

# SunSmart Campaign 2023



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

#SunSmart

### Contents

|  |   |
|--|---|
| Background.....                                | 2 |
| Campaign key messages: Children.....           | 1 |
| 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 |

## 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 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 to reduce your risk of skin cancer.

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

This partner pack contains information, video links and image links specifically related to parents and guardians of children for your use and to share with your own networks to support the SunSmart campaign.

## Campaign key messages: Children

- Playing and spending time outdoors is good for children. But 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. If your child is badly sunburned more than 3 times before the age of 20, they more than double their risk of skin cancer as an adult.
- Protect yourself and your children by being SunSmart as part of your daily routine from April – September in Ireland, even when it's cloudy.
- 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.
- It is better to protect babies up to 6 months old from sunlight by using shade and clothing rather than sunscreen. You may choose to use sunscreen sometimes on small parts of your baby's skin. If you do, choose a sunscreen that is for babies such as sensitive or toddler sunscreen.

- 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 child's skin

- **Slip** on clothing that covers your child's skin such as long sleeves, collared t-shirts;
- **Slop** on sunscreen on exposed areas, using factor 30+ for adults and 50+ for children with high UVA protection, and water resistant. Reapply regularly;
- **Slap** on a wide-brimmed hat;
- **Seek shade** - especially if outdoors between 11am and 3pm. Sit in cover of trees to avoid direct sunlight and use a sunshade on your buggy or pram. Keep babies and children out of direct sunlight;
- **Slide** on sunglasses to protect your child's 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 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>



National Cancer  
Control Programme



### Sample social media messages for your use

Don't just wait for hot or sunny days to use sun protection. UV can damage your skin on cool and cloudy days too. Be prepared and protect yourself and your children's skin from the sun especially from April to September when UV from the sun is strongest. Be SunSmart: Slip, Slop, Slap, Seek, Slide. ☀️  
#SunSmart

Playing and spending time outdoors is good for your child. It is important to protect their skin when outside to reduce risk of sunburn. #SunSmart

Whether your family is playing a game of football in the garden or a day at the beach, don't forget the SunSmart 5 S's to help keep your family safe from the sun's UV rays. #SunSmart

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

Being SunSmart is important, as nearly all skin cancers are preventable. Spending extended time in the sun and getting sunburnt, especially in the first 15 years of life, increases the risk of developing skin cancer. To reduce the risk of sunburn and skin cancer, follow the SunSmart 5 S's. #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

[Seek shade - especially between 11am-3pm, mother and child](#)

[Protect your skin from the sun, mother and child](#)

[Always use a sunshade on a buggy](#)

[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](#)

[SunSmart 5 S's](#)

### Information materials

You can down load information materials and resources for children and young people at the links below:

[SunSmart Kit Instruction Sheet](#)



National Cancer  
Control Programme



[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**



National Cancer  
Control Programme

