

# IMPROVE YOUR LONG GAME

Over 100 golf clubs across NSW have been protecting their players from the sun as they take part in Cancer Council NSW's *Improve your long game* program.

Aimed at men aged 40 years and over, *Improve your long game* encourages good sun protection by offering free sunscreen at the clubhouse and on the course as well as information resources displayed around the club on how to reduce skin cancer risk.



CANCER COUNCIL NSW AMBASSADOR, PRO GOLFER, PAUL GOW

Emma Cadman, Skin Cancer Prevention Programs Lead at Cancer Council said “Golfers are often outside during peak UV times, and that’s when unprotected skin gets damaged. We want to help make sun protection part of game prep and remind players to pack all the right gear, including a hat, sunglasses, sunscreen, and long sleeves. Making sun protection a regular habit will significantly reduce the risk of melanoma and the good news is, it’s never too late to start,” said Ms Cadman.

In NSW, men’s risk of skin cancer increases from the age of 40. Men in this age group are 1.5 times more likely to be diagnosed with melanoma, and 2.5 times more likely to die from it, compared to women of a similar age.

Recreational golfers spend extended periods of time outdoors in an environment that has minimal shade and is highly reflective of UV from surrounding surfaces like grass, sand and

water. Unprotected sun exposure puts them at high risk of sunburn, skin damage and skin cancer.

*Improve your long game* reminds men that it's never too late: using sun protection at any age reduces the risk of melanoma and reduce any further damage occurring. Skin cancer is preventable through easy steps like applying and reapplying sunscreen, wearing a broad-brimmed hat, wearing long-sleeved shirts, wearing sunglasses and seeking shade when possible.

“Male golfers at participating golf clubs are much more likely to have seen sun protection information and to have used sun protection. In fact, 74% of golfers at participating clubs reported to use sunscreen and wear a broad-brimmed hat compared to 61% at non-participating clubs,” added Ms Cadman.



The *Improve your long game* program began in 2015 and is co-funded by Cancer Council NSW and Cancer Institute NSW. Expressions of interest for 2019 are now open for golf clubs across NSW. For more information about how your club can get on board visit <https://www.cancer council.com.au/cancer-prevention/sun-protection/golf/>.