

# SunSmart Campaign 2022



## SunSmart Campaign Partner Pack: Outdoor Worker 1st April to 30th September 2022 #SunSmart #SunSmartWorker

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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: 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 and eye damage by protecting your skin and eyes from the sun.
- Unprotected exposure to the sun's ultraviolet 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.

### 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 sunrays. Use trees or portable shade for break times and lunch.
- **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 #SunSmartWorkers 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

We all need to protect our skin. People who spend most of their day working outdoors have a high risk of skin cancer. Be SunSmart. #SunSmart #SunSmartWorker

Are you working outdoors today - organise your day to reduce your risk of sun damage. Check the sun's UV forecast for your area on Met Eireann's website or app at [www.met.ie/uv-index](http://www.met.ie/uv-index) and follow the #SunSmart 5S's when the UV rays are 3 or above. #SunSmart #SunSmartWorker

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 #SunSmartWorker

### 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 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 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 Outdoor Worker Infographic](#)

[ICS SunSmart Outdoor Workers leaflet](#)

Further information materials on the SunSmart campaign and fact sheets are available on [www.hse.ie/sunsmart](http://www.hse.ie/sunsmart) or email [prevention@cancercontrol.ie](mailto:prevention@cancercontrol.ie) with your request.

**Thank you for your support**

