

Public Health Intervention Guidance

Resources and environmental changes to prevent skin cancer - Consultation on the Evidence – Stakeholder Response Table Wednesday 7th July to Wednesday 4th August 2010

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British Association of Dermatologists		Expert paper 2: national campaigns (UK and worldwide) General	1-4	There is a significant lack of information on the other, non-SunSmart national campaigns that are listed. The information outlined in this summary is extremely limited, given the large scale of work provided by these organisations. For example, the summary of the work by the Teenage Cancer Trust is limited to the partnership with Superdrug rather than the key messages and outcomes of the campaign, which has been extremely high profile in recent years. While it is acknowledged that SunSmart is currently the only campaign to receive DH funding, the other organisations listed should perhaps have been asked to provide detailed information about their campaigns' 'aims and objectives', 'evolution and target audiences', 'components of the campaign', and 'key successes and outcomes', as per the data listed on SunSmart, to allow for a more comprehensive overview of all national campaigns, as per the paper's title.	Thank you for your comment. We will pass this on to the authors of this expert paper for consideration.
British Association of Dermatologists		Expert paper 2: national campaigns (UK and	4	<i>"Sun Awareness (including Sun Awareness Week in May) is the British Association of Dermatologists' annual campaign to raise awareness of skin cancer and to encourage people to check their skin regularly (focused</i>	Thank you for this clarification – we will pass this on to the authors of this expert paper for consideration.

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		worldwide)		over one week in the year).” The Sun Awareness campaign actually runs throughout the summer (April to September) with Sun Awareness Week as its official launch. Activity is not confined to this one week.	
British Association of Dermatologists		Expert paper 2: national campaigns (UK and worldwide)	4	“(http://www.bad.org.uk/site/574/DesktopDefault.aspx)” Please list the links to the BAD’s campaigns as www.bad.org.uk/sunawareness and www.ultimateskincare.org	Thank you - we will pass this comment on to the authors of this expert paper for consideration.
British Association of Dermatologists		Expert paper 2: national campaigns (UK and worldwide)	4	“Sun protection is not a central point of their work given that they focus on all skin diseases; however there is some information on their website which predominantly supports messages from the BAD.” There is no mention here of the media and public awareness work that the British Skin Foundation does around skin cancer prevention.	Thank you we will pass this comment on to the authors of this expert paper for consideration.
British Association of Dermatologists		Expert paper 2: national	4	“British Skin Foundation receives industry funding from pharmaceutical companies in addition to public donations.”	Thank you we will pass this comment on to the authors of this expert paper for consideration.

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		campaigns (UK and worldwide)		The British Skin Foundation does not in fact receive industry funding, but raises money for research through donations from the British Association of Dermatologists, the public and corporate donations. Additionally, if commercial partnership, be it financial or for awareness purposes, is to be outlined for other national campaigns, this should be done also for Cancer Research UK.	
British Association of Dermatologists		Expert paper 2: national campaigns (UK and worldwide)	4	<p><i>“According to an ONS SunSmart survey analysis of trends from 2003-2008 amongst UK adults, there has been a significant trend towards increased awareness of the importance of protecting children (5.2% in 2003 to 12.4% in 2008), checking moles (3.3% in 2003 to 11% in 2008), seeking medical advice about moles and avoiding sunburn (0.3% in 2003 to 2.5% in 2008)...</i></p> <p><i>Whilst it is unknown if these results can be directly attributable to the SunSmart campaign, it is encouraging to see such increases which also reflect key SunSmart campaign messages.”</i></p> <p>We agree that these increases are encouraging and also agree that it is not possible to attribute such outcomes to any one campaign. Realistically, many of these outcomes will be attributable to the other national</p>	Thank you – we will pass on this comment to the authors of this expert paper.

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				campaigns listed; For example, increased awareness of the need to check moles and seek medical advice about moles will have been influenced by campaigns that focus specifically on early detection, rather than primarily on prevention, such as work by the British Association of Dermatologists and various NHS dermatology departments.	
British Association of Dermatologists		Expert paper 2: national campaigns (UK and worldwide)	5	<p><i>“It is recommended to place an emphasis on partnership working across UK organisations delivering skin cancer prevention campaigns to avoid duplication of work and to align messages to minimise public confusion.”</i></p> <p>We strongly agree with this view, as confusion does exist among the public. For example, until 2010, certain campaigns, including SunSmart, were at odds with other national bodies regarding advice on the minimum level of SPF to be used. Likewise, organisations’ policies on vitamin D were, until recently, varying. We welcome the recent work by CRUK to include research and views of other expert organisations to provide conjoined messaging on such issues, and where possible, consensus statements that can be adhered to by all relevant bodies.</p>	Thank you – we will pass on this comment to the authors of this expert paper.

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British Association of Dermatologists		Expert paper 2: national campaigns (UK and worldwide)	5	We agree with the authors' conclusion, summary of gaps in available evidence base and recommendations.	Thank you – we will pass on this comment to the authors of this expert paper.
British Association of Dermatologists		Expert paper 2: national campaigns (UK and worldwide)	6-7	<i>“There is no official nationally coordinated skin cancer prevention campaign in the US.”</i> In fact, since 1995, the American Academy of Dermatology has conducted an extensive media relations campaign during the month of May (National Melanoma/Skin Cancer Detection & Prevention Month), with a launch on Melanoma Monday (the first Monday in May, www.melanomamonday.org). The AAD also conducts an ongoing national melanoma/skin cancer screening program through which dermatologists have conducted more than 2 million free screenings since its inception in 1985. In 2006, AAD members set the Guinness World Record for the most skin cancer screenings in a single day. Additionally, since 2000, AAD has funded a shade structure program, providing grants to more than 200 non-profit organizations for permanent shade structures which	Thank you – we will pass this information on to the authors of this expert paper for consideration.

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				protect nearly 158,000 people every day (www.aad.org/public/sun/grants.html). Furthermore, AAD produces and distributes PSA campaigns (www.aad.org/psa) to educate the public about the dangers of natural and artificial UV radiation. AAD also develops significant public education materials and websites about skin cancer prevention, detection and treatment (www.skincarephysicians.com/skincancernet/index.html ; www.kidsskinhealth.org , www.aad.org/public/publications/pamphlets/sun_skin.html). AAD has conducted public surveys of knowledge, attitude and behaviour about skin cancer prevention and has promoted the results through extensive media relations (http://www.aad.org/suntelligence).	
British Association of Dermatologists		Expert paper 2: national campaigns (UK and worldwide)	6	<i>“the American Academy of Dermatology hosts the National Coalition for Sun Safety database on its website.”</i> Should read: “As a public resource, AAD also hosts a sun-safety database on its website” (not National Coalition).	Thank you – we will pass this information on to the authors of this expert paper for consideration.

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British Association of Dermatologists		Expert paper 2: national campaigns (UK and worldwide)	8-9	<p>As per the 'declaration of interests', three authors of this paper are staff members of Cancer Research UK and responsible for the delivery of the SunSmart campaign, while the remaining two authors from the University of the West of England have been commissioned by Cancer Research UK to conduct the trend analysis report for 2003-2009 and sunburn surveys which are referenced in this paper.</p> <p>Perhaps the lack of information relating to both national and international campaigns on prevention, stem from the authors' knowledge bias towards the campaign on which they work. Assigning this paper to authors independent of any one campaign would have been preferable. The other national organisations and international associations working on prevention messages should be asked to provide information about the objectives and outcomes of their campaigns to allow for a more comprehensive, accurate review.</p>	Thank you for raising this point – we will consider this suggestion when reviewing our methods and processes for developing expert papers in the future.
British Skin Foundation		Expert Paper 2: 'National campaigns (UK and	4	The Skin Cancer Appeal was, as correctly stated, set up in response to requests from the Foundation's supporters as well as a realisation that more research was needed to fully understand the disease. It is true	Thank you – we will pass this information on to the authors of this expert paper for consideration.

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		worldwide) British Skin Foundation		that the British Skin Foundation supports the sun safety messages set out by the BAD, but it is also worth pointing out that whilst it does not have its own dedicated skin cancer awareness campaign, the charity raises awareness of skin cancer and sun safety through a number of different outlets to the media. The first of these is through the launches and the results yielded by the research it funds into the disease. Secondly, awareness about the dangers is done very much through dedicated case studies in the press and media which occur continuously throughout the year	
British Skin Foundation		Expert Paper 2: 'National campaigns (UK and worldwide)' British Skin Foundation	4	Furthermore it's worth clarifying that the BSF is an independent organisation that does not receive funding of any kind from the pharmaceutical industry but instead relies purely on donations from the general public and corporate organisations.	Thank you – we will pass this information on to the authors of this expert paper for consideration.
Cancer Research UK		Evidence Report 2 – effectiveness and cost	103	We would like to highlight the recommendation that a consensus is required as to the most appropriate proxy outcomes and how they should be measured and feel	Thank you – the guidance document will have a section which outlines the gaps in the

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		effectiveness review: Discussion		that this applies to all work focused on skin cancer prevention.	available evidence base and in the final version there will also be a section outlining recommendations for future research. The guidance consultation commences on 19 th August 2010 and we welcome comments and suggestions on this document from stakeholders.
Cancer Research UK		Evidence Report 3 – Qualitative evidence review phase 2: General		We feel not enough emphasis is given to views about sunburn. Two of the study reports (provided by Cancer Research UK) explored public perceptions of sunburn in detail and found that while sunburn is widespread, the fact that it is indicative of long term damage is not well understood. Evidence shows that incidences of sunburn are linked to increased risk of skin cancer so it is a very important area to understand and address in skin cancer prevention.	Thank you – please could you specify which two reports you are referring to so that we can explore your comment further with the authors of this report.
Cancer Research UK		Evidence Report 4 – Economic analysis	42	While the analysis may show that provision of resources is not cost effective, we would advise caution in not recommending the use of resources at all, particularly as	Thank you for your comment. In developing recommendations, NICE committees are required to

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		phase 2 6.0		part of a multi-faceted intervention. Our anecdotal experience in this area shows that resources are a useful tool in engaging people to participate in the intervention.	make decisions informed by the best available evidence of both effectiveness and cost effectiveness. Although many of the interventions assessed exceeded the threshold considered to be cost-effective, the committee will carefully consider comments submitted by stakeholders. Please note that the guidance consultation commences on 19 th August 2010 and we welcome comments and suggestions on this document from stakeholders.
Cancer Research UK		Evidence Report 4 – Economic analysis phase 2 3.3	16	We are concerned that the endpoint used for the break even analysis is “improving individuals’ behaviour in terms of sunscreen use.” Why was this selected as the endpoint when we know that sunscreen use per se is not so much the problem and there are already strong and well funded commercial marketing campaigns designed to increase sunscreen use? Shifting social norms in	Thank you for your comment. For the purposes of estimating the cost effectiveness of an intervention it is necessary to quantify different points along the causal chain. In this instance, that would mean quantifying the link between changes in interim measures

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				<p>order to encourage use of a range of protective measures (shade, clothing and sunscreen) is more effective, and we feel strongly that positive behaviour change across all these areas should be valid endpoints of a national campaign. It should be noted that not only is sunscreen less effective than covering up and using shade for protection against UV, but it is already in quite widespread use as people use it to enhance their tanning ability.</p> <p>Sunscreens are often used by people to spend longer in the sun. This makes increasing their use a very problematic endpoint for this analysis.</p>	<p>(such as knowledge or attitudes), short term outcome measures (change in risk behaviour e.g. use of sunscreen) and long term outcome measures (change in incidence of skin cancer). In the absence of other data being available, the modellers focused on the use of sunscreen.</p>
Cancer Research UK		Expert paper 4 – Physical activity and the school environment: Sunscreen application in schools	4	<p>Cancer Research UK receives a number of enquiries from parents concerned that their child's school prohibits the application of sunscreen and in some instances children have experienced sunburn. We would welcome clear guidance from NICE in this area.</p>	<p>Thank you - the committee are considering all the evidence reviews, reports and expert papers produced to support this referral. The draft guidance will be available for consultation on 19th August 2010 and we welcome comments and suggestions on this document from stakeholders.</p>

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Department of Health				Thank you for the opportunity to comment on the evidence for the above Public Health Intervention guidance. I wish to confirm that the Department of Health has no substantive comments to make, regarding this consultation.	Thank you.
Health Protection Agency				Thank you for sending these reviews and expert papers for the HPA to comment upon. Whilst very interesting, there are no matters that bear directly on the expertise of HPA staff and thus we have no comments. Please continue to include HPA in your consultations, we are happy to scan documents for relevance to HPA and find areas where our expertise may be helpful.	Thank you.
NCRI/RCP/RCR/ACP/JCCO				We are grateful for the opportunity to comment. These are well researched and produced documents by appropriate experts. We have no specific comments or suggestions for improvement	Thank you.
Royal College of Paediatrics and Child Health		General		The College supports the provision of guidelines for schools particularly in relation to advice about playgrounds, mandatory hat and sunscreen use.	Thank you - the committee are considering all the evidence reviews, reports and expert

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					papers produced to support this referral. The draft guidance will be available for consultation on 19 th August 2010 and we welcome comments and suggestions on this document from stakeholders.
Royal College of Nursing				This is just to let you know that the feedback I have received from nurses working in this area of health suggest that there is no additional comments on the consultation for evidence on the above public health guideline. Thank you for the opportunity to submit comments. Looking forward to participating in the next stage of the appraisal.	Thank you.
Skin Care Campaign		General		Whilst pleased that NICE have started this process the SCC would encourage the development of a national Skin Cancer prevention campaign as soon as possible. Current uncoordinated local, network and charity campaigns are not working effectively and will only improve when there is a coordinated national campaign that all stakeholders are committed to.	Thank you - the committee are considering all the evidence reviews, reports and expert papers produced to support this referral. The draft guidance will be available for consultation on 19 th August 2010 and we welcome

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				The SCC is pleased that the evidence highlights the need for a multi-stakeholder endorsed national campaign that all stakeholders are signed up to and use, which includes high profile media campaigns and an easy to understand message e.g.: “slip, slop, slap.” The SCC not only believes that this will improve prevention but will also save the cost and waste of so many “reinventing the wheel” for their own campaigns.	comments and suggestions on this document from stakeholders.
Skin Care Campaign		General		<p>Current uncoordinated campaigns give conflicting and confusing messages e.g. what spf to use – this must not persist.</p> <p>Given recent evidence (Sinclair and Foley, 2009) it is vital that NICE recommends and supports proper funding for a substantive national campaign which would require a large increase in the current DoH funding for skin cancer prevention as recommended by the All Party Parliamentary Group on Skin’s report on Skin Cancer ‘<i>Skin Cancer –Improving Prevention, Treatment and Care</i>’ (2008) and would be comparable with the funding for other cancer prevention campaigns.</p>	Thank you - the committee are considering all the evidence reviews, reports and expert papers produced to support this referral. The draft guidance will be available for consultation on 19 th August 2010 and we welcome comments and suggestions on this document from stakeholders.

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Skin Care Campaign		Expert Paper 2	4	The SCC is concerned that this evidence is biased and potentially prejudicial. The paper highlights sources of income for the BSF and SKCIN from the pharmaceutical industry but does not mention this income for the other charities and organisations listed. This appears divisive and inequitable.	Thank you – we will pass on your comment to the authors of this paper for consideration.
Skin Care Campaign		Expert Paper 2	7	Re: The Skin Cancer Foundation (USA) the information given in this paper in no way reflects the vast amount of work, information provision and campaigning the foundation does throughout the USA. The foundation should be an invaluable resource for any UK based developments	Thank you – we will pass this information on to the authors of this expert paper for consideration.
Skin Care Campaign		Expert Paper 2: General		Although there is an explicit declaration of interest from the authors this evidence is heavily biased towards CRUK.	Thank you for raising this point – we will consider this suggestion when reviewing our methods and processes for developing expert papers in the future.
Skin Care Campaign		Expert Paper 3:		It is essential that any recommendation includes more evidence on what people should do re: vitD when they	Thank you - the committee are considering all the evidence

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		General		have or have had skin cancer – the author could have obtained this info from Professor Newton-Bishop	reviews, reports and expert papers produced to support this referral. The draft guidance will be available for consultation on 19 th August 2010 and we welcome comments and suggestions on this document from stakeholders. Further details on the inclusion and exclusion criteria for this guidance can be found in the scope documents which are available on the NICE website.
Skin Care Campaign		Expert Paper 4: General		The SCC would like to see a recommendation that skin cancer prevention is made a part of the school curriculum and that schools are assessed as part of OFSTED on their implementation of a mandatory skin cancer prevention / sun protection policy.	Thank you - the committee are considering all the evidence reviews, reports and expert papers produced to support this referral. The draft guidance will be available for consultation on 19 th August 2010 and we welcome comments and suggestions on this document from stakeholders.

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Skin Care Campaign		Evidence Reports 1-4	General	The SCC hopes that this raft of evidence will encourage NICE to act quickly in recommending a national, properly funded and supported Skin Cancer prevention campaign.	Thank you - the committee are considering all the evidence reviews, reports and expert papers produced to support this referral. The draft guidance will be available for consultation on 19 th August 2010 and we welcome comments and suggestions on this document from stakeholders.
Skin Care Campaign		Expert Paper 5: General		A recommendation from this evidence could be for skin cancer prevention to be as mandatory for employers as other healthcare risks e.g.: noise, eye protection etc and would hope that the HSE could develop this and the govt legislate appropriately.	Thank you - the committee are considering all the evidence reviews, reports and expert papers produced to support this referral. The draft guidance will be available for consultation on 19 th August 2010 and we welcome comments and suggestions on this document from stakeholders.
Skin Care Campaign		Expert Paper 6	3	The SCC supports the recommendations made for a more proactive and socially responsible approach by the media.	Thank you – we will pass this comment on to the authors of this paper.

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