

SunSmart Campaign 2023

Did you know
13,000 cases of skin
cancer are diagnosed
each year?



SunSmart Campaign Partner Pack
1st April to 30th September 2023
#SunSmart

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Background

The annual 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 fourth 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 and reduce your risk of skin cancer.

The campaign will communicate and engage with people living in Ireland through multiple communications channels including: radio and digital audio, press activity and social media.

This partner pack contains information, video links and image links for your use and to share with your own networks to support the SunSmart campaign 2023.

Campaign key messages

- Skin cancer is the most common form of cancer in Ireland with almost 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.
- Make sun protection part of your daily routine, especially from April to September, even when it is cloudy.
- No sunscreen can provide 100% protection, it should be used alongside other protective measures such as clothing and shade.

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 broad spectrum (UVA/UVB) sunscreen on exposed skin, using factor 30+ for adults and 50+ for children. Reapply regularly;
- **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

- Do not deliberately try to get a suntan.
- Avoid getting a sunburn.
- Never use a sunbed.

How you can support the campaign

We welcome you supporting the SunSmart campaign by posting 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, and most cases are preventable by protecting skin from the sun's UV rays and not using sunbeds. Protect your skin from the sun whether at home or abroad. Follow the SunSmart 5 S's: Slip, Slop, Slap, Seek and Slide. #SunSmart

Protecting your skin from the sun, no matter where you are or why you are outdoors, can reduce your risk of skin cancer. The best way to protect your skin is to 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



National Cancer
Control Programme



Did you know that UV rays can damage your skin even on cloudy days? UV rays cannot be seen or felt and can pass through cloud cover. Follow the #SunSmart 5 S's to protect your skin. #SunSmart

Sunscreen is an important sun protection measure, but cannot provide 100% protection. It should be used alongside other protective measures such as covering up with clothing, wearing a wide-brimmed hat, sunglasses and limit time in the mid-day sun when UV rays are at their strongest. #SunSmart

Make sun protection part of your daily routine, especially from April to September even when it is cloudy. Slip on clothing, Slop on sunscreen, Slap on a wide-brimmed hat, Seek shade and Slide on sunglasses. #SunSmart

Being SunSmart is important as most skin cancers are preventable. For the best protection follow the SunSmart 5 S's of sun protection – Slip on clothing, Slop on sunscreen, Slap on a broad-brim hat, Seek shade and Slide on 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:

[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](#)

[Protect skin, even when it's cloudy](#)

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, Martin'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

