SKIN CANCER PREVENTION

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Summer weather!

Belfast, June 2012

Belfast, June 2013
Malignant melanoma

Number of new cases vs Year of diagnosis

- Male
- Female

NI Cancer Registry data
Non melanoma skin cancer

NI Cancer Registry data
Skin cancer prevention strategy

SKIN CANCER PREVENTION STRATEGY AND ACTION PLAN
2011-2021

JULY 2011
Overall long-term aim is to reduce the incidence of skin cancer and deaths from it among people in Northern Ireland
Strategy Targets

By 2016

• ↑ by 10% the proportion of men who take protective measures in the sun
• ↑ by 5% the proportion of population who check their skin regularly for signs of skin cancer
• ↓ by 30% the proportion of 16-25 year olds using sunbeds
Strategy Objectives

• Raise public awareness regarding the dangers of overexposure to UV radiation
• Reduce overall use of artificial tanning devices.
• Increase individual and organisation-wide practice of sun safety behaviours
• Increase awareness about the early signs of skin cancer and the need for prompt attention.
• Encourage earlier detection and treatment of malignant melanomas
• Promote further research into knowledge, attitudes and behaviour and the epidemiology of skin cancer
Priority groups

- children and young adults
- people who spend a significant amount of time outdoors
Raising public awareness

- Co-ordinated media activity calendar
- Website: [www.careinthesun.org](http://www.careinthesun.org)
- Information talks & stands
- Conference

Sun safe school sports day
Influencing attitudes & behaviours

• Schools
• Outdoor workers
• Sports organisations
• Leisure, tourism industries
• Outdoor events
Outdoor workers

- Key priority group for 2014/15
- Stakeholder engagement event
- Working group to develop policy template & information resources
Behaviour change
Sun safety – striking a balance
Education for professional groups

• Scoping exercise
• GP dermoscopy
• Training sessions for
  – Community Pharmacy staff
  – School Nurse Teams
  – Sure Start staff
  – Health Visitors
• Workshop & teaching resource for Beauty Therapy Tutors
Research

Local attitudes & behaviours:

– HEALTH SURVEY NORTHERN IRELAND

– YOUNG PERSONS BEHAVIOUR & ATTITUDE SURVEY