

Summer Safety

Protect your staff from an invisible killer

2,500+ Kiwis are diagnosed with melanoma skin cancer each year, approximately 1:8 will be fatal.

The challenge – Protecting your staff from excessive UV

In NZ we are especially prone to the harmful effects of UV, our thin ozone layer allows more UV radiation to penetrate.

The solution - Easy as 1-2-3!

The best protection comes from wearing hats, UV-filtering sunglasses, and broad-spectrum sunscreen, together.

Why? – Avoid unnecessary health risks

A Swiss study investigated wearing no hat in summer, compared to in the winter, the entire face was exposed to twice as much UV radiation, and the nose was worst affected with almost six times the radiation!

Positive influence – Promoting a healthy working environment

Employees choose to be loyal to companies that care. Drawn to cultural benefits, potential candidates will be more inclined to consider a role with your company above competitors knowing their well-being is a priority.

Use apparel to protect and connect

Risk mitigation

Sun protection is necessary PPE, without it, long-term exposure can kill

Nurture

Everyday routines can help protect for life; create healthy habits

Reach out

Brand PPE, be proud to support a healthy workplace culture

When choosing your next hat, consider

- **Style**
For maximum protection, a wide brim is advised to shade the head, neck, shoulders, and upper back.
- **Material**
Natural straw, cotton, and some synthetics (polyester or nylon) are shown to give us the best protection from UV radiation.

If you aren't sure how well protected you are, hold the hat up to a light, generally the less light shining through, the better protected you are.

- **Colour**
Function vs fashion. Whilst we all enjoy having a hat that matches our clothing, subtle changes can make a huge difference to how well protected you are.

White or light-coloured hats reflect the sun's heat, while darker colours absorb it. Ideally, you should choose a hat with a light top and a darker under brim, to ensure the sun is reflected off your face.

- **Activities**
What will you and your staff be involved in, the location, and duration.

A darker brim would reduce glare from reflective surfaces like pavements, roofs, or water. Wide brims are great for all-day exposure, or a cap may be preferred for shorter exposure or travelling.

