

SUNSAFE – PROJECT OVERVIEW

TITLE	SUNSAFE
<p><b>NATIONAL TARGETS</b> (list of national targets working towards)</p>	<p>The Cancer Plan has four main objectives for its National Cancer Plan for the UK :</p> <ol style="list-style-type: none"> <li>1. To save more lives</li> <li>2. To ensure people with cancer get the right professional support, care and treatment</li> <li>3. To tackle the inequalities in health that mean unskilled workers are twice as likely to die from cancer as skilled workers</li> <li>4. To build for the future through investment in the cancer workforce, through strong research and through preparation for the genetics revolution so the NHS never falls behind in cancer care again!!</li> </ol>
<p><b>EVIDENCE OF EFFECTIVENESS</b> (Published papers, guidance etc which provides evidence that the methods/activities/programme you are doing is effective)</p>	<p>Skin Cancer Hub (16<sup>th</sup> June 2009) the SW has the highest incidence and the highest mortality rate of skin cancer. They state it is essential to educate the public about how to protect themselves, early signs and symptoms.</p> <p>4% of 16-18 year old girls don't wear sun cream. More than a ¼ of men don't wear sun cream. (radio 1 july 2009).</p> <p>Sun Smart survey (2003 – 2008) that raising awareness of checking moles could reduce the risk of getting skin cancer.</p> <p>Cancer research uk (2009) melanoma has increased by over four times since 1970. Rates of melanoma has increased faster than any other type of cancer in the UK.</p> <p>Cancer Research Uk (2009) also stress that too much sun exposure causes skin cancer and the need to educate people on how to be sunsafe, especially children.</p> <p>NSF - skin cancer confirm that UV is linked to increased levels of skin cancer in the UK</p> <p>It is important that families continue to be advised of the need for vigilance with regard to childhood sun exposure, a study in Northern England showed the</p>

	<p>increase in melanoma cases was due to sun exposure (department of health and human services)</p> <p>Sun Smart Schools New Zealand,  <a href="http://www.sunsmartschools.co.nz/sunsafety.asp">http://www.sunsmartschools.co.nz/sunsafety.asp</a></p> <p>Using the Internet to communicate the sun-safety message to teenagers, Sue Peattie, Health Education Journal, 2002, vol 102 issue 5.</p> <p>Nursing Times  <a href="http://www.nursingtimes.net/nursing-practice-clinical-research/evaluation-of-a-sun-awareness-programme-for-school-children/199501.article">http://www.nursingtimes.net/nursing-practice-clinical-research/evaluation-of-a-sun-awareness-programme-for-school-children/199501.article</a></p> <p>National Schools Partnership</p>
<p>AIM(S)  (Few high level statements which describe the overall aim of programme)</p>	<ul style="list-style-type: none"> <li>• Raise awareness of the Sun Safe campaign across the county</li> <li>• To reduce the number of people who get sunburnt and skin cancer</li> <li>• Raise the awareness of the dangers of the sun amongst primary/ secondary school children and education them on enjoying the sun safely</li> <li>• For schools/council to have a SunSafe policy</li> </ul>
<p>OBJECTIVES  (list outcomes you hope to achieve – are they SMART?)</p>	<ul style="list-style-type: none"> <li>• To maintain a high media profile – tv/radio/ newspaper throughout the year</li> <li>• To raise awareness of the benefits of enjoying the sun safely and encourage more people to do so (targeting primary and secondary schools)</li> <li>• Create and maintain a range of ways in which the public can be educated about sun Safe or obtain information</li> <li>• To create partnerships with local organisations to enhance exposure of the SunSafe message.</li> <li>• To promote Sun Safe best practice in accordance to the Cancer research guidelines at every opportunity</li> <li>• To increase awareness of the SunSafe</li> </ul>

	<p>message at a local level through attending events/functions across the county</p> <ul style="list-style-type: none"> <li>• To work with Cornwall County Council to develop a SunSafe schools policy</li> <li>• To make the SunSafe message clearly visible throughout Newquay</li> </ul>
<p><b>PROJECT TARGETS</b> (Quantify what you hope to achieve over the year)</p>	<p>To deliver the SunSafe Campaign to a minimum of 60% of primary and 60% of secondary schools in the UK, raising awareness of how to enjoy the sun safely. They will obtain the SunSafe certificate/sticker.</p> <p>To liaise with Cornwall County Council to develop and implement a SunSafe strategy for schools</p> <p>To attend a minimum of 50 festivals/events</p> <p>To ensure both displays are on display at all times where feasible.</p> <p>To develop an informative website</p> <p>To promote Sun Awareness Week</p> <p>To continue to explore opportunities with in the county to build relationships and raise awareness</p>
<p><b>ACTIVITIES</b> (list all activities in detail you will carry out to achieve objectives)</p>	<p>To write to all primary and secondary schools with in the county informing them of the SunSafe Campaign. To produce school packs and attend all schools delivering the programme.</p> <p>Primary: - power point  - work sheets  - activities  - certificate/sticker  - poster</p> <p>To review the secondary school curriculum to identify where the information be used for best effect.</p> <p>To use the mobile SunSafe vehicle to transport the display to festivals/events across the county</p> <p>To attend fortnightly town centre meetings in Newquay to enable relationships to be built with</p>

	<p>key organisations.</p> <p>To communicate with organisations/businesses to raise awareness of the SunSafe Campaign</p> <p>To develop a jingle to be associated with Sun Safe</p> <p>To increase marketing and promotion of the SunSafe message through joint advertising with local businesses</p>
<p><b>EVIDENCE</b> (database, media log, eval sheets etc)</p>	<ul style="list-style-type: none"> <li>• Amount of media coverage – press releases published, radio and TV interviews.</li> <li>• Photographs of events attended</li> <li>•</li> <li>• Number of quarterly newsletters produced for Staff and Stakeholders</li> <li>• Number of resources created for primary and secondary schools</li> <li>• NHS data identifying number of skin cancer patients identified over the last 10 years, and compare it to this years.</li> <li>• Number of primary/secondary schools who participated in the SunSafe campaign and the number of pupils per school who obtained the SunSafe certificate. This information will be held on a spreadsheet.</li> <li>• Number of people attending mole drop in clinics – from the different areas – this will enable us to identify the effectiveness of targeting those areas in future years and the effectiveness of the clinics.</li> <li>• Feedback forms completed from each festival/event attended by the public and organiser. This will enable us to see the effectiveness of the display and if it is useful to attend these events in the future.</li> <li>• Feedback forms from mole drop in clinics</li> </ul>

	<ul style="list-style-type: none"> <li>• Feedback from RNLI at end of season to identify number of sun related incidences. This will enable us to identify if the Sun Safe information on the beach RNLI displays was effective.</li> </ul>
<p>DELIVERY PARTNERS and Stakeholders</p>	<ul style="list-style-type: none"> <li>• NHS Health promotion</li> <li>• RCHT</li> <li>• UWE University</li> <li>• Primary schools and school networks</li> <li>• CASA/ CAPA</li> <li>• Secondary Schools and School Networks</li> <li>• Community and Voluntary Groups</li> <li>• MAP</li> <li>• MTMRF</li> <li>• Family and Friends of Melanoma Victims</li> <li>• Local Media</li> <li>• RNLI</li> <li>• PCT</li> <li>• Children and Young Peoples Department</li> <li>• National Schools Partnership</li> <li>• Pharmacies</li> <li>• Myfanwy Townsend Melanoma Research Fund</li> </ul>