



Sunsmart for Outdoor Sports and Recreation

#SunSmart #ICPN #SunSmartSports

With over 13,000 cases diagnosed annually, skin cancer is the most common form of cancer in Ireland. This is twice the number compared to 10 years ago and is projected to more than double again by 2045. Yet most skin cancers could be prevented by protecting skin.

The [National Skin Cancer Prevention Plan](#) aims increase awareness and adoption of skin cancer prevention behaviours.

Those who pursue outdoor sport and leisure are a high risk group for the development of skin cancer, as they spend long periods of time outdoors. Both occasional and often sun exposure can be harmful. Exposure causing sunburn is the most damaging but frequent non burning exposures also significantly increase the risk of skin cancer. This risk can be reduced by following the SunSmart steps to protect the skin.

The Healthy Ireland SunSmart programme and the Irish Cancer Prevention Network are engaging with sports bodies and organisations to raise awareness of the risks of skin cancer and the simple SunSmart behaviours that can protect your skin.

Target Audience

These messages are targeted at sports bodies and organisations and those that engage in outdoor sports and recreation.

How everyone can take part and be SunSmart:

We are asking you to get involved to promote awareness of the campaign and reach as wide an audience of outdoor sports and recreation as possible.

You can take part by:

- Sending the SunSmart awareness messages through your communication channels e.g.: newsletter, social media channels, email lists.
- Sharing the campaign to all your key stakeholders in the outdoor sport and recreation area and encourage them to share it further.
- Include sun protection as part of your health and safety programmes.

Social Media

We really welcome your support in sharing our messages by posting content, tweeting or retweeting, and engaging on your social media platforms. Below are social posts you can use and you will find videos and images attached to partner pack.

Please find social media images for your use attached to partner pack. Images/video are also linked below:

[SunSmart 5 S's video](#)

[SunSmart male tennis image](#)

[SunSmart mountain walker image](#)

[SunSmart group enjoy the sun image](#)

For more social media assets or information on raising awareness of the risks associated with exposure of unprotected skin to the sun contact prevention@cancercontrol.ie

Hashtags: #SunSmart #ICPN #SunSmartSports

Twitter handles: @HSELive @hseNCCP @HealthyIreland

Facebook Page: <https://www.facebook.com/HSELive/>

Instagram: <https://www.instagram.com/irishhealthservice>

Sample Social Posts	Link
Are you playing sports or being active outdoors today? Did you know that skin cancer is the most common type of cancer in Ireland? Be SunSmart and protect your skin. #SunSmart #SunSmartSports	NCCP
Kids returning to their sporting activities? Protect children's skin. Be #SunSmart 👕 Slip on clothing that covers skin ☀️ 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 11 am and 3 pm 🕶️ Slide on sunglasses to protect eyes #SunSmart #SunSmartSports	NCCP
Heading out to the golf course? Remember to be SunSmart, even if it's cloudy. ☂️ Seek shade. Bring your golf umbrella or try to avoid playing during the hours of 11am to 3pm, when UV is strongest. #SunSmart #SunSmartSports	NCCP
From April to September use sun protection to protect your when out walking, even on short walks. Being SunSmart reduces your risk of skin cancer. #SunSmart #SunSmartSports	NCCP
Time for a jog? Don't forget to protect your skin Choose shady running paths whenever possible and try to avoid running during the peak hours of 11am to 3pm when UV is strongest. #SunSmart #SunSmartSport	NCCP
Follow the #SunSmart 5S's to protect your skin if heading out today 👕 Slip on clothing that covers your skin ☀️ Slop on sunscreen using factor 30+ for adults and 50+ for children 🧢 Slap on a wide brimmed hat ☂️ Seek shade - especially if outdoors between 11 am and 3 pm 🕶️ Slide on sunglasses to protect your eyes #SunSmart #SunSmartSports	NCCP

Website Links

- <https://www.hse.ie/eng/services/list/5/cancer/prevention/sunsmart.html>

- <https://www.gov.ie/en/publication/06de8b-be-well/#protect-your-skin>
- <https://www.gov.ie/en/campaigns/healthy-ireland/?referrer=http://www.gov.ie/en/publication/5a4293-staying-active-during-covid-19/>

Examples of International SunSmart policies and resources

- <https://www.sunsmart.com.au/communities/sporting-groups/developing-a-sun-protection-policy-or-guidelines>
- <https://www.sunsmart.com.au/communities/sporting-groups/top-sunsmart-tips-for-your-sport>

Thank you very much for your help



Supported by

Irish Cancer Prevention Network

