

## Suntips.ca – an excellent tool to fight back against tanning and skin cancer

Suntips.ca is a fun, interactive website designed to educate British Columbians about the importance of sun safety and healthy lifelong behaviours that reduce their risk of skin cancer.

### **What kind of information does Suntips.ca contain?**

Suntips.ca is a website developed by the BC Cancer Agency's Prevention Programs. It was designed specifically to appeal to BC youth aged 14-29, but the information is useful for anyone interested in sun safety. Playful interactive graphics, sharp writing and a bright look keep the site fresh and fun to visit.

However, Suntips.ca is no lightweight when it comes to providing valuable information. The website shares evidence-based facts about the dangers of UV exposure – both indoors and out. It provides easy-to-follow tips for protecting skin and minimizing sun exposure. It also confronts a number of persistent misconceptions about UV radiation, including myths about burning vs. tanning, tanning bed use and skin cancer risk factors.

### **How can I use Suntips.ca ?**

Suntips.ca is an important resource for educating British Columbians about how to reduce their risk of skin cancer. It supports the work of educators across BC who are already working with young people to make lifestyle choices such as skin cancer prevention.

Suntips.ca can act as a great jumping-off point for encouraging discussion about sun exposure and skin cancer. You can:

- Invite people to take the quiz and test their knowledge
- Explore the science behind UV exposure and skin damage
- View real-life stories about young people who have been affected by skin cancer
- Share tips and tactics on how to talk to a “tanorexic” friend addicted to tanning

# BC cancer educators have an excellent tool to fight back against tanning

## Why might people be attracted to this site more than others?

Suntips.ca was developed specifically with a youthful audience in mind. It was designed to entertain as well as inform visitors with interactive features, a humorous tone, and a fun design.

Special features of Suntips.ca include:

- An interactive home page, which allows visitors to play by dragging and rearranging the Suntips spheres
- Short, snappy facts about sun exposure and skin cancer
- Answers to the many questions young people have about sun exposure, including the safety of tanning beds
- Language that resonates with a younger crowd – think BFFs (best friends forever), mutants, and tanorexics!
- An interactive quiz to test visitors' knowledge about UV exposure
- Links to relevant youth-friendly websites and videos

## Sample questions posed (and answered) on Suntips.ca

- Is any tanning safe?
- Are tanning beds safer?
- BC is rainy. Am I still at risk?
- When are the sun's rays strongest?
- What about a faux glow? Good or bad?
- Are darker-skinned people at risk too?
- What if it's -10°C outside?
- Isn't skin cancer just for old folks?
- Sunscreen: what type and how much?
- Does this mole look weird to you?
- Do you expect me to live in a cave?
- Don't I need Vitamin D from the sun?



**BC Cancer Agency**  
CARE + RESEARCH

An agency of the Provincial Health Services Authority

Prevention Programs

**SUNTiPS**  
Sun exposure causes cancer. Period.