

GETTING PARENTS INVOLVED

Around a quarter of parents forget to apply sunscreen to their children before school.¹

So it's vital that they're made aware of, and given the opportunity to support the SunSense campaign.

Use this letter as a basis for *yours* – you can download it from our website. Our campaign is partnered by SunSense, Australia's No.1 sunscreen,² so make sure you include the promotional code **SUN14*** to offer parents a **25% discount** on their products.

Dear Parent or Guardian,

With the start of the summer term, we have decided to introduce a new sun safety policy. We have taken this step because we take the health and well-being of our pupils very seriously, and want to make them aware of the potential damage the sun can cause to children's delicate skin, which can sadly lead to skin damage in later life.³

The policy has been developed with parents, teachers and pupils, so we can all enjoy the sun safely over the coming months. We have decided to:

- Increase the amount of school time spent learning about sun protection
- Provide more shade in the playground
- Encourage pupils to wear hats and T-shirts when outside
- Encourage pupils to use sunscreen in the summer months
- Encourage pupils to drink water regularly during hot weather

A copy of our policy is attached to this letter or can be found at (*insert school web address*). Your support is very important in helping to keep your child safe. You can help by:

- Talking to your child about the importance of sun protection at home
- Sending your child to school with a wide-brimmed hat
- Applying a high factor sunscreen *before* your child leaves for school, and putting a named bottle of sunscreen in their school bag so they can reapply it during the day
- Being a good role model to your child and following the Sun Sensible rules yourself!

In school, we are promoting the Sun Sensible campaign, which is supported by SunSense, Australia's No.1 sunscreen² and, in UK tests, recommended by 100% of mums⁴ and 9 out of 10 dermatology nurses.⁵ SunSense has been formulated to Australian SPF sunscreen standards, which are much more stringent than those in Europe.⁶ As part of the campaign, they have kindly offered a **25% discount** to parents who order their sunscreen online at www.sunsense.co.uk, using promotion code **SUN14***

Some of you may have heard that applying sunscreen can lead to vitamin D deficiency (which can cause rickets) in children. In fact, studies of high-risk groups have found sunscreen use does *not* cause Vitamin D deficiency or increase the risk of osteoporosis.^{7,8} Normal vitamin D levels can be maintained from diet and supplements.⁹ The NHS recommends that short daily periods of sun exposure without sunscreen (around 10–15 minutes, or less time than it takes to start burning) is enough for most people to make enough Vitamin D.¹⁰

However, there is a clear link between skin cancers and sun exposure. The British Dermatological Nursing Group (BDNG) and the School and Public Health Nurses Association (SAPHNA) recommends a diet rich in Vitamin D and/or supplements as a more effective and safer alternative to putting children at risk of skin cancers by not using sunscreen.

I trust I can count on your support for our Sun Sensible campaign, and I hope we can have a very happy and safe term to come!

Head Teacher

1. Cancer Research UK commissioned a YouGov survey of more than 2000 people to find out awareness and behaviours about skin cancer risk factors and prevention. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2059 adults. Fieldwork was undertaken between 6th - 8th August 2011. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+)
2. SunSense, the No.1 sunscreen brand in pharmacy. Aztec, Sunscreen, Value, MAT 02/02/14 (Data held on file)
3. WHO Children's Sun Protection Education <http://www.who.int/uv/intersunprogramme/activities/recommendationsorvieto%5B1%5D.pdf>
4. Mum Panel survey October 2012, 27 participants
5. BDNG survey October 2012, 91 participants
6. AS/NZS 2604: 2012; Very High SPF 50+ Broad Spectrum
7. Norval M, Wulf HC. Does chronic sunscreen use reduce vitamin D production to insufficient levels? Br. J. Dermatol. 2009;161(4):732–6
8. MacKie RM. Vitamin D in treated melanoma patients on follow up. Br. J. Dermatol. 2010;162(3):697
9. Rice SA, Carpenter M, Vearncombe LM, Baird J, Healy E. Can healthy adults maintain sufficient vitamin D levels without ultraviolet radiation? Implications for prevention of skin cancer. Br. J. Dermatol. 2010; 163(Supple. 1):58–9
10. NHS. How to get vitamin D from sunlight [Online]. 2013 [cited 2013 Nov 24]; Available from: <http://www.nhs.uk/Livewell/Summerhealth/Pages/vitamin-D-sunlight.aspx>.

*Offer available March 1st – August 31st 2014. This offer is non-redeemable in conjunction with any other offers. Crawford Healthcare have the right to withdraw or alter the terms and conditions of this promotion at any time.



FIND OUT MORE ABOUT BEING SUN SENSIBLE at www.sunsense.co.uk