


**Care in the Sun (CITS) Living Well Social Media Plan**

| Date/Time                                    | Post  | Image  |
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| <p><b>Wednesday 1<sup>st</sup> April</b></p> | <p>Community pharmacies are raising awareness of the health impacts of over-exposure to UV radiation and encouraging sun safe behaviours. ☉</p> <p>As part of the Living Well service the 'Care in the Sun' campaign runs throughout April and May, and encourages people to speak to their pharmacist to find out more about how to look after your skin, how to stay safe in the sun and chat through any concerns you have.</p> <p>Find out more at <a href="http://www.pha.site/living-well-care-in-the-sun">www.pha.site/living-well-care-in-the-sun</a></p> |  |

April & May 2026

Communications Officer: Lauren

**Saturday 4<sup>th</sup> April**

Skin cancer is caused by over exposure to UV (ultraviolet) light. Over 4,000 people in Northern Ireland will be diagnosed with skin cancer each year, almost 1 in 10 of these are malignant melanoma, the most serious form.

There's lots of ways you can protect your skin and eyes from UV damage such as staying in the shade and applying sunscreen regularly.

For more tips and advice on reducing your risk of skin cancer, go to [www.careinthesun.org](http://www.careinthesun.org)



**Monday 6<sup>th</sup> April**

Over exposure to UV rays from the sun can damage your skin and lead to skin cancer.

Regardless of your skin colour or tone, you need to protect your skin by using sunscreen when the UV index is 3 or more, even if it is cool or cloudy ☁️

Applying sunscreen regularly will help protect your skin from harmful UV rays, reduce your risk of skin cancer and prevent premature aging.

To find out more, visit [www.careinthesun.org](http://www.careinthesun.org)

**Take care in the sun by**

-  Staying in the shade
-  Covering up
-  Wear sunglasses with 100% UV protection
-  Wear a broad-brim hat
-  Use sun protection with at least SPF30 and UVA 4-5 stars

HSC Public Health Agency | BE CANCER AWARE | Cancer Focus NORTHERN IRELAND

April & May 2026

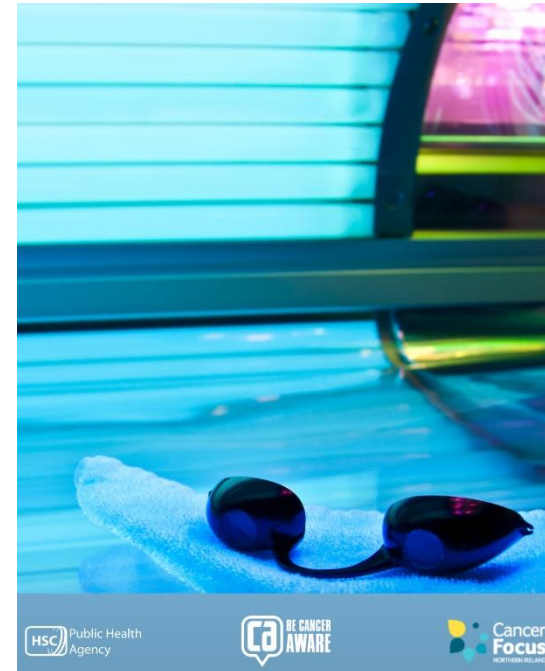
Communications Officer: Lauren

**Friday 10<sup>th</sup> April**

There is no safe limit for exposure to UV radiation from sunbeds.

Research shows people who have used a sunbed at least once at any stage in their life have a 20% higher risk of developing melanoma skin cancer, than people who have never used a sunbed.


Find out more at  
[www.pha.site/sunbeds](http://www.pha.site/sunbeds)





HSC Public Health Agency

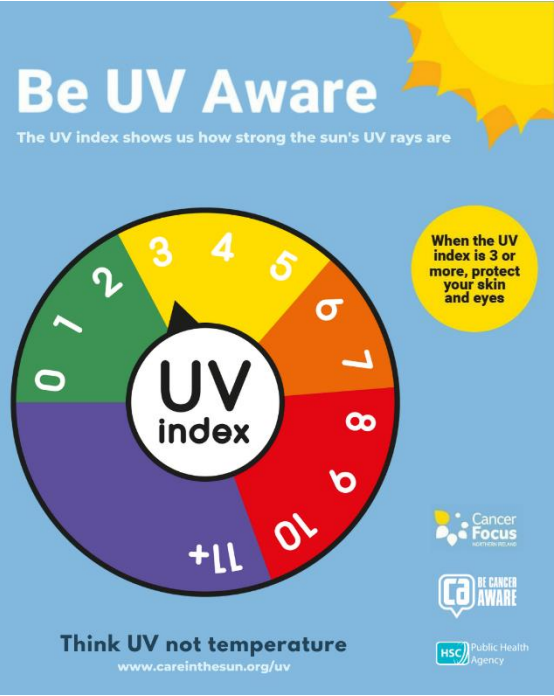
BE CANCER AWARE

Cancer Focus  
HEALTHCARE IRELAND

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|---|--|---|
| <p><b>Wednesday 15<sup>th</sup> April</b></p> | <p>It's important to protect your skin from harmful UV rays even if it is cool or cloudy. ☁️</p> <p>For a good level of protection, choose a sunscreen that offers protection from both UVA and UVB radiation. You should also choose a sunscreen that has at least SPF 30 and a UVA rating of 4 - 5 stars.</p> <p>Apply generously and be sure to reapply (every 2 hours) throughout the day, aim for 6 teaspoons for full body coverage.</p> <p>To find out more, visit <a href="http://www.careinthesun.org">www.careinthesun.org</a></p> |  |
| <p><b>Saturday 18<sup>th</sup> April</b></p>  | <p>Over exposure to UV rays from the sun can damage your skin and lead to skin cancer.</p> <p>Regardless of your skin colour or tone, you need to protect your skin by using sunscreen when the UV index is 3 or more, even if it is cool or cloudy. ☁️</p> <p>So, which sunscreen should you choose? Click the link below for advice</p>  | <p><a href="#">What to look for when choosing sunscreen - YouTube</a></p>           |

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|   | <p>on what to look for when choosing sunscreen.</p> <p><a href="http://www.careinthesun.org">www.careinthesun.org</a></p>   |  |
| <p><b>Tuesday 21<sup>st</sup> April</b></p> | <p>There is no safe limit for exposure to UV radiation from sunbeds.</p> <p>Research shows people who have used a sunbed at least once at any stage in their life have a 20% higher risk of developing melanoma skin cancer, than people who have never used a sunbed.</p> <p>Find out more at <a href="http://www.pha.site/sunbeds">www.pha.site/sunbeds</a></p> |  <p>Over exposure to UV from the sun or a sunbed can increase your risk of skin cancer</p> <p>Unhealthy glow means skin damage</p> <p><a href="http://www.careinthesun.org">www.careinthesun.org</a></p> <p>HSC Public Health Agency   BE CANCER AWARE   Cancer Focus NORTHERN IRELAND</p> |

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| <p><b>Sunday 26<sup>th</sup> April</b></p>   | <p>Over exposure to UV rays from the sun can damage your skin and lead to skin cancer.</p> <p>Regardless of your skin colour or tone, you need to protect your skin by using sunscreen when the UV index is 3 or more, even if it is cool or cloudy ☁️</p> <p>Applying sunscreen regularly will help protect your skin from harmful UV rays, reduce your risk of skin cancer and prevent premature aging.</p> <p>To find out more, visit <a href="http://www.careinthesun.org">www.careinthesun.org</a></p> |                               |
| <p><b>Thursday 30<sup>th</sup> April</b></p> | <p>Did you know sunburn in children can increase the risk of skin cancer in later life?</p> <p>Children's skin is more sensitive to UV rays than adults, so it's important to protect their skin and eyes from sun damage all year round.</p>   | <p><a href="#">How do you protect your child's skin from sun damage? - Be UV Aware (subtitles) - YouTube</a></p> |

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|  | <p>For a good level of protection, choose a sunscreen that offers protection from both UVA and UVB radiation and has:</p> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> SPF of at least 30</li><li><input checked="" type="checkbox"/> UVA star rating of 4 or more</li></ul> <p>For more info, go to <a href="http://www.careinthesun.org">www.careinthesun.org</a></p>  |   |
| <p><b>Monday 4<sup>th</sup> May (Bank Holiday)</b></p> | <p>Bank holiday weekend is here. As you head out and about don't forget the essentials. Remember – UV rays are invisible but powerful. Even if there's a breeze, your skin still needs protection.</p> <ul style="list-style-type: none"><li>• Apply SPF 30+ sunscreen (and reapply every 2 hours!)</li><li>• Wear a hat and sunglasses</li><li>• Seek shade during peak UV hours (11am – 3pm)</li><li>• Stay hydrated</li></ul> <p>Protect your skin and enjoy sunshine safely! ☺</p> <p>To find out more visit <a href="http://www.careinthesun.org">www.careinthesun.org</a></p> |  <p>The poster features a circular UV index scale with segments for 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, and +11. The scale is color-coded: 0-2 (green), 3-5 (yellow), 6-7 (orange), 8-10 (red), and +11 (purple). Text on the poster includes 'Be UV Aware', 'The UV index shows us how strong the sun's UV rays are', 'When the UV index is 3 or more, protect your skin and eyes', 'Think UV not temperature', and the website 'www.careinthesun.org/uv'. Logos for Cancer Focus, BE CANCER AWARE, and HSC Public Health Agency are also present.</p> |

**Sun Awareness Week 12<sup>th</sup> – 17<sup>th</sup> May**

**Tuesday 12<sup>th</sup> May**

It's #SunAwarenessWeek ☀️

With warmer brighter days ahead don't forget to take care in the sun and protect your skin from harmful UV rays. Swipe for some of our top tips!

Visit [www.careinthesun.org](http://www.careinthesun.org) for more info and advice.



April & May 2026

Communications Officer: Lauren

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| <p><b>Wednesday 13<sup>th</sup> May</b></p> | <p>Frances Dowds, Health Improvement Manager at the PHA, shares some helpful tips to help you stay safe and protect your skin in the sun. ☉</p> <p>“Skin cancer has one of the highest rates of cancer incidents in Northern Ireland.”</p> <p>If you have concerns act on it, don't wait. Contact your GP for advice.</p> <p>Visit <a href="http://www.careinthesun.org">www.careinthesun.org</a> for more info.</p> <p>#SunAwarenessWeek</p> | <p>Video of Frances Dowds.<br/><a href="https://vimeo.com/1082171409">https://vimeo.com/1082171409</a></p> |
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April & May 2026

Communications Officer: Lauren

**Thursday 14<sup>th</sup> May**

Skin cancer is caused by over exposure to UV (ultraviolet) light. Over 4,000 people in Northern Ireland will be diagnosed with skin cancer each year, almost 1 in 10 of these are malignant melanoma, the most serious form.

There's lots of ways you can protect your skin and eyes from UV damage such as staying in the shade and applying sunscreen regularly.

For more tips and advice on reducing your risk of skin cancer, go to [www.careinthesun.org](http://www.careinthesun.org)

#SunAwarenessWeek



April & May 2026

Communications Officer: Lauren

### Friday 15<sup>th</sup> May

Protecting skin from damage is really important but it's equally important to check your skin for damage.

You should check your skin at least once a month.

Be aware of any changes, new moles or abnormal skin changes. Early detection and treatment of skin cancer can dramatically improve outcomes.

Call into your local community pharmacy for advice and support.

For more tips on reducing your risk of skin cancer, go to [www.careinthesun.org](http://www.careinthesun.org)

#SunAwarenessWeek



**Saturday 16<sup>th</sup> May**

Did you know UV damage to your skin cells can start before your skin tans or burns?

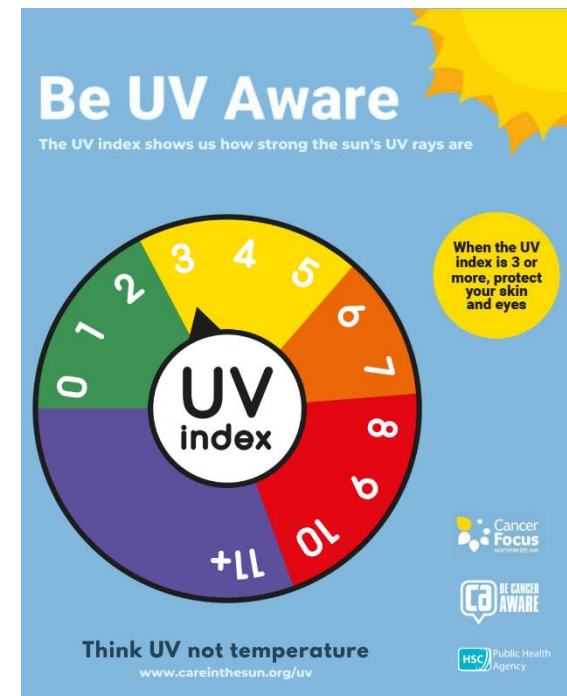
We often don't realise when our skin is being damaged, so it is important to be UV aware in order to stay safe in the sun.

Check out our UV index to find out how strong the sun's rays are and be sure to protect your skin when the index is 3 or more.

Click the link below to find out more.

[www.careinthesun.org](http://www.careinthesun.org)

#SunAwarenessWeek



April & May 2026

Communications Officer: Lauren

### Wednesday 20<sup>th</sup> May

Heading off on your summer holidays?  
Don't forget to pack a little extra care in  
the sun! ☀

- Apply SPF 30+ sunscreen (and reapply every 2 hours!)
- Wear a hat and sunglasses
- Seek shade during peak UV hours (11am – 3pm)
- Stay hydrated

Sun safety isn't just for the beach.  
Enjoy your holiday and stay safe in the  
sun! For care in the sun advice call into  
your local community pharmacy, or find  
out more at [www.careinthesun.org](http://www.careinthesun.org).



April & May 2026

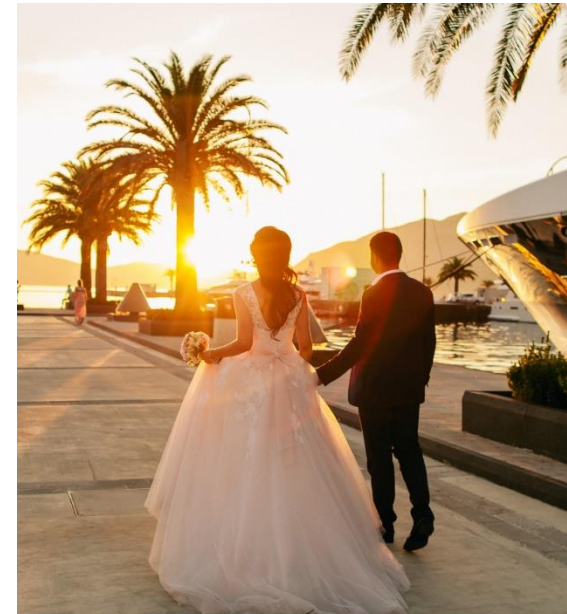
Communications Officer: Lauren

### Saturday 23<sup>rd</sup> May

Bardot, sleeveless or one shoulder, whatever style you go with this upcoming wedding season either at home or abroad, remember to stay safe in the sun. ☉

Remember – UV rays are invisible but powerful. Apply sunscreen (at least SPF30 and 4 to 5 star UVA protection, wear your sunglasses, use a parasol, and enjoy your special day free from sunburn.

Find out more: [www.careinthesun.org](http://www.careinthesun.org)



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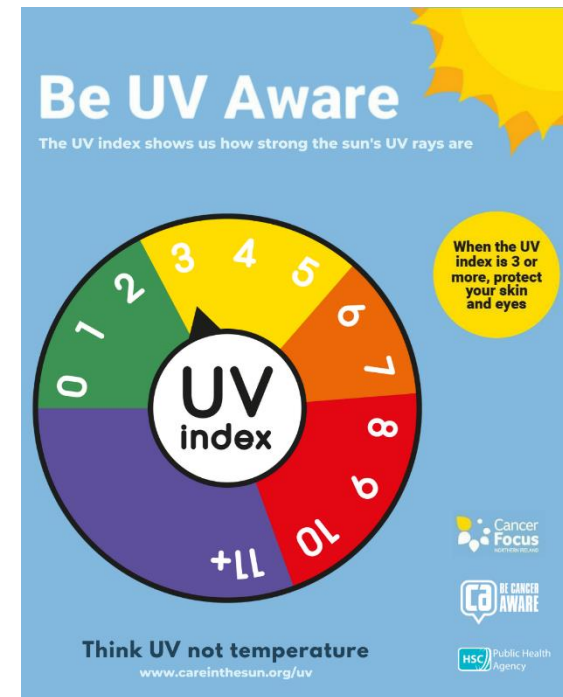
**Monday 25<sup>th</sup> May (Bank Holiday)**

Bank holiday weekend is here. As you head out and about don't forget the essentials. Remember – UV rays are invisible but powerful. Even if there's a breeze, your skin still needs protection.

- Apply SPF 30+ sunscreen (and reapply every 2 hours!)
- Wear a hat and sunglasses
- Seek shade during peak UV hours (11am – 3pm)
- Stay hydrated

Protect your skin and enjoy sunshine safely! ☺

Visit [www.careinthesun.org](http://www.careinthesun.org) to find out more.



## Sunday 31<sup>st</sup> May

Heading off on your summer holidays?  
Don't forget to pack a little extra care in  
the sun! ☉

- Apply SPF 30+ sunscreen (and reapply every 2 hours!)
- Wear a hat and sunglasses
- Seek shade during peak UV hours (11am – 3pm)
- Stay hydrated

Sun safety isn't just for the beach.  
Enjoy your holiday and stay safe in the  
sun!

For care in the sun advice call into your  
local community pharmacy, or find out  
more at [www.careinthesun.org](http://www.careinthesun.org).

