



SunSmart snippets for newsletters, websites and promotions

Here are some useful one-liners to encourage SunSmart behaviour. Use these in your newsletters, on your website, or in other printed materials and event promotions. Email SunSmart to get a SunSmart logo and a HTML-coded SunSmart information page for your website.

Too much UV is not very groovy

UV radiation is what makes our skin burn. It is especially harsh in New Zealand. Sunburn now can lead to skin cancer later in life. Be SunSmart - slip, slop, slap and wrap.

Beware between 11 and 4

If you have to be outdoors between the highest risk times in summer, especially 11am to 4pm, put a physical barrier like a long-sleeved shirt, shorts and a wide-brimmed hat between you and the sun's rays.

There's strength in numbers

The numbers on your sunscreen tell you how much protection the sunscreen gives you from sun damage. The bigger the number, the more protection. The Cancer Society recommends broad-spectrum SPF 30+ sunscreen.

Be careful outside, even if there's plenty of cloud

Even on a cloudy day, UV radiation is all around you. Light cloud in a blue sky can even make sunburn worse as the UV radiation reflects off the clouds.

Ban the tan

When your skin goes darker it's a sign the sun has damaged it. There's no such thing as a safe tan.

We encourage shady behaviour

You've got it made if you stay in the shade. Plant trees, put up umbrellas, build shade structures.

Use your head – wear a hat

Keep your brain cool when you're outside by always wearing a hat with a big brim – don't forget your neck gets sunburnt too.

Get straight A passes for wearing dark glasses

Too much sunlight can damage both the eyes themselves and the skin around them. A close-fitting, preferably wrap-around style is best.

It's all a cover up

After swimming make sure you reapply sunscreen – thickly and evenly – and cover up.

Plan, protect, enjoy

Harmful exposure to the sun is avoidable. With a little planning and some good protection you can increase enjoyment of the day and beyond - slip, slop, slap and wrap