



# Improve your long game

## National Skin Cancer Action Week

### 2024 Campaign Toolkit

#### CAMPAIGN OVERVIEW

Australia is the skin cancer capital of the world, with approximately two in three Aussies diagnosed during their lifetime.

Each year, Cancer Council Australia dedicates one week, National Skin Cancer Action Week, to encourage all Australians to be SunSmart and reduce their risk of developing skin cancer.

This year, the campaign will run from the 17th-23rd November.

**Improve your long game encourages and supports golf clubs in NSW to get involved during NSCAW to further demonstrate their commitment to sun safety, and protecting their members' health.**

#### How NSW golf clubs can help

Your club can help by spreading the message far and wide. This toolkit outlines all the campaign assets available and how to use these in your golf club, including:

- Physical posters and digital visuals to display around the club.
- Social media tiles and posts.
- Newsletter snippet to include in your communications to your members.

Plus, raise awareness and help your members to win a grand prize!

#### Campaign key messages

- Physical activity reduces most common cancers, except melanoma is the outlier.
- Aussie golfers are almost 2.5 times more likely to develop skin cancer than the average Aussie.
- Regular sunscreen use can halve your chance of getting a new melanoma.
- 95% of skin cancers are caused by ultraviolet radiation.
- The good news is, it's never too late.

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## CAMPAIGN ASSETS

Your support sharing our campaign materials makes a big difference. Check out the Improve your long game website, it provides information about the program, resources available to participating golf clubs, and stories from the community. All campaign assets are available to download from the Club Home Page.

[cancercouncil.com.au/cancer-prevention/sun-protection/improve-your-long-game/clubs-home-page/](http://cancercouncil.com.au/cancer-prevention/sun-protection/improve-your-long-game/clubs-home-page/)

### Campaign Posters

Display the below posters in key locations around the club, such as the pro shop, changerooms and club house to remind golfers to protect their skin and show your commitment to their health.



Poster 1:

To increase awareness of the importance of sun safety for golfers and that it's never too late to reduce your skin cancer risk.

[Download in A4 or A3](#)



Poster 2:

To increase awareness of the importance of being sun safe and protecting their skin.

[Download in A4 or A3](#)



Poster 3:

To educate your golfers on how to spot skin cancer and warning signs.

[Download in A4 or A3](#)

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## Social Tiles

Spread the word by sharing our social media tiles at the start of the month to raise awareness for the important week and encourage your golfers to protect their skin.

Download and post one or all of the below on your clubs social media pages such as Facebook, Instagram, LinkedIn or X. Suggested copy has been provided for you to write with a post.



[Download Social Tile 1](#)



[Download Social Tile 2](#)



[Download Social Tile 3](#)

### Suggested copy for your post:

National Skin Cancer Action Week starts Sunday the 17th of November!

Skin cancer is our national cancer, and Aussie golfers are also almost 2.5 times more likely to be diagnosed, despite it being one of the most preventable cancers.

The good news is, it's never too late and reducing your risk is simple.

Lift your game and make Slip, Slop, Slap, Seek and Slide part of your game. 🏌️🏠

### If your club would like to host a sun safe comp day during the week, encourage your golfers to attend by using this suggested copy for your post:

National Skin Cancer Action Week starts Sunday the 17th of November!

Join us on **[insert date]** at the club to learn how you can lift your game to protect yourself from skin cancer.

Make sun protection part of your game. 🏌️🏠

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## Newsletter Snippet

Promote this important week to raise awareness and help your golfers protect their skin like a pro, and show your commitment to their health. Click the link below to copy and paste a snippet for your newsletter or online communications to your golfers.

**Download: [Swing smart, SunSmart this National Skin Cancer Action Week!](#)**

## Graphic Screen Displays

Download the graphic TV screen displays to have this playing at your club, either in your pro shop, clubhouse or bistro to remind your golfers to protect themselves from the sun when out on the course.

**Download the graphic screen displays in [one file](#), and use our [tips](#) to help display screens on a TV.**

*\*Visit our [website](#) and go to [Graphic Screen Displays](#) if you would like to download each screen display individually.*

Cancer Council  
Improve your long game

PGA AUSTRALIA | GOLF NSW

**Give sun protection your best shot.  
It's never too late to protect yourself.**

SLIP SLOP SLAP SEEK SLIDE

13 11 20 | www.cancercouncil.com.au

Cancer Council  
Improve your long game

PGA AUSTRALIA | GOLF NSW

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SLIP SLOP SLAP SEEK SLIDE

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Cancer Council  
Improve your long game

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**Protect yourself in five ways  
from skin cancer.**

SLIP SLOP SLAP SEEK SLIDE

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Cancer Council  
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**Regular sunscreen use can halve the  
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# Cancer Council

Improve your  
long game

## GIVEAWAY!

### Raise awareness and help your golfers to win!

The Improve your long game team are running a state-wide competition. All golfers across participating golf clubs are encouraged to enter to win a premium Callaway Golf x Cancer Council sun safe pack valued at \$600, plus runner up prizes.

Callaway Golf have generously donated a Forrester Golf Bag and Forrester Umbrella for this giveaway.



It's simple, **download** and **display** the poster in your club and encourage your golfers to enter throughout the month of November. Golfers only need to scan the QR code and complete a quick sun safety question!

[Download giveaway poster in A3 or A4.](#)

*\*Note, the QR code will only work from November.*

## MORE INFORMATION

### About Improve your long game

Improve your long game is Cancer Council NSW's free sun protection program, empowering golf clubs across NSW to foster sun protection to help their golfers be safe from the sun and reduce their risk of skin cancer. For 10 years now, the program has helped to raise awareness of sun protection and encourage golfers to be sun safe as an integral part of their game.

Today we are helping over 200 golf clubs across NSW protect their golfers.

#### Contact Us

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W: [cancercouncil.com.au/golf](http://cancercouncil.com.au/golf)

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