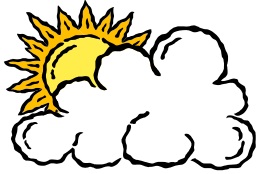
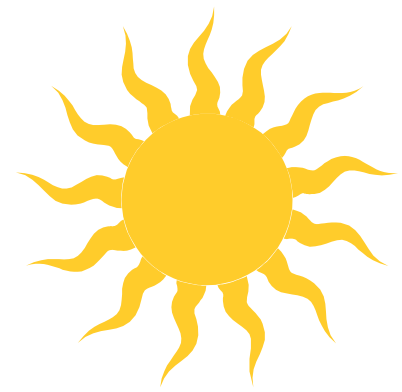


Sun Safe Event Planning Guide

For Outdoor Events

May 2008





Sun Safe Event Planning Guide For Outdoor Events

This Information Package is designed to assist you in bringing "Sun Safety" to your planned outdoor event. People want to enjoy outdoor activities but at the same time, there are health risks associated with overexposure to ultraviolet radiation (UVR) and heat from the sun. Sunburns and heat-associated illnesses are largely **preventable**.

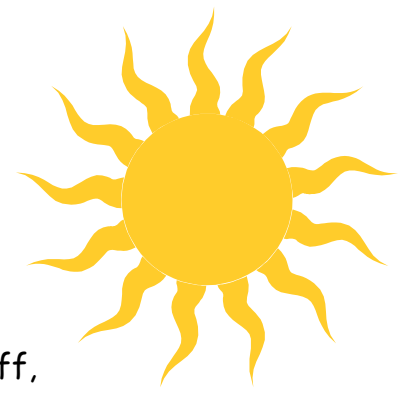
With some simple steps, eyes and skin can be protected. **You can play an important part in this!** Please use this package to raise awareness and encourage those in your organization and those involved in your event to be sun safe through:

- Article/newsletter inserts
- Handouts/fact sheets
- Posters for doorways
- Education sessions

This package contains the following information:

- Health concerns related to the sun, in "Why Have A Sun Safe Event?"
- Suggestions on how to incorporate Sun Safety Guidelines at outdoor events
- Sun Protection Checklist to review sun safety strategies for your event
- Environment Canada's UV Index
- Sun Safety Guidelines
- Sample flyers for promoting a Sun Safe Event
- Information about obtaining Sun Safety resources

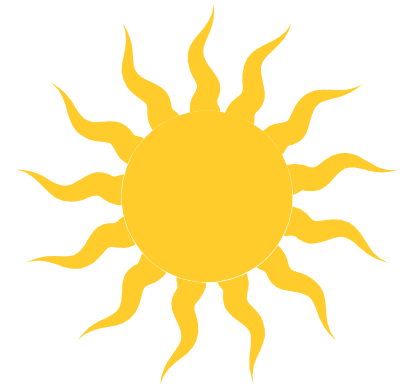
Thank you for your time and effort. Together, we can work to reduce skin cancer.



WHY HAVE A SUN SAFE EVENT?

- As event planners, we have a responsibility to protect other staff, volunteers and the public who attend outdoor events from overexposure to the sun's ultraviolet rays.
- There has been a gradual *thinning of the ozone* layer since 1980. Canadian children and adults are being exposed to more UVR than in the past. The incidence of *skin cancer* is steadily increasing in Canada, due to the way people dress and spend time outdoors and to decreased ozone protection. In 2007, there were an estimated 68,000 new cases of non-melanoma skin cancer plus 4,600 new cases of melanoma skin cancer. It is expected that more than 40% of the new cases of melanoma skin cancers will occur in Ontario. (Canadian Cancer Statistics, 2007).
- 47% of Canadians sustained their most serious sunburn during *recreational activity*. The vast majority of children receive their most serious sunburn when they are playing outside (52%) or taking part in or watching outdoor recreational activities (38%). (Ontario Sun Safety Working Group 1998)
- *Infants* and *children* sunburn more easily. The Canadian Dermatology Association states that one-in-seven children born today will develop a skin cancer during his or her lifetime.
- *All skin colours* are at risk for skin damage from UVR. Those at greatest risk for skin damage are fair-skinned people, especially those who freckle, who burn easily, never tan or tan poorly.
- *Certain medications* may also increase the risk of skin damage from UVR. Drugs most likely to cause photosensitivity: anti-inflammatory drugs (NSAIDS), some antidepressants (tricyclic type), some diuretics (thiazide type) and some antibiotics (fluoroquinolones & tetracyclines).
- *Between April and September*, the UV Index is at its highest in Canada. The UV Index is included in the daily weather forecast when it is 3.0 or above.

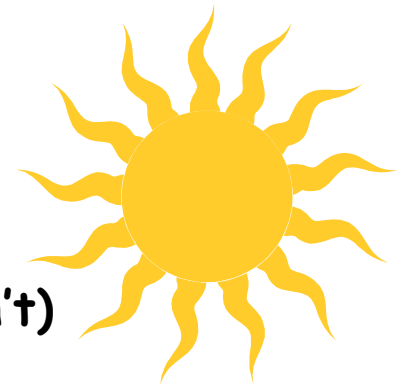
HOW TO INCORPORATE SUN SAFETY GUIDELINES AT OUTDOOR EVENTS



Planning Phase: Use with the Sun Protection Checklist (see p. 6)

- Review the UV Index (on p. 7) and Sun Safety Guidelines (on p. 8) and as a group. Provide this information to others involved in the event, e.g., through handouts and orientation sessions. Also encourage proper hydration, and use of insecticide if mosquitoes are present (see West Nile Virus website on p. 13).
- Include sun safety graphics and tag lines in the promotional materials for your event (see pp. 9-11 for examples).
- Assess and map the site (at the same time of day as your event) for adequate natural shade, i.e. from buildings and trees. Plan to use shaded areas as much as possible. Can a cool indoor area be used for part of the event?
- Arrange for cooling station(s) with water in shaded or indoor locations.
- Highlight shade and cooling stations on any maps, activity routes or set-up plans.
- Request Sun Safety posters/hand-outs in advance through the Chatham-Kent Public Health Unit and other organizations, as appropriate (websites are on p. 13).
- If shade is minimal, arrange to rent or borrow awnings, canopies, tents or umbrellas to provide shade on the day of the event.
- Consider arranging an alternate site (indoor, air conditioned) in case of a heat, smog alert or high UV Index on the day of your event (April-September).

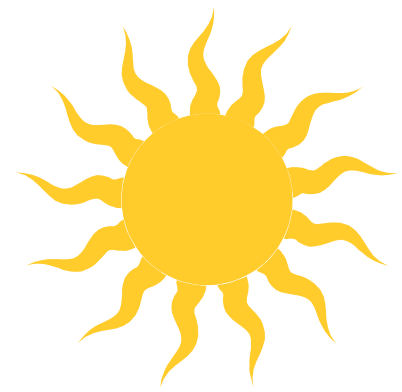
HOW TO INCORPORATE SUN SAFETY GUIDELINES AT OUTDOOR EVENTS (con't)



The Day of the Event: Use with the Sun Protection Checklist (see p. 6)

- Check the UV Index (see p. 7). When the UV Index is 3.0 or higher, sun protection actions should be taken. Inform staff/volunteers of the recommended sun protection actions, based on the UV Index rating.
- Encourage staff/volunteers to follow and model all Sun Safety Guidelines (see p. 8). The best Sun Safety advertisement is a good role model!
- Check the forecast for temperature and heat and smog alerts and follow recommended precautions. Websites for heat and smog alerts are on p. 13.
- Arrange for staff/volunteers to rotate into shaded areas to minimize time exposed to the burning rays of the sun.
- Provide signage and directions to shaded rest areas and water.
- Post Sun Safety information at your event and provide Sun Safety handouts.
- Have announcements during the event to remind staff, volunteers and participants that water and shaded areas are available and to reapply sunscreen as recommended.

SUN PROTECTION CHECKLIST



Has Sun Safety been a consideration in the planning?

- Can the event include an indoor venue?
- Can the outdoor activities be organized before 11:00 a.m. or after 4 p.m.?
- Do the outdoor activities take place in well-shaded areas (either natural or artificial shade) as much as possible?
- Is the event promoted as being Sun Safe?
- Are staff/volunteers and participants informed and encouraged to follow Sun Safety Guidelines?

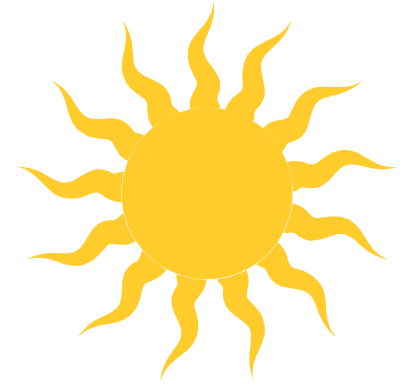
Has 'Sun Safe' messaging been included in the following?

- Advertising
- Announcements
- Confirmation letters
- Maps
- On-site visual directions
- Hand-outs/give-a-ways

The Day of the Event

- Is an adequate cooling station and supply of water/fluids available for hydration?
- Is public promotion of hydration and use of shaded areas, hats and sunscreen occurring?
- Are staff/volunteers aware of the UV Index Sun Protection Actions for the day and following Sun Safety Guidelines? (see p. 7 & 8)
 - Seeking shade
 - Wearing a hat with a wide brim (e.g., 7.5 cm.)
 - Wearing loose fitting long-sleeved shirts and long pants of tightly woven fabrics
 - Wearing UV protective sunglasses or safety eyewear (that filters both UVA & UVB rays)
 - Using a sunscreen with SPF 30 or higher*
- Consider using insect repellent if there are mosquitoes: apply sunscreen first, followed by insect repellent

* Note: Standard recommendation for sunscreen is SPF 15 or higher. Where there is a potential for increased and often prolonged exposure to UVR, the Canadian Dermatology Association recommends SPF 30 or higher.



ENVIRONMENT CANADA'S UV INDEX

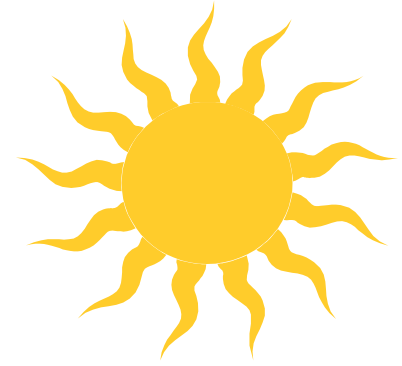
Environment Canada developed the UV Index to inform Canadians about the strength of the sun's UV (ultraviolet) rays. UV rays can cause sunburns, eye cataracts, skin aging and skin cancer. The higher the UV Index is, the stronger the sun's rays are, and the greater the need to take precautions. The table below outlines the sun protection actions recommended at different levels of the UV Index.

For more UV Index information including today's UV Index, see: www.msc.ec.gc.ca/topics/uv

UV Index	Description	Sun Protection Actions
0 - 2	Low	<ul style="list-style-type: none"> Minimal sun protection required for normal activity Wear sunglasses on bright days. If outside for more than one hour, cover up and use sunscreen Reflections off snow can nearly double UV strength. Wear sunglasses and apply sunscreen
3 - 5	Moderate	<ul style="list-style-type: none"> Take precautions - cover up, wear a hat, sunglasses and sunscreen - especially if you will be outside for 30 minutes or more Look for shade near midday when the sun is strongest
6 - 7	High	<ul style="list-style-type: none"> Protection required - UV damages the skin & can cause sunburn Reduce time in the sun between 11 a.m. and 4 p.m. and take full precautions - seek shade, cover up, wear a hat, sunglasses and sunscreen
8 - 10	Very High	<ul style="list-style-type: none"> Extra precautions required - unprotected skin will be damaged and can burn quickly Avoid the sun between 11 a.m. and 4 p.m. and take full precautions - seek shade, cover up, wear a hat, sunglasses and sunscreen
11 +	Extreme	<ul style="list-style-type: none"> Values of 11 or more are very rare in Canada. However, the UV Index can reach 14 or more in the tropics and southern U.S. Take full precautions. Unprotected skin will be damaged and can burn in minutes. Avoid the sun between 11 a.m. and 4 p.m., cover up, wear a hat, sunglasses and sunscreen White sand and other bright surfaces reflect UV and increase UV exposure

Environment Canada's UV index
 Reproduced with the permission of the Minister of Public Works and Government Services Canada 2004

SUN SAFETY GUIDELINES



Listed in the order of importance:

Limit time in the sun between 11:00 a.m. and 4:00 p.m. whenever possible.



- ⊗ Plan daily outdoor activity so that you and your children are not out in direct sunlight when it is the strongest.
- ⊗ Book outdoor activities before 11:00 a.m. or after 4:00 p.m.
- ⊗ Keep babies under one year of age out of direct sunlight as much as possible.

Look for shaded areas to do outdoor activities.



- ⊗ Do outdoor activities in shady spots (e.g., under a tree or in the shade of a building).
- ⊗ Create shade by using awnings, gazebo tents and umbrellas.
- ⊗ Plant shade trees in your yard.

Wear clothing to protect as much skin as possible.



- ⊗ Long-sleeved shirts and long pants (or at least knee-length shorts) are recommended even on cloudy days.
- ⊗ Tightly woven fabrics block the sun's rays the best. Fabrics that block out the light when held up to a light bulb will help to block UV rays.
- ⊗ T-shirts should be worn when in water.

Wear a hat with a wide brim or with a flap to cover the back of the neck.



- ⊗ A hat with a wide brim (7.5 cm/3 inches wide) or with a back flap will help shade eyes, noses, ears and neck areas. Hats made of tightly woven fabric are best.

Put on UV protective sunglasses.



- ⊗ Wrap-around sunglasses provide better protection.
- ⊗ Children's sunglasses should be unbreakable.
- ⊗ For young children, wide brim hats will block direct sunlight from eyes and are a good choice.

Use a sunscreen with SPF 15 or higher and UVA & UVB protection.



- ⊗ Apply sunscreen 30 minutes before going outdoors to do any activities. Sunscreen should be used even on cloudy, hazy or foggy days.
- ⊗ Sunscreen should be re-applied every 2-3 hours and after skin becomes wet, to maintain maximum effectiveness.

Note: The Canadian Dermatology Association does not recommend sunscreens for infants under 6 months of age.

Refer to Environment Canada's UV Index (see p. 7) to help guide your sun protection actions.
Chatham-Kent Public Health Unit 519-352-7270 www.chatham-kent.ca

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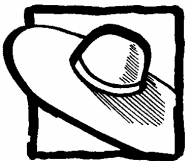
7th Annual Community Health Fair

- Health Talks and Displays
- Games and Face-Painting for the kids
- Great food from area restaurants
- Local musical talent!

WHEN: Thursday, June 30
WHERE: Community Park
TIME: 10:00 a.m. - 4:00 p.m.

Learn how to keep you and your family healthy...and have fun!

The 7th Annual Community Health Fair is a Sun Safe Event.



**REMEMBER TO BE SUN SAFE
WEAR A WIDE BRIM HAT, SUN SAFE CLOTHING,
SUNGLASSES AND SUNSCREEN**

Shaded rest areas and water will be provided.

Golf Tournament Golf Tournament

Fields Golf Course

Friday, July 3, 2XXX

Check-in & Buffet Breakfast at 7 A.M.

Tee off at 8:30 A.M.



REGISTRATION FEE: \$100 includes breakfast & golf cart.

To register or for more information call:

Susan 519-XXX-XXXX



Be Sun Safe!

XYZ Department Employee Picnic

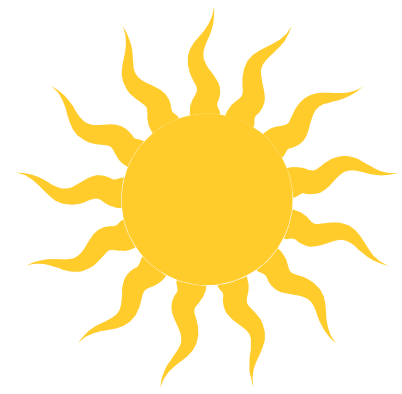


Who: XYZ Dept.
employees and
their families
When: June 23, 200X
11 a.m. - 2 p.m.
Where: St James Park
on Birch Street

What to Bring:

- Appetite
- Water
- Blanket
- Frisbee or balls
- Wide brimmed hat
- Sunglasses
- Sunscreen

Picnic Lunch Provided
RSVP by June 1st to Clara: 519-XXX-XXXX
Remember to Come Sun Safe



SUN SAFETY RESOURCES

SUN SAFETY HANDOUTS

Chatham-Kent Public Health Unit:

Where's the Shade? (brochure)

Where's the Shade? (visor card)

Over Exposed (magazine)

Environment Canada:

The UV Index

Canadian Cancer Society:

Made in the Shade

SunSense

Know Your ABCDs

Canadian Dermatology Association:

Tips for Parents

Sunscreen Questions

Sun Protection Tips for Athletes & Sports Spectators

Sun Safety for Outdoor Workers

A Guide to Skin Cancer Self-Examination

The ABCDEs of Malignant Melanoma

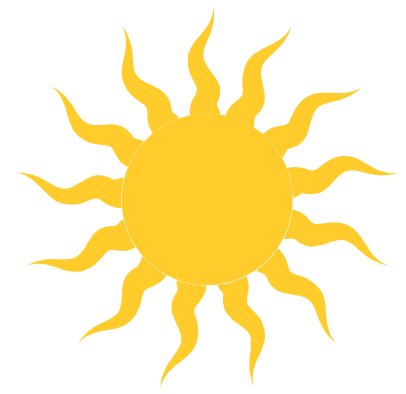
Health Canada:

Sun Safety

Babies, children and sun safety

Tanning Under Lights

Contact the Chatham-Kent Public Health Unit at 519-352-7270
for more information and to request the above Sun Safety handouts.



WEB SITES

Chatham-Kent Public Health Unit:

Sun Safety - www.chatham-kent.ca/health under Environment

West Nile - www.chatham-kent.ca/health under Communicable Diseases

Canadian Cancer Society: www.cancer.ca

Canadian Dermatology Association (CDA): www.dermatology.ca

Health Canada: www.hc-sc.gc.ca

Environment Canada: (Conditions & Forecast): www.weatheroffice.ec.gc.ca/canada_e.html

SHADE CANOPIES

Shade canopies may be purchased from building suppliers or hardware stores.