

With big hitters like you on board we can win against melanoma

Program
Guide

"Thank you for joining the growing team of golf professionals and managers across NSW who are actively promoting this life-saving sun protection program."

*I'm proud to use my profile as an **Improve your long game** Ambassador to raise awareness of sun protection across NSW golf clubs. With big hitters like you on board championing it, we can get players in your club to take notice and change their sun protection habits for good."*

Paul Gow, Professional Golfer and
Improve your long game Ambassador



Cancer Council
Improve your
long game

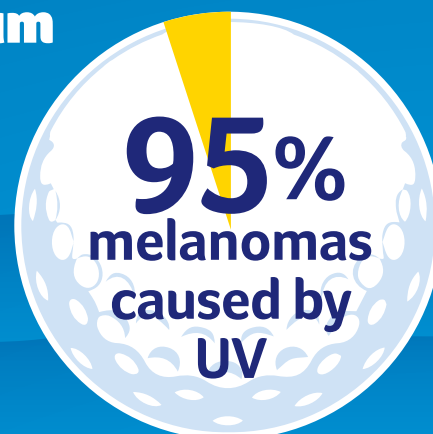
Australia is now the world No.1 – for melanoma

Australia is the melanoma capital of the world, and NSW men aged 40+ are 2.5 times more likely to die from melanoma than women of the same age.

The *Improve your long game* program has never been more important.

Golfers are often outside during peak UV times when unprotected skin gets damaged. UV reaches dangerous levels most months of the year in NSW, but the good news is that almost all skin cancers can be prevented. It's never too late to protect your skin to reduce your risk of melanoma.

This guide and these program resources have been developed to help clubs to run the *Improve your long game* program year-round. With your help we can improve the sun protection habits of golfers at your club, in particular men aged 40+.



Improve your long game program set-up

Cancer Council NSW will give you the support you need to deliver the program year-round at your club.

Key actions for you are:

1. Have the sunscreen stands and sunscreen on the course throughout the year
2. Order sun protection posters online to display around the clubhouse and Pro Shop
3. Download the free SunSmart App to check and share daily sun protection times
4. Share social media videos to raise awareness of sun protection

cancercouncil.com.au/golf



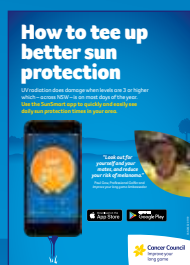
Use all the resources in your bag



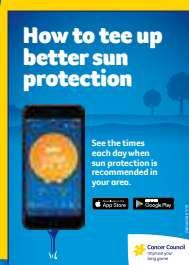
For the Pro Shop



4 Page A4
Golf Pro's
Guide to Sun
Protection



A4/A3
SunSmart App
posters



A6
SunSmart App
tear away
leaflets



A5
Broad-brimmed
hats Tips poster



A5
Sun Sleeves
Tips poster



A5
Sunscreen
Tips poster

(Or use the A3 Tips poster in the Pro Shop instead of the Clubhouse)

On the course



Sunscreen
stands: 1st and
10th tee
(for new clubs)



1L Pump
packs of
Dry Touch
sunscreen
for stands



A3 Tips poster:
Sun protection for golfers



A3 Clubhouse poster:
Know the risks and
how to protect

Order discounted Cancer Council retail products:

- Sunscreen, sun smart hats, sun sleeves and sunglasses are available. To order contact retail@nswcc.org.au
- For more information about our products visit cancercouncil.com.au/get-involved/our-retail-stores/

Plus

Download videos to use on your screens, website or social media, and order or print resources at cancercouncil.com.au/golf

- Three videos: Program explanation featuring Hay and Stonecutters Ridge Golf Clubs, program recommendation featuring Ambassador Paul Gow, and correct sunscreen application tips.
- Printable PDFs of resources

To order printed materials (i.e. posters, flyers) and sunscreen, please complete the *Improve your long game* resource order form on our website.

Golf Pros and Club Managers are good sun protection ambassadors

You can ensure materials are seen

- Display sunscreen stands at the 1st and 10th tee with the dry touch sunscreen, and posters around the club.
- Share program and sun protection content via newsletter snippets and on screens.

You can be good role models

- Support the sun protection message by 'walking the talk' and practicing regular sun protection.
- Download the SunSmart App, set a daily alert, tell players the daily sun protection times. Help players to download the App, include the App leaflet with purchases.

Golf Pros, you can promote sun protection products designed for golf

- Sell sun sleeves, broad-brimmed golf hats, dry touch sunscreen and sunglasses in the Pro Shop utilising Cancer Council NSW's retail discounts.

Club Managers, you can promote sun protection amongst staff

- Duty of care legislation requires outdoor workers to have a safe working environment. By encouraging outdoor workers to wear all the forms of sun protection you are supporting that. Cancer Council NSW has a standard sun protection policy you can find online.

Every round we get better results

Now in its 6th year, we know the program works and is making an impact. Our evaluation of participating vs non-participating clubs showed:

1. Men aged 40+ were more likely to know they were at increased risk of skin cancer.
2. Male golfers were much more likely to have seen sun protection info and to have used sun protection.

Have you seen, read or received anything about golfing and sun protection at a golf club recently?

Non-participating clubs



Participating clubs



Used sunscreen and/or wore a broad-brimmed hat



Non-participating clubs



Participating clubs

3. The program reflected positively on golf club culture. Men aged 40+ were much more likely to believe their club and other players cared about sun protection.
4. Golf Pros found it helped both their own sun protection behaviour and in selling new and existing golfing sun protection products in the shop.
5. Clubs found the program was very beneficial, easy to implement and would recommend it.

You're on the winning team

For any questions or queries contact the *Improve your long game* team on:

(02) 9334 1761 or email improveyourlonggame@nswcc.org.au

74%

Interviewed Club Managers who found the program **very beneficial** to the club

100%

Interviewed Club Managers who would **recommend** the program