

eDM: Physical health

Content notes:

The following suggested wording for eDM purposes has been prepared by TAL. It is available to use in white-label format for communications and is designed to provide information on positive ways to improve physical wellbeing.

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EMAIL 1 – promoting skin cancer awareness

AUDIENCE	Super members, employees
COMMUNICATION OPPORTUNITIES	To share timely sun safety advice during peak UV season.
MESSAGE	Protecting your skin through simple daily habits and early detection is important and TAL provides practical tools like Spot Checker to help.
INSIGHTS	Skin cancer is highly prevalent in Australia, and Australian's value clear, actionable guidance that helps them reduce personal health risks.
ASSOCIATED ASSET/S	Explore tools and resources to support physical wellbeing.
CTA	Business entity to provide CTA.

Subject line: Taking steps to protect your skin this summer

Preheader: Practical tips and tools to reduce skin cancer risks

Hi [First Name]

Summer brings longer days and more time outdoors, but it also means higher UV exposure. Did you know 2 in 3 Australians will be diagnosed with skin cancer by the age of 70? ¹

Looking after your skin is an important step in protecting your long-term health. That's why we've partnered with TAL to share practical tools and resources to help you stay safe in the sun this summer – and all year round.

WAYS TO PROTECT YOUR SKIN

- Check UV ratings daily and plan outdoor time wisely.
- Wear sunscreen and protective clothing every day.
- Use the SCAN method monthly to spot early changes – (check for SORE, CHANGING, ABNORMAL and NEW spots or moles).
- Encourage young people to start healthy habits early.

Healthy habits start today. You can spot changes early with [TAL's SpotChecker](#) self-check guide and make sun safety part of your everyday routine.

1. The survey was conducted by Edentify Pty Ltd on behalf of TAL, in October 2024, with a sample of 1,000 respondents in Australia aged 18-65+ years old.

WAYS TO SUPPORT YOUR PHYSICAL HEALTH

< TAL Physical Health resources, business entity to add articles/flyers or their own CTA >

DISCLAIMER [please add disclaimer to your eDM]

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