

# SunSmart Campaign 2022



## SunSmart Campaign Partner Pack 1st April to 30th September 2022 #SunSmart

### Contents

Background.....	2
Campaign Key messages .....	2
How you can support the campaign .....	3
Re-sharing .....	3
Sample social media messages for your use .....	4
Images for your use .....	4
Videos for your use .....	4
Information materials .....	4



## 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>

### 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](http://www.hse.ie/sunsmart) or you can email [prevention@cancercontrol.ie](mailto:prevention@cancercontrol.ie) with your request.

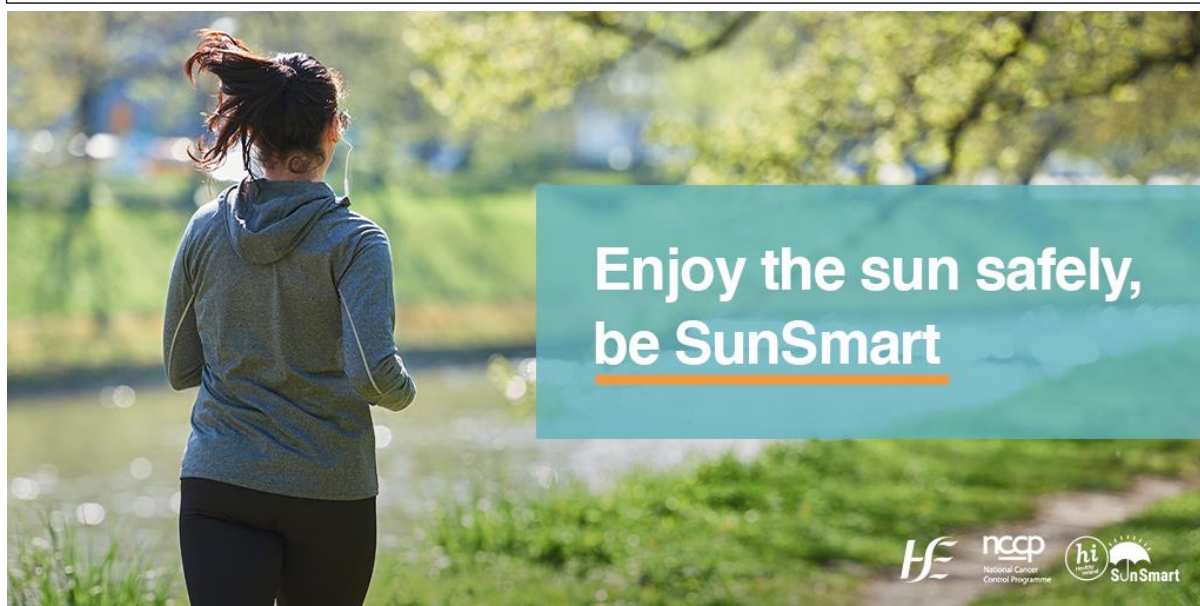
**Thank you for your support**



National Cancer  
Control Programme



# SunSmart Campaign 2022



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

### Contents

Background.....	2
Campaign Key messages .....	2
How you can support the campaign.....	3
Re-sharing .....	3
Sample social media messages for your use .....	3
Images for your use .....	4
Videos for your use.....	4

## 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](http://www.hse.ie/sunsmart) or email [prevention@cancercontrol.ie](mailto:prevention@cancercontrol.ie) with your request.

**Thank you for your support!**



# SunSmart Campaign 2022



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

#SunSmart #SunSmartKids

### Contents

Background.....	2
How you can support the campaign.....	3
Re-sharing .....	3
Sample social media messages for your use .....	3
Images for your use .....	4
Videos for your use.....	4

## 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](http://www.hse.ie/sunsmart) or email [prevention@cancercontrol.ie](mailto:prevention@cancercontrol.ie) with your request.

**Thank you for your support**

# SunSmart Campaign 2022



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

### Contents

Background.....	2
Campaign Key messages: Outdoor Workers .....	2
How you can support the campaign.....	3
Re-sharing .....	3
Sample social media messages for your use .....	3
Images for your use .....	4
Videos for your use.....	4
Information materials.....	4



## 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**

