



[Region]'s parents urged to protect their 'tweens' from sunburn this summer

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A new sun safety campaign pulls no punches – parents, protect your children from sunburn or you are putting them at risk of melanoma as adults.

[spokesperson] from [region] says research shows that sunburn in childhood and adolescence is strongly linked to the development of melanoma later in life.

“Ninety percent of skin cancer is caused by over-exposure to the sun's ultraviolet rays. The new SunSmart campaign urges parents in [region] to be proactive in protecting their children from sunburn – and from skin cancer.

A television commercial spearheads the campaign and is supported by radio commercials. The commercial has a series of scenes in which children are wincing in pain from sunburn.

[name] says the campaign is particularly aimed at parents with children who are aged between eight and 12 years old.

“When kids get to that age they start making decisions for themselves. That's why it's crucial parents make sure their children are still taking care in the sun. We are calling on [region's] mums and dads to help their kids form safe sun habits for life.”

The message of the SunSmart campaign is that you can enjoy the New Zealand outdoors and stay safe from the sun at the same time.

“One way of protecting your children from skin cancer is to never let them get sunburnt. No matter how old your kids are, always remind them to Slip, Slop, Slap and Wrap.

“Make sure they slip into protective clothing like shirts with collars and longer sleeves and some shade especially in daylight saving months between the peak UV hours of 11am-4pm when the sun is at its strongest.

“Slap on a broad brimmed hat or cap with flaps; wrap on a pair of close fitting sunglasses that knock back at least 90 percent of the sun's UV rays; and slop on a broad spectrum SPF 30+ sunscreen. Using all of these methods will keep your kids safe this summer and help prevent melanoma later in life.”

The new commercial can be viewed on the SunSmart website:
www.sunsmart.org.nz.

For further information:

Contact your local spokesperson.