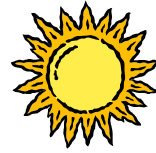


# Sun Safe Event Planning Guide

A large, stylized sun graphic in orange and yellow, featuring a central circle with a white crescent and wavy rays extending outwards.

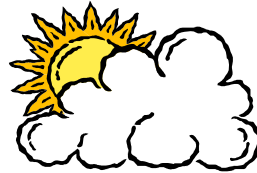
**For Outdoor Events**

**July 2010**



# 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**.

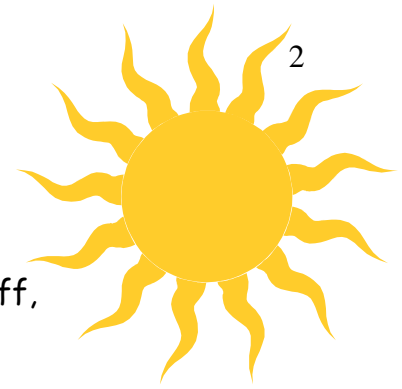
With some simple steps, eyes and skin can be protected. **You can play an important part in this!** Please use this package to raise awareness and encourage those in your organization and those involved in your event to be sun safe through:

- 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?" (p. 2)
- How to incorporate sun safety recommendations at outdoor events (pp. 3-4)
- "Sun Protection Checklist" to review sun safety strategies for your event (p. 5)
- Environment Canada's "UV Index" (p. 6)
- "Six Sun Safety Recommendations" (pp. 7-8)
- Sample flyers for promoting a sun safe event (pp. 9-11)
- Information about obtaining sun safety posters/hand-outs (p. 12)
- Resources (handouts, web-sites, and canopies) (p. 12)

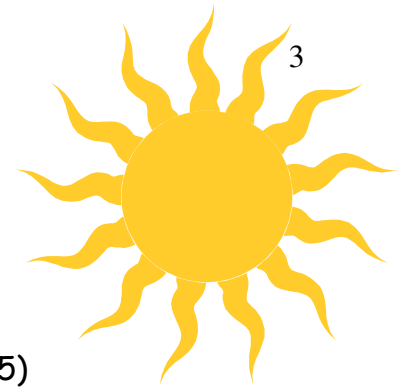
Thank you for your time and effort. Together, we can work to reduce skin cancer.



## Why Have a Sun Safe Event?

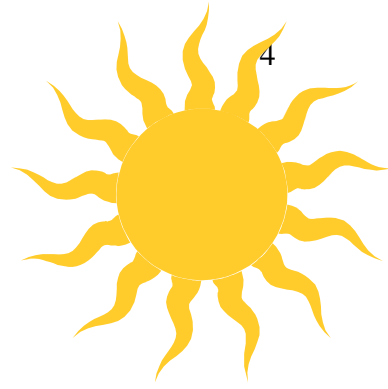
- As event planners, we have a responsibility to protect other staff, volunteers and the public who attend outdoor events from overexposure to the sun's ultraviolet rays.
- There has been a gradual **thinning of the ozone** layer since 1980. Canadian children and adults are being exposed to more UVR 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 2010, there will be an estimated 75,500 **new** cases of non-melanoma skin cancer plus 5,300 **new** cases of melanoma skin cancer. It is expected that 2,350 new cases of melanoma skin cancer will occur in Ontario. (Canadian Cancer Statistics, 2010)
- 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 and 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 Recommendations at Outdoor Events



**Planning Phase:** Use with the “Sun Protection Checklist” (see p. 5)

- Check to see if your organization has sun safety policy and procedures. Ensure they are included in your plans.
- Review the “UV Index” (on p. 6) and “Six Sun Safety Recommendations” (on pp. 7-8) individually 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. 12).
- 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 Toronto Health Connection (416 338-7600; see p. 12) and other organizations, as appropriate (websites are on p. 12).
- If shade is not available, create your own. Check to see if your organization owns awnings, canopies, tents or umbrellas and arrange to use them. If not, make arrangements to rent, borrow or purchase what you need.
- Consider arranging an alternate site (indoor, air conditioned) in case of a heat or smog alert or high UV Index on the day of your event (April-September).

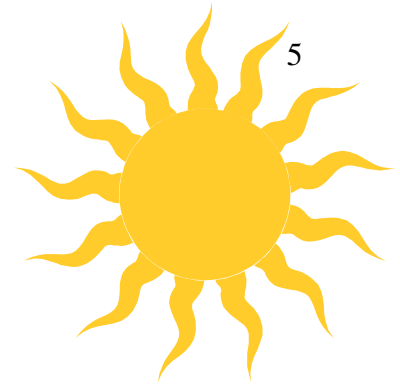


# How to Incorporate Sun Safety Recommendations at Outdoor Events

(Continued)

**The Day of the Event:** Use with the "Sun Protection Checklist" (see p. 5)

- Check the "UV Index" (see p. 6). 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 "Six Sun Safety Recommendations" (see pp. 7-8). 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. 12.
- 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 (see p. 12).
- 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 the "Six Sun Safety Recommendations"?

## 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 the "Six Sun Safety Recommendations"? (pp. 7-8)
  - Seeking shade
  - Wearing a hat with a wide brim (e.g., 7.5 cm or 3 inches)
  - Wearing loose fitting long-sleeved shirts and long pants of tightly woven fabrics
  - Wearing UV protective sunglasses or safety eyewear (that filters both UVA and UVB rays)
  - Using a sunscreen with SPF 15 or higher\* (follow the application recommendations in the "Six Sun Safety Recommendations," pp. 7-8)
- Consider using insect repellent if there are mosquitoes: apply sunscreen first, followed by insect repellent (see website for West Nile Virus on p. 12)

\* 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](http://www.msc.ec.gc.ca/topics/uv)

UV Index	Description	Sun Protection Actions
0 - 2	Low	<ul style="list-style-type: none"> <li>Minimal sun protection required for normal activity</li> <li>Wear sunglasses on bright days. If outside for more than one hour, cover up and use sunscreen</li> <li>Reflections off snow can nearly double UV strength. Wear sunglasses and apply sunscreen</li> </ul>
3 - 5	Moderate	<ul style="list-style-type: none"> <li>Take precautions - cover up, wear a hat, sunglasses and sunscreen - especially if you will be outside for 30 minutes or more</li> <li>Look for shade near midday when the sun is strongest</li> </ul>
6 - 7	High	<ul style="list-style-type: none"> <li>Protection required - UV damages the skin and can cause sunburn</li> <li>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</li> </ul>
8 - 10	Very High	<ul style="list-style-type: none"> <li>Extra precautions required - unprotected skin will be damaged and can burn quickly</li> <li>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</li> </ul>
11 +	Extreme	<ul style="list-style-type: none"> <li>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.</li> <li>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</li> <li>White sand and other bright surfaces reflect UV and increase UV exposure</li> </ul>

Environment Canada's UV index

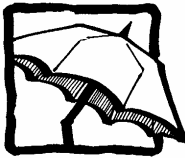
Reproduced with the permission of the Minister of Public Works and Government Services Canada 2004

## Six Sun Safety Recommendations



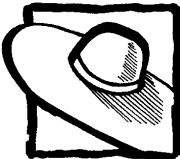
### Limit time in the sun between 11:00 a.m. and 4:00 p.m. or whenever the UV Index is 3 or more

- ⊗ When possible, plan outdoor activities before or after this time to avoid being outside when the sun's rays are the strongest.
- ⊗ Keep babies under one year of age out of direct sunlight.



### 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 an umbrella, awning, gazebo tent, pup tent or canopy.



### Wear a hat with a wide brim or with a visor and back flap

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



### 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 better.
- ⊗ T-shirts (in addition to sunscreen) can be worn when in water.



### Wear UVA and UVB protective sunglasses

- ⊗ Sunglasses that wrap around the face protect better.
- ⊗ Children's sunglasses should be unbreakable.



### Use a sunscreen with SPF 15 or higher that gives protection from both UVA and UVB rays

- ⊗ Sunscreen should be applied about 30 minutes before sun exposure. Apply a second time 20 minutes later.
- ⊗ Reapply every 2 hours or after swimming, towelling or exercising.
- ⊗ Sunscreen should be used even on cloudy, hazy or foggy days.
- ⊗ Sunscreen is not recommended for infants under six months of age.
- ⊗ No sunscreen protects 100%. Use it with the other Sun Safety Recommendations.

**Remember: indoor tanning is no safer than the sun.**



Although the best choices for sun protection are to stay in the shade and to cover up, sunscreen is helpful too. Here is a checklist for effective sunscreen use.

- ⊗ **Choose a sunscreen with SPF 15 or higher that gives protection from both UVA and UVB rays.** Look for a product with the Canadian Dermatology Association logo on it. If you are going to be outside for longer than 2 ½ hours, a SPF of 20-30 might be a better choice. (Note: Sunscreens are not recommended for infants under six months of age.)
- ⊗ **Read and follow the manufacturer’s recommendations on the bottle or tube.** Check for the expiry date of the product. Do not use after expiration date.
- ⊗ **Sunscreen should be applied 30 minutes before sun exposure. Apply a second time 20 minutes later.** This is **important**. It allows time for the active ingredients in the sunscreen to reach the protection level.
- ⊗ **Reapply sunscreen every 2 hours or after swimming, towelling or exercising.** This includes waterproof sunscreen.
- ⊗ **Apply sunscreen generously to dry clean skin.** Sunscreen must be applied to dry clean skin **generously** and **thoroughly** to be effective. Don’t forget ears, nose, back of neck and backs of legs. Also use an SPF 15 sunscreen lip balm for lips.
- ⊗ **Use a sunscreen even on cloudy, hazy, foggy and cool days.**
- ⊗ **Always test for an allergic reaction when first using a sunscreen.** Apply a small amount on your inner forearm for 2 – 3 days consecutively. Check for adverse reactions.

Application of insect repellent may reduce the effectiveness of sunscreen. When sunscreen and insect repellent are used together, cover up and wear a hat to ensure better protection from the sun. Use insect repellent as directed by the manufacturer.

**Remember, no sunscreen protects 100%. So apply sunscreen and then cover up with a hat, long-sleeve shirt, pants and sunglasses.**

© Material developed by Toronto Public Health Sun Safety Symbols adapted from The Anti-Cancer Council of Victoria (Australia), Revised May 2008

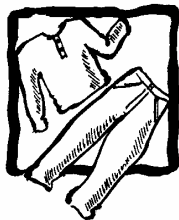
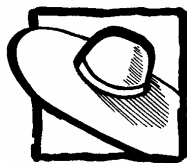
# 7th Annual Community Health Fair

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

**When:** Thursday, June 30  
**Time:** 10:00 a.m. - 4:00 p.m.  
**Where:** Community Park

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

The 7<sup>th</sup> 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

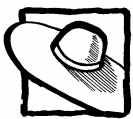


Friday, July 3, 2XXX

Check-in and Buffet Breakfast at 7 A.M.  
Tee off at 8:30 A.M.

Registration Fee: \$100 includes breakfast and golf cart.

To register or for more information call:  
Susan 416-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

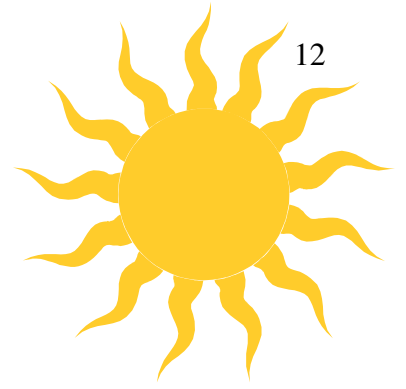
#### What to Bring:

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

**Picnic Lunch Provided**

**RSVP by June 1<sup>st</sup> to Clara: 416-XXX-XXXX**

**Remember to Come Sun Safe**



# Sun Safety Resources

## Sun Safety Handouts

### Toronto Public Health

- “Be Sun Safe” (bookmark and poster)
- “Six Sun Safety Recommendations” (fact sheet)
- “Healthy Summer Living in the City!” (pamphlet)
- “The UV Index” (fact sheet)

### Canadian Cancer Society

- “SunSense—Preventing Skin Cancer” (pamphlet)

**Contact Toronto Health Connection at 416-338-7600**

for more information and to request the above Sun Safety handouts.

## Web Sites

Toronto Public Health: [www.toronto.ca/health](http://www.toronto.ca/health)

- check under the A-Z index for the following topics:
  - Sun Safety; Heat; Smog; West Nile Virus

Canadian Cancer Society: [www.cancer.ca](http://www.cancer.ca)

Canadian Dermatology Association (CDA): [www.dermatology.ca](http://www.dermatology.ca)

Health Canada: [www.hc-sc.gc.ca](http://www.hc-sc.gc.ca)

Environment Canada

- UV Index Forecast:  
[www.msc.ec.gc.ca/topics/uv](http://www.msc.ec.gc.ca/topics/uv)
- Current Conditions and Forecast:  
[www.weatheroffice.ec.gc.ca/canada\\_e.html](http://www.weatheroffice.ec.gc.ca/canada_e.html)

## Shade Canopies

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