



SUNSMART

Bay of Plenty sunshine hours up for November

Media release: 9 December 2008

With the Bay of Plenty recording higher than average sunshine hours for November, residents of the region are being reminded to take care in the sun.

The latest figures from the National Institute of Water & Atmospheric Research (NIWA) show sunshine hours recorded in Tauranga were ten percent above average for the month and predictions are for a hot, settled summer.

With that in mind, Wayde Beckman, HSC's SunSmart Manager, is urging Bay of Plenty parents to make sure their children don't get sun burnt this summer.

"The latest research shows one or more episodes of sunburn in childhood and adolescence increases the risk of melanoma in later life. Parents need to make sure their kids always slip, slop, slap and wrap."

The catchphrase refers to the SunSmart strategies recommended to avoid sunburn. During the daylight saving months, especially between the peak UV hours of 11am to 4pm when the sun is at its strongest:

- slip into protective clothing like shirts with collars and longer sleeves and into some shade in the middle of the day
- slap on a broad-brimmed hat or cap with flaps (more people get burned on the face and neck than any other part of the body)
- wrap on a pair of close fitting sunglasses that knock back at least 90 percent of the sun's UV rays
- slop on a broad spectrum SPF 30+ sunscreen.

[local spokesperson] of [organisation] says with 90 percent of skin cancer caused by over-exposure to the sun's ultraviolet radiation, there are some easy steps that Taranaki parents and caregivers can take to protect their children.

"With November sunshine hours up by a fifth on November 2006 and summer promising to be a sunny one, never let your kids or anyone else in your family, get sunburnt.

"The Cancer Society is working with primary and intermediate schools through the SunSmart Schools Accreditation Programme. Schools involved will be practising and teaching their students about slip, slop, slap and wrap behaviours – and it is important for parents to reinforce these behaviours at home.

"Using slip, slop, slap and wrap can protect your kids from skin cancer later in life."