



Sunsmart for Outdoor Workers

#SunSmart #ICPN #SunSmartWorkers

With over 13,000 cases diagnosed annually, skin cancer is the most common form of cancer in Ireland. This is twice the number compared to 10 years ago and is projected to more than double again by 2045. Yet most skin cancers could be prevented by protecting skin.

The [National Skin Cancer Prevention Plan](#) aims to develop and implement evidence-based strategies which will increase awareness and adoption of skin cancer prevention behaviours.

Outdoor workers are identified as a high risk group for the development of skin cancer as they spend long periods outdoors. Due to the nature of their occupation they can be exposed to 2-3 times more UV radiation from the sun than indoor workers^{1 2 3}.

Both occasional and long term sun exposure can be harmful. Exposure causing sunburn is the most damaging, but frequent non burning exposures also significantly increase the risk of skin cancer. Those who spend all or part of the day regularly working outdoors can reduce their risk of skin cancer and eye damage by protecting their skin and eyes from UV exposure.

The Healthy Ireland SunSmart programme and Irish Cancer Prevention Network (ICPN) are engaging with outdoor workers and employers to deliver a focused approach to support SunSmart awareness and behaviours among outdoor workers.

Overarching message:

Outdoor workers can reduce their risk of skin cancer by being SunSmart.

Target Audience

This message is focused on outdoor workers and their employers

How employers of outdoor workers can take part and be SunSmart

- Include sunsmart advice as part of health and safety programmes.
- Remind employees regularly about the importance of protecting skin from the sun's UV rays when working outdoors by, for example, displaying posters, providing leaflets, social media and email communications
- Ensure that managers and supervisors act as positive role models being SunSmart
- Develop a solar UV protection policy to record how your workplace will manage solar UV exposure risk at work. This may involve doing a risk assessment and providing resources such as clothing, shade and sunscreen.

¹ Radespiel-Troger, M., et al. Outdoor work and skin cancer incidence: a registry-based study in Bavaria. Int Arch Occup Environ Health. 2009 Feb; 82(3):357-63.

² Skin cancer and outdoor work. A work health and safety guide p.3. Cancer Council Australia, 2018.

³ IARC Monographs on the evaluation of carcinogenic risks to humans (2012) Volume 100D Solar and Ultraviolet Radiation

SunSmart Outdoor Workers Resources

- [SunSmart audit tool for skin cancer prevention in outdoor workers](#)
- [SunSmart framework for skin cancer prevention in outdoor workers](#)
- [SunSmart sample terms of reference for skin cancer prevention group](#)
- [SunSmart Survey for skin cancer prevention in outdoor workers](#)
- [Tools and resources for skin cancer prevention in outdoor workers](#)

If you need additional information please contact: prevention@cancercontrol.ie

How everyone can take part in the SunSmart Campaign

We are asking you to get involved to promote awareness of the campaign and reach as many of those who work outdoors as possible.

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

Social Media

We really welcome your support in sharing our messages by posting content, tweeting or retweeting, and engaging on your social media platforms. Below are social posts you can use and you will find videos and images attached to partner pack.

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

[SunSmart 5 S's outdoor workers video](#)

[SunSmart male farmer image](#)

[SunSmart male construction worker image](#)

[SunSmart female delivery driver](#)

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

Hashtags: #SunSmart #ICPN #SunSmartWorker

Twitter handles: @HSELive @hseNCCP @HealthyIreland

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

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

Sample Social Posts	Link
If you work outdoors, you are exposed to 2-3 times more UV radiation from the sun than people who work indoors, putting you at high risk of skin cancer. Be SunSmart and protect your skin. #SunSmart #ICPN #SunSmartWorker	NCCP
We all need to protect our skin. People who spend most of their day working outdoors have a high risk of skin cancer. Be SunSmart. #SunSmart #ICPN #SunSmartWorker	NCCP
Are you working outdoors today - organise your day to reduce your risk of sun damage. UV rays are strongest between 11am and 3pm. Protect your skin every day between April and September. Be SunSmart. #SunSmart #ICPN #SunSmartWorker	NCCP

<p>Working outdoors? You don't have to get sunburnt to damage your skin. Protect your skin every day between April and September, even when it's cloudy. #SunSmart #ICPN #SunSmartWorker</p>	<p>NCCP</p>
<p>You cannot see or feel the sun's UV rays which cause damage to the skin. Up to 90% of UV rays can get through light cloud and it doesn't have to be a warm and sunny day. Protect your skin when working outdoors even on cloudy days. #SunSmart #ICPN #SunSmartWorker</p>	<p>NCCP</p>

Thank you very much for your help



Supported by

Irish Cancer Prevention Network

