

# Tenovus Cancer Care Sun Safety Campaign

## Here Comes the Sun

Skin cancer rates continue to rise in Wales even though 86% is preventable and due to exposure to ultra violet (UV) rays from the sun. Melanoma skin cancer is the most dangerous type and over the last decade incidence rates have increased by 45% in the UK. Having sunburn once every two years can triple the risk of developing melanoma.

Young skin is very delicate and easily damaged by the sun therefore all children should be protected from the sun. We experience about 25% of our total lifetime exposure to sun before we are 18 and studies have shown that blistering sunburn in childhood can double the risk of developing melanoma in later life. Parents and carers must take responsibility for protecting children's skin and eyes, as they cannot be expected to undertake sun protection themselves, but it's also important to educate children from a young age to stay safe in the sun.

Every year Tenovus Cancer Care runs the Here Comes the Sun Campaign, attending events all over Wales to promote sun safety messages to everyone, and our trained Sun Safety Advisers also offer a schools programme. The interactive class workshops for all year groups are linked to the national curriculum and our 2019 evaluation found 98% of teachers found the sessions age appropriate, well designed and effective (99%). We also work in partnership with Skcin, a skin cancer charity, who offer a Schools Sun Safety Accreditation Scheme and are able to support schools who wish to achieve this status.

In the classroom we deliver 20 – 40 minute presentations (dependant on year group) and engage the children in a number of interactive activities linked with learning about the sun and planets, the ozone layer and for younger groups "George the Sun Safe Superstar". However, all activities are based on the main sun safety message of the **5 S's – slip, slop, slap, slide, shade.**

- SLIP** - on a t-shirt
- SLOP** - on sunscreen
- SLAP** - on a hat
- SLIDE** - on sunglasses
- SHADE** - seek shade

The children are given a sun safety leaflet to take home and the school has a digital/ paper parent letter to send home to keep parents up to date. If the schools register with Skcin to become accredited they will receive support to draft their school sun safe policy and also have access to many other activities to use in the classroom for all year groups. This allows them to build on and reinforce the children's knowledge.

If you need any further details please contact:

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