

MEDIA ADVISORY

Sun Safety Tips for Expected BC Heat Wave this Weekend

What: Sun Safety during BC Heatwave

When: June 25 – 29, 2021

Sun Safety Tips:

- Limit sun exposure between 10am – 4pm, when the sun is strongest. If you are outside, seek shade often.
- Always have sunscreen with you for whenever an unplanned outdoor activity arises.
- Wear at least SPF 30, preferably 60, whenever you are outside. Remember to apply 20 minutes before going outside to allow for activation
- Reapply sunscreen every 2 hours and after swimming or playing sports.
- Use 1 ounce (or 1 shot glass) of sunscreen to adequately cover your whole body.
- Before the age of 3, sunscreen does not provide adequate protection for developing skin and the best protection is to keep sun exposure to a minimum.
- Wear protective clothing with long sleeves, wide-brimmed hats, and full-spectrum sunglasses. Wear sun safety apparel for added protection.
- During heatwaves practice heat safety including staying well-hydrated and taking frequent breaks from the heat.

Quick Facts:

- [Skin cancer](#) is the most common type of cancer, but it is one of the most preventable.
- Over 80,000 cases of skin cancer are diagnosed in Canada each year, of which approximately 8,000 are melanoma, the deadliest form of skin cancer.
- In its late stages, the average life expectancy for melanoma is just six months, with a one-year survival rate of only 25%, making metastatic melanoma one of the most aggressive forms of cancer and one of the deadliest forms of skin cancer.
- It is estimated that 1,300 Canadians lost their lives to melanoma in 2020.
- Skin cancer is 90% [preventable](#) as it is primarily caused by overexposure of the skin to UV radiation.
- If caught early, melanoma is very treatable. [Moles](#) are the most common indication of melanoma and other skin cancers.

INTERVIEW OPPORTUNITIES: Our foundation and network of melanoma and non-melanoma patients and survivors across BC and Canada are always happy to spread the message about awareness and share their experiences. Please get in touch with us if you would like to connect with a member of our foundation or a local patient.

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Media Contact:

Amy Rosvold

1-778-317-1485

amy@saveyourskin.ca

Sources:

- [Canadian Cancer Society's Advisory Committee on Cancer Statistics. Canadian Cancer Statistics 2017. Toronto, ON: Canadian Cancer Society; 2017. Available at: \[cancer.ca/Canadian-CancerStatistics-2017-EN.pdf\]\(http://cancer.ca/Canadian-CancerStatistics-2017-EN.pdf\) \(accessed April 2018\)](#)
- [Koh HK, Geller AC, Miller DR, et al. Prevention and early detection strategies for melanoma and skin cancer: Current status. *Arch Dermatol* 1996; 132\(4\):436-442](#)