



THURINGOWA BULLDOGS

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AUSTRALIAN FOOTBALL CLUB

SunSmart Policy

Rationale

Queensland has the highest rate of skin cancer in the world. Of all new cancers diagnosed in Australia each year, 80 per cent are skin cancers. Given sporting events often take place during peak ultraviolet radiation (UVR) times throughout the day, sporting organisations play a major role in both minimising UVR exposure and providing an environment where policies and procedures can positively influence long-term SunSmart behaviour.

Skin damage, including skin cancer, is the result of cumulative exposure to the sun. Research shows severe sunburn contributes to skin cancer and other forms of skin damage such as sunspots, blemishes and premature ageing. Most skin damage and skin cancer is therefore preventable.

With this in mind the Thuringowa Bulldogs Australian Football Club realises the need to protect participants, organisers, officials, coaches or spectators (these participants from here on will be referred to as 'members') from the sun and educate them about SunSmart behaviour, thus reducing the risk of skin damage from overexposure to the sun.

The policy aims to:

- Provide ongoing education that promotes personal responsibility for skin cancer prevention and early detection;
- Provide a sporting environment that supports SunSmart practices; and
- Create an awareness of the need to reschedule events, where possible, to support SunSmart practices and procedures.

The Thuringowa Bulldogs Australian Football Club recognises that winter sun also contributes to skin damage. The implementation of this policy will be ongoing throughout the year.

The purpose of this SunSmart policy is to ensure all members of the Thuringowa Australian Football Club are protected from the harmful effects of the sun throughout the year.



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Our commitment

The club will:

- Inform individuals about the club's SunSmart policy when they apply for membership;
- Promote the use of SPF 30+ broad-spectrum, water-resistant sunscreen for officials, members and spectators;
- Follow The Cancer Council Queensland guidelines for SunSmart clothing when choosing, designing or redesigning uniforms;
- Where possible, hold training sessions and competitions at venues that provide adequate shade for members;
- Provide suitable shade structures for events where existing shade is not adequate for members and encourage spectators to bring their own portable shade structures;
- Ensure that, wherever practical, outdoor activities take place before 10am or after 3pm and wherever possible having evening training sessions, games and events;
- Promote SunSmart behaviour through newsletters and information brochures;
- Provide ongoing education about skin cancer prevention and early detection;
- Encourage all coaches, trainers and adult members of the club to act as positive role models for younger members in all aspects of SunSmart behaviour by:
 - Wearing appropriate hats and clothing for all outdoor activities;
 - Seeking shade whenever possible; and
 - Wearing sunglasses that meet the Australian Standard (AS/NZS 1067:2003);
- Encourage members who do not bring hats to stay in an area protected from the sun,
- Enforce a 'no sunscreen, no play' rule for junior members;
- Regularly reinforce the SunSmart policy through newsletters, committee meetings and club activities; and
- Review the SunSmart policy annually, for example, at the start or end of each season.

Our expectations

Members and spectators will:

- Be aware of the club's SunSmart policy, having been informed about it upon registration;
- Take responsibility for their own health and safety by being SunSmart;
- Comply with SunSmart rules and guidelines by wearing suitable hats, clothing, sunscreen and sunglasses;



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- Apply SPF 30+ broad-spectrum, water-resistant sunscreen 20 minutes before going outdoors;
- Use shaded or covered areas, where possible, when spectating and during half-time breaks;
- Help to design and regularly update the SunSmart policy; and
- Act as positive role models for other members and spectators in all aspects of SunSmart behaviour.

Monitoring and evaluating the policy

- This SunSmart policy will be reviewed annually to ensure the needs of your members are met.
- Members’ feedback will be documented and considered when making changes to the policy.
- Members’ SunSmart behaviour will be reassessed on an annual basis. This will help to identify which areas of the policy require further support or enforcement
- Continually update the information made available to members regarding personal sun protection equipment and other SunSmart ideas.
- Keep abreast of new developments in skin cancer research and update key messages as necessary.
- Provide members with the most up-to-date SunSmart information through newsletters. This will make members and spectators aware that SunSmart issues remain a priority within your organisation.

Considered and accepted by the Committee

Considered and accepted by Coaches and Team Managers

Attachments:

Attachment A: Implementation Strategy

Attachment B: Implementation Guidelines

Attachment C: Strategies to Address Potential Obstacles



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ATTACHMENT 1:

Implementing the SunSmart Policy

Strategies for the implementation of the SunSmart Policy include but are not limited to:

- Officially launching the SunSmart policy so all members of the club are aware of its existence.
- Publicising the policy as widely as possible, for example, in club newsletters or on the internet site.
- Including the policy under official club by-laws.
- Being prepared to address all the SunSmart issues set out in your written policy, for example:
 - In what ways can the club be actively involved in the SunSmart initiatives?
 - How can management reorganise activities so that members' UVR exposure is reduced?
 - What purchasing systems are available for the maintenance of the policy? and
 - How will the effectiveness of the policy be evaluated, and how often will evaluation take place?
- The committee may decide to give each representative a specific role in implementing the policy or to prioritise strategies or activities and work on each as a group.
- Consider budget constraints when preparing the time frame for implementing the policy. Funds may only become available gradually, so it may not be possible to achieve everything at once. If this is the case, it is important that you prioritise activities. Seek out those agencies that may be able to provide funds for the promotion of SunSmart initiatives (for example, the Gambling Community Benefit Fund, and the Queensland Country Community Grants scheme).
- The committee will organise detailed education and orientation programs for members at all levels of the organisation.
- Each member will be informed about the policy and their role in making it a success. Information will be disseminated through a number channels including:
 - Sending SunSmart information home in newsletters;
 - Incorporating SunSmart information into registration documentation;
 - Promoting sun protection as important during events;
 - Having a presentation on skin cancer at the annual general meeting; and
 - Using promotional opportunities such as National Skin Cancer Action Week to disseminate information to members about the risk of skin cancer and about the importance of complying with the organisation's SunSmart policy.



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ATTACHMENT 2:

SunSmart Policy Implementation Guidelines

The purpose of these guidelines is to transfer the written policy into effective action.

What do we want to achieve?

Address each of your SunSmart issues:

1. Limit exposure to UVR;
2. Shade;
3. Clothing and uniforms;
4. Hats and sunglasses;
5. Sunscreen; and
6. Role modelling SunSmart behaviour.
7. Measure current level of UVR exposure.
8. Assess current behaviour with regard to sun protection.

What are the obstacles to implementing your policy?

1. Use a working party to brainstorm and identify obstacles to SunSmart behaviour (refer to attachment C).
2. Consult members about reasons for current behaviour, where possible.

What methods will be most effective in changing your members' behaviour?

1. Decide on the best methods of encouraging positive changes in behaviour. These may include environmental, organisational and educational methods.
2. Consult members about which methods they think will be effective.

Who can help?

1. Identify groups in the organisation who can assist in the implementation of these methods.

What are we going to do?

1. Decide on appropriate activities and delegate roles to key members, for example, purchase portable shade structures, build shelters, conduct education programs and purchase and install sunscreen dispensers.



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ATTACHMENT 3:

Strategies to address potential obstacles to the implementation of the SunSmart Policy

Strategies to address potential obstacles to the implementation of the SunSmart Policy include but are not limited to:

Obstacle: Complacency of members.

Strategies

- Inform individuals about the club's SunSmart policy when they apply for membership.
- Encourage members to become involved in developing and implementing the policy.
- Provide information to members on skin cancer and the importance of SunSmart behaviour.
- Resources, in the form of Community Speakers from The Cancer Council Queensland, posters, information sheets, brochures, booklets, stickers and videos can be sourced free of charge from The Cancer Council.

Obstacle: Resistance from members and spectators to wearing hats, sunscreen and other sun protection.

Strategies

- Involve members in designing a suitable hat and incorporate this hat into the club uniform.
- Involve members in redesigning the club uniform to make it SunSmart and phase in the new uniforms as the old ones become worn or faded.
- Consider the different types of sunscreen available. Ask members which type they prefer. Alcohol-based sunscreens tend to be less greasy than some creams. The important qualities to consider when choosing a sunscreen are that it is SPF 30+ and is broad-spectrum and water-resistant.
- Ensure members apply extra sunscreen when hats are not practical, for example, during contact sports.
- Encourage coaches, adult members and spectators of the organisation to act as positive role models in SunSmart behaviour for younger members by wearing appropriate hats, sunscreen and clothing.



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Obstacle: Financial burden on organisation.

Strategies

- Involve members in SunSmart fundraising projects.
- Apply for a shading grant.
- Invite uniform sponsorship by local businesses.
- Invite local businesses to advertise on existing shade structures for a small fee, especially for big competitions. This is one way of raising funds to cover expenses involved in implementing the SunSmart policy, such as purchasing and/or building of shade structures.
- Organise working bees to reduce the cost of erecting shade structures and planting trees.

Obstacle: Disruption of routine.

Strategies

- Incorporate SunSmart practices as an integral part of routine. Allow time for members to apply sunscreen in training and competition schedules.
- Encourage members to think of SunSmart behaviour as being just as important as protective devices such as mouth guards.