

## HEALTH PROMOTION SERVICE – QUARTERLY REPORT (Q2)

<b>PROJECT TITLE: SunSafe</b>				
	<b>Outcomes and behavioural goals planned</b>	<b>Outcomes and behavioural goals achieved</b>	<b>Variance</b>	<b>Action Plan to address any variance</b>
<b>July – Sept 11 (Q2)</b>	To liaise with the local media (TV/newspaper/radio) and keep them informed of all events attending and skin cancer news	Local media was kept up to date of SunSafes activities. One live radio public question and answer session was completed	0	
	To attend x5 events and raise awareness of skin cancer early diagnosis and prevention	X5 events were attended (Saltash Regatta/ Stithians/ RNLI Newquay/ Boardmasters/ Newquay Fire Day) and delivery at each event to the following number of people: Saltash (120), RNLI day (87), Boardmasters (2351), stithians (250 with mole check), fire day (62)	0	
	Maintain hits on the sunsafe website, twitter and facebook page	The website this quarter had 13,701 hits	-5924	This is 5924 hits less than last quarter.
	To set up advertising on the side of the NHS courier vans for april – oct 2012	Advertising on the side of the NHS courier vans has been designed, printed and is ready to be displayed in April	0	
	To work with St Austell Brewery and distribute the sunsafe beer mats throughout the county.	A total of 27000 sunsafe beer mats were distributed across the county, focusing primarily on the north and south coast due to main target audience (18-34 year olds) being located there	0	

	Contact secondary schools to offer a visit from Sunsafes with the UV camera/resources and talk to pupils.	No secondary schools were contacted due to the summer holidays	0	To contact secondary schools prior to the start of the summer term 2012 and arrange student talks and the introduction of the sun safe skin cancer curriculum DVD
	For the sun safe park and ride campaign to run for 6 weeks, and the radio campaign to run for 5 weeks, and the sunsafe screen saver to run on the PCT/RCHT/HPS/CFT for 6 weeks	The website this quarter received 13,701 hits, this was the first year we have the website so we have no data to compare the hits to.	0	Hits were down on the previous quarter but this could be due to sun safe research being carried out in schools/ by parents prior to the summer holidays.
	To deliver talks to x5 apprenticeship groups for the start of the academic year	SunSafe resources have been provided to the 7 Cornwall College campuses to raise awareness of skin cancer early diagnosis and prevention as part of the tutor sessions and will be delivered by the college tutors as opposed to sunsafe staff. This will enable a greater audience to be met.	-5	Talks were delivered by all college tutors using sunsafe resources.
	To deliver sunsafe talks to x5 organisations/businesses as part of their work place health award and help them set up a work sun safe strategy	SunSafe advice/guidance and skin scanning was provided at x2 work places. Behaviour questionnaires carried out at one location, and behavioural change questionnaires to be distributed in October. Sun safe policies were introduced and discussed with	(-) 3	

		management at each location.		
	To set up training packs for the health and beauty students at Cornwall College.	Meetings have been set up for March 2012 to look at working with the health and beauty students prior to the start of summer	(-) 1	Dates set for 2012 to train students on the skin scanner
	To deliver talks to patients in x 3 mental health hospitals	Talks were delivered to patients in x1 mental health hospital. Due to the response/interest being poor a different approach was taken with the remaining 2 hospitals	(-) 2	Leaflets/DVDs and posters were delivered to the mental health hospitals for patients/staff to view in their own time as opposed to having a structured talk which many could not focus on.
<b>Partners worked with this Q, incl HPS</b>	Wendy Titman – Outdoor shading specialist Media – (particularly Pirate FM) St Austell Brewery Bedruthan Steps Hotel Carolyn House Benefit Centre Devon and Plymouth PCT Cornwall College Cornwall PCT – public engagement Steering Group Mental Health Hospitals Sea Base Primary Schools Cornwall Council – families, young people and children Cornwall Hospitals			
	Cornwall college – to analyse the findings from the final questionnaire and graph all results from the study			

<b>Oct – Dec 11 (Q3)</b>	PCT – to share Cornwall college skin scanning data with Devon PCT and analyse findings
	Apts – To look at skin cancer/sun safe apts currently available and the cost/implications of setting one up prior to summer 2012
	Shade booklet – to have produced and designed the final shade booklet for schools ready for distribution in January
	Website – to continue to update the web site
	Pirate fm – analyse the effectiveness of the summer radio campaign