

Media Release

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Sun protection in the palm of your hand

Cancer Council launches new iPhone app and web widget

As part of National Skin Cancer Action Week (21-27 Nov), Cancer Council is launching two user-friendly tools that will make it easier than ever for people to be SunSmart this summer.

The SunSmart app for iPhones and UV Alert widget (for websites) are free to download, so whether you are at work, home or on the move, you can check the times of the day when sun protection is needed.

Australian Cricket's Twenty-20 captain and Test vice captain, Michael Clarke, has had three skin cancers removed from his face and said he looked forward to using new SunSmart iPhone app.

"It's a great way to know when I need to protect myself," he said. "Within a few seconds, I can find out the weather, temperature, UV level and sun protection times for the day so before I head out for training, I can make sure I am prepared for the day ahead."

Cancer Council Australia CEO, Professor Ian Olver, said Australia had one of the highest rates of skin cancer in the world. "More than 1850 Australians die from skin cancer each year and two in three Australians will be diagnosed with skin cancer by the age of 70," he said. "Overexposure to ultraviolet (UV) radiation is the main cause of skin and eye damage and skin cancer."

Skin cancer is Australia's most expensive cancer but ironically it is also one of the most preventable. "With UV levels likely to reach extreme levels in many parts of Australia over the next few months, it is important that people know when to use sun protection," Professor Olver said.

"Whether you are going for a run or enjoying a backyard BBQ, make sure you use a combination of [sun protection steps](#) when the UV level is 3 or above. Slip on sun protective clothing, slap on a hat, slop on some sunscreen, seek shade and slide on some sunglasses."

Professor Olver said it was a common myth that sun protection was only needed when it was hot or sunny. "You cannot see or feel UV so using temperature as your measure is going to get you in trouble. Even if there isn't sunshine or high temperatures, UV levels can still be extreme.

"With the iPhone app and web widget Australians will have all the information they need at their fingertips so they can protect their skin whenever the UV is at dangerous levels."

The [SunSmart app](#) is available to download for free from the iTunes App Store.

The web widget is available at www.cancer.org.au Add it to your website by getting your website administrator to follow the ['add this to your website'](#) link at the bottom of the widget.

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