
Two sides of the sun

Campaign toolkit 2024



Contents

About this toolkit	3
Campaign background	4
Campaign aim	5
Target group	5
Campaign objectives	5
Key messages	6
Statewide schedule	6
Campaign materials	7
Resources to use locally	10



About this toolkit

This toolkit provides information and campaign materials for stakeholders and community groups to assist individuals to protect their skin from UV radiation.

The resources in this toolkit have been developed by Cancer Council WA and Gatecrasher Advertising to extend the reach of the campaign in your community and among your networks, using messages and materials consistent with the state-wide *Two sides of the sun* campaign.

You may wish to use one or all of the supplied materials and strategies in this toolkit. You are in the best position to determine which activities will work best in your setting.

Cancer Council WA is also supportive of stakeholders taking advantage of local media strategies to further extend the reach of the campaign.

If you have any queries regarding the *Two sides of the sun* campaign or require assistance promoting it within your local community, contact the SunSmart team at sunsmart@cancerwa.asn.au



Campaign background

The *Two sides of the sun* campaign was developed by Cancer Council WA and Gatecrasher Advertising and aired for the first time during the summer of 2021/22. The campaign is funded by the WA Department of Health.

Australia has the highest rate of skin cancer in the world, yet it is highly preventable by using sun protection. There were nearly 200 deaths from skin cancer in Western Australia in 2019 and more than 117,000 skin cancer treatments in 2022.

Diagnosis and treatment of skin cancer is estimated to cost the WA health system approximately \$172 million per year.

The campaign shows us that there are two sides of the sun; a pleasant and nurturing side, and a dangerous side which can lead to skin damage and skin cancer.

This is visually represented in the commercial as we see a man sitting on his bed looking out the window, as sunshine streams in. The camera then moves around to show that he has major surgical wounds from skin cancer treatment.

The campaign includes messaging that UV can be high even on low temperature days, and that sun protection is required when UV levels reach 3 or above.

The call to action of the campaign is 'When UV is 3 or above, protect yourself.' The Two sides of the sun campaign runs from February to May 2024.

The media strategy includes out-of-home, radio/digital audio, and online activity including social media and search. Campaign assets direct people to the [myUV website](#) where they can check the local UV forecast.

Campaign aim

Increase West Australians' use of sun protection during outdoor activities when UV levels reach 3 or above.

Target group

The primary target group is West Australians aged 14 – 45 years.

Campaign objectives

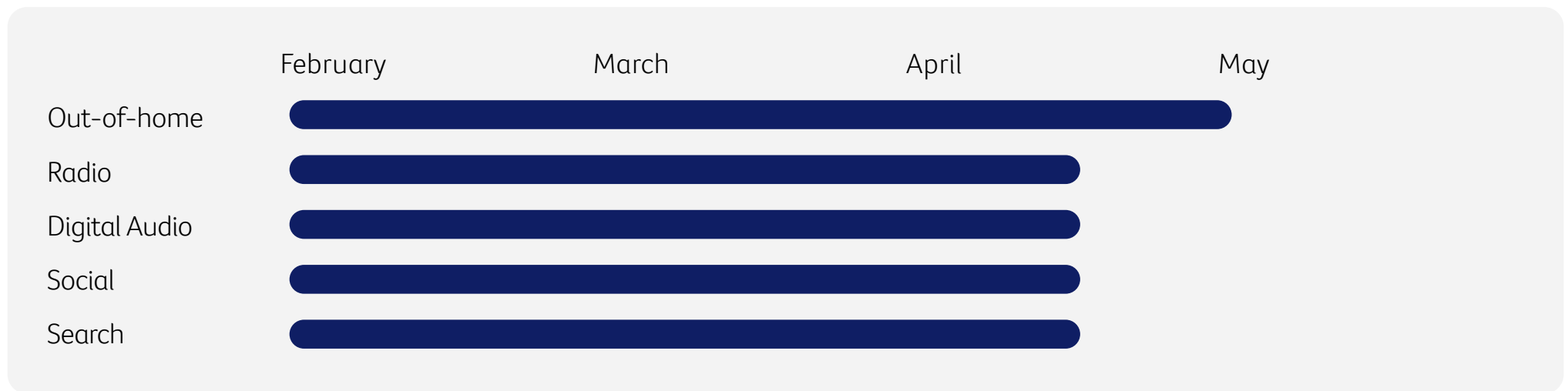
- Motivate people to use multiple sun protection strategies during outdoor activities when UV levels reach 3 or above. This includes planned and incidental exposure.
- Educate people about key concepts of UV, such as 'It's UV not heat that causes skin damage'.
- Encourage people to visit www.myUV.com.au to check the UV level and guide their sun protection behaviour.



Key messages

- Skin cancer is a serious health issue.
- Skin cancer is highly preventable.
- Sun protection is required when UV levels reach 3 or above.
- UV can still be high on cool or cloudy days – it is different to heat and can't be felt.
- Protect your skin in five ways – Slop, Slop, Slap, Seek & Slide.

Statewide campaign schedule



Campaign materials

Radio & Digital Audio 30 sec

(left speaker only) The sun has two sides.

(right speaker only) A nurturing side when UV is below 3.

(left) And a damaging side, when UV is 3 or above.

(right) It doesn't even have to be a warm day.

(left) Get on the wrong side of the sun when you're unprotected...

(right) ...and you can get skin cancer.

(left) When UV is 3 or above, (right) be SunSmart and protect yourself.

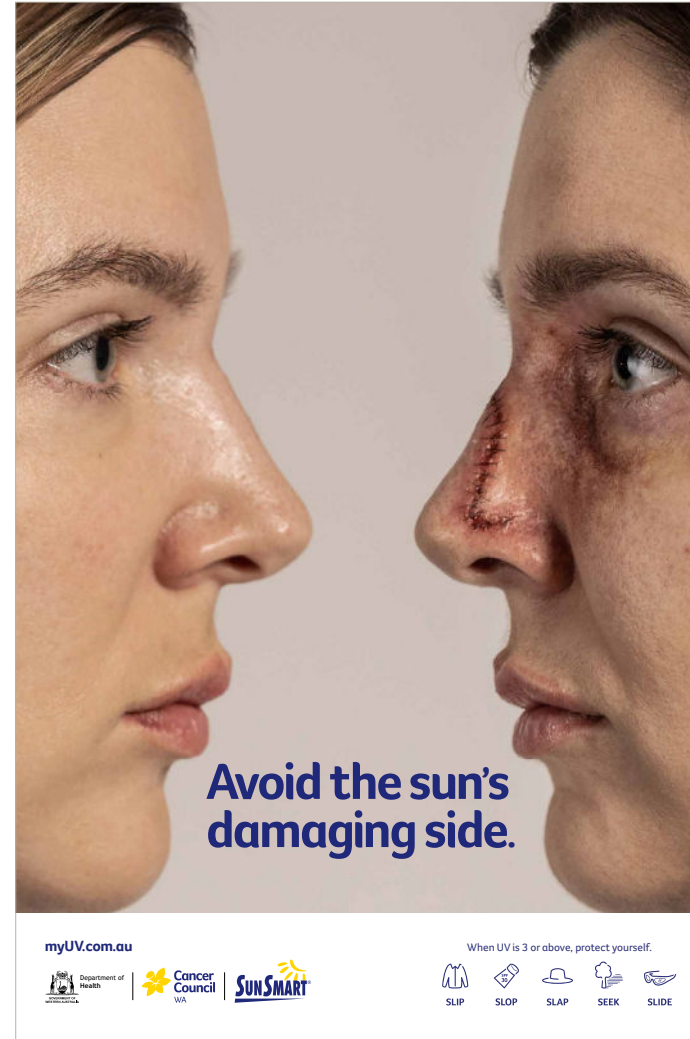
(both) A message from Cancer Council WA.



Click here to listen

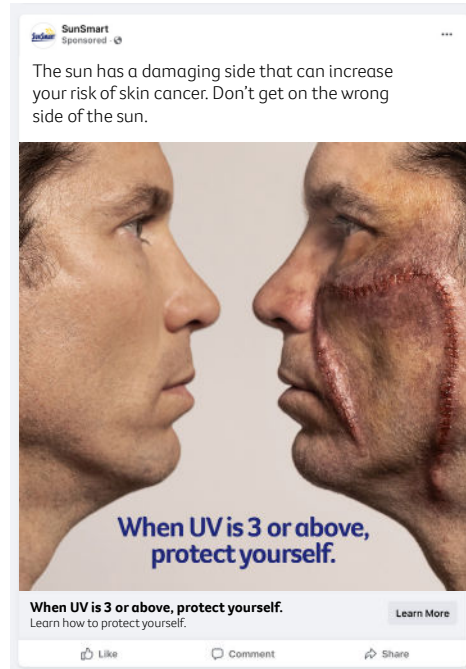
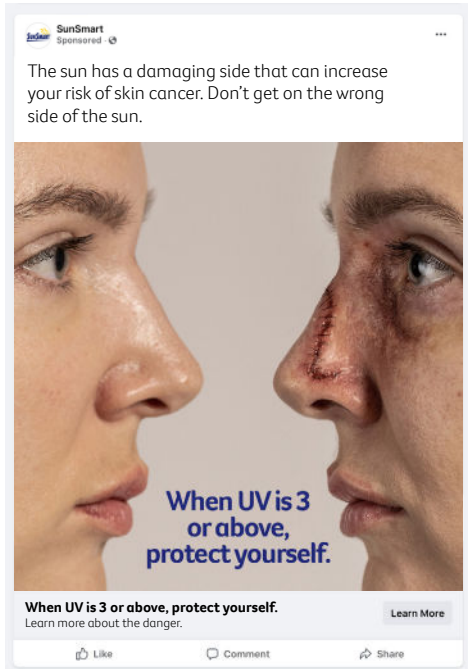
Campaign materials

Outdoor

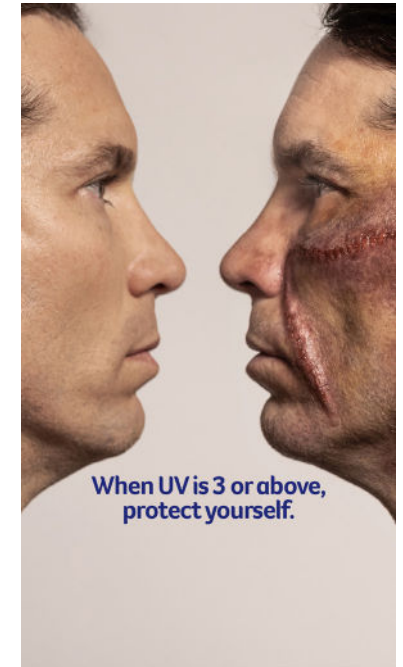


Resources to use locally

Social statics | 1x1



Social statics | 9x16



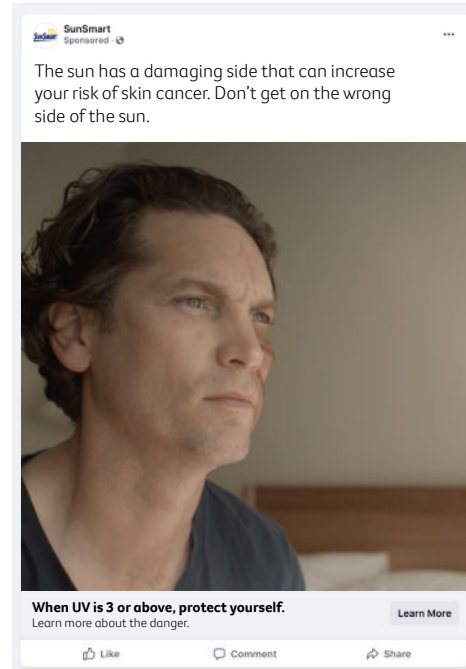
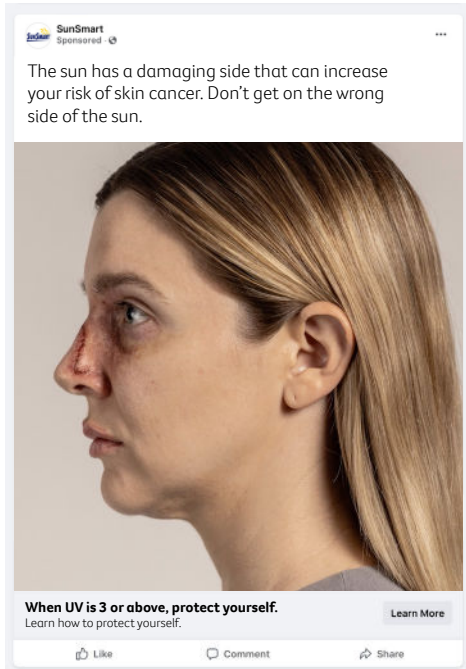
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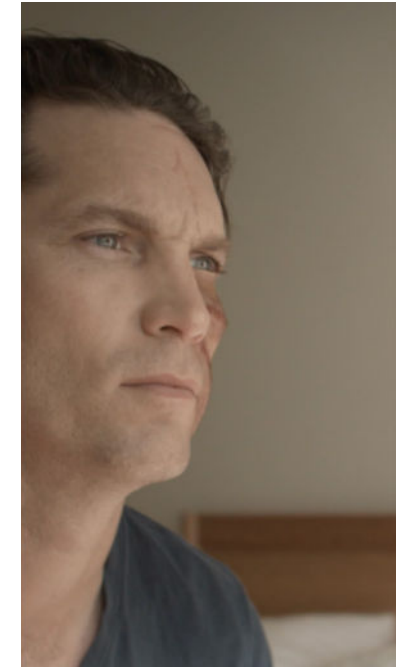
Talent Usage Restriction - Important. Please note that talent usage has only been secured until May 11th 2024, therefore no material can be used beyond this date.


Resources to use locally


Social videos | 1x1



Social videos | 9x16



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Department of
Health



**Cancer
Council**
WA



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myuv.com.au