

To: Chief Administrative Officer **Date:** May 2, 2022
From: Stephanie Key, Acting Director Parks, Recreation & Culture
Subject: Sun Safety

Recommendation(s)

1. That sun safety signs be ordered and installed in strategic locations designated by staff;
2. That staff purchase and plant shade trees in Fraser River Heritage Park, Sports Park, Tunbridge Common and Ross Park; and
3. That staff develop a sun safety promotional campaign utilizing existing advertising platforms and program opportunities from May through August.

Purpose

This report is in response to Council's request for options for promoting sun safety at City parks and facilities.

Background

At the March 21, 2022 Council meeting, May was proclaimed Melanoma and Skin Cancer Awareness Month and a resolution was made for staff to provide options for promoting sun safety at City parks and facilities including a public education component on the risks associated with continuous sun exposure. Following this on April 19, 2022 a delegation to Council by the Save Your Skin Foundation requested assistance raising awareness around skin diseases and how to prevent them.

Discussion and Analysis

There are numerous resources available through several agencies including BC Cancer, Canadian Cancer Foundation, Canadian Dermatology Association, Centres for Disease Control and Prevention, Health Canada, WorkSafe, Save Your Skin Foundation and more around awareness and prevention. These include posters, brochures, signs, learning modules, videos and games aimed at children to name just a few.

Several years ago municipalities were provided "Sun Smart" signs to improve sun safety awareness. Mission installed several signs in the larger City parks and high traffic areas. These have since deteriorated and have been removed. While these signs do not appear to be available anymore, similar ones could be made and installed. It must be noted that some areas are "over signed" defeating the purpose of getting a message across. If signs are a direction Council wants to take, staff suggest targeting specific sites that have minimal signage, that are exposed directly to the sun and tend to be high traffic areas. Sites such as the Water Spray Park, Sports Park, Griner Park Pump Track, Fraser River Heritage Park Playground, Kinsmen West Playground and the Skate Park would be appropriate. 12" x 14" metal signs are approximately \$160 each and could be absorbed within the 2022 operating budget. These signs should be removed at the end of the season and re-installed each Spring.

The City does attend to sun safety with its employees who work outdoors. It is an item on the Joint Occupational Health and Safety Committee (JOHSC) agenda and crew talks are regularly done in the Spring/Summer around sun safety. Sun screen, hats and cooling scarves are also available at work for staff. Summer programs that spend time outdoors plan their activities to minimize exposure between 11am – 3 pm, access shade as much as possible, encourage hats, and carry sun screen for participants who forget to bring their own. Some of the games and videos available could be incorporated into the regular program activities, in particular with the summer day camp programs. Further education around sun safety could take the form of displays, pamphlet racks, video screen messages, messages in the Leisure Guide and signage in City facilities.

Shade trees also are a factor in sun safety. Mission is fortunate to be surrounded by numerous forested areas, however those are not the areas of concern. The higher risk areas are the community and neighbourhood parks. When parks are developed best practice would suggest the planting of trees where possible with at least a 3” caliper. Efforts are made to do so but more times than not the budget is consumed by the play equipment, surfacing, benches, fencing, etc leaving minimal amounts for tree planting. In 2021 the PRC Dept did receive a dedicated tree planting budget which could be partially designated for shade trees. The current priority areas would be the playgrounds at Fraser River Heritage Park, Sports Park, Tunbridge Common and Ross Park.

Council Goals/Objectives

The development of sun safety initiatives supports Council’s goal to ensure “enhanced lifestyle opportunities and community health”.

Financial Implications

The financial implications of this report are the one-time purchase of signs at a cost of \$1600 which can be absorbed within the 2022 PRC operating budget and that \$5000 from the 2022 PRC operating budget be used for the purchase and planting of shade trees. A promotional campaign with existing communication platforms would utilize currently budgeted staff time.

Communication

Staff in the Parks, Recreation & Culture Department will work with Communications staff on the development of a promotional sun safety campaign.

Summary and Conclusion

In response to Council’s request for staff to report on options to promote sun safety at City Parks and facilities, staff have recommended proclaiming May 2022 as Melanoma and Skin Cancer Awareness Month, funding for the purchase of signs and shade trees and the development of a sun safety advertising campaign for May – August.

Report Prepared by: Stephanie Key, Acting Director Parks, Recreation & Culture

Reviewed by: Jason Horton, Manager of Parks & Facilities, Taryn Hubbard, Manager of Communications & Public Engagement

Approved for Inclusion: Mike Younie, Chief Administrative Officer