



SUNSMART

## Events organisers urged to keep the people of Otago safe from the sun

**Media release: November 2009**

Otago is renowned for its great outdoor events and with a sizzling summer season coming up, organisers are being encouraged to ensure people are protected from the sun.

“People in Otago are in for a treat this summer, with a line up of great summer events like A & P Shows, vineyard concerts and a huge programme of events at Dunedin’s Summer Fun Festival,” says Penelope Scott, Cancer Society Health Promoter.

“It’s possible to enjoy some great days out – while still staying safe from the sun. Organisers can easily include sun protection in their planning to help keep Otago residents safe from skin cancer.”

She says events can be kept SunSmart by following a few easy steps.

“Wherever possible schedule events outside of 11am and 4pm, as these are normally the times when UV rays are at their strongest.

“Make the most of any existing shade at the event site, and organise some of your own – like marquees, tents and umbrellas. Encourage people to bring their own shade as well.

“A SunSmart message can be displayed on programmes, invitations, flyers, tickets, posters and signage. And during the event itself, simple SunSmart reminders can be given over the public address system.”

Officials at summer events can also contribute by modeling SunSmart behaviour.

“Wearing clothes that keep you safe in the sun sets a great example. Officials should be encouraged to wear hats with wide brims or bucket style hats, as well as sun protective clothing such as shirts with collars and long sleeves.

“And if possible, arrange a supply of SPF30+ broad spectrum sunscreen for officials and participants who don’t bring their own.

“Summer in Otago is as good as it gets. So get everyone out there having a good time, without them going home with sunburn!”

**For further information:**

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