

SunSmart Campaign 2023



SunSmart Campaign Partner Pack - Adolescents and Young People 1st April to 30th September 2023

#SunSmart

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Background

The SunSmart campaign is run by the HSE's National Cancer Control Programme (NCCP), in collaboration with Healthy Ireland and cross-sectoral partners. We are working together to support people to reduce their risk of skin cancer by protecting their skin from the sun. This is the fourth year of the campaign and each year it continues to grow.

The aim of the campaign is to increase awareness of the steps you, your family, friends and colleagues can take to protect your skin from the sun to reduce your risk of skin cancer.

The campaign will communicate and engage with the population living in Ireland through multiple communications channels including: radio and digital audio, press and social media.

This partner pack contains information, video links and image links specifically related to adolescents and young adults for your use and to share with your own networks to support the SunSmart campaign.

Campaign key messages: Adolescents and young adults

- Getting sunburnt in childhood or adolescence can particularly increase the risk of skin cancer, including melanoma – the most serious form of skin cancer.
- Overexposure to UV rays from the sun or sunbeds increases the risk of developing skin cancer. Tanned or red skin is damaged skin. There is no such thing as a healthy suntan.
- Getting too much sun can be harmful whatever your age. It exposes your skin to UV rays that can damage your skin and lead to skin cancer. Enjoy time out in the sun while also protecting your skin and being SunSmart.
- Research has shown that nearly 90% of 10- to 17-year-olds said they have experienced sunburn in their lifetime. Sunburn can be avoided with good skin protection by following the SunSmart 5 S's.

How to be SunSmart:

Follow the Healthy Ireland 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. Reapply regularly;
- **Slap** on a wide-brimmed or bucket style hat to protect your face, neck and ears;
- **Seek shade** - especially if outdoors between 11am and 3pm when the sun's UV rays are strongest;
- **Slide** on sunglasses to protect your eyes.

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

- Do not deliberately try to get a suntan.
- Avoid getting a sunburn.
- Never use a sunbed.

How you can support the campaign

We welcome your being part of the campaign by posting SunSmart content to your social media channels using #SunSmart in newsletters or publications and sharing this partner pack. Resources for your use are listed below

Re-sharing

We will post content on our social media channels listed below for you to re-share.

Twitter handles: @HSELive @hseNCCP @HealthyIreland

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

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

Sample social media messages for your use

When it comes to taking care of our skin most of us are familiar with the importance of using sunscreen. However, no sunscreen can provide 100% protection. It should be used alongside other protective measures such as clothing and shade #SunSmart

Exposure to ultraviolet (UV) rays from the sun can cause sunburn, skin damage, eye damage and an increased risk of developing skin cancer. Protect your skin by following the SunSmart 5 S's – Slip, Slop, Slap, Seek and Slide. #SunSmart



Getting too much sun can be harmful whatever your age. It exposes your skin to UV rays that can damage your skin and lead to skin cancer. Enjoy time out in the sun while also protecting your skin and being SunSmart.

Severe sunburn during childhood and adolescence (3 or more instances before the age of 20) is associated with a 2-4 times higher risk of developing melanoma skin cancer in later life. To reduce the risk of skin damage and skin cancer, follow the SunSmart 5 S's. #SunSmart

Being SunSmart is important as nearly all skin cancers are preventable. Spending extended time in the sun and getting sunburnt, especially in the first 15 years of life, increases the risk of developing skin cancer. To reduce the risk of skin damage and skin cancer, follow the SunSmart 5 S's. #SunSmart

Images for your use

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

[The 5S's for protection against sun damage](#)

[Some effects of unprotected sun exposure](#)

[Severe sunburns, especially during childhood and adolescence](#)

[Protect your skin from the sun, Be SunSmart](#)

Videos for your use

You can view and share SunSmart videos at the following link:

[SunSmart 5 S's](#)

[SunSmart Patient Skin Cancer Story, Kate's Story \(Short Version\) 2022](#)

[ISF SunSmart for Children and Young People](#)

Information materials

You can download information materials and resources for children and young people at the links below:

[Youth friendly summary report: Consultation with young people](#)

[Youth friendly summary report: Consultation with young people from Traveller community](#)

[ICS SunSmart teens poster](#)

Further information materials on the SunSmart campaign and fact sheets are available on www.hse.ie/sunsmart or email prevention@cancercontrol.ie with your request.



Thank you for your support



National Cancer
Control Programme



SunSmart

