

SunSmart Campaign 2022



SunSmart Campaign Partner Pack Children and Young People 1st April to 30th September 2022

#SunSmart #SunSmartKids

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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 third 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.

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

This partner pack contains information, links and images specifically related to outdoor leisure activities for your use and to share with your own networks to support the SunSmart campaign.

Campaign key messages: Children and young people

- Playing and spending time outdoors is good for your child. It is important to protect their skin when outside in the sun.
- Children's skin is very sensitive to UV from the sun. Sunburn during childhood increases the risk of getting skin cancer as an adult.
- Protect yourself and children by being SunSmart as part of your daily routine from April – September in Ireland.
- Always protect children and babies skin from the sun. For babies under 1 year old, keep them in the shade and dress them in loose clothing that covers the skin.
- There are simple things you can do to reduce the risk of sunburn and keep children safe in the sun. Find shade to play under, wear wide-brimmed hats and long-sleeved shirts and apply sunscreen on exposed skin.

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 - and always use a sunshade on a child's buggy;
- **Slide** on sunglasses to protect your eyes.

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

- In Ireland, the UV radiation levels from the sun are high from April to September, even when it is cloudy. Stay safe by limiting time in the sun when UV is strongest, typically between the hours of 11:00am-3:00pm
- 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 #SunSmartKids 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

Be prepared to protect children's skin from the sun from April to September, even on cloudy days. Be SunSmart: Slip, Slop, Slap, Seek, Slide. ☀️ #SunSmart #SunSmartKids

Playing and spending time outdoors is good for your child. It is important to protect their skin when outside to reduce risk of skin damage. #SunSmart #SunSmartKids

Protect yourself and children by being SunSmart as part your daily routine from April – September, even on cloudy days! In Ireland, UV from the sun is strongest between 11am-3pm. #SunSmart #SunSmartKids

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

[Seek shade - especially between 11am-3pm, mother and child](#)

[Protect your skin from the sun, mother and child](#)

[HSE SunSmart 5 S's](#)

Videos for your use

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

[SunSmart 5 S's How to protect your child's skin](#)

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

Information materials

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

[SunSmart Kit Instruction Sheet](#)

[SunSmart Colouring in Sheet](#)

[SunSmart Playing Outdoors: Skin protection for children factsheet](#)

[SunSmart Education Slides for staff working with children](#)

[Protecting Children's Skin from the Sun: Your Questions Answered](#)

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

