



PRESS RELEASE

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The Smart Campaign To Reduce Skin Cancer

Spend time in the shade between 11am and 4pm
Make sure you never burn
Aim to cover with a t-shirt, hat and sunglasses
Remember to take extra care with children
Then use factor 15+ sunscreen

Skin Cancer continues to be a common and serious illness in Gibraltar.

Knowing that prevention is always better than cure, the GHA in collaboration with others has once again this year embarked on the **SMART Campaign**.

Our aim is to continue to increase children's awareness regarding the damage that sun exposure causes to the skin and to change certain behaviours regarding exposure to the sun.

The **SMART Campaign** is a Primary Care Centre initiative, with the collaboration of the Department of Education and the Gibraltar Society for Cancer Relief. The GHA's team of Visiting Dermatology Consultants from the Leicester Royal Infirmary strongly support the campaign.

This year's Campaign has involved pupils from our schools. They have been invited to participate in various competitions which raise awareness of the inherent dangers of sun exposure to the skin: -

Primary Schools - Design a Logo

The winning logo will be embroidered on white caps, all children within primary and middle schools will be provided with a cap, for them to use during sports, when possible and during break time.

Middle Schools – Design a Flyer

This year we have targeted all academic years within our middle schools. There will therefore be four winners, one per academic year and all four designs will be created into flyers to support last years' posters.

Comprehensive Schools – Create Your Own Shade

For this we have invited pupils to design some sort of shade for their schools, i.e., canopies etc., the winner as all, will be rewarded with a prize and a commitment that we will try to create this shade within his / her school in the future.

Pupils from the following Schools have participated:

St Joseph's First School
The Hebrew Primary School
Sacred Heart Middle School
St Anne's Middle School
Boys Comprehensive School

All entries have been judged and an award ceremony will be held on 24th April 2008 at 6pm at St Bernard's Hospital, 6th floor, Building 3, where all entries will also be exhibited. The Hon Yvette Del Agua, Minister for Health will be presenting the prizes.

There will also be an exhibition based on educational information produced by the GHA, Dermatology Department together with the launch of their website on sun awareness.

Sun awareness requires continuous education and our group will be working on a variety of yearly campaigns to achieve our goal of significantly reducing the incidence of skin cancer in Gibraltar.

The SMART Campaign 2008 is sponsored by The Bonita Trust