

Slip, slop, slap: Australia's sun safety campaign

How often do you use sunscreen?

Vocabulary

1. radiation 2. reduce 3. lifetime 4. develop 5. rates 6. launched

True Story

Australia has one of the highest _____ of skin cancer in the world. About two in three Australians will _____ skin cancer during their _____. One reason is the country's strong ultraviolet (UV) _____, which can damage the skin and cause cancer over time.

To _____ this risk, the Cancer Council _____ the "Slip, Slop, Slap" campaign in 1981. It encouraged people to slip on a shirt, slop on sunscreen and slap on a hat. In 2007, two more steps were added: seek shade and slide on sunglasses. Today, "Slip, Slop, Slap, Seek, Slide" is a well-known campaign that reminds Australians to protect themselves from the sun.

Quiz

1. What is the rate of Australians developing skin cancer during their lifetime?
2. What is a major reason for the high rate of skin cancer in Australia?
3. When was the "Slip, Slop, Slap" campaign launched?
4. What two steps were added to the campaign in 2007?

True or False

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| 1. The campaign was first launched in 1918. | True False |
| 2. The campaign encouraged people to slip on a banana skin. | True False |
| 3. Australia has one of the highest rates of skin cancer in the world. | True False |

Conversation

- A: Hey, did you hear about the "Slip, Slop, Slap" campaign?
- B: Oh yeah, it's that sun safety thing, right?
- A: Yep! It's been around since 1981.
- B: Wow, that's older than me!
- A: They even added more steps in 2007.
- B: More steps? Soon it'll be a dance routine!

Discussion

1. Have you ever gotten a sunburn?
2. Do you like wearing hats in the sun?
3. What's your favorite way to stay cool in the summer?
4. Have you ever tried to get a suntan?