

About the program

Improve your long game is a free sun protection program for men 40+ in NSW golf clubs. Delivered by Cancer Council NSW, in partnership with Cancer Institute NSW, the program has partnered with over 110 NSW golf clubs since it began in 2016.

Skin cancer is one of the most preventable cancers, with 95% of melanomas caused by UV radiation. Men 40+ are a priority population for skin cancer prevention, as they are at much higher risk of melanoma than women of the same age. In addition, golfers are often outside during peak UV times, when unprotected skin gets damaged. In NSW this is on most days of the year, making sun protection a necessary part of regular game preparation.

“*It’s never too late to reduce the risk of melanoma. Look out for yourself, look out for your mates and improve your long game.*”

– Paul Gow, Pro Golfer and Cancer Council NSW Ambassador.

The program promotes sun protection in golf clubs by providing free sunscreen at the 1st and 10th tee, supported by promotional materials placed around the club house and promoted through club communications.

An independent evaluation was undertaken in early 2018 with participating and non-participating golf clubs, and found benefits for players, golf clubs and their Pro shops.

Benefits for players

Male golfers 40+ at participating clubs were more likely to:

- know they were at increased risk of skin cancer
- have seen information about sun protection at the club recently
- use sun protection than men at non-participating clubs
- believe that both their club and other players care about sun protection.

There was strong evidence that the program directly increased the visibility and awareness of sun protection amongst male golfers 40+ and was very likely to have contributed to increased sun protection behaviours.

Clubs perceived these benefits to extend to all members and guests at their clubs.

Have you seen, read or received anything about golfing and sun protection at a golf club recently?

Non-participating clubs



Participating clubs



Used sunscreen and or wore a broad-brimmed hat

61%

Non-participating clubs



74%

Participating clubs

Benefits for golf clubs

Club GMs and golf pro's felt the program reflected positively on the club culture. Benefits identified by participating clubs included:

**A free and meaningful
member benefit**

**Keep current players and
members playing more often,
and for longer**

**Partner with
Cancer Council NSW**

91%

Club GMs

100%

Club Pros

reported a moderate or large increase in the importance their club placed on players' use of sun protection

Clubs found the program very easy to implement, and appreciated the support of CCNSW and their local on-the-ground representatives.

73% of GMs found the program **very beneficial** to the club

100% of GMs **would recommend** the program

"Reflects well on a club to do something for member health. Shows we care." Club GM

"The longer we can keep members playing for, the better for everyone." Club GM

"Service to the members and it heightens awareness. You see them doing a double take on the first tee and putting it on." Club GM

"There is no downside." Club GM

Benefits for pro shops

Golf pro's indicated the value in offering a sun protection service to members and other players, and that offering free sunscreen on the tees did not financial impact their pro shop revenue.

Commercially, an increased awareness of sun protection messaging gives pro shops the opportunity to increase sales of a wide range of products – including broad-brimmed hats designed for golf, sunglasses and UV protective clothing such as sun sleeves.

73% of Golf Pro's reported increased use of sun protection amongst Pro Shop staff since joining the program

"Can't think of a reason you wouldn't want to be involved." Club Pro

"Just a little extra free service we can offer to members." Club Pro

Join our growing team of golf clubs!

We need your help to champion and role model sun protection in your golf club.

For more information or to join our growing team of club managers and golf professionals who are actively promoting this life-saving sun protection program in their golf club, contact:

cancercouncil.com.au/longgame

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