

Health Promotion Service – Project Overview 2010

TITLE	SunSafe
<p>National Targets/ Local priorities</p>	<p>To support the national awareness and early diagnosis initiative by studying the potential for cancer networks to take on a coordinating role in raising skin cancer awareness and prevention. It is also the intention that the PCTs, GPs and Acute trusts will as a result of this project set up by the Peninsula cancer network, place an emphasis on prevention and early diagnosis, understand the strengths of social marketing and embed skin cancer prevention and shared approaches for early diagnosis into PCT commissioning plans. The project includes the secondment of a communications professional to develop a long term systematic approach to skin cancer awareness and prevention, across the peninsula, adding value to individual PCT efforts.,</p> <p>National Cancer plan UK - has four main objectives:</p> <ol style="list-style-type: none"> 1. To save more lives 2. To ensure people with cancer get the right professional support, care and treatment 3. To tackle the inequalities in health that means unskilled workers are twice as likely to die from cancer as skilled workers 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!!
<p>Scoping</p>	<p>The skin cancer HUB (16th June 2009) the SW has the highest incidence and the highest mortality of skin cancer. They state it is essential to educate the public about how to protect themselves, early signs and diagnosis.</p> <p>Skin cancer UK (Feb. 2009) estimate that the lifetime risk for developing malignant melanoma is 1 in 91 for men and 1 in 77 for women in the UK.</p> <p>Sunsmart 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 have increased faster than any other type of skin cancer in the UK and it is the most common cancer in 15-34 year olds.</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 sun</p>

safe, especially children.

Cancer Research UK (2009) identified that more than 10,400 new cases of malignant melanoma were diagnosed in 2006, and in 2006 there were 577 deaths in the UK from NMSC. They constitute a substantial public health problem due to the very large number of cases each year.

NSF (2008) confirms that UV is linked to increased levels of skin cancer in the UK.

Cancer Research UK (2009) identified that in England and Wales between 1988 and 1993, the age standardised incidence rates for the most deprived areas were between 60-70% lower than those for the most affluent areas. If this difference in incidence is related to access to holidays abroad, where high intensity sun exposure is likely, then the gap between different deprivation groups is likely to narrow as more and more people can afford to holiday abroad. In 2005 UK residents make a record 66.2 million trips abroad, three times as many as in 1985.

COMERE (2008) reported that sun beds are used by 25% of people in the UK, and that 6% of 11-17 year old had used a sun bed. They also reported an increase in the incidence of skin cancer amongst the under 35 years due to sun beds.

Radio 1 (July 2009) 4% of 16-18 yr old girls don't wear sun cream. More than 1/4 of men don't wear sun cream.

Aim(s)

Raise awareness of the SunSafe campaign across the county following SW strategy objectives focusing on the 6 identified target groups (primary school pupils, young parents, teenagers, out door workers, over 65 years, and sun beds), and working in partnership with Devon, Torbay and Plymouth.

To reduce the number of people who get sunburnt and skin cancer

For schools/councils to have a SunSafe section included in their school policy

For Businesses and organisations (primarily who have outdoor workers) to have a SunSafe policy as part of work place health.

To raise the dangers of the sun amongst pri/sec school pupils and educate them on ways to enjoy the sun safely.

To promote early diagnosis of melanoma

Objectives

To raise awareness of the benefits of enjoying the sun safely and encouraging more people to do so (primarily targeting outdoor workers, primary children, and teenagers).

To create a range of innovative and up to date ways in which the

	<p>public can be educated about Sun Safety or obtain information easily.</p> <p>To create partnerships within the county (local organisations/businesses) to enhance exposure of the SunSafe message.</p> <p>To share good practice and resources through out the SW to help promote and reinforce the SunSafe message in accordance to the Cancer Research Guidelines.</p> <p>To make the SunSafe message clearly visible throughout Cornwall</p> <p>To maintain a high media profile (TV, radio, and newspaper) throughout the year in accordance to the SW strategy dates and also highlighting SunSafe in Cornwall's good practice.</p> <p>To work with primary care and other NHS clinicians to increase early diagnosis</p>
<p>Project targets and behavioural goals</p>	<p>To deliver the SunSafe campaign via assemblies to a minimum of 30% of primary schools in the county and to introduce a "SunSafe" section in to the school policy of 30% of primary schools.</p> <p>To liaise with Cornwall Council to develop and implement a compulsory SunSafe policy for schools</p> <p>To attend a minimum of 30 events</p> <p>To ensure both displays are on display at all times where feasible</p> <p>To redesign and develop an informative website which is easy to navigate</p> <p>To design and manage a SunSafe face book page</p> <p>To promote sun awareness week</p> <p>To continue to explore opportunities within the county to build relationships and raise awareness.</p> <p>To produce resource packs for GP practices to raise awareness of skin cancer for both patients and staff</p> <p>To work as part of the SW strategy for raising awareness and preventative techniques for skin cancer in accordance to their objectives targeting primarily two groups</p> <p>To liaise with work place health and the Cornwall Council to introduce a sun safe policy in to the working environment, and to deliver sun safe talks to 10 businesses/organisations in Cornwall who are primarily involved in outdoor work.</p>

<p>The proposition</p>	<p>To write to all primary schools in the county reminding them of the SunSafe campaign and offering workshops/assemblies/ attendance to sports days etc. To review the SunSafe policies in primary schools and offer advice/guidance on changes needed.</p> <p>To use the SunSafe van to transport the display to events/festivals across the county, as well as to attend work place health visits and primary schools.</p> <p>To communicate with businesses and organisations to raise awareness of the sun safe campaign and provide guidance on incorporating a sun safe policy in to their strategy.</p> <p>TO increase advertising of the SunSafe message through forming partnerships with local businesses and organisations</p> <p>To offer mole clinics (with RCHT dermatology department) primarily to businesses/organisations with out door workers, and offer advice on sun safety.</p> <p>To offer drop in mole clinics to the general public at large county events and the RCHT dermatology department.</p>
<p>Evaluation</p>	<p>Photographs of events attended</p> <p>Newspaper articles/radio interview evidence</p> <p>Feedback forms from all primary schools visited regarding changes in school policies and assemblies</p> <p>Number of schools (primary) who select sun safety as a core option with Healthy schools Plus and change their school policy to include a sun safety section following guidance from SunSafe.</p> <p>Number of resources delivered to primary schools</p> <p>Number of hits on the new website</p> <p>Number of organisations/businesses who select Sun Safety as an option as part of work place health and incorporate it in to their work policy</p> <p>Number of out door workers who attend mole clinics (work based) – this will enable us to identify the effectiveness of targeting outdoor workers and the effectiveness of the clinics.</p> <p>Feedback forms completed from each festival/event attended by the organiser. This will enable us to identify the effectiveness of the display and whether it is useful to attend these events in the future.</p> <p>Feedback forms from mole drop in clinics at public events e.g. Royal</p>

	<p>Cornwall Show.</p> <p>Feedback forms from GP practices following the development of an up to date sun safe pack to be used for display purposes.</p>
<p>Delivery partners and Stakeholders</p>	<p>NHS health promotions RCHT Plymouth University Primary schools and networks CASA/CAPA Further education colleges and college networks Community and Voluntary Groups MAP MTMRF Family and Friends of Melanoma Victims Local media RNLI PCT Cornwall Council Children and Young Peoples department National Schools Partnership Healthy Schools Pharmacies Primary care Cornwall community health services Myfanwy Townsend Melanoma Research Fund HUB/SWPHO Peninsula cancer network</p>