

# Sun Safe Comms Campaign.

## Objectives

- Encourage staff and students to understand the harmful effects of UVR.
- Understand why it's crucial that adolescents and young people take protective measures in sun safety.

## Description

**DESIGN** a communication campaign targeting staff, students and families through the school's media channels to better understand the harmful effects of UVR and what protective measures you can take to be sun safe.

**What's involved?** Pitching the initiative to school leadership, completing a project brief, working with the school's Communication Administrator, creating promotional material, and awarding participants.

**Cost:** Low.

**Anticipated costs:** Prizes for the participants; printing.

## How to get started

- 1. LEADERSHIP APPROVAL** - It's vital that you get the school onboard. Use the Pitch Plan as your first activity and work with your supporting teacher to develop a strong and convincing pitch.
- 2. COMMUNITY SUPPORT** - The more support you get the higher chance of success. Build your team with other students who are interested, join forces with existing student councils and let all your teachers know what you are doing and how it links to your growth and development as a learner.

## Skills

- Communication
- Creativity
- Design
- Literacy

## Interests

- Marketing
- Social Media
- Advocacy



Aboriginal Respect Symbol. Designed by  
Marcus Lee Design for Cancer Council NSW.



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## Step 1. Engage

### Engage in more learning

It's important that before you start you know what you're advocating for! Here are some great resources to build your knowledge around UV and sun protection. Look through the resource links below and make note of any new knowledge you come across. This information will help you to advocate for your Comms Campaign and build awareness among your community about why sun safety is important and relevant and how your community can protect themselves against the harmful effects of UVR.

### Engage your community

Now you know what the harmful effects of UVR are and why it's important to protect your skin, you can inform others and advocate for your community to take protective sun safe measures. It is crucial that your school is behind you

**First**, you'll need approval from school leadership, so you have the backing and resources needed to implement your chosen Initiative successfully.

Use the **Pitch Plan** example for inspiration. It covers key information as well as guidance to help you get the approval you need. **Set a date** to pitch your Initiative to school leadership. Once you have the approval, move on to the next activity.

**Secondly**, you'll need support from students, and help and guidance from teachers who can provide resources and assistance - remember, if you **all work together**, you can yield better results!

Use the **Email to Gather Support** example as inspiration. Modify it to suit your Initiative then send it out to staff and students.

### Sources

#### CCNSW

[Secondary Schools and Sun Protection](#)  
[SunSmart Resources](#)

#### CINSW

[Skin cancer statistics](#)  
[Students and sun protection](#)



#### **TIP:**

**You might want to ask your support teacher about the best way to communicate**

**to your community to get others onboard** - Is it email? Maybe it's a post in the newsletter or morning bulletin? Or posters around the school asking for help?

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## Step 2. Educate

Now that you have approval and the support of staff and students, you'll need to educate your community about the Initiative.

### Know what you're doing

Use the **Creative Plan** example to help you design your Comms Campaign – this includes a section on developing a comms plan.

- If building in Canva, check out the Canva [teacher](#) guide from Canva Education and have your supporting teacher send you an invitation to set up a Canva account. Once you have set up a Canva account, you can check out the Canva for students [tutorials](#).
- NSW DoE schools, check out the DoE [teacher](#) and [student](#) Canva Education guides. Once you have set up a Canva account, you can check out the Canva for students [tutorials](#).

### Tell others about what you're doing

It's time to publish! Now it's time to activate and educate your community. Here are some ideas to help you get the word out there:

- **Create** promotional posters to encourage people to access the comms you have posted online or in print.
- **Create** promotional posters and/or brochures that support your Comms Campaign, for example, the harmful effects of UV, the risks for adolescents and how everyone can take protective measures, etc.
- **Communicate** your key messages through numerous channels like the school newsletter, daily bulletin reminders, digital signage, school assembly, and/or school social media post (you'll need to work with the person in charge of Communications at your school for this last one, ask your support teacher if you don't know who that is).

**TIP:**

Have a look at the **poster, brochure and social media tile examples** from CCNSW in the [Resources for Students](#) section for inspiration when designing your posters or creating sun safe content around the harmful effects of UVR, why it's important to protect your skin, and how you can protect your skin.

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## Step 3. Empower

### Empower the community

**Congratulations!** If you've taken all the steps above and you're successful, your community is behind you and empowered to engage with your campaign and start taking protective measures against UVR.

Make sure you are **celebrating** the efforts of your community. You could run a social media competition where students are taking protective measures at school, posting photos, and including key hashtags. Before doing this, please make sure you are across social media use at school, check in with your support teacher. Alternatively, students could share the photos with your team to publish through the appropriate channels. You can then award the students who participate in the competition.

### Empower the team

**Knowledge** is empowering! When implementing an Initiative, it's important to know what worked well and what you might do differently. Use the **How to Conduct a Survey: Step by Step Guide** to guide you and your team on how to collect feedback to inform future planning.

**Finally**, celebrate your own efforts! You have done an amazing job in helping to engage, educate and empower your community to take protective measures against UVR. Chat with your support teacher on how you can celebrate your team's effort.

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## Top Tips

### 1. What can you do if school leadership doesn't get onboard?

- Don't get discouraged! If leadership doesn't support the initiative, you can try and seek support from other key staff like your Year Advisor, the Wellbeing Coordinator, Head of Teaching and Learning etc. These teachers can help you tie the initiative into existing programs the school is running or into your curriculum programs.
- Ask your school leadership what the barriers are and offer solutions. For example, leadership may suggest alternatives to running a social media campaign. Be flexible and accommodating, any change in practice no matter how small is a win!

### 2. What can you do if the students don't get onboard?

- Involve your peers, ask them what the barriers are and try and find solutions – the survey can help you to collect the information you need.
- Think about creative ways to incentivise them.

## Extend the Initiative

This Initiative builds a great foundation for developing Sun Safe Stories in your community. This involves reaching out to the community and finding a sun safe story to write up and include in the School Newsletter or post on the school's social media. **Reach out to the team at Cancer Council NSW to build on this initiative and take it to the next level!**

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