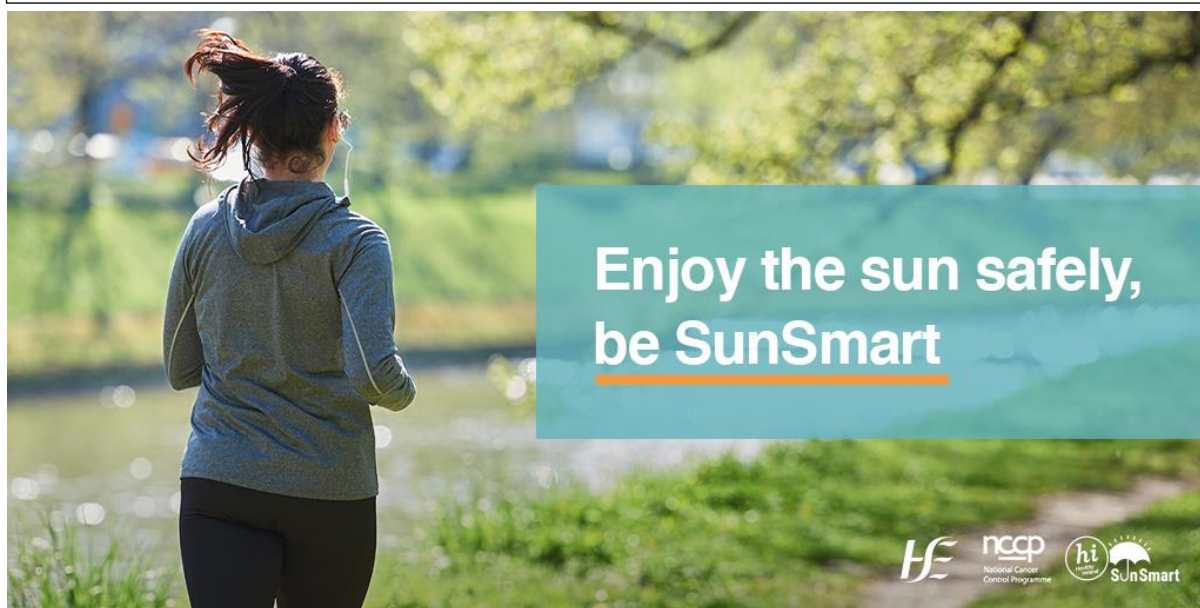


SunSmart Campaign 2022



SunSmart Campaign Partner Pack: Outdoor Leisure 1st April to 30th September 2022 #SunSmart #SunSmartOutdoorSports

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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: Outdoor leisure

- 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.
- 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, from April to September, take extra care to protect your skin especially from April to September when the sun's ultraviolet rays are strongest. Be SunSmart. Being SunSmart reduces your risk of skin cancer.
- Exposure causing sunburn is the most damaging, but frequent non burning exposures also significantly increase the risk of skin cancer.

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 #SunSmartOutdoorSports 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, protect your skin when outside. Be prepared, be SunSmart. #SunSmart #SunSmartOutdoorSports

Unprotected exposure to the sun's ultraviolet (UV) radiation can lead to skin damage, sunburn and skin cancer. You can protect your skin. When outside from April - September remember to be SunSmart. #SunSmart #SunSmartOutdoorSports

If you're out watching or participating in sport today, don't forget to protect your skin. Wear sunglasses, a wide-brimmed hat, protective clothing, and frequently apply sunscreen of SPF 30+ for adults and 50+ for children
[#SunSmart](#) [#SunSmartOutdoorSports](#)

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, gardening](#)

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

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

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

Videos for your use: You can view and share SunSmart videos you can find these at the following link.

[ISF SunSmart for Outdoor Leisure](#)

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!