SunSmart is specifically targeting men in its new sun safety campaign. Picture: ISTOCK

SunSmart targets men in new sun safety campaign

As Victoria enters the summer months and COVID restrictions ease, SunSmart is reminding Victorians to use sun protection as they enjoy their new-found freedoms.

Launched on November 9, the campaign specifically targets men after a national Cancer Council study showed they are neglecting certain body parts when it comes to sun protection.

The campaign's tagline, 'when you cover things, they last longer: same goes for you,' urges men to cover themselves just as much as they protect their loved ones and belongings. The ad depicts a dad covering up his barbeque from the sun before his son points out he should be protecting himself too.

Results from the 2019 Summer Sun Protection Survey (Life in Australia™), found males who were sunburnt on summer weekends were more likely than females to report having been burnt on the following specific body parts:

- Nose (43 percent compared to females at 24 percent)
- Ears (28 percent compared to females at 7 percent)
- Legs (26 percent compared to females at 13 percent)
- Back of the knees (12 percent compared to females at 1 percent)

Despite 79 percent of men surveyed agreeing that if they regularly protect themselves from the sun then they can avoid skin cancer, less than half agreed that sun protection was part of their daily routine (49 percent).

When it comes to the five recommended forms of sun protection, it was found that when outdoors on summer weekends, less than a third of men slipped on protective clothing, slopped on sunscreen, slapped on a wide-brimmed hat, or sought out shade. However, around half of men surveyed reported they slid on a pair of sunglasses when heading outside.

Compared to women, it was found that men were worse at protecting themselves with three out of the five: sunscreen and sunglasses use, as well as seeking out shade.

Craig Sinclair, Head of Prevention Division at Cancer Council Victoria, said the new campaign served as an important reminder for men not to be complacent when it comes to protecting their skin.

"As a dad, my first instincts are to protect my family, so I understand how easy it is to forget to show myself the same level of protection," he said.

Head of SunSmart, Heather Walker, urged all Victorians to remember sun protection when venturing out and about this summer.

"71 percent of men know melanoma kills more men than women, so it's alarming to see them not heeding our advice to cover up and protect themselves," she says.

"Check your sunscreen expiry date, invest in a new broad-brimmed hat for the summer, and download the SunSmart app for daily access to the UV levels and sun protection times in your area."

Sun protection is recommended when UV levels are 3 or higher. For more information visit www.sunsmart.com.au

Eat healthy

By The Team At Better Health Family Clinic

The dietitians at Better Health Family Clinic are expert in explaining complex health and food issues in ways that are simple and easy to understand. We guide you towards making healthier food choices by helping you to formulate realistic nutritional goals whether it be to lose weight, reduce blood pressure, reduce cholesterol, feel healthier or just to help you build a healthy relationship with food. We will achieve this by providing you with strategies and motivation to address your health concerns including bowel concerns, diabetes, heart disease, weight management, food allergies, as well as general lifestyle and healthy eating advice.

What are the makings of a healthy diet for your child?

Proteins boost energy, builds muscles and supports children's bodies to grow and repair injuries. Approximately 10-20% of calories are said to come from proteins, which they can acquire from meat and poultry, eggs, beans, peas, soy products, seafood, unsalted nuts and seeds. Protein sources your child might enjoy consuming are cheese, peanut butter and fortified foods, like cereals.

Children are encouraged to eat fruits -be it fresh, canned, frozen, dried, cut up, or pureed. If they enjoy drinking fruit juice or canned fruits, ensure that it is a hundred percent pure fruit juice without added sugars. Preparing juice at home might be an interesting activity to engage children. You can also include dried fruits in their lunch boxes, where one-quarter cup of dried fruit is equivalent to one cup of fruit. Try to incorporate fruits into their breakfast and snacks.

Like fruits, vegetables can be consumed in several forms- fresh, canned, frozen or dried. Distribute the type of vegetable you want your child to enjoy throughput the week instead of sticking to a certain type for the entirety of the week. Types of vegetables include dark green (spinach, broccoli, radish greens, kale, turnip greens), red and orange (pumpkin, sweet potatoes, red peppers, carrots) beans and peas, starchy (beets, carrots, parsnips, yams) etc. If they seem to seem lean towards a type, let them enjoy that! Always try to ensure that a side of vegetables is served during most meals.

Food produced from wheat, rice, oats, cornmeal, barley, or another cereal grain is grain foods. Best grain foods to opt for are whole grains, such as whole-wheat bread, oatmeal, popcorn, quinoa, or brown or wild rice. Breakfast options with bread are endless –serve them with natural fruit jams, peanut butter, or as French toasts and sandwiches.

Dairy provides an abundance of vitamins and minerals, including calcium and vitamin D. In addition, they are a decent source of carbohydrates, protein, and sometimes fat. Dairy products such as milk, yogurt and cheese are overflowing with calcium. Calcium and vitamin D are vital for every stage of life. Calcium strengthens bones and vitamin D assists calcium absorption.

An important issue to keep in mind is to limit your child's calories from:

- Processed sugars – found in processed food such as candy, energy drinks, bottled juice etc.
- Saturated and trans-fats – fats from junk food/fast food.

They can be replaced with vegetables, nut oils, avocados, seafood and home cooked meals.

To consult our expert dietitians, call 9702 9300, or book online at https://betterhealthfamilyclinic.com.au/contact/online-booking

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