

# Improve your long game program guide for golf clubs

## Driving better sun protection among golfers

Australia is the skin cancer capital of the world, with melanoma, the most serious form of skin cancer, causing around 2000 deaths each year nationally, almost double the annual road toll. **Ultraviolet (UV) radiation** from the sun is the most common cause of skin cancer, making it almost entirely preventable with the regular use of sun protection.

### Why is sun protection so important to golfers?

While golf provides a range of health benefits, extended periods spent outdoors also exposes golfers to harmful amounts of the sun's UV.

In fact, new research shows that golfers in Australia are almost 2.5 times more likely to be diagnosed with skin cancer than the general population.

Men, especially those aged 40+, are also more likely to be diagnosed and die from skin cancer than women, so, an increased risk for golfers coupled with a high male participation rate in golf, means sun protection on the course is more important than ever!

### Getting started with *Improve your long game*

This guide and program resources have been developed to help clubs run the *Improve your long game* program year-round. With your help, we can improve the sun protection behaviours of golfers at your club, so they can enjoy the game and benefits that come with playing golf for longer.

### Key actions for your club

1. Have sunscreen available via the stands on the 1st and 10th tee year-round.
2. Display printed materials around the Clubhouse and Pro Shop to promote sun protection.
3. Share sun protection information with your staff, members and guests via your club's newsletters, website and social media.
4. Mark **National Skin Cancer Action Week** in your calendar!

"Did you know UV levels are high enough to do damage most months of the year in NSW?"



Each year, Cancer Council Australia partners with the Australasian College of Dermatologists to increase awareness of the importance of sun protection. Starting on the third Sunday of November each year; getting involved is a great way to further show your commitment to skin cancer prevention!

**Stay tuned for more information on how your club can be part of this important week.**



To learn more, scan the QR code or go to [cancer council.com.au/golf](https://cancer council.com.au/golf)



**Cancer Council**  
Improve your  
long game

# Use all the resources in your pack!

## For the Clubhouse or Pro Shop



A3 UV never stops keeping score



A4 UV is at play in any weather



A3 Use your head and wear a brimmed hat



A3 Before you start the back 9, it's time to reapply



A4 When you're not hitting, hit the shade

## On the course



Sunscreen stands – 1st and 10th tee

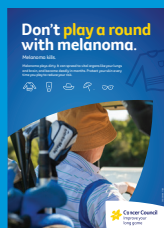


1L pump packs of SPF50 Dry Touch sunscreen for the stands



Stickers to remind staff who to call when you run out of sunscreen

## For the change rooms



A4 Don't play a round with melanoma



A4 Getting changed? Look for changes in your skin

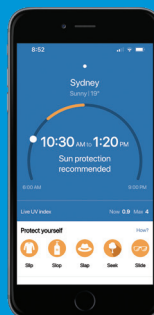


## Plus

Download videos to share on your screens, website or socials from our website: [cancercouncil.com.au/golf](https://cancercouncil.com.au/golf)

## Be in the know

Download the free **SunSmart** app via the App store or Google Play to stay on top of the daily UV for your location.



## For outdoor workers

New in 2023 is an exciting opportunity for clubs to learn more about how they can protect their outdoor workers from UV and get access to a range of practical tools and resources.

**Outdoor workers are exposed to up to 10 times more UV than indoor workers, placing them at greater risk of skin cancer.**

**Call (02) 9334 1761 to find out more about how your club can show its commitment to protecting its outdoor workers.**

## Access discounted Cancer Council retail products

- Our Retail team are pleased to offer all participating clubs 20% off sun protection products.
- Sunscreen, hats, clothing and sunglasses are available.
- For more information about our products, visit: [cancercouncil.com.au/shop](https://cancercouncil.com.au/shop)
- To order, contact: [retail@nswcc.org.au](mailto:retail@nswcc.org.au)

Thank you for your commitment to sun safety! For information about the program and to view, download or order resources for your club visit: [cancercouncil.com.au/golf](https://cancercouncil.com.au/golf)

We're here for all Australians affected by cancer. Call 13 11 20 for information and support.

