



## SunSmart Grant Sponsorship Messages Guide

### SunSmart Key Messages

- When the UV Index is 3 or above – be SunSmart.
- Don't let the sun see your DNA. When the sun reaches 3, reach for cover.
- Protect yourself in 5 ways from skin cancer – Slip, Slop, Slap, Seek and Slide.
- Be SunSmart – visit [myUV.com.au](http://myUV.com.au) or download the SunSmart App for your UV forecast.
- WA has amongst the highest skin cancer rates in Australia. There are more than 87,000 skin cancer treatments and around 200 deaths from skin cancer each year in Western Australia. Treatment of skin cancer costs WA more than \$90 million per year.
- The good news is that skin cancer is largely preventable by being SunSmart.
- It is important to get to know your skin and what is normal for you, so that you notice any changes. If you notice anything unusual, including any new spots, or change in shape, colour or size of a spot, visit your doctor as soon as possible.

### Sponsorship Acknowledgement

- Ensure the SunSmart and Healthway logos will not be aligned with any other logo or messages that have the potential to impact or conflict with Healthway objectives, including but not limited to;
  - Fast food, soft drink, confectionary, gambling, smoking or alcohol
- Verbal announcements acknowledging SunSmart and Healthway sponsorship, including but not limited to;
  - announcements, speeches and presentations
- SunSmart key messages (above) are used to generate discussion and create awareness
- Acknowledgement in any media or social media (x3) relating to the event/program;
  - @Healthway, #HealthwayWA, @SunSmart, #SunSmart, #creatingahealthierwa
- Ensure banners are displayed in locations to maximise exposure of the SunSmart message, including but not limited to;
  - Venue entry/exit points, high traffic areas and around the perimeter of the venue or activities
- Ensure the menu chosen and healthy food options are detailed clearly, and photos have been taken to document this

### Photo Recognition

- Ensure photos taken to promote the event reflect the SunSmart and Healthway messaging (ie: hats worn if in the sun etc)
- If taking posed shots in front of banners please ensure the banner is still visible behind people
- Remember to consider photo consent from your attendees as photos submitted to us may be passed on to the Healthway and subsequently published