

## HEALTH PROMOTION SERVICE – QUARTERLY REPORT (Q1)

<b>PROJECT TITLE – Sun Safe</b>				
	<b>Targets and behavioural goals planned</b>	<b>Targets and behavioural goals achieved</b>	<b>Variance</b>	<b>Action Plan to address any variance</b>
<b>Q1 (April -June)</b>	To release x4 press releases regarding sun safe events/progress	X4 radio interviews delivered, and x7 press releases by Cornwall reference skin scanning, and x2 from sunsafe during the quarter	+ 9	
	To set up sun safe as the internal screen saver within the council and Dept of work and Pensions and NHS	Sun safe over the summer will be the internal screen saver on all council computer screens with in the county, and on the countries Department of Work and Pensions screens. Sun Safe has helped to develop the sunsafe section within the council website for employees and visitors.	0	
	To attend x15 primary schools and deliver assemblies/workshops focusing on skin cancer early diagnosis and prevention	X6 primary school assemblies/work shops were successfully delivered raising awareness of skin cancer early diagnosis and prevention	- 9	Due to the work carried out with Cornwall College little time was available to attend primary schools. Next year to develop a new sunsafe leaflet for the pupils

	To work in partnership with Devon PCT and SWPHO on the skin scanning project targeting college pupils	Successful links have been made with Devon PCT and a large sample of pupils across the two counties have been scanned and provided with sun safe advice. Plymouth are now also looking to get involved	0	Meetings set up for liaising with Plymouth PCT
	To train Health and Beauty students at each of the x7 campuses in skin scanning, sun protection, skin cancer early signs, and ski types	Between 3-5 Health and Beauty Students were trained at each campus to provide skin cancer early diagnosis and sun protection advice to other pupils. They were also trained to skin scan other people	0	
	To offer skin scanning at the x7 Cornwall college campuses and deliver the sunsafe message	327 students at the x7 campuses were successfully skin scanned and provided with relevant skin cancer and sun protection guidance.	0	
	Development of resources for Cornwall College Apprenticeship courses	Meetings attended with the curriculum lead at Cornwall College and links have been made to the resources on the sunsafe website for use within delivery of the courses, however no specific new resources were developed as of yet.	1 (-)	To develop some new resources specific to certain apprenticeship courses e.g. farming, roofing etc...
	Sponsorship and attendance to the UV airport day event with Cornwall College	Sun Safe sponsored and attended the UV airport day. Over 6000 primary school pupils attended and the sunsafe message was delivered to all	0	

	To continue to maintain the sunsafe website weekly and increase the number of hits by 50%	The sunsafe website is regularly updated and maintained and hits have increased from 10,131 (Q4) to 25,625 (Q1)	+ 50%	
	To continue to develop and maintain the face book page and gain 50 friends	The sunsafe face book page is regularly updated with sunsafes news regarding "where we are/what we are doing" and 112 people have been added as friends	+62	
	To continue to maintain and develop the sunsafe twitter page and follow 20 people	Sunsafe twitter page is updated regularly with sun protection advice and "where we are" news. 20 People are being followed	0	
	To have x1 mole clinic at the RCHT	X1 mole clinic was delivered at RCHT. An additional one set up for July 2011	0	Data to be compared
	To set up the radio campaign with pirate FM ready for summer	A radio campaign has successfully been set up and will be running from July 2011. We are also included with in the Pirate FM website and links have been formed.	0	
	Development and pilot testing of beer mats in accordance to social marketing guidelines and NICE	Beer mats have been designed and pilot tested on target audience.	0	Beer mats should be printed with in a few weeks and distributed before the end of July
	To advertise on the park and ride buses	The sunsafe slides are displayed on all of the park and ride council buses with in the county.	0	
	To set up and deliver x3 talks to	Dates and sessions are confirmed	- 3	Unfortunately the dates

	patients and staff at three mental health hospitals in the county.	for July		had to be changed – the sessions are now scheduled for July
	To deliver x5 talks to organisations regarding skin cancer early diagnosis and prevention, and to encourage workplaces to include sun safety with in their strategy.	X7 talks/presentations were delivered to workplaces focusing on skin cancer early diagnosis and prevention	0	
	To offer skin scanning to employees at x4 organisations	Skin scanning was successfully offered at x4 organisations to raise awareness of skin cancer, the need for sun protection etc.	0	
	To send melanoma questionnaires and data to all practice nurses at the 92 GP practices in the county to obtain information regarding training needs within the county	Questionnaires were successfully sent to 92 GP practices within the county to be completed by 14 practices	- 78	To chase up the outstanding 78 questionnaires
	To advertise on the back of the Morrisons receipt over the summer months	Sun Safe is actively advertising the x6 icons on the back of the Morrisons receipts in Bude and Newquay over the summer months	0	
	To work closely with the PCT to raise awareness of sun safe with in the NHS	Sun Safe will be the screen saver on all internal computers (RCHT, CFT, HPS, PCT, PCF) for the end of July and Aug. A sunsafe handy will be included within the staff weekly bulletin, and the sunsafe display and leaflets over summer will be rotating between the entrances to the	0	

		different hospitals.		
	To work closely with MAP and an outdoor shade specialist to develop guidance on shade for schools/organisations.	Research following meetings and allocation of tasks has begun and further meetings are set for July to look at progress. We are aiming to have it printed and distributed by January 2012	0	
	To deliver a sun safe work shop to x1 after school group	Sun Safe successfully delivered x1 workshop to a Beavers group.	0	
	To deliver the sunsafe message to x3 nursery's	The sunsafe message was successfully delivered to x3 nursery's targeting parents and young mum's.	0	
	To film a section of the documentary for the NHS channels	Sun safe worked closely with key organisations (Myfanwy Townsend Melanoma Research Project, and MAP) to aid in raising awareness of skin cancer early diagnosis and prevention.	1 (+)	
	To produce a new primary school resource	Previous leaflets and resources developed by sunsafe were used this year in the schools	1 (-)	Primary schools are not the main target for this quarter. Last years resources were used with the primary schools as opposed to developing a new one. A new leaflet will be developed for next year.

	To attend x5 events and raise awareness of skin cancer early diagnosis and prevention	X5 events were successfully attended and the sun safe message given	0	
<b>Partners worked with this Q, including HPS</b>	Cornwall Council (Park and Ride buses, screen savers, web site) PCT, CFT, RCHT, HPS (screen savers, mole clinics, displays) Primary Schools GP practices (practice nurses) Media NHS media filming crew Myfanwy Townsend Melanoma Research Project Map Pirate FM			
	<b>Out comes and behavioural goals planned</b>			
<b>July – Sept 11 (Q2)</b>				
Media	To liaise with the local media (TV/newspaper/radio) and keep the informed of all events attending and skin cancer news			
Events	To attend x5 events and raise awareness of skin cancer early diagnosis and prevention, and to book attendance for the following months			
Website	To continue to maintain the sunsafe website weekly			
Face book	To continue to develop and maintain the face book page			
Twitter	To continue to maintain and develop the sunsafe twitter page			
Beer Mats	To work with St Austell Brewery and distribute the sunsafe beer mats throughout the county.			
Secondary	To look at the PSHE curriculum and contact secondary schools to see if sunsafe can visit with the UV camera/resources and			

schools	talk to pupils.
Park and Ride Buses	For the advertising campaign to be visible on the park and ride buses. Effectiveness to be monitored through website hits.
Radio campaign	For the radio campaign to go live over summer. Effectiveness to be monitored through website hits, viewings.
Cornwall College Apprenticeship	To deliver talks to x5 apprenticeship groups for the start of the academic year
Work place health	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
Cornwall college	To analyse the current data collected from the skin scanning sessions and compare to Devon and Plymouth's results. To distribute the final questionnaire in Sept and collect and collate the new data.
Training of Health and Beauty Students	To set up training packs for the health and beauty students at Cornwall College.