



Australian Government



**PROTECT YOURSELF IN FIVE WAYS FROM SKIN CANCER**

### **30 SEC 'WORLD CHAMPS' RADIO SCRIPT**

**SFX:** crowd cheering at a footy match

**SFX:** outdoor ambience

**MVO:** **Australia leads the world in many things - including death from skin cancer.**

**It's one thing we're world champions at, that would be better if we ran last.**

**Outdoors, you can't just rely on sunscreen. Protect yourself with a hat, clothing, shade, sunglasses and sunscreen. Do that to avoid ending up with skin cancer. Because that's something really worth cheering about.**

**VO:** **Authorised by the Australian Government, Canberra.  
Spoken by B Borgia**