

SunSmart Campaign 2023



SunSmart Campaign Partner Pack 2023: Sunbeds #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 Ultraviolet (UV) radiation from the sun and artificial sources such as sunbeds. 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 UV radiation from the sun and to never use a sunbed.

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, links and images specifically related to sunbeds, for your use and to share with your own networks to support the SunSmart campaign.

Campaign key messages: Sunbed users

- Sunbeds give out ultraviolet (UV) rays that increase the risk of developing skin cancer.
- People who use sunbeds for the first time before the age of 35 increase their risk of developing melanoma, the most serious form of skin cancer, by 75 per cent¹.
- The International Agency for Research on Cancer (IARC) classifies sunbeds as cancer causing to humans².
- Sunbeds work by exposing the user to ultraviolet (UV) radiation. Exposure to sunbeds increases the risk of developing skin cancer, a risk which can be avoided by not using sunbeds³.

¹ International Agency for Research on Cancer Working Group. The association of use of sunbeds with cutaneous malignant melanoma and other skin cancers: a systematic review. *Int J Cancer* 2006; 120: 1116–22

² International Agency for Research on Cancer. Radiation Volume 100D A review of human carcinogens. Lyon: International Agency for Research on Cancer: 2009

³ World Health Organisation. Artificial tanning devices: public health interventions to manage sunbeds. 2017. Geneva.

- There is no such thing as a healthy suntan. A suntan is a sign of skin damage and your body's defence response to harmful UV radiation. Tanning exposes your skin to greater amounts of UV radiation and increases your risk of developing skin cancer.
- Providing a sunbed service, or the hire or sale of a sunbed to anyone under the age of 18 is a breach of the Public Health (Sunbeds) Act 2014.

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;
- **Slap** on a wide-brimmed hat;
- **Seek shade** - especially if outdoors between 11am and 3pm when UV rays are at their 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

Each time skin is exposed to UV rays from a sunbed, the risk of developing skin cancer is increased. By not using sunbeds and following the SunSmart 5 S's you can help to protect your skin and reduce your risk of Ireland's most common cancer. #SunSmart

Sunbeds give out UV rays which can damage skin, eyes, accelerate skin ageing, and increase the risk of skin cancer. #SunSmart

Using sunbeds before the age of 35 increases the risk of melanoma, the most serious form of skin cancer by 75%. #SunSmart

Using sunbeds before you go on a sun holiday does not protect against further damage from the sun. It can increase your risk of developing skin cancer. #SunSmart

Sunbeds give out very high levels of UV rays. There is no safe level of exposure to UV from sunbeds. Never use a sunbed. #SunSmart

There is no such thing as a healthy suntan. A suntan is the body's attempt to protect itself from the damaging effects of UV rays. Tanning exposes your skin to greater amounts of UV radiation and increases your risk of developing skin cancer. #SunSmart

Like the sun, sunbeds gives off UV rays and there is no safe limit for exposure to UV rays from sunbeds. Everyone who uses sunbeds increases their risk of UV damage and skin cancer. #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:

[Sunbeds can increase the risk of skin cancer](#)

[Sunbeds and premature skin ageing](#)

[Tanning on sunbeds speeds up visible signs of ageing](#)

Videos for your use:

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

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

[ISF SunSmart for Sunbeds](#)

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!