

Media Release

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Child Care NSW and Cancer Council NSW Partnership to Deliver SunSmart Kids

Child Care New South Wales, the voice of private long day care in NSW, has joined forces with Cancer Council NSW with the ambitious aim of having 100% of its members actively participating in the SunSmart Childcare Program.

“With summer just around the corner, sun safety is more important than ever” Child Care New South Wales President Nesha O’Neil said.

“As educators, we play an incredibly important role in positive role modelling and educating children and families alike, and being SunSmart is a responsibility we take very seriously” Ms O’Neil said.

SunSmart Programs Manager Jackie McIver said “We know that Australia has one of the highest rates of skin cancer in the world, with two in every three people developing some form of skin cancer before the age of 70”.

“Sun exposure during childhood has a significant impact on a person’s risk of developing skin cancer” Ms McIver said.

“Early childhood education and care services are therefore an important setting for both protecting the skin of children in care, and providing information and support to staff and families around positive role modeling and making healthy skin protection choices all year round” she continued.

The SunSmart Childcare Program is a free national program run by Cancer Councils. It supports early education and care services to develop and implement a sun protection policy that minimises children’s exposure to UV radiation and reduces the risk of skin cancer

“Our members operate more than 1100 early childhood education and care services across NSW, so if we improve our sun protection behaviors and increase the number of SunSmart services, we’re well on the way to delivering a generation of SunSmart kids” Ms O’Neil said.

“By working together we can ensure that up to date messages and relevant resources are made available to the private childcare sector in NSW, and that they reach as wide an audience as possible via Child Care New South Wales’ communication channels” Ms McIver said.

NOTE: The [Child Care New South Wales website](http://www.childcarenewsouthwales.com.au) contains up to date information, photographs and other resources on how early education and care services can participate in the SunSmart Childcare Program.

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