

SunSmart Campaign 2022



SunSmart Campaign Partner Pack 1st April to 30th September 2022 #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 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 for your use and to share with your own networks to support the SunSmart campaign.

Campaign key messages

- Skin cancer is the most common form of cancer in Ireland with 13,000 cases diagnosed annually.
- The number of people being diagnosed with skin cancer in Ireland is rising rapidly. Yet skin cancer is largely preventable by protecting skin from UV rays.
- Protecting your skin from the sun whether at home or abroad can reduce your risk of skin cancer.
- Be prepared. Follow the Healthy Ireland SunSmart 5 S's: **S**lip on clothing, **S**lop on sunscreen, **S**lap on a wide-brimmed hat, **S**eeK shade, **S**lide on sunglasses.
- Sunscreen is an important sun protection measure, but should not be used as the first or only line of defence. It should be used in conjunction with other sun protection measures such as using shade, wearing protective clothing, hats and sunglasses and limiting time outdoors in the mid-day sun.

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 ultraviolet (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 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>



National Cancer
Control Programme



Sample social media messages for your use

Skin cancer is the most common type of skin cancer in Ireland. Be #SunSmart and protect your skin from the sun whether at home or abroad. Follow the SunSmart 5 S's: Slip-on clothing that covers your skin, slop on sunscreen, slap on a wide-brimmed hat, seek shade, and slide on sunglasses. 🌂 #SunSmart

The number of people being diagnosed with skin cancer in Ireland is rising rapidly. Yet skin cancer is largely preventable by protecting skin from UV rays. Be prepared, be SunSmart. #SunSmart

Did you know that UV rays can damage your skin even on cloudy days? Follow the SunSmart 5 S's to protect your skin. #SunSmart

Sunscreen is an important sun protection measure, but should not be used as the only line of defence. It should be used alongside other protective measures such as clothing and shade. #SunSmart

Shade is one of the best defences against the sun's UV rays. Try to find some shade between 11am to 3pm when UV is strongest. #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:

[HSE SunSmart 5 S's](#)

[Did you know 13,000 cases of skin cancer are diagnosed each year?](#)

[Protect your skin by wearing clothing that covers skin or long sleeve clothes](#)

[Avoid sunburns and be SunSmart, couple walking dog](#)

Videos for your use

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

[SunSmart 5 S's](#)

[Irish Skin Foundation - SunSmart for Everyone](#)

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

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

Information materials

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

Thank you for your support

