



# **SUNSCREENS & SUN SAFETY WEBPAGE STRATEGY**

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# Collaborators

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# Health Education Objectives

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## Sunscreen labels:

- Sun Protection Factor (SPF)
- Broad-spectrum
- Water-resistance
- Reef-safe

## Active ingredients:

- Mineral UV filters
- Chemical UV filters

## Additional:

- Non-sunscreen alternatives for sun protection
- Common sun protection myths



# Health Education Objectives

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## Out of Scope:

- Secondary ingredients or potential contaminants
- International sunscreen protection ratings (i.e. PA+ ratings in Asia)
- Deep dive on fragrance hazards
- Lip products



# Top Public Health Messages

- **The best sunscreen is the one you're most likely to use every day**
- We encourage people to enjoy the benefits of going outside while also protecting themselves from sun damage
- Sunscreen isn't the only form of protection. Use a combination of sunscreen, protective clothing, shade, and good timing



# Health Education Strategies

- Prioritized displaying our overall sun protection tips up front
- Curated our image selection to represent vulnerable populations, i.e. workers and children
- Highlighted common myths about sunscreens





## Sunscreens and Sun Safety | Washington State Department of Health

<https://doh.wa.gov/community-and-environment/contaminants/sunscreens-and-sun-safety>