

# A GUIDE TO SUNSMART EVENTS

Planning a SunSmart event means the people attending your event will be better protected from harmful UV rays.



## Why have a SunSmart event?

New Zealand has one of the highest melanoma rates in the world. It is caused by excessive exposure to UV rays (ultraviolet radiation) that cannot be felt or seen. The good news is that most skin cancers are preventable by reducing excessive exposure to these UV rays.

As the organiser of an outdoor event you can help protect your event attendees, workers and volunteers by adopting a few simple sun protection measures. This is particularly important if your event is during the months of September through to April and between 10am-4pm.

## What is a SunSmart event?

A SunSmart event means that everyone at the event is making efforts to be SunSmart.

The event organiser will plan and take steps to consider

- The timing of the event
- The use of shade
- Sunscreen availability
- Use the SunSmart steps (slip, slop, slap and wrap)
- The promotion of SunSmart at the event

## Did you know?

New Zealand has the highest melanoma rate in the world

Around 90% of melanoma skin cancers are caused by UV exposure



## Start with a SunSmart event policy

It is a good idea to write down what you will do to create a SunSmart event. We have put together a sample **SunSmart Policy** to get you started. Make sure your workers and volunteers are made aware of your SunSmart policy and someone is responsible for monitoring how effective it is.

## Planning your SunSmart event

### Timing & Shade

Plan to make an early start when possible as UV rays are most dangerous in the middle of the day in September to April.

Visit your event site at different times of the day to identify the existing natural shade from trees and buildings.

Plan for registration tables, food stalls, BBQ facilities and anywhere where there may be queues in areas of natural shade.

If your site has very little natural shade organise temporary shade structures such as marquees and umbrellas.

### Sunscreen

Organise broad spectrum sunscreen of at least SPF30+ to be available on site for those who forget to bring their own.

Place sunscreen in a central location in the shade and remind people to reapply 2 hourly.

### Workers & Volunteers

Wear SunSmart clothing such as wide brimmed hats, long sleeved shirts with collars and close fitting sunglasses.

Apply sunscreen of at least SPF 30.

Rotate tasks between shaded/indoor areas and outdoor exposed activities.

Take breaks in the shade or indoors

Role modelling is a great way to encourage others to be SunSmart.



**Use the Sun Protection System**  
slip, slop, slap, and wrap

## Spread your SunSmart message

Follow these tips to make sure everyone knows how to be SunSmart.

If your event is outdoors and during the middle of the day we recommend you prioritise SunSmart messaging throughout all event communications and provide training for your workers.

- ❖ Display SunSmart signage in visible locations
- ❖ Use the SunSmart logo on tickets
- ❖ Ask your convenor or MC to make regular SunSmart announcements during the event
- ❖ Provide your presenter or MC with SunSmart messages
- ❖ Display digital SunSmart messaging and video clips on big electronic screens at the event
- ❖ Integrate SunSmart messages at event briefings
- ❖ Include SunSmart messages in media articles and advertising of your event
- ❖ Provide SunSmart resources to event workers, security, volunteers, Māori wardens

### SunSmart messages

To help you get your SunSmart message to everyone involved in the event and the public attending your event we recommend you develop key messages. These can be used in all forms of communications.

***“Take care today to be SunSmart, It’s easy you’ve just got to remember to slip, slop, slap and wrap”***

***“It’s great to see you all here today, great to see people wearing their hats, Be SunSmart, wear a hat”***

### Is it working - are you really a SunSmart event?

We can work with you to plan your event and find out what is working well. We recommend you review your SunSmart event each year.



## Websites and resources

Here are a list of websites and resources for more information on running a SunSmart event

NZ Cancer Society  
SunSmart  
SunSmart Schools  
Wellplace NZ

[www.cancernz.org.nz](http://www.cancernz.org.nz)  
[www.sunsmart.org.nz](http://www.sunsmart.org.nz)  
[www.sunsmartschools.co.nz](http://www.sunsmartschools.co.nz)  
[Wellplace.nz](http://Wellplace.nz)

## Loan Sunsmart resources

You can apply to the Cancer Society Hawke's Bay to loan SunSmart resources – sunscreen on dispenser poles and portable shade.

## UVI smart device app

This free UVI App called [uv2Day](#) is now available for android and ios devices.



## Sun protection alert

The Sun Protection Alert tells you when you need to protect your skin.

Protection is required when UV radiation is damaging (when UV levels are 3 or higher). In this example the key message is that we would need to protect our skin and eyes from 9.50am to 4.20pm because of the UV radiation risk period.

During September to April the Sun Protection alert is displayed on the MetService Website. You can add the Sun Protection Alert to your own website or intranet by using the [code generator](#).

### SUN PROTECTION ALERT

**9:50<sup>AM</sup> – 4:20<sup>PM</sup>**

PROTECTION REQUIRED

Even on cloudy days  
Data provided by NIWA

Want more help with your SunSmart Event?  
Contact Cancer Society Hawke's Bay, Community Health Advisor.  
Phone: 06 876 7638 Email: [Jocelyn.cowan@cancercd.org.nz](mailto:Jocelyn.cowan@cancercd.org.nz)