



## 2022/23 'Arrows' Skin Cancer Prevention Campaign Toolkit

### Campaign overview

Cancer Institute NSW is delivering the 2022/23 'Arrows' campaign using a combination of hard-hitting and supportive creative assets. The campaign aims to increase sun protection behaviours among young people to reduce their lifetime risk of developing skin cancer. The campaign demonstrates the scale and danger of UV rays by depicting them as illuminated 'Arrows' hurtling down from above, transforming it into a tangible and ever-present threat.

The campaign is live from 13 November 2022 to 6 March 2023 and is being delivered across a range of mass media channels, including social media (TikTok, Facebook, Instagram), YouTube, digital display, cinema, music apps and outdoor advertising.

### Why we need a campaign

Overexposure to UV radiation is estimated to cause over 95 per cent of skin cancers in Australia.<sup>1</sup> Fortunately, primary prevention behaviours – including slipping on protective clothing, slopping on SPF50+ sunscreen, slapping on a broad brimmed hat, seeking shade, and sliding on sunglasses – are highly effective in reducing the risk of developing skin cancer.<sup>2</sup> A campaign is needed to encourage young people to make these life-saving behaviours part of their daily routine.

There is good evidence supporting the positive impacts of skin cancer prevention campaigns. A 2016 study of three skin cancer prevention campaigns delivered by the Cancer Institute NSW between 2006 and 2013 found they contributed to an estimated 13,174 fewer skin cancers and 112 averted deaths.<sup>3</sup>

### Campaign audience

The campaign will target 18–24 year olds in NSW. This group is particularly at risk as they are less likely to protect their skin from the sun than the general population.<sup>4</sup>

### Key campaign messages

- Melanoma is the most common cancer among young Australians.<sup>5</sup>
- If you could see UV radiation, you would protect your skin.
- Be prepared before you go outdoors.
- Protect your skin in five simple ways: Slip, Slop, Slap, Seek and Slide.

Melanoma is the leading cancer among young Australians.



## Campaign assets

The 2022/23 'Arrows' campaign combines hard-hitting ads that warn young people about the dangers of UV radiation with supportive ads that remind them how, when and where to protect their skin. Together, they aim to motivate young people to protect their skin from harmful UV radiation.

Please use our assets to help promote the campaign. You can find links to assets [here](#).

### Social media tiles



[View on Facebook](#)

[Request assets](#)

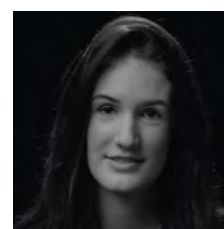
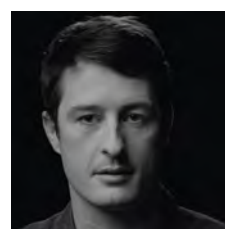
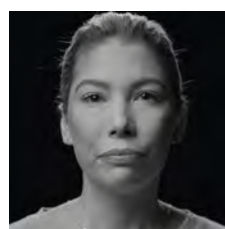
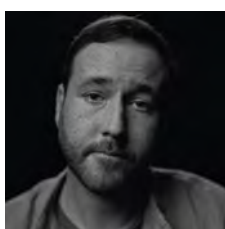
### Social media videos



[View on Facebook](#)

[Request assets](#)

### Testimonial videos



[View on Youtube](#)

[View on Facebook](#)

[Request assets](#)



Please use our assets to help promote the campaign. You can find links to assets [here](#).

### Arrows video

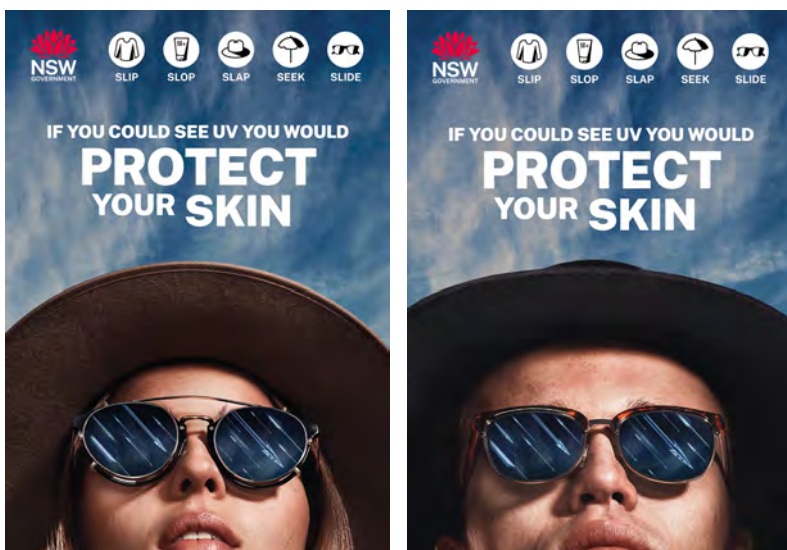


[View on Youtube](#)

[View on Facebook](#)

[Request assets](#)

### Posters



[Download poster pack](#)

## About Cancer Institute NSW

We are NSW's cancer control agency, established under the Cancer Institute NSW (2003) Act to lessen the impact of cancer across the state. Our vision is to end cancers as we know them. The Institute is the lead agency responsible for implementing the NSW Skin Cancer Prevention Strategy. This is a comprehensive plan for a coordinated response to the primary prevention of skin cancer in NSW.

### Further information

For further information about the campaign and our work preventing skin cancer, visit [Skin cancer campaigns](#) or contact us directly at [cinsw-skincancerprevention@health.nsw.gov.au](mailto:cinsw-skincancerprevention@health.nsw.gov.au)

<sup>1</sup> Arnold M et al. 2018. Global burden of cutaneous melanoma attributable to ultraviolet radiation in 2012. *Int J Cancer*. Sep 15;143

<sup>2</sup> Liew, A.Y. & Cust, A.E. (2021). Changes in sun protection behaviours, sun exposure and shade availability among adults, children and adolescents in New South Wales, 2003-2016. *Aust N Z J Public Health*, 45(5):462-468.

<sup>3</sup> Doran C.M, et al. 2016. Benefit Cost Analysis of Three Skin Cancer Public Education Mass-Media Campaigns Implemented in NSW, Australia. *PLoS ONE*. 11(1)

<sup>4</sup> Cancer Institute NSW. Sun protection behaviours in NSW, 2018. NSW Government. Available from [bit.ly/3q9dkWn](http://bit.ly/3q9dkWn)

<sup>5</sup> Australian Institute of Health and Welfare. 2018. Cancers in adolescents and young adults. Cat. no. CAN 100. Canberra: AIHW

T: (02) 8374 5600  
E: [information@cancer.nsw.gov.au](mailto:information@cancer.nsw.gov.au)  
W: [cancer.nsw.gov.au](http://cancer.nsw.gov.au)

