

Play your part in Sun Safe Sport



QUEENSLAND HEALTH



Department of
Tourism, Sport and Racing

Outdoor sport and recreation play an important part in the everyday lives of many Queenslanders, however people are frequently unaware of the dangers associated with playing sport in the sun. Queensland has the highest incidence of melanotic and non-melanotic skin cancers in the world. Two out of three Queenslanders are expected to develop some form of skin cancer in their lifetime.

As a sporting organisation, you have an opportunity to make a significant impact on the health and wellbeing of your community. By actively protecting against skin cancer, you will not only be making your place of recreation safer, you will be working towards reducing the alarming rate of 1000 deaths per year from skin cancer.

These guidelines are designed to assist any sporting organisation wishing to protect its members from the harmful effects of the sun by adopting a comprehensive Sun Safety Policy. We invite you to peruse the document and seek to implement the suggested strategies.

Encouraging healthy behaviour, particularly in young players, will have lifelong benefits and we urge you to take the challenge.

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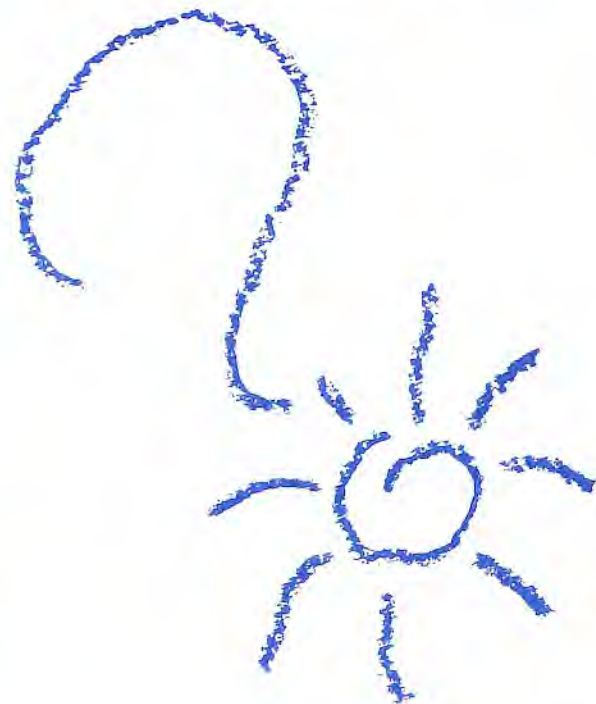
The Public Health Unit of Mackay Regional Health Authority was funded by the Health Advancement Branch, Queensland Health, to conduct a Regional Skin Cancer Initiative. The project, named "Play Your Part in Sun Safe Sport!" is aimed at assisting sporting organisations to implement a comprehensive skin cancer prevention program.



The purpose of this booklet.

This booklet is intended to assist any sporting organisation which wishes to protect its members from skin cancer.

Please keep in mind that these guidelines have been designed to assist any sports organisation. The information should therefore be adapted to suit the sun protection needs of your organisation.



If you play outdoor sport in Queensland...

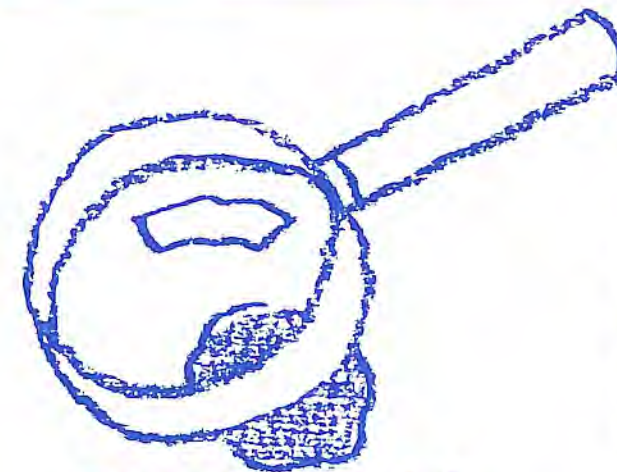
...there's a fair chance that you're spending time in the sun. But have you thought about protecting yourself and your members from skin cancer?

Living in Queensland - the sunshine state with the highest incidence of skin cancer in the world - puts us most at risk. Two out of every three Queenslanders are expected to develop some form of skin cancer in their lifetime. Look closely and you'll realise that our days spent playing in the sun are costing lives - at an alarming rate of 1,000 deaths every year.

The irony is that this disease is almost completely preventable.

As a sporting organisation, you are an influential group of committed people who make a major contribution to the health of your community. By actively protecting against skin cancer, you will not only be making a healthy choice for your organisation, you will be leading the rest of your community by example!

Encouraging healthy behaviours in young players will have lifelong benefits.



What is skin cancer?

Skin cancer occurs when the sun (mainly the ultraviolet spectrum) damages healthy cells in our skin.

In fact, ultraviolet radiation (UVR) attacks our skin in two ways:

- it causes dangerous cells to be produced instead of healthy ones; and
- it breaks down our natural immune system (the body's defence mechanism) so that dangerous cells are not recognised or destroyed.

Over-exposure to the sun can result in:

- wrinkling and pre-mature ageing of our skin;
- eye damage;
- solar keratosis (sun spots) - a pre-cancerous stage which indicates that you may be prone to developing skin cancer and
- skin cancer - of which there are three types:

1 BASAL CELL CARCINOMAS (BCC'S)

BCC's make up three-quarters of all skin cancers, but are the least dangerous. Generally slow growing, BCC's arise mainly in sun exposed areas and appear as a lump or red scaling area. These cancers are easily treated but they can cause extensive damage and disfigurement if left untreated for too long.

2 SQUAMOUS CELL CARCINOMAS (SCC'S)

SCC's appear less frequently than BCC's, but are more dangerous. Most common in people over 50, SCC's occur on skin heavily exposed to the sun and appear as a thickened, red, scaly spot which may bleed or ulcerate. SCC's can spread into the rest of the body where they may be lethal if left for too long.

3 MELANOMA

This is the rarest, most dangerous form of skin cancer. If not detected and treated, malignant Melanoma can behave like an internal cancer, spreading to other parts of the body. Generally, Melanoma appears as a new spot, or an existing spot, freckle or mole that changes colour, size or shape. Melanoma can occur from adolescence onwards, although it is most often seen in 30-50 year olds. Over 95 percent of Melanoma patients are cured if treated promptly.



Why are Queenslanders so at risk?

We've got the highest rate of skin cancer in the world and there are a few reasons for this.

- Put simply, it's our geographical position. We are close to the equator, so we are closer to the sun. This means that we are exposed to high levels of UV radiation virtually all year round.
- A large proportion of the population has skin which is poorly suited to our harsh environment.
- We lead an outdoor lifestyle.
- The myth that a tan is "attractive and healthy" still exists.
- We generally don't practice good sun protective behaviour.



What can be done?

Your club or association can become proactive in the prevention of skin cancer - and the good news is that it's not that hard!

Just by considering sun protection, you are heading in the right direction. But don't stop now! Go that one step further, and create a Sun Safe Policy for your members.

Why a "Sun Safe Policy"?

As an organisation, you probably have policies relating to the safety and conduct of members to ensure that certain standards are met. But have you considered a Sun Safe Policy?

By developing and implementing a Sun Safe Policy, you will be providing your members with guidelines to improve their protection from the sun.

Particularly in Queensland, a Sun Safe Policy makes sense!

About the model Sun Safe Policies

After consultation with numerous clubs and associations it became evident that Sun Safety Policies - implemented at a local level - would be a positive step in skin protection.

For this reason, two model Sun Safe Policies have been developed. The first is suited to organisations involving senior members, while the second is specifically designed for use in junior organisations.

These models have been based on policies from the "Skin Cancer Reference Network (SCReNe) Committee's Workplace Sun Safety Protection Policy Guidelines" and the "Sunraze Guidelines for Surf Lifesaving Clubs".

MODEL

Sun Safe Policy for Senior Sport

The health of participants is of primary concern to _____

(name of organisation)

It is acknowledged that skin cancer is a major public health problem in Australia, with two out of every three people requiring treatment for some form of skin cancer in their lifetime. It is recognised that skin cancer is preventable and like any other medical condition, it is best dealt with by the application of preventable measures.

While _____

(name of organisation)

will endeavour to assist in sun protection when at meetings, training and competition, it is accepted that ultimately, the responsibility is that of each individual.

Organisations should endeavour to develop a policy, specific to their needs, based on these clauses:

1.1 Where possible, _____

(name of organisation)

will endeavour to schedule activities outside the hours of 10.00am and 3.00pm.

1.2 _____

(name of organisation)

will endeavour to provide broad spectrum 15+ sunscreen or zinc cream for members.

1.3 _____

(name of organisation)

will endeavour to have 15+ sunscreen or zinc cream available for sale to spectators.

1.4 In future, clubs will strive to conform to "Queensland Cancer Fund Guidelines for Sun Safe Clothing" when choosing uniforms.

1.5 Members will be encouraged to wear a hat which protects the face, ears, neck, shoulders and crown of the head while participating in _____

(name of organisation)

will endeavour to erect suitable structures or provide portable shade structures at all events.

1.13 Due to attending events at various localities, _____

(name of organisation)

will endeavour to provide suitable, portable shade structures at all events.

1.14 _____

(name of organisation)

will endeavour to promote sun safety in a positive way, through newsletters, written literature and over the public address system.

1.8 Members will be encouraged to use 100% UV protective sunglasses at all _____

(name of organisation)

activities.

1.9 Maximum use will be made of existing natural shade.

1.10 Where natural shade is not adequate _____

(name of organisation)

will endeavour to develop an effective tree planting process.

1.11 Maximum use will be made of shade from existing buildings and other built shade structures.

1.12 Where built shade structures do not provide adequate shade, _____

(name of organisation)

will endeavour to erect suitable structures or provide portable shade structures at all events.

1.13 Due to attending events at various localities, _____

(name of organisation)

will endeavour to provide suitable, portable shade structures at all events.

1.14 _____

(name of organisation)

will endeavour to promote sun safety in a positive way, through newsletters, written literature and over the public address system.

1.15 _____

(name of organisation)

will ensure that coaches, trainers, officials and members in prominent positions will act as strong role models, making use of all sun protection available.

1.16 Officials will endeavour to constantly revise and upgrade sun protection measures.

1.17 _____

(name of organisation)

will endeavour to act in a "sun safe" manner when competing regionally, interstate or nationally.

1.18 Members will be encouraged to comply with the sun safety guidelines by designing a reward system for members.

2.0 When registering, all members will be:

2.01 Shown _____

(name of organisation)

sun safety policy and encouraged to comply with it.

2.02 Encouraged to purchase sun safe club hats and protective uniforms where available.

2.03 Encouraged to wear 15+ broad spectrum sunscreen or zinc cream.

2.04 Encouraged to practice sun protective behaviour.

2.05 Encouraged to wear sunglasses which filter 100 percent of UV light.

MODEL

Sun Safe Policy for Junior Sport

The health of participants is of primary concern to _____

(name of organisation)

It is acknowledged that skin cancer is a major public health problem in Australia, with two out of every three people requiring treatment for some form of skin cancer in their lifetime. It is recognised that skin cancer is preventable and like any other medical condition, it is best dealt with by the application of preventable measures.

While _____

(name of organisation)

will endeavour to assist in sun protection when at meetings, training and competition, it is accepted that ultimately, the responsibility is that of each individual.

Organisations should endeavour to develop a policy, specific to their needs, based on these clauses:

1.1 Where possible, _____

(name of organisation)

will endeavour to schedule activities outside the hours of 10.00am and 3.00pm.

1.2 _____

(name of organisation)

will endeavour to provide broad spectrum 15+ sunscreen or zinc cream for members.

1.3 _____

(name of organisation)

will endeavour to have 15+ sunscreen or zinc cream available for sale to spectators.

1.4 in future, clubs will strive to conform to "Queensland Cancer Fund Guidelines for Sun Safe Clothing" when choosing uniforms.

1.5 Members will be encouraged to wear a hat which protects the face, ears, neck, shoulders and crown of the head while participating in _____

(name of organisation)

activities.

1.6 Members will be encouraged to wear long sleeved shirts with collars.

1.7 _____

(name of organisation)

will consider the harmful reflective effects of light coloured and open weave clothing when choosing uniforms.

1.8 Members will be encouraged to use 100% UV protective sunglasses at all _____

(name of organisation)

activities.

1.9 Maximum use will be made of existing natural shade.

1.10 Where natural shade is not adequate _____

(name of organisation)

will endeavour to develop an effective tree planting process.

1.11 Maximum use will be made of shade from existing buildings and other built shade structures.

1.12 Where built shade structures do not provide adequate shade, _____

(name of organisation)

will endeavour to erect suitable structures or provide portable shade structures at all events.

1.13 Due to attending events at various localities, _____

(name of organisation)

will endeavour to provide suitable, portable shade structures at all events.

1.14 _____

(name of organisation)

will endeavour to promote sun safety in a positive way, through newsletters, written literature and over the public address system.

1.15 _____

(name of organisation)

will ensure that coaches, trainers, officials and members in prominent positions will act as strong role models, making use of all sun protection available.

1.16 Officials will endeavour to constantly revise and upgrade sun protection measures.

1.17 _____

(name of organisation)

will endeavour to act in a "sun safe" manner when competing regionally, interstate or nationally.

1.18 Members will be encouraged to comply with the sun safety guidelines by designing a reward system for members.

2.0 When registering their child/ children, parents/guardians will be:

2.01 Shown _____

(name of organisation)

sun safety policy and encouraged to comply with it.

2.02 Encouraged to purchase sun safe club hats and protective uniforms where available for their child's/ children's use.

2.03 Encouraged to provide 15+ broad spectrum sunscreen or zinc cream for their child's/children's use.

2.04 Encouraged to promote sun protective behaviour to their child/ children.

2.05 Encouraged to provide sunglasses which filter 100 percent of UV for their child/children.

Creating and implementing a Sun Safe Policy

Creating and implementing a Sun Safe Policy is a positive decision, so begin with enthusiasm!
The following steps may be useful.

1 BE POSITIVE

People often resist change, but don't let this stop you. A positive attitude is encouraging!

2 INVOLVE EVERYONE

- Let everyone in your organisation know what you are planning to do including members, coaches, trainers, referees, umpires, officials, parents and supporters.
- Really listen to all ideas, opinions and concerns. They may effect your final decision.

3 BE INFORMED

- Build a sound argument on the importance of Sun Safe Sport.
- Be aware of budgeting constraints.
- Consider any club idiosyncrasies that might prevent skin protection in your sport.

4 PROMOTE SUN SAFETY AS A PRIORITY

Two out of three Queenslanders will develop some form of skin cancer in their lifetime - skin cancer is a priority! Let your members know the facts.

5 FORM A WORKING PARTY

- Nominate and recruit interested people.
- Keep it to a workable size.
- Nominate a coordinator (Sun Safety Officer) to oversee any developments.
- The working party may take action in the following ways:
 - gaining support from key people,
 - adapting the model Sun Safety Policy to your needs,
 - developing and implementing the policy,
 - evaluating the policy's effectiveness.

6 DESIGN THE POLICY

Using the model, design a policy specific to the needs of your organisation.

7 EDUCATE

- Your members' awareness and knowledge is vital if the policy is to be successfully implemented.
- Resources and/or support is available from the organisations listed on the back page.
- Use:
 - posters and leaflets
 - notice boards
 - newsletters
 - discussion at meetings
- Remember to rotate posters and other resources at least every six weeks, otherwise people ignore them!

8 IMPLEMENT POLICIES

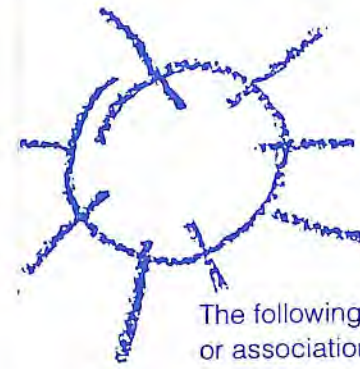
- Consider the suggestions that your members have made.
- Set realistic time frames for the implementation of the policy in your organisation. For example, if changing uniforms, allow a season for the phasing in process as these are expensive items. Try subsidising the change through a special UV Fundraiser.
- Implementation steps may include:
 1. Identify the issues in terms of "needs" rather than "solutions". For example, "we need a more protective environment" rather than "we need to build a shade structure".
 2. Brainstorm ideas (solutions) about how needs can be met.
 3. Focus discussion around ideas that have been brainstormed.
 4. Prioritise needs in order of importance, achievability, resources required etc.
 5. Develop an action plan (steps to achieve solutions).
 6. Monitor progress. Document your successes, challengers, barriers and solutions.
 7. Modify your plans, if necessary - if barriers are too great or the needs you identified have changed.

9 ENCOURAGE COMPLIANCE

- When drafting the policy, include a section on how you will encourage compliance to the Sun Safe Policy.
- Reward sun safe behaviour.

10 REVIEW AND EVALUATE

1. Is the process working?
 - If it is, CONGRATULATE YOURSELF!
 - If not, take ten deep breaths and think through the process again. YOU CAN DO IT!
2. PERSEVERE! Creating a Sun Safe Policy is like enforcing the use of seat belts. At first, people may complain about the expense, intrusion or discomfort but, eventually, most will be glad that the policy was created.
3. REVIEW! Recommend that the policy be reviewed regularly to ensure its success.



Sun Safe Ideas

The following ideas may help your club or association to "play it safe in the sun"!

NATURAL SHADE

Shade trees - environmentally friendly, visually appealing and just as importantly, sun safe!

- Choose the correct species for your area with help from the Forestry Department or Local Council.
- Hold a tree planting day to build team work and beautify your grounds. (Remember to Slip, Slop, Slap and Wrap while you work!)
- School "Landcare" or "Environment" groups are often willing to assist with planting or caring for trees at your grounds.
- Check out the Queensland Cancer Fund's "Shade Tree Planting Kit" for some handy hints.
- Celebrate Arbour Day. North Queensland - May South Queensland - October
- Tree planting is a long term plan, but it's one that future competitors and spectators will enjoy.

BUILT SHADE

Built shade structures can provide a fast and attractive means of sun protection. Remember they can be:

- portable - take your own shade in club colours to different events
- rentable - hire out beach umbrellas to spectators

- an immediate solution
- as simple as a tarpaulin
- protection for the canteen area or competitors waiting to play

A variety of new materials are available to construct a shade shelter.

Consider when the structure will be used. At what time of the day will the structure be used? How will the angle of the sun at that time of the day affect the areas that will be shaded?

Sports buildings can be designed with openings to the outside for such things as ventilation, increased natural lighting as well as access to the outside space for external use.

Consideration should be given to building design that provides shading to these openings as well as the external use areas created.

For further information contact the Recreation and Facilities Development Unit of the Department of Tourism, Sport and Racing.



HATS

An appropriate hat will provide protection from the sun and become an attractive part of the uniform.

- Encourage hats as part of the uniform.
- Queensland Cancer Fund recommends either full brim or legionnaire caps.
- Sports using helmets can purchase full brim covers.
- Design your own hat in club colours.
- Sell hats at the canteen.
- While baseball caps are popular, they do not provide adequate sun protection for the vulnerable area around the ears, neck and side of the face.

CLOTHING

Sun safe clothing can be considered one of the most effective methods of skin protection. How protective is your uniform?

- Involve club members in the design of attractive, comfortable sun safe uniforms.
- Make SPF clothing available in club colours.
- Put a sun safe message on uniforms to keep re-enforcing the message.
- Encourage the appropriate use of sun safe uniforms (e.g. long sleeves rolled down).
- Eliminate "V necks" - button up shirts with collars are better!
- Remember that light coloured clothing reflects harmful rays toward the face and neck - darker colours are more sun protective.
- The closeness of weave is particularly important, not the weight of the fabric.



- Try sharing facilities with night lighting for a cool and cost effective alternative.
 - Remember, 10.00am - 3.00pm is the worst time to be in the sun.

SUNSCREEN

Sunscreen is a skin protection option that you can implement immediately.

- Purchase a large pump action container of sunscreen (up to 2.5 litres) which can either be kept at the clubhouse in a wall bracket or transported to events.
- Sell sunscreen in sachets or small containers at the canteen.
- Find sponsorship for the provision of sunscreen.
- Remember to encourage players to apply the sunscreen at least 20 minutes before going into the sun.
- REAPPLY the sunscreen at least every 1 1/2 hours to clean, dry skin.



RESCHEDULING TIMES OF PLAY

Rescheduling events may be the right choice.

- Spectators may find night games easier and more comfortable to attend.

The Burdekin Region, for example, has seen increases in spectator numbers at those sports which choose to reschedule games.



EDUCATION

- Educate EVERYBODY!
 - executive committee
 - coaches/trainers
 - referees/umpires
 - competitors
 - members
 - parents
- Appoint a Sun Safety Officer to coordinate and oversee the development of sun safe activities.
- Promote sun safety through pamphlets, posters and information available from those organisations listed in Appendix 1, mostly at no cost.
- Messages over the loudspeaker can be quick reminders:
 - "Has everybody got their hat on?"
 - "Time to reapply your sunscreen!"



ROLE MODELS

Role modelling is a good way of influencing the behaviour of others - especially children.

Role models can include:

- coaches/trainers
- referees/umpires
- senior players
- executive committee
- Sun Safety Officer
- parents

Remember that inappropriate behaviour may also be copied.



REWARDS

Everybody likes to be told that they are doing the right thing - so reward sun safe behaviour.

Rewards could be in the form of:

- providing (sun safe) prizes to the team or individual who displays the most sun safe behaviour at an event.
- keeping a record of which team or individual is sun safe throughout a season and giving them a (sun safe) prize.

SUNGLASSES

In Queensland, good eye protection is essential.

- Look for the Australian Standard Code AS1067 when buying sunglasses.
- The price of sunglasses does not relate to the quality of the item.
- Prescription glasses can have a "flip up" or "clip on" sun protection added.
- A wrap around lens or frame prevents UV rays entering from the side.
- Children can wear sunglasses too!



REMEMBER!
If you can think of any innovative sun protection for your sport,

Try it!



In Queensland, skin cancer is a common disease.
So common in fact, that many people shrug it off as
"just a part of life". But it's not!

Skin cancer is a preventable disease -
and there is a lot your organisation can do to make sure
your members are safe in the sun.

By implementing a Sun Safe Policy and attempting to
protect your members from the sun, your club or
association will be helping to build a healthier community
- and that can only be good for everyone!

Good luck
& good on
you!



Play your part in Sun Safe Sport



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Rockhampton. Ph: (079) 27 7088
Townsville. Ph: (077) 21 1644
Cairns. Ph: (070) 31 1555

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Affordable sunscreen, sunglasses, hats, sh
lycrawear as well as a range of sun protec
accessories such as helmet covers, mits,
umbrellas are available from the Queensl
Fund's SunSmart Shop.

For a catalogue contact the SunSmart Sh
of the Queensland Cancer Fund numbers
Phone (07) 252 5194 (Monday to Friday,
Fax (07) 257 1306 (24 hours a day, 7 day

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