



# Planning a SunSmart Event



Each year, thousands of New Zealanders are exposed to dangerous levels of ultraviolet (UV) radiation while attending community events held outdoors between September and April.

As the organiser of an outdoor event you can help protect your students, staff and parents by adopting a few simple sun protection measures.

Use the following checklist of sun protection actions when planning your event and help to make it a 'SunSmart' event.



## 1. Event Organisation:

- ☐ Plan to make an early start. UV rays are most dangerous in the middle of the day (10am - 4pm) so get most of the work done in the morning.
- ☐ Evaluate in advance existing levels of natural shade at your site by looking at sun patterns at the same time of day your event will be held. Note where the shade falls and take advantage of this existing shade by placing registration tables and drinks areas in shaded areas.
- ☐ If your site has little natural shade from trees and buildings, organise to provide additional temporary shade structures such as marquees and umbrellas. \*(The Cancer Society has umbrellas available for loan.)
- ☐ If you are setting up an area for drink breaks or a BBQ lunch ensure it is in shade.
- ☐ Any special presentations, prize draws or speeches should occur in an area that allows participants to stand in the shade.
- ☐ Encourage participants to come prepared for the outdoors rain or shine. In your pre-event promotions remind participants to BYO broad brimmed hat, sunglasses and sunscreen. A water bottle is also important in hot conditions.
- ☐ Organise for some SPF 30+ sunscreen to be available on site for those who forget to bring their own. Place it in a central location and remind people to apply and reapply regularly. (Contact the Cancer Society to purchase sunscreen or to loan sunscreen dispensers.)

## 2. Staff/Volunteers:

- ☐ Encourage and remind staff/volunteers to bring and wear hats with broad brims and sunglasses.
- ☐ Encourage staff/volunteers to wear SunSmart clothing which has a collar, has sleeves to protect arms and long shorts to protect legs.
- ☐ Encourage staff/volunteers to apply and reapply SPF 30+ sunscreen and lip balm.

- ☐ Encourage staff/volunteers to rotate tasks between shaded/indoor areas and outdoor exposed activities so the same volunteers are not in the sun all day.
- ☐ Encourage staff/volunteers to take breaks in the shade or indoors.
- ☐ Encourage staff to lead by example. If they are appropriately dressed for working outdoors it sends a positive message to all participants.

### 3. At the event:

- ☐ Nominate a volunteer or staff member to roam around the site at regular intervals with sunscreen, to encourage participants to reapply.
- ☐ If you have a public address system operating or loud speaker, make regular announcements reminding participants about the need to be sun protective.
- ☐ Run a competition with a SunSmart theme, e.g. award a prize to the most 'SunSmart' participant for the day.

\*If you need:

- more information/advice/ideas
- to make bookings for loan items such as umbrellas, sunscreen dispensers
- to purchase sunscreen

Please call your local Cancer Society

<http://www.cancernz.org.nz/contact/>



## Public Announcements - SunSmart Events

### 1. *General message*

Take care today to be SunSmart! A dose of sunburn is the last thing you need. It's easy - you've just got to remember to slip, slop, slap, and wrap:

- Slip into a shirt, and some shade
- Slop on loads of sunscreen
- Slap on a hat
- Wrap on some sunnies

### 2. *Shade message*

Have a great time today - and remember to protect yourself from the harsh sun. If you think you've been in the sun a bit long - make the most of the shade we've provided. Be SunSmart - Slip into some shade.

### 3. *Sunscreen*

A quick reminder - you'll put a bit sunscreen on before coming here today ... keep an eye on the time and sun and reapply every 2 hours. It might just be time for you to re-apply it. Be SunSmart - slop on loads of SPF 30+ sunscreen.

#### 4. *Hat*

It's good to see you all here today - and it's great to see people wearing their hats. There's nothing like a great hat to help protect yourself from the sun. Be SunSmart - slap on a wide-brimmed hat (not a cap, it doesn't protect the ears and neck from sunburn).

#### 5. *Sunnies*

There's plenty to see here today - and one way of making sure you don't miss anything is to have a decent pair of sunglasses on. A good pair of sunnies will help protect your eyes - and help you catch all the action. Be SunSmart - wrap on some sunnies.

#### 6. *UV Index*



Here's something you might like to check out when you've got a spare moment - if you've got internet access check out [www.sunsmart.org.nz](http://www.sunsmart.org.nz). It's free and you'll get the current Ultraviolet Index and some SunSmart messages. Be SunSmart - protect yourself when the UVI is 3 or above.

#### 7. *Unique conditions*

We hope you have a great time here today - that's why we want you to keep an eye on the sun. The last thing we need is for your day to be ruined by sunburn. New Zealand's unique conditions mean we have to be careful about protecting ourselves. We're exposed to a lot of harmful UV rays - so we're vulnerable to skin damage. Be SunSmart - slip, slop, slap, and wrap.

#### 8. *Cloud*

The weather in this country can be pretty changeable. Sunshine one minute - cloud the next. Don't be fooled by the cloud - because even when there's cloud around you can still get sunburned. That's because Ultraviolet Rays are still around even on cloudy days, and they're what do the damage. This summer be SunSmart - slip, slop, slap and wrap ... even when it's a bit cloudy.

# Background Information:

**Context:** Sun safety is a very important issue for Kiwis. SunSmart is a brand used by the Health Promotion Agency, the Cancer Society of NZ and other health promoters to promote sun safety to New Zealanders.

## SunSmart Facts:

- New Zealand has one of the highest rates of skin cancer in the world.
- There are nearly 67,000 new Non-Melanoma skin cancers a year, as well as 2204<sup>1</sup> new cases of melanoma
- You are most likely to be burnt on your face, neck, shoulder and lower arm
- The face and neck are the most common places for skin cancers.
- New Zealanders are particularly at risk of skin cancer because of our clear skies, our outdoor lifestyle, and our country's closeness to the sun.

## Skin Facts:

- Skin is the largest and one of the hardest working organs in the body.
- Skin covers an average area of about 1.8 metres and makes up 1/6 of your body weight.
- Skin continually renews itself. Old skin cells are gradually shed and replaced by new ones every 28 days.
- Skin cells grow and rejuvenate faster than any other organ.
- You have 19 million skin cells every square inch of your body.
- Skin's biggest job is protection. It is a tough, elastic, flexible and waterproof covering and maintains the body's correct temperature.
- It is believed that over 90% of all damage done to the skin is done by the sun.
- Skin contains a chemical called melanin. Melanin reacts to UVA rays when sunlight comes into contact with the skin, helping the body reflect and absorb the UV light. The skin begins to tan as melanin levels rise.
- A tan is the first sign of skin damage. In the skin's attempt to protect itself it increases in melanin.



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<sup>1</sup> The latest Cancer statistics from the Ministry of Health are 2011, when there were 2,204 registered cases of melanoma and 359 deaths from melanoma