



## Sunsmart

#SunSmart #ICPN

### SunSmart

Over 13,000 cases of skin cancer are diagnosed annually. This is twice the number compared to 10 years ago and is projected to more than double again by 2045<sup>1</sup>. Yet most skin cancers could be prevented by protecting skin from the sun and not using sunbeds.

The [National Skin Cancer Prevention Plan](#) aims to increase awareness of how to enjoy the sun safely, supporting people in simple ways to protect their skin to reduce risk of skin cancer.

As part of the SunSmart campaign the HSE's National Cancer Control Programme, in collaboration with Healthy Ireland and cross-sectoral partners are working together to support people to protect their skin from the sun. To reduce skin cancer risk, it's important to protect your skin when spending time outside, exercising locally or enjoying a run-around in the park.

The SunSmart campaign aims to support people to be **SunSmart** by following the 5 S's.

### Key Messages

#### Be SunSmart:

Follow the SunSmart 5 S's to protect your skin

- **Slip** on clothing that covers your skin such as long sleeves, collared t-shirts;
- **Slop** on sunscreen on exposed areas, using factor 30+ for adults and 50+ for children;
- **Slap** on a wide-brimmed hat;
- **Seek shade** - especially if outdoors between 11am and 3pm - and always use a sunshade on a child's buggy;
- **Slide** on sunglasses to protect your eyes.

As well as the 5 S's it is important to remember

- In Ireland, the UV radiation levels are high from April to September, even when it is cloudy. Stay safe by limiting time in the sun when UV is strongest, typically between the hours of 11:00am-3:00pm
- Do not deliberately try to get a suntan. Remember tanned skin is damaged skin.

<sup>1</sup> National Cancer Registry. Cancer incidence projections for Ireland 2020-2045. Cork: NCRI; 2019

- Avoid getting a sunburn.
- Never use a sunbed

## Target Audience

This message is relevant to everyone in Ireland.

## How you can take part in the campaign:

To encourage everyone to take action to enjoy the sun safely and reduce their risk of skin cancer we are asking you to get involved.

Please share the key messages on your social media platforms, newsletters and communications to those you engage with.

## Social Media Posts

Below are social posts you can use including videos and images.

We really welcome your support in sharing our messages by posting content, tweeting or retweeting, and engaging on your social media platforms.

Suggested Posts	Link
<p>Skin cancer is the most common type of skin cancer in Ireland. Be #SunSmart and protect your skin when outdoors, even when it is cloudy. Follow the SunSmart 5 S's: Slip-on clothing that covers your skin, slop on sunscreen, slap on a wide-brimmed hat, seek shade, and slide on sunglasses.</p> <p>🐾 #SunSmart #ICPN</p>	<p><a href="#">NCCP</a></p>
<p>UV (ultraviolet) radiation from the sun is usually strongest between 11 am and 3 pm from April to September, even when it's cloudy. Protect skin by following the #SunSmart 5 S's:</p> <p>👕 Slip on clothing that covers your skin, long sleeves, collared t-shirts</p> <p>☀️ Slop on sunscreen on exposed areas, using factor 30+ for adults, 50+ for children</p> <p>👒 Slap on a wide brimmed hat</p> <p>☂️ Seek shade - especially if outdoors between 11 am and 3 pm - and always use a sunshade on a child's buggy</p> <p>🕶️ Slide on sunglasses to protect your eyes</p> <p>#SunSmart #ICPN</p>	<p><a href="#">NCCP</a></p>

<p>Did you know that UV rays can damage your skin even on cloudy days? Follow the 5 S's to protect your skin. #SunSmart #ICPN</p>	<p><a href="#">NCCP</a></p>
<p>Protect children's <a href="#">skin</a> from the sun's strong UV rays to reduce risk of skin cancer in later life. The sun is usually strongest between 11am and 3pm from April to September, even when it's cloudy. #SunSmart #ICPN</p>	<p><a href="#">NCCP</a></p>

Hashtags: #SunSmart #ICPN

Twitter handles: @HSELive @hseNCCP @HealthyIreland

Facebook Page: <https://www.facebook.com/HSELive/>

Instagram: <https://www.instagram.com/irishhealthservice>

## Social Media Images

Please find social media images for your use attached to partner pack. Images/video are also linked below:

[SunSmart 5 S's video](#)

[SunSmart 5 S's explained image](#)

[SunSmart 13,000 cases image](#)

[SunSmart preventable image](#)

For more social media assets or information on raising awareness of the risks associated with exposure of unprotected skin to the sun contact [prevention@cancercontrol.ie](mailto:prevention@cancercontrol.ie)

## Website Links

<https://www.hse.ie/eng/services/list/5/cancer/prevention/sunsmart.html>

<https://www.gov.ie/en/publication/06de8b-be-well/#protect-your-skin>

Thank you very much for your help



Supported by

# Irish Cancer Prevention Network



An tSeirbhís Náisiúnta Scagthástála  
National Screening Service