



BE SUN SOUND



ABOUT BEING SUN SOUND

Two in three Australians will develop some form of skin cancer in their lifetime, and sun exposure during youth is a major factor in our skin cancer risk. Most people are aware of the need to protect themselves from the sun, however research shows that sun protection is frequently forgotten or not considered when outdoors.

WHAT IS SUN SOUND?

The Sun Sound is an international award-winning short, catchy jingle designed to be played at regular intervals on loud speakers in outdoor areas, as a friendly reminder for people to protect their skin from the sun. The Sun Sound was produced by acclaimed musician Ben Lee and Sony Music.

When you hear the sound, remember to protect yourself from the sun's harmful ultraviolet radiation (UVR) in five recommended ways: Slip on sun protective clothing, Slop on SPF30 or higher broad spectrum, water resistant sunscreen, Slap on a broad brimmed hat, Seek shade and Slide on wrap around sunglasses.

PLAYING SUN SOUND:

Sun protection is required when the UV Index is forecast to reach 3 or above. In Queensland, the UV Index is 3 and above all year round therefore Cancer Council Queensland encourages sun protection through every season.

How do I play the sound?

- Sun Sound should be broadcast at regular intervals on loud speakers throughout the day. We recommend the sound is played every 1-2 hours.
- Download the Sun Sound MP3 and broadcast over a PA system.
- Download the Sun Sound MP3 to your mobile phone/iPod and play it into a megaphone.

Where can I play the sound?

At any outdoor areas including;

- Sports grounds
- School events e.g., swim carnivals, sports days, fetes and carnivals
- Beaches
- Swimming pools



PROMOTE SUN SOUND

Make sure you promote Sun Sound so listeners know what it is:

- Ensure your staff are aware of broadcasting the Sun Sound
- Include Sun Sound information in your newsletters or website
- Display Sun Sound posters and flyers around your outdoor venues
- Send an email out to all relevant contacts or email groups
- Encourage people to join Cancer Council Queensland's Facebook and Twitter pages
- Make an announcement about the Sun Sound at events, in meetings or in newsletters including:
 - When you are outdoors having a good time, it's easy to forget to keep yourself protected from the sun, that's why (insert name) is supporting a sun safety initiative called Sun Sound. It's a friendly reminder to be SunSmart in these recommended ways: Slip on sun protective clothing, Slop on SPF30 or higher broad spectrum, water resistant sunscreen, Slap on a broad brimmed hat, Seek shade and Slide on wrap around sunglasses. Listen out and remember to be Sun Sound. Visit www.cancerqld.org.au
 - If you are wondering about that jingle you've been hearing today, it's called Sun Sound. The sound is a reminder to: Slip on sun protective clothing, Slop on SPF30 or higher broad spectrum, water resistant sunscreen, Slap on a broad brimmed hat, Seek shade and Slide on wrap around sunglasses. If you have forgotten your sunscreen today come and get some from (insert location) when you hear the sound. Listen out and remember to be Sun Sound.

WHERE CAN I FIND MORE INFORMATION?

- Visit www.cancerqld.org.au or email sunsound@cancerqld.org.au
- Did you know that using the SunSound jingle at events is one of the simple strategies you can do as part of CCQ's healthy lifestyle program, QUEST? Register your school, workplace, early childhood centre, sports club or local government for free today to access over 300 resources to make the healthy choice the easy choice - quest.org.au

