

# SunSmart festivals and outdoor events



[sunsmart.com.au](http://sunsmart.com.au)

## Are you ready to participate in the SunSmart outdoor events challenge?

Cancer Council Victoria are keen to work with Victorian outdoor events and festivals, held between September and April, to spread the SunSmart message and help minimise the human cost of skin cancer in Victoria.

### Your mission, should you choose to accept it...

Develop and coordinate an outdoor event that safeguards event goers, volunteers and staff from overexposure to ultraviolet (UV) radiation and encourages Victorians to use sun protection when the UV Index is 3 and above.

### The challenge

The aim is to ensure that all event goers, volunteers and staff:

- are made aware of the times sun protection is required each day
- are encouraged to use a combination of all five sun protection measures: slip on a shirt, slop on 30+ sunscreen, slap on a broad brimmed hat, seek shade and slide on some sunnies.
- have access to shade whenever UV Index levels reach 3 and above.

### Why get involved?

Australia has one of the highest rates of skin cancer in the world. In fact, two in three Australians will develop some form of skin cancer by the time they are 70.<sup>1</sup>

Skin cancer is one of the most preventable cancers in Australia.

The sun's UV is both the major cause of skin cancer and the best natural source of vitamin D. Too much UV from the sun can cause sunburn, skin damage, eye damage and skin cancer.

Outdoor events and festivals are common places for people to get sunburnt.

## It's all about timing!

From **September to April** when average UV levels in Victoria are 3 and above, skin and eye damage can occur when overexposed to UV, contributing to your risk of skin cancer. For these months SunSmart recommends that event goers, volunteers and staff use a combination of five sun protection measures.

From **May to August**, sun protection is generally not required (because UV is below 3), unless in alpine regions, near highly reflective surfaces such as snow or when outdoors for extended periods.

### Guidelines for September – April events

#### 1. Be on the Alert – on your phone, online or on a sign!

The SunSmart UV Alert lets you know the times sun protection is required each day. Here are some handy tools for getting the UV Alert message out:

**UV Alert widget for websites** provides the times that sun protection is required; the maximum UV level for the day; minimum and maximum temperatures; and general weather forecast information.

It's easy to add the widget to your website. Just get your site administrator to go to [sunsmart.com.au](http://sunsmart.com.au), follow the 'add this to your website' link on the bottom of the UV Alert widget and copy and paste the info into the backend of your website.

**UV Alert sign** is a great way to display the sun protection times at your event. Event Coordinators should allocate responsibility to a staff member or volunteer for updating the times on the sign each day.

**SunSmart iPhone app** lets event goers know when they do and don't need sun protection. With a few clicks, users can find the weather, temperature, UV level and sun protection times, allowing them to prepare for the day ahead. The app is available from the iTunes App Store.

#### 2. Cover up!

Ensure that event merchandise and uniforms provided to staff and volunteers are sun protective – this means that clothing needs to have a UPF 50+ rating and cover as much skin as possible, such as longer style shorts or skirts, tops with longer sleeves and a collar.

<sup>1</sup> Staples M, Elwood M, Burton R, Williams J, Marks R, Giles G. Non-melanoma skin cancer in Australia: the 2002 national survey and trends since 1985. *Medical Journal of Australia* 2006; 184: 6–10.

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## 3. I scream, you scream, we all scream for sunscreen

Encourage event goers, volunteers and staff to protect exposed skin and lips by using an SPF 30+ broad-spectrum, water resistant sunscreen and lip balm. Sunscreen should be applied to dry skin 20 minutes before going outside and reapplied every two hours.

Provide sunscreen to all event volunteers and staff and remind them to reapply every two hours when the UV level is 3 and above.

Encourage event goers to bring their own sunscreen but also ensure that SPF30+ broad-spectrum water resistant sunscreen is available free or for sale at the event.

## 4. The hat trick

Ensure staff and volunteers wear hats that protect their face, neck and ears such as a broad-brimmed or bucket style hat. Baseball caps don't protect the neck and ears so it's better to go with another style of hat.

## 5. Shady business

Prior to the event a shade audit should be conducted to determine the quality of existing shade on the site and where additional shade is required. A shade audit tool can be found at [sunsmart.com.au](http://sunsmart.com.au).

Take advantage of existing shade provided by buildings, trees and other structures when planning the layout of your site. For example, ensure eating areas, registration tables or areas where people are likely to queue are shaded. Stages or presentation areas should be positioned in a way that allows the audience to sit or stand in the shade.

Where shade does not exist, endeavour to provide, as far as is practical, portable shade structures for use by volunteers and staff.

Vendors should be asked to supply shade for their customers. Consider charging a lower fee for stallholders who provide shade for the general public.

Encourage attendees to bring portable shade (where appropriate) via pre-event publicity and correspondence and make sure that staff and volunteers use shade during break times.

## 6. Eye spy with my little eye...

Advise staff and volunteers to wear close-fitting, wrap-around sunglasses which meet the Australian Standard 1067 (Sunglasses: Category 2, 3 or 4) and cover as much of the eye area as possible.

## 7. Time is of the essence

Where possible, schedule events and activities, especially those for children, in the early morning or late afternoon when UV radiation is less intense.

Where possible, rotate staff and volunteer duties out of the sun to minimise time exposed to high levels of UV.

## 8. Model behaviour

Staff and volunteers can act as role models to others by applying sunscreen, wearing hats, clothing and sunglasses and seeking shade, whenever possible, when UV levels are 3 and above.

## 9. Live and learn...

SunSmart recommends that all workplaces develop a sun protection policy and actions to protect workers from UV overexposure.

Event Coordinators should be provided with a copy of the *SunSmart UV Exposure and Heat Illness Guide* available for download from [sunsmart.com.au/resources](http://sunsmart.com.au/resources)

Training for event staff should include information about the SunSmart guidelines including how to use the UV Alert to determine when sun protection is required and the importance of a healthy UV balance.

Ideally, event staff should attend a SunSmart information session prior to the event. For further information or to book a workplace session, visit [sunsmart.com.au/protecting\\_others/at\\_work](http://sunsmart.com.au/protecting_others/at_work)

## 10. Let's get loud!

Remind people via the PA system when sun protection is required and when it is safe to go without. Free PA announcements are available from [sunsmart.com.au/resources](http://sunsmart.com.au/resources)

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## Image is everything!

Event editorial and promotional images should reflect SunSmart's messages. Natural skin colour should be reflected in all photos and if the image is taken outdoors for use in September to April in Victoria, it should include sun protection measures such as appropriate sun protective hats, clothing, shade, sunglasses and sunscreen.

If the image is taken outdoors and being used from May to August in Victoria, it doesn't need to include sun protection measures unless the image is being taken in alpine regions or near highly reflective surfaces such as snow or water.

If you are planning a resource and need SunSmart's advice, contact the SunSmart Media and Communication Advisor on (03) 9635 5271.

## Short and sweet way to a SunSmart event

1. Ensure that volunteers, staff and event goers are made aware of the importance of sun protection when UV levels are 3 and above, via event publications and correspondence, the UV Alert sign, UV Alert widget for websites, public announcements during the event and pre event briefings.
2. Maximise shade!
3. Provide staff with sunscreen, hats and sun protective clothing.
4. Ensure that event editorial and promotional images reflect SunSmart's messages.

For further information contact SunSmart:

P: 9635 5148

E: [sunsmart@cancervic.org.au](mailto:sunsmart@cancervic.org.au)

[sunsmart.com.au](http://sunsmart.com.au)

**This information is based on current available evidence at the time of review. It can be photocopied for distribution.**

**Latest update: March 2011**

## We accept the challenge

<Insert event name or organisation> is responsible for promoting, implementing (including ensuring the provision of hats, sun protective clothing and sunscreen to volunteers) and monitoring these guidelines.

<Insert event name or organisation>, where possible, will monitor conditions (including UV Index levels and temperature) and maintain a safe working environment for all participants, volunteers and staff.

These guidelines will be reviewed annually by <Insert event name or organisation> to ensure that the document remains current and practical.

The current version of the guidelines should be signed and dated by all relevant event personnel.

\_\_\_\_\_ Signature

\_\_\_\_\_ Date