index is 3 or above.”

“Instead of a baseball cap use a broad brimmed, bucket or legionnaire style hat which protects your ears and back of the neck from UV radiation – a common site for future skin cancers.”

“Sunscreen should never be the only method of sun protection used. Nor should it be used to stay out in the sun longer, remember to use a combination of Slip! Slop! Slap! Slap! Seek! Slide!”

“Remember you can still get burnt on cool or cloudy days so cover up and be SunSmart.”

“Did you know that in Australia, just 10 minutes under the sun can cause skin damage due to intense UV radiation? Protect your skin and reduce skin cancer risk by minimising UV exposure. Remember to Slip! Slop! Slap! Seek! and Slide!”

“Long clothing is the best sun protection. Add a broad brimmed hat, shade, sunglasses and sunscreen and you are all set.”

“Make sure you don’t leave here today looking like a lobster! Throw on a shirt, sunnies and a brimmed hat, find some shade and use heaps of sunscreen.”

“Nearly all skin cancers can be prevented by protecting your skin from damaging UV radiation. Remember to Slip, Slop, Slap, Seek and Slide and be SunSmart.”

“Shade is a great way to reduce UV damage to your skin. Try to find a shady spot in the middle of the day when the UV is at its highest.”

“Parents – make sure your children are well protected from the sun. The UV is strong enough to do some damage today.”

“Over exposure to UV radiation leads to, sunburn, wrinkling, premature aging, eye damage and skin cancer. So, Slip! Slop! Slap! Seek! Slide!”

“As part of your morning routine, apply a SPF50+ broad spectrum water resistant sunscreen on days when the UV Index is forecast to be 3 or above. Always apply sunscreen thickly and do not rub it in!”

“Ultraviolet (UV) radiation exposure can lead to skin cancer, sunburn and other skin and eye damage. Remember to Slip! Slop! Slap! Seek! Slide!”

“Australians generally apply too little sunscreen. This means they usually get less than half the protection stated on the product label. Adults need one teaspoon per limb – more than you think!”

“Role modeling by parents, teachers, sports coaches, and other adults has a positive influence on the sun protection habits of young people. So, remember to lead by example and be SunSmart when outside.”

“Shade is a very effective form of sun protection; however, it will not totally block out all of the sun’s ultraviolet (UV) rays. UV radiation can scatter in the atmosphere and reflect from surfaces such as water, sand, and concrete. Maximum UV protection can be achieved by using shade in conjunction with sun protective clothing, hats, sunscreen, and sunglasses.”

“A rashie or t-shirt is a great way to protect your skin from harmful UV radiation when swimming. Remember to apply sunscreen to any exposed areas of the skin.”

“The same harmful rays that damage skin can also cause both short and long term damage to children’s eyes, so be SunSmart and protect your eyes with a broad brimmed hat and close-fitting wraparound sunglasses.”

“A tan doesn’t last a lifetime, but skin damage does! Remember to Slip! Slop! Slap! Seek! Slide!”

SUNSMART NEWSLETTER SAMPLES.

Including an article to promote sun protection in your regular newsletter is a great way to remind your readers on the importance of protecting their skin. Use these newsletter articles as they are or tailor them to better suit your audience.

OPTION 1: ~ 80 WORDS

Being SunSmart to prevent skin cancer!

Two in three Australians will develop skin cancer in their lifetime, with ultraviolet (UV) radiation being the main cause.

Combine these five simple steps to save your skin, whenever the UV Index is 3 or above:

1. **Slip** on sun protective clothing
2. **Slop** on SPF50 or SPF50+ sunscreen
3. **Slap** on a brimmed hat
4. **Seek** shade when possible
5. **Slide** on some sunglasses

For more information about sun protection and skin cancer visit myuv.com.au.

OPTION 2: ~ 200 WORDS

Know your UV

Spending time in the great outdoors is part of the Australian way of life – and so is protecting your skin from ultraviolet (UV) radiation.

Australia has the highest rate of skin cancer in the world, partly due to high levels of UV radiation. It doesn't have to be hot for the UV to be damaging – sunburn is most common when the temperature is between 18 and 27 degrees!

To know when to protect yourself, don't check the temperature. Instead, download the free SunSmart Global UV app for iPhone or Android, or go to myuv.com.au or the Bureau of Meteorology's website bom.gov.au. The sun protection alert tells you the maximum UV forecast and the time period during which you need to use sun protection for that day.

To enjoy your time outdoors safely, use these five steps - remember to protect your skin when the UV Index is 3 or above:

1. **Slip** on sun protective clothing
2. **Slop** on SPF50 or SPF50+ sunscreen
3. **Slap** on a brimmed hat
4. **Seek** shade
5. **Slide** on sunglasses

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