

SunSmart Campaign 2023



SunSmart Campaign Partner Pack: Outdoor Worker 1st April to 30th September 2023 #SunSmart

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Background

The annual 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 and 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 activity and social media.

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

Campaign key messages: Outdoor workers

- 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 a higher risk of skin cancer.
- If you spend all or part of the day regularly working outdoors you can reduce your risk of skin cancer by protecting your skin and eyes from the sun's UV rays.
- Unprotected exposure to the sun's UV rays can cause skin damage. Sunburn is the most damaging, but long term exposure, like working outdoors most days, even without burning also significantly increase the risk of skin cancer.
- Outdoor workers are at increased risk of UV exposure and therefore skin cancer. That is why employers need to commit to protecting workers and adhere to skin cancer prevention best practice in the workplace.
- It's the sun's UV rays, not heat, that causes sunburn and skin damage. UV rays can't be seen or felt so you don't know when your skin is being damaged until it's too late. Because UV damage builds up over time, outdoor workers should consider using sun protection all year-round.

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 apply 20 minutes before going outside. Reapply regularly– more often if sweating.
- **Slap** on a wide-brimmed hat, hard hats and helmets can have attachable brims and neck flaps;
- **Seek shade** - especially if outdoors between 11am and 3pm. Plan your work outdoors early in the morning or late afternoon to avoid the peak UV rays from the sun. Use trees or portable shade for break times and lunch if possible.
- **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 you supporting 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

People who spend most of their day working outdoors are exposed to more UV rays from the sun than indoor workers and therefore have a high risk of skin cancer. Be SunSmart. #SunSmart

The more UV you are exposed to, the greater your risk of skin cancer. Don't just wait for summer to be SunSmart, sun protection should be used all year round when working outdoors #SunSmart

Working outdoors is an everyday part of life for many people. It is important to take steps to protect skin from the sun to reduce skin cancer risk. Be prepared, be SunSmart. #SunSmart

If you work outdoors, you are exposed to 2-3 times more UV rays from the sun than people who work indoors. Damage from UV rays adds up over time so the more you're exposed, the greater your risk of skin cancer. #SunSmart

Are you an outdoor worker who spends most of your time outdoors? Farmers, construction workers, gardeners and other outdoor workers have a higher than average risk of skin cancer. Be prepared and be SunSmart. #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:

[Be SunSmart, wear a wide brimmed hat, working outdoors](#)

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

[Be SunSmart, protect your skin from the sun, outdoor worker](#)

[Avoid sunburns and be SunSmart, outdoor worker](#)

Videos for your use

You can view and share SunSmart videos, you can find these at the following links:

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

[SunSmart 5 S's Outdoor workers](#)

[Outdoor Workers and UV risks – Animation Video](#)

[ISF SunSmart for Outdoor Workers](#)

Information materials

You can download information materials and resources for outdoor workers at the links below

- [SunSmart Outdoor Worker Infographic](#)
- [SunSmart framework for skin cancer prevention in outdoor workers](#)



- [SunSmart UV Exposure Risk Assessment for Outdoor Workers](#)
- [SunSmart audit tool for skin cancer prevention in outdoor workers](#)
- [SunSmart sample solar UV protection policy for outdoor workers](#)
- [SunSmart solar UV protection policy for outdoor workers checklist](#)
- [Summary report of literature review to identify the outdoor occupations with the greatest exposure to solar UV radiation](#)
- [ICS SunSmart Outdoor Workers leaflet](#)

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

