

MEDIA ALERT

Under strict embargo until 0500, 20 November 2022

Cancer Council Australia welcomes \$10m Australian Government investment in a national skin cancer prevention campaign this National Skin Cancer Action Week

Cancer Council Australia has welcomed an announcement by Australian Minister for Health and Aged Care, the Honourable Mark Butler, of \$10m investment in a national skin cancer prevention campaign over the next two summers.

The campaign, announced on the first day of National Skin Cancer Action Week (20-26 November), will encourage all Australians to use sun protection this summer.

Australia has the highest rate of skin cancer in the world, with two in three Australians being diagnosed in their lifetime and 2,000 Australians dying of skin cancer each year.

Director of Cancer Control Policy, Megan Varlow says “Cancer Council Australia is delighted to be partnering with the Australian Government to deliver a national skin cancer prevention campaign.

“Cancer Council Australia and the Australian Government are aligned on the importance and impact of prevention campaigns, and the opportunity they provide in saving thousands of lives. We thank the Australian Government for their dedication to improving cancer outcomes for all Australians.

“As part of this summer’s campaign, we’re encouraging all Australians to Slip on sun protective clothing, Slop on SPF 30 or higher, broad-spectrum, water-resistant sunscreen, Slap on a broadbrimmed hat, Seek shade and Slide on sunglasses anytime the UV is three or above.”

For further information about National Skin Cancer Action Week and the impact of skin cancer, please see the attached media release.

ENDS

For all media enquiries and interview opportunities, please contact Cancer Council Australia.

media@cancer.org.au

02 8256 4109 (redirects to mobile outside of business hours).

You can check the UV in your local area by downloading the free SunSmart app, or via the Bureau of Meteorology website or app.

About Cancer Council Australia

Cancer Council Australia is Australia’s leading cancer charity, working to reduce the impact of cancer for all Australians. Cancer Council Australia works with its members, the eight state and territory Cancer Councils to:

- Undertake and fund cancer research

- Prevent and control cancer
- Provide information and support for people affected by cancer
- Shape and influence policy and practice