



BE SUN SOUND



HOW TO MAKE THE MOST OF THE NEW SUN SOUND!

A GUIDE FOR COUNCILS AND SPORTS CLUBS

Two in three Australians will develop some form of skin cancer in their lifetime, and sun exposure during youth is a major factor in our skin cancer risk. Most young people are aware of the need to protect themselves from the sun, however research shows that sun protection is frequently forgotten or not considered when outdoors.

WHAT IS THE SUN SOUND?

The Sun Sound is a short, catchy jingle designed to be played at regular intervals on loud speakers in outdoor areas, as a friendly reminder for young people to protect their skin from the sun. The Sun Sound was produced by acclaimed musician Ben Lee and Sony Music.

The Sun Sound was successfully trialled at beaches in summer 2009/10, and shown to be effective in prompting positive sun protection behaviours. Due to strong community support, the Sun Sound is now being expanded across NSW in summer 2010/11.

WAYS TO PLAY IT:

- Download the Sun Sound MP3 at www.sunsound.com.au and broadcast over the PA system
- Request a Sun Sound CD. Email sunsound@nswcc.org.au
- Download the Sun Sound to your mobile phone and play it into a megaphone
- A custom made unit able to play the Sun Sound along with other PA announcements is available from Maxwell Electronics on 0419 400 448. Mention the Sun Sound project for a discounted rate.

WHEN CAN THE SUN SOUND BE PLAYED?

- During summer periods, the Sun Sound should be broadcast once every hour between 11am – 3pm when UV levels are at their peak.
- If possible, have sunscreen available to encourage people to reapply when they hear the Sun Sound.



WHERE CAN THE SUN SOUND BE PLAYED?

The Sun Sound is designed to be played in any of the following outdoor areas:

- Beaches
- Swimming pools
- Sports grounds
- Outdoor events e.g. surf carnivals, Australia Day celebrations, club finals

PROMOTE THE SUN SOUND!

To raise awareness about the Sun Sound, contact the Cancer Council at sunsound@nswcc.org.au for materials to promote the Sun Sound in the following ways:

- Ensure your staff are aware of broadcasting the Sun Sound
- Include Sun Sound information in your newsletters or website using the copy below
- Display Sun Sound posters around your outdoor venues such as surf or sport clubhouses
- Distribute the free Sun Sound postcards and tattoos
- Make an announcement about the Sun Sound at events or in meetings using the announcements below
- Send an email out to all relevant contacts or email groups
- Encourage people to join the Be Sun Sound Facebook page

LOCAL EVENTS AND COMPETITIONS

If you're hosting a community event or sporting competition, you could schedule playing the Sun Sound at regular intervals on the event running sheet and checklist.



SUN SOUND ANNOUNCEMENT IDEAS

Use and adapt the following MC announcements to suit your outdoor event.

- If you're wondering what that jingle you've been hearing at today's event is – it's called the Sun Sound and it's the new sound of summer!
- Created by musician Ben Lee, the Sun Sound is a friendly reminder to put on a hat, sunglasses, sunscreen, shirt and get some shade.
- If you've forgotten your sunscreen today, come and get some sunscreen from _____ when you hear the Sun Sound.
- So listen out for it this new sound of summer - and be Sun Sound.

SUN SOUND NEWSLETTER COPY

Include this copy in your newsletters or websites to raise community awareness about the Sun Sound.

- When you're outdoors this summer having a good time, it's easy to forget to keep yourself protected from the sun.
- That's why (Insert Your Club or Council Name) is supporting an international award-winning sun safety initiative called the Sun Sound.
- Developed with Sony Music, musician Ben Lee and Cancer Council NSW, the new Sun Sound is a unique sound that you'll hear at [insert as relevant - our sports ground, beaches, pools] when the sun's shining. It's a friendly reminder to put on a hat, sunglasses, sunscreen, shirt and get some shade.
- So listen out for this new sound when you're out this summer - and remember to be Sun Sound.
- Visit sunsound.com.au for more information.

WE'D LOVE TO HEAR FROM YOU

If you have any questions or feedback, we'd love to hear from you. Contact Cancer Council NSW on **9334 1900** or email sunsound@nswcc.org.au or visit sunsound.com.au



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