

Sun Smart Campaign

Skin cancer is one of the most common cancers in the UK and the number of cases is rising at an alarming rate, nevertheless, the majority of these cases could be prevented. Most skin cancers are caused by UV radiation from the sun. If we protect ourselves from the sun then we can reduce our risk. This is particularly important for children and young people whose skin is more delicate and easily damaged.

The Sun Smart campaign is funded by the Department of Health as the UK's national skin cancer prevention programme. It provides evidence-based information about skin cancer and sun protection, including useful resources and advice for schools and non school settings. Free resources, sample policies and lesson plans are available for through the Sun Smart website www.sunsmart.org.uk.

Sun Smart aims to:

- To increase **knowledge** of the causes of skin cancer and actions that can be taken to help prevent it
- To have a positive influence on **attitudes** towards sun protection
- To have a positive influence on sun protection **behaviour**
- To support sustained behaviour change by encouraging the development of sun protective **environments**, such as the provision of adequate shade in public places.

Following the success of interventions taking place in Bassetlaw Schools in 2009, we are inviting Schools, youth services, early years settings, Children Centres, Play Services etc to get involved in the campaign by accessing the resources available through the Sun Smart website, incorporate Sun Smart messages into educational programmes, and take active measures to help protect children and young people by encouraging use of sunscreen, shaded areas, and by covering up when outdoors.

We are encouraging practitioners within the Children's Trust to use the national **Sun Protection week 3rd - 9th May 2010**, to initiate programmes and activities with children, young people and parents.

The South West Public Health Observatory Skin Cancer Hub website also provides additional information and resources and can be accessed at www.swpho.nhs.uk/skincancerhub/resource/view.aspx?RID=48740

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