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| **Rates of melanoma, the deadliest type of skin cancer, continue to rise in Canada even though it is one of the most preventable cancers.** Surveys have shown that Canadians have low awareness of sun safety and poor sun safety behaviours.  The Canadian Cancer Society has released [updated sun safety recommendations](http://convio.cancer.ca/site/R?i=lfb-N-R5GkIzaIldRdDS1g), following collaboration with national health partners. This marks the first time in 20 years that there has been a nationwide consensus on how Canadians should best protect themselves from the sun.  **Key updates to sun safety recommendations:**   * Peak times to cover up: Canadians need to be extra careful to protect their skin between 11 a.m. and 3 p.m. (previously it was between 11 a.m. and 4 p.m.). This is when the UV index is 3 or more, typically between April and September in Canada. * Clothing is better: cover up as much as possible with tightly woven or UV-protective labelled clothing. Clothes generally provide better protection than sunscreen. * Higher SPF: use a sunscreen with a minimum skin protection factor (SPF) of 30 (previously it was SPF 15). Sunscreen should be labelled “broad-spectrum” and “water resistant.”   **Don’t forget to:**   * Seek shade, like a tree or an awning, or bring your own, such as an umbrella. * Wear a hat with a wide brim to protect your head, face, ears, neck and eyes. * Wear close-fitting sunglasses in a wraparound style with full UVA/UVB protection. * Never use indoor tanning beds. * Get your vitamin D from your diet or by taking vitamin supplements rather than through UV ray exposure.   **“It’s not about avoiding the sun. It’s about enjoying the sun safely by protecting your skin and your eyes,”** says Dr Loraine Marrett, senior scientist at Cancer Care Ontario. The Canadian Cancer Society encourages Canadians to enjoy the sun safely by protecting their skin and eyes. [Read more about our updated sun safety recommendations](http://convio.cancer.ca/site/R?i=_Jps1cZlyLvPr0pr_b1j_Q).  Your support for the Canadian Cancer Society ensures that fewer people will be at risk of cancer through cancer prevention initiatives such as sun safety.  Thank you. Have fun and be safe!  Canadian Cancer Society Staff and Volunteers Image removed by sender. |

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