

SunSmart Campaign 2023



SunSmart Campaign Partner Pack: Sport, Recreation and Tourism

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 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 outdoor leisure activities for your use and to share with your own networks to support the SunSmart campaign.

Campaign key messages: Sport, recreation and tourism

- Skin cancer is the most common form of cancer in Ireland with almost 13,000 cases diagnosed annually.
- Protecting your skin from the sun whether at home or abroad can reduce your risk of skin cancer.
- Make sure to protect your skin from the sun while getting the health benefits of being active outdoors. Think about how you will protect your skin when outside. Be prepared, be SunSmart.
- In Ireland, take extra care to protect your skin especially from April to September when the sun's UV rays are at their strongest. Be SunSmart.
- We can all spend time outside safely by following the SunSmart 5 S's, to make sure we are protected from too much of the sun's UV rays.
- Exposure causing sunburn is the most damaging but frequent non burning exposures also significantly increase the risk of skin cancer.
- When you participate in outdoor sport activities, you are exposed to the sun's UV rays. Too much UV exposure leads to sun damage and skin cancer. Make sure you're well protected by following the SunSmart 5 S's of skin protection.

How to be SunSmart:

Follow the Healthy Ireland SunSmart 5 S's to protect your skin

- **Slip** on clothing that covers as much skin as possible while still being comfortable. Wear clothes with long sleeves, breathable sports tops and high collars to protect your neck.
- **Slop** on broad spectrum (UVA/UVB) sunscreen on exposed skin, using factor 30+ for adults and 50+ for children. Reapply regularly, more frequently if you are sweating.
- **Slap** on a wide-brimmed hat or bucket hat to protect your face, neck and ears. Typical baseball-style caps provide no sun protection for the ears and neck, which are particularly vulnerable and often overlooked.
- **Seek shade.** The sun's UV is strongest between the hours of 11am to 3pm. If possible, plan outdoor activities early in the morning or late in the afternoon.
- **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

Being active outdoors is good for you but it is also important to protect your skin from UV rays from the sun when outside. Be prepared, be SunSmart.

#SunSmart

Unprotected exposure to the sun's UV rays can lead to skin damage, sunburn and skin cancer. You can protect your skin. When outside from April – September, remember to be SunSmart. #SunSmart

Are you playing sports or plan on being active outdoors today? Make SunSmart part of a daily routine, especially from April to September when the intensity of UV rays from the sun is greatest, even when it is cloudy. #SunSmart

We sometimes think Irish sun isn't real sun, but skin cancer is actually the most common cancer in Ireland. Protect yourself by being SunSmart – Slip on clothing, Slop on sunscreen, Slap on a wide-brimmed hat, Seek shade and Slide on sunglasses. Even on cloudy days. #SunSmart

If you're out watching or participating in sport today, don't forget to protect your skin. Follow the SunSmart 5 S's - Slip on clothing, Slop on sunscreen, Slap on a wide-brimmed hat, Seek shade and Slide on sunglasses. #SunSmart

If you're holidaying in Ireland or abroad, remember to pack long sleeve clothing, a wide brimmed hat, sunscreen and sunglasses. #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:

[Enjoy the sun safely, outdoor leisure](#)

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

[Be SunSmart, wear a wide brimmed hat, dog walker](#)

[Be SunSmart, wear a wide brimmed hat, sea swimmers](#)

[Protect your skin from the sun, gardening female](#)

Videos for your use:

You can view and share SunSmart videos you can find these at the following link.

[SunSmart 5 S's](#)

[ISF SunSmart for Outdoor Leisure](#)

[SunSmart Patient Skin Cancer Story, Martin's Story](#)

Information materials you can download information materials and resources for outdoor leisure at the links below.

[General Sport – SunSmart for your sport key messages](#)

[Sample UV protection policy for outdoor organisations](#)

[Skin cancer prevention framework for outdoor leisure organisations](#)

[ISF – Holidaying at home or abroad?](#)

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!