

SunSmart Partnership toolkit – Healthway sponsorships

SunSmart key messages

Key messages focus on sun protection:

- Be SunSmart.
- When the UV Index is 3 or above – be SunSmart.
- Protect yourself in 5 ways from skin cancer.
- Slip, Slop, Slap, Seek & Slide.
- Be SunSmart – visit myUV.com.au for your UV forecast.

Skin cancer incidence & mortality

WA has amongst the highest skin cancer rates in Australia. There are more than 83,000 treatments for non-melanoma skin cancer (NMSC) and around 1,500 cases of melanoma in WA each year. In addition, there are around 150 deaths. Direct treatment of skin cancer costs WA more than \$90 million per year.

Despite these statistics, skin cancer is largely preventable by using sun protection.

Skin cancer prevention

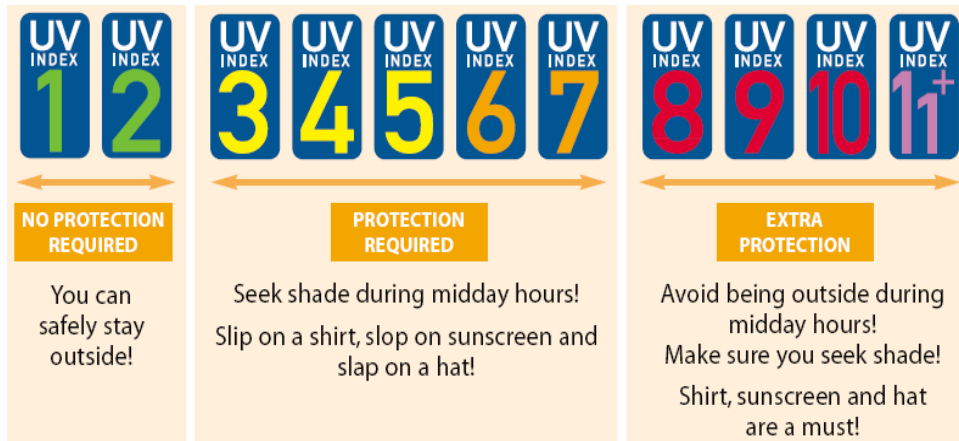
The higher the UV index, the faster the skin damage occurs.

When the UV Index is at 3 or above SunSmart recommends using a combination of the five sun protection measures:

1. **Slip on sun-protective clothing** that covers as much skin as possible
2. **Slop on SPF30 sunscreen or higher** – make sure it is broad spectrum and water resistant. Apply 20 minutes before you go outdoors and reapply every two hours
3. **Slap on a hat** that protects your face, head, neck and ears
4. **Seek shade**
5. **Slide on wrap-around sunglasses** – make sure they meet Australian Standards.

Ultraviolet radiation

UV Index (UVI) – An internationally standardised open ended numerical scale developed by the World Health Organization that measures the amount of UV radiation reaching the earth's surface. It begins at zero and has no upper limit.



Solar Noon – The point at which the sun is directly overhead. This does not always correspond with 12 pm local time.

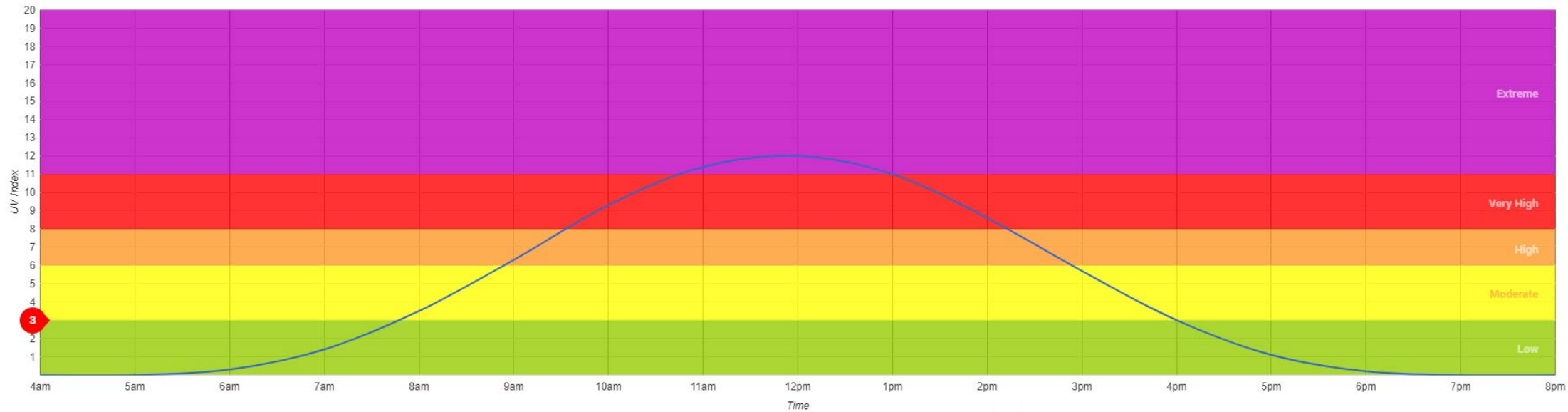
Factors affecting UV radiation levels

- time of day
- month
- season
- latitude
- cloud cover
- altitude
- ozone
- scattering
- reflection

Note: The average midday summer UV Index level for Perth is around 12.

UV Forecast – The UV forecast specifies the time period when the UVI is 3 or above and sun protection is needed. It also shows how UV levels change throughout the day. It can be presented as a bell curve (see example over the page). To find your local UV forecast, see www.myUV.com.au.

Perth's Forecast UV Index - 25/11/2020



Sun protection recommended from 7:50 am to 4:00 pm - **Max UV 12 @ 12 pm**

UV Data provided by BOM via the Copernicus Atmosphere Monitoring Service.

Supporting resources and publications

Cancer Council WA has a wide variety of sun protection resources available, including posters, brochures, postcards and factsheets. To view these, see www.cancerwa.asn.au/resources/publications/prevention and select *Sun protection*.

Logos

SunSmart logos and *Slip Slop Slap Seek Slide* icons are available to approved users. Please note the strict guidelines for use of these assets.



Protect yourself in **five ways** from skin cancer



SLIP



SLOP



SLAP



SEEK



SLIDE

Community announcements

See *SunSmart Public announcements* sheet.

Digital resources

SunSmart app and widget www.myuv.com.au/tools-and-links



Online videos

Cancer Council's sunscreen tips

www.youtube.com/watch?v=NXw9tqrW6iM

You've gotta be SunSmart – featuring Sid seagull

www.youtube.com/watch?v=AZLO7Jcb2gM

Websites

www.myUV.com.au

www.cancerwa.asn.au

www.generationsunsmart.com.au

www.uvdaily.com.au

December 2020

SunSmart campaign

Don't let the sun see your DNA

- The primary target group is West Australians aged 18 – 45 years.
- The campaign uses a UV camera to emphasise the cumulative skin damage caused by UV that the human eye can't see.
- The calls to action of the campaign are '*Don't let the sun see your DNA*' and '*When the UV reaches 3, reach for cover*'.

Campaign aim

The state-wide campaign aims to increase the extent to which West Australians understand the cumulative nature of UV radiation damage, and increase their use of sun protection during incidental outdoor exposure when UV levels reach 3 or above.

Campaign objectives

- Educate people that damage from UV radiation adds up over time, often without them noticing.
- Motivate people to use multiple sun protection strategies during their day-to-day activities (incidental exposure) when UV levels reach 3 or above.
- Encourage people to visit www.myUV.com.au to guide their sun protection behaviour.

Campaign materials

The following campaign materials are available for use by SunSmart-sponsored groups. Please contact the SunSmart team on 9212 4333 for access to these files.

Web banner (GIF, 1060 x 250px)



Social tile (JPG, 640 x 640 px)



Posters (PDF, 7.68in x 11.68in)



Print ad (PDF, 158 x 108mm)



SunSmart events

See our factsheet [SunSmart tips for outdoor events](#).

Also see our [SunSmart public announcement](#) sheet for suggested announcements that can be read out at SunSmart-sponsored events.

December 2020