

Expert paper 3: National campaigns (UK and worldwide)

National Skin Cancer Campaigns

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Introduction

This document provides an historical overview of skin cancer awareness campaigns within the UK and international context. Specific details regarding target groups, campaign focus, funding and impact are also included, where available.

UK national campaigns funded by UK Health Departments

Sun Know How

The Sun Know How campaign was the first national skin cancer prevention campaign in the UK, coordinated and delivered by the Health Education Authority (HEA). Sun Know How ended when the HEA's functions were moved to the Health Development Agency (HDA) and Health Promotion England (HPE) in March 2000. In 1999–2000 spending on the Sun Know How campaign by the HEA was £543,000. The records are unclear on funding levels before this although they are likely to have been similar.

Year	Funding
1996-1998	Amount unknown – Sun Know How
1999-2000	£543k HEA – Sun Know How

There is no available information on the specific aims and objectives of the Sun Know How campaign, the delivery and target group. However it is understood that resources were developed in conjunction with other UK Health Department funded skin cancer teams in the UK, to make skin cancer health promotion material easily accessible, free and unbranded to be utilised by all UK Health Promotion Units. There is also no available impact data of this campaign.

SunSmart UK

In 2003 Cancer Research UK was commissioned by the UK Health Departments (DH) to launch and run the SunSmart campaign¹.

DH funding for the SunSmart campaign has been modest, however in recent years there has been a significant boost of extra funding from the National Cancer Action Team in late 2008 and 2009, following the 2007 Cancer Reform Strategy commitment to increase funding to skin cancer awareness programmes.

Year	Funding
2003	£110k UK Health Departments – SunSmart
2004	£170k UK Health Departments – SunSmart
2005	£175k UK Health Departments – SunSmart
2006	£180k UK Health Departments – SunSmart
2007	£127k UK Health Departments – SunSmart
2008	£133k UK Health Departments – SunSmart £500k NCAT – SunSmart

¹ At this point permission was sought from the Cancer Council Australia to use the SunSmart brand. However a more bespoke approach was required as the Australian SunSmart campaign message, 'Slip Slop Slap', was deemed inapplicable due to the differences in the UK climate and limited existing public knowledge.

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2009	£138k UK Health Departments – SunSmart £420k NCAT – SunSmart
2010	£500k England Health Departments – SunSmart £12k Scotland Govt – SunSmart £6.5k Wales Govt – SunSmart

Campaign aims and objectives

When first launched in 2003, a steering group was established to guide the development and delivery of the campaign. At this time, the main aim of SunSmart was to increase the profile of skin cancer and effective methods of sun protection. Given the modest funding and size of the population it was agreed that behaviour change targets would be unrealistic. The following objectives were set:

- increase **knowledge** of the causes of skin cancer and importance of early detection amongst defined target groups
- increase **awareness** of actions that can be taken to prevent skin cancer
- positively influence **attitudes** to sun protection

Tracking surveys indicated however, that positive changes in sun protection behaviour were evident. Since 2003, year on year increases in behaviour and attitudes have occurred, however between 2007 and 2008, larger increases have been seen in relation to people limiting time spent in the sun, and people understanding that fair skin is a risk factor for skin cancer (Cancer Research UK, 2008, unpublished). It is too early to say if funding increases were attributable for these rises. Specific results of these surveys are outlined in the below section 'overall available trend impact data on UK national campaigns'. Acknowledging this and the increased government investment following the Cancer Reform Strategy, the ambition increased and in 2009 the following vision was set:

Ultimately, we would like to see an end to the-year-on year rise in skin cancer incidence and mortality rates in the UK, and a closing of the gap between male and female survival rates.

Through continuing the national programme of work, and supporting local work, the following objectives intend to address the overall vision. Primary objectives:

- Maintain awareness of UV as a major cause of skin cancer and increase knowledge of the individual risk factors associated with skin cancer.
- Increase knowledge and understanding of effective methods to prevent sunburn.
- Promote positive attitudes towards protection from overexposure to UV.
- Increase the number of people who use their knowledge of their skin type to guide their behaviour and reduce their skin cancer risk.

Supportive objectives (achieved through supporting other's work):

- Increase knowledge of the key signs of skin cancer and the benefits associated with diagnosing skin cancer early.
- Promote positive attitudes towards spotting skin cancer early and visiting the doctor with any concerns.

Campaign target group

Since 2003, campaign target audiences and key messages have been carefully considered and reviewed to reflect current research, evidence and expert opinion. The messages in particular have evolved to become more sophisticated over the years focusing on sunburn prevention, knowledge of skin type and acknowledging necessary sun exposure for vitamin D production.

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Although infants and carers were specifically targeted as an important sub group, the first year of the SunSmart campaign in summer 2003, adopted a 'broad brush' approach to disseminate key campaign messages to as wide an audience as possible, and establish SunSmart as a credible national campaign. In subsequent years, the campaign targeted specific population groups who are at particular risk of skin cancer, such as school children and their guardians, young adults aged 17-21, men aged 20-50, holiday makers, and young people aged 12-24.

Components of the campaign

SunSmart is based on sound health promotion principles and the campaign is built around the following key elements:

- Research - ONS surveys monitor its impact and effectiveness, and together with qualitative and pre-test research, drive its strategic direction and outputs.
- Public communication - A high profile, intensive press and PR programme forms a major element of the campaign. This is supported by targeted distribution of public information resources including flyers, posters and postcards.
- Professional support - Local professionals such as community nurses, school teachers and health promotion workers are encouraged to incorporate sun protection initiatives into their work to further extend the reach of the campaign.
- Policy development - SunSmart is underpinned by the development of supportive public policy. Work has included developing guidelines for sun protection in schools.

In its early days, the campaign consisted of media promotion, opportune involvement in local events and development of resources to convey the SunSmart message. In recent years, activity has grown, with additional funding, to make way for more targeted promotion of resources and activities as well as supporting work at a local level.

Campaign key successes and outcomes

The SunSmart campaign has achieved notable success across a wide range of activities. Key campaign successes from 2009 include the distribution of 456,405 free leaflets and posters; 70,959 resource downloads from the SunSmart website; 1,620 media articles worth an 'Advertising Value Equivalent' (AVE) of over £14 million and a monthly average of 20,000 unique website visitors. In addition to this, 66% of all UK adults were exposed to SunSmart messages between April and November 2009 through promotion of information resources, media articles through news channels and exposure to the SunSmart website. A recent study showed that prompted awareness of SunSmart increased from 6.5% in 2003 to 17.5% in 2009 (Jones, 2010). This indicates the growing awareness of SunSmart amongst the UK public.

UK national campaigns (not DH funded)

British Association of Dermatologists – Sun Awareness Campaign and Ultimate Skincare

The British Association of Dermatologists (BAD) currently runs two national campaigns around skin cancer: Sun Awareness (including Sun Awareness Week), and more recently an early detection campaign, Ultimate Skincare. Both campaigns are overseen by a Skin Cancer Committee, comprised of leading medical professionals with expertise in skin cancer, vitamin D and public health messaging.

SUN AWARENESS

Campaign aims and objectives

The campaign runs from April to September annually and includes Sun Awareness Week in May. The campaign is two-pronged and combines prevention and detection advice. The first aim is to encourage people to regularly self-examine for skin cancer. The second is to teach people about the

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dangers of sunburn and excessive tanning, and to discourage people from using sunbeds, in light of the associated risks of skin cancer. In addition to public education about the dangers of sunbed use, the BAD has also been involved in the push to impose regulations on the industry.

Campaign target group

The campaign's messaging and promotion are designed to be applicable to the public in general thus it has a universal appeal. However, within the two arms of the campaign, there is also communication with specific target audiences, for example by age and gender, but also by skin type and associated risk factor. The campaign also educates medical professionals such as pharmacists about how to spot signs of skin cancer and where to direct people for help.

The members of the British Association of Dermatologists are at the centre of both research into and treatment of skin cancer and the campaign is guided by the UK's leading experts in skin cancer prevention and detection. The BAD also liaises with the American Academy of Dermatology's cancer prevention programme. Having such access to the full breadth of knowledge required to identify the most significant data and research on the subject, has allowed the campaign to evolve to address specific gaps of knowledge or to take into account changes in messages prompted by emerging research.

A survey carried out to guide the campaign in its infancy confirmed that the darker the skin type, the higher the level of confusion over skin cancer risk. It was recognised that skin cancer messaging has traditionally adopted a 'one size fits all' approach and a core element of the campaign therefore has been to ensure that prevention messaging more specifically targets different skin types.

Components of the campaign

Sun Awareness promotes both primary prevention and early detection of skin cancer, through the following means:

- Posters and leaflets available free of charge throughout the UK:
Over the first half of the 2010 campaign (January to July), 254,849 posters/leaflets have been sent out, to organisations including the Armed Forces, charities, educational establishments, businesses, the emergency services, government, primary and secondary care (NHS and private).
- 'Mole checks' and sun awareness at high profile events, such as BBC Gardeners' World, T4 on the Beach and Badminton Horse Trials, as well as at regional events in conjunction with local NHS dermatology departments. From 2008-9 the BAD screened over 2,500 people at such events.
- Patient ambassadors; regular placement of 'first person' patient case studies in both regional and national media.
- Media releases, including survey data, throughout the summer.

Campaign key successes and outcomes

The BAD has led on a number of key shifts in prevention messaging which have since been adopted by other organisations, namely the focus on sunburn rather than sun exposure generally, the focus on education around skin types rather than generic messaging, the need to incorporate vitamin D advice in skin cancer prevention campaigns, and the change of the recommended minimum SPF from 15 to 30.

The Sun Awareness campaign does not receive any external funding, be it from government or corporate sources. However, every year the campaign generally generates 300 – 500 focused pieces of media coverage, while over 2,000 organisations use our printed materials for in-house education. 2,500 people were screened and received prevention and detection advice at our Sun Awareness events, 2008-9.

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BAD's contribution to the sunbeds discussion has helped to raise awareness of the dangers of sunbeds and also the drive towards UK-wide legislation.

ULTIMATE SKINCARE – early detection campaign

Campaign aims and objectives

Ultimate Skincare (US) was launched in 2010 as the UK's first national mass-media campaign dedicated solely to promoting the early detection of skin cancer. Research shows that skin cancer detection is often delayed because people fail to check their skin regularly, they don't know what to check for and they are reluctant to seek medical advice. As a key player in diagnosing and treating skin cancer, BAD felt there was a clear need for a campaign dedicated solely to early detection.

Kindred, a communications agency known for its strengths in message-based marketing, offered to devise and run the campaign for the BAD on a pro-bono basis. The following campaign objectives were set:

- Empower people to regularly check their skin for signs of skin cancer by increasing awareness of what these signs are, how to easily look for them, and what to do if something of concern is found.
- Dispel the misconception that getting a suspect lesion checked is costly or complicated – this can be done by a GP with prompt referral onto a dermatologist if the lesion requires further investigation or treatment.
- Highlight the substantial improvement in survival rates when skin cancer is detected early, as well as the potential for less invasive treatments and reduced likelihood of recurrence.
- Appeal to people's desire to have healthy looking skin by reaching people where and when they are listening to advice on skincare – via both traditional media and online channels.

Campaign target group

Unlike traditional prevention messages that have to take into account variables including the skin type, time of day and the age of the individual, the early detection message can be universally applied to everyone. It is also especially important for those people with skin that has already been severely sun damaged in the past, for example from a history of sunburn, extensive sunbathing or sunbed use.

UK women were chosen as the initial target audience as they are more receptive to skincare messages and as such were considered the best audience for the campaign in its infancy. Consequently, Ultimate Skincare was created, which borrows the language and imagery of the beauty industry to reach its chosen audience when they are at their most receptive to messages about skin. Going forwards the campaign messages will be extended to a wider audience, initially men and young people.

Components of the campaign

Ultimate Skincare is supported by following core components:

- Creating the Ultimate Skincare 'spoof' product –The product appears to be a new high-end beauty cream, however once the lid is removed the pot contains only a mirror and instructions for the careful checking of skin for early signs of skin cancer. The lure of the new 'must have' beauty cream is used to capture the attention of the public and beauty media.
- Research led media releases – Including a YouGov poll of over 2,000 UK adults used to guide the campaign's messages, and survey results to generate news stories.

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- Patient Voices – placement of case study individuals in the regional and national press who can talk about their personal experience of skin cancer and of the importance of the early detection process.
- Professional support – The BAD is unique in that it has access to over 1,500 dermatologists, photobiologists, dermatological surgeons and other medical professionals at the forefront of skin cancer treatment. Various Consultant Dermatologists have lent their support to the media campaign championing the early detection message.
- Public communication – Promotion of Ultimate Skincare (early detection) through a wide range of above and below-the-line media channels including in-store promotion, TV, cinema, online and social media, and press and outdoor advertising. Targeted publication of a simple, accessible guide to checking your skin in the form of the ABCDE rules.

Campaign key successes and outcomes

The BAD's early detection campaign is still in its infancy, therefore it is difficult to evaluate the outcomes at this early stage, but audience exposure analyses will be conducted in due course. However, early successes to date include securing Sarah Cawood and Sean Lock, who have had personal experience of skin cancer, as celebrity ambassadors. The 'Ultimate Skincare' product was launched this year with a concession stand in House of Fraser's busy flagship store in London. Over a seven-day period around 1,400 people visited the stand to learn about the new beauty must-have for healthy skin, and went away with knowledge on the early signs of skin cancer.

A series of adverts has been created for Ultimate Skincare including billboards, press adverts and a cinema film to date. The BAD obtained, free of charge, eleven 20ft by 10ft digital poster sites across London displaying the advert over two-weeks with a combined OTS (opportunities to see) figure of 3.5 million. Donated space was also secured in September's issue of Glamour magazine (readership of two million plus), with a full-page colour advert, and four leading London cinemas are currently running the Ultimate Skincare advert as a film trailer. Further activities are planned for the remainder of the year, before the campaign is expanded to embrace a wider audience in 2011.

British Skin Foundation – Skin Cancer Appeal

Campaign aims and objectives

The annual Skin Cancer Appeal was set up by the British Skin Foundation (BSF) as a specific fund for research into skin cancers and their treatments. It was in response to requests from the BSF's supporters as well as a realisation that more research was needed to fully understand the disease.

Whilst this is not the same as a dedicated skin cancer awareness campaign (the BSF supports the sun safety messages set out by the BAD), the BSF raises awareness of the disease and sun safety through its research work and its case studies. The Foundation highlights the launch of any relevant skin cancer studies and the results yielded by the research funded by the charity. In addition to this, awareness about the dangers of skin cancer, sunburn and the importance of sun safety is raised through dedicated patient case studies in the press and across the media which occur continuously throughout the year.

By raising awareness of how skin cancer affects people, the ultimate aim is to raise more funds for the Skin Cancer Appeal and the BSF in general, with the secondary objective that people gain a better understanding of what the BSF does. This not only raises the profile of the charity but also that of the sun safety messages.

The 2010/11 Skin Cancer Appeal was launched at the start of August 2010 with the aim of raising £100,000 for research over the next year. The aim is to increase this amount in subsequent years.

Campaign target group

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The Skin Cancer Appeal is relatively new and has only been in existence since 2009. As one of the aims is to make the public better understand the importance for research in this area, the target audience is primarily the general public.

Components of the campaign

The British Skin Foundation has consistently been funding research into skin cancer since the charity started in 1996, supported by case studies in the media throughout this duration. As word of the Appeal has spread, there has been a noticeable increase in individuals fundraising for it in the community since its inception.

The annual launch is supported by press coverage of case studies that have been affected by skin cancer, a process that continues throughout the year. The Skin Cancer Appeal is also supported by several of the BSF's fundraising events, including an annual golf day and several summer-long community fundraising events. Details of these events, in addition to research results from skin cancer studies funded by the BSF, are released to the media on a regular basis.

Campaign key successes and outcomes

As the BSF is an independent organisation that does not receive government or pharmaceutical industry funding, the charity relies on public donations. In light of this, a major success has been the award of the first piece of skin cancer research completely funded by the BSF's Skin Cancer Appeal in 2009 that totalled £75,000. Whilst this outcome is hoped to be repeated by the end of the 2010/11 Appeal, it is expected to see the increase in fundraisers and its resultant press coverage of the Appeal continue.

SKCIN – The Karen Clifford Skin Cancer Charity

Campaign aims and objectives

The principal objective of the charity is to create greater public awareness of the dangers of over-exposure to ultraviolet radiation through campaign activity and information provision. Since acquiring charitable status in 2006, SKCIN is the only national skin cancer specific charity in the UK.

Campaign target group

Since its formation the charity has recognised the fact that one of the most effective forms of creating awareness is to target 'at risk' groups. This has and will continue to include young people, sportspeople such as golfers and the outdoor workforce.

Components of the campaign

Presently, the charity is coordinating work on a UK awareness campaign specifically designed to target Members of Parliament. Initiated and supported by the All Party Parliamentary Group on Skin, the campaign which commences in March 2011, involves SKCIN, the Skin Care Campaign, the British Dermatological Nursing Group and the British Association of Specialist Skin Cancer Nurses together with several related stakeholders from the private sector. The campaign aims to present MPs with a unique document outlining the present unacceptable situation in the UK in relation to awareness and early detection of skin cancer. A solution will be proposed highlighting the urgent need for education and culture change.

SKCIN are also involved in the publication of a skin cancer booklet intended to be available via the High Street and community pharmacies, hospitals and GP's surgeries. In addition to information provision, the SKCIN website (www.skcin.org) has been re-designed and is currently being updated to encompass all recent activity.

Campaign key successes and outcomes

SKCIN has placed value on networking with other organisations and charities with an interest in skin cancer. Recognising the existence of duplication and fragmentation, the charity hosted a UK Skin

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Cancer Awareness Forum in March 2009, attended by delegates representing the medical profession, education, environmental health, sport and leisure and commerce. The outcome was the formation of a skin cancer collaboration with a mandate to lobby government for additional funding for greater public awareness.

In February 2009, the charity collaborated with one of the UK's leading advertising agencies with a spoof infomercial which was designed to appeal to the young professional. This unique use of new media claimed over 2 million hits within the UK and won several prestigious PR and marketing awards.

In 2008 together with the English Golf Union, the Women's English Golf Association and Uvistat, the charity targeted over 1 million English club golfers with a poster campaign entitled "Under Par but Over Exposed!"

The charity has also been involved in awareness campaigns which involved screening clinics at the National Exhibition Centre and a regional road show throughout East Anglia.

Relationships and sponsorships with the private sector have continued to develop with pharmaceutical, beauty, medical, sports and leisure, environmental protection companies and the media. The charity has maintained a successful relationship with The Sun newspaper. Overall, the charity is engaged in wide ranging activity to create greater awareness of the issue of skin cancer.

Teenage Cancer Trust

Campaign aims and objectives

For the last eight years Teenage Cancer Trust has run a skin cancer awareness campaign, currently entitled Shunburn and previously named Rub It In. The Shunburn campaign communicates a series of sun safety behaviours in non-preachy language using bright design and eye catching photography.

Campaign target group

This campaign aims to reach out to a teenage and young adult audience about how to stay safe in the sun to reflect the link between damage received when young and skin cancer when older. Teenage Cancer Trust has developed a high profile association with skin cancer prevention and has been heavily involved in achieving a change in the law on sunbed regulation for those under the age of 18.

Components of the campaign

In 2003 Teenage Cancer Trust's sun safety campaign was called Rub It In and featured a specially created character, international jetsetter Paolo who "knows about the body beautiful, spending his life on the world's finest beaches admiring gorgeous women". Teenage Cancer Trust asked Paolo to come up with some hot tips for young people to be just as fit and fabulous as he is. The cheekiness of the character enabled Teenage Cancer Trust to create a TV advert which was then aired in numerous cinemas across the country. From 2004 to present day Rub It In became Shunburn.

The Shunburn campaign budget in 2007/08 and 2008/09 was £130,000 per annum, due to sponsorship. A number of activities took place such as an anti sunbed campaign, various PR and media work and partnerships with TopShop and 18-30 club, all of which are further expanded on below.

In 2010 the budget was allocated at £40,000 and has been spent:

- Working with youth marketing agency Livity to produce an updated identity, schools posters and leaflets, using photography from previous years.
- Producing and distributing 13,000 leaflets and 3,000 posters

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- Focussing on media work as the most cost effective way of reaching a wide audience to influence behaviour.
- Creating a bespoke Shunburn section on the Teenage Cancer Trust website, and directing traffic from the old microsite.
- Continuing the unique free burn alert text messages throughout the summer.

ANTI-SUNBED CAMPAIGN

In 2009, TCT were approached by Labour MP Sian James to help support her anti-sunbed campaign. The Sunbed Regulatory Bill was read in March and Sian approached TCT to help lobby MPs to support it.

A joint photo call was arranged with *Heat* magazine outside the Houses of Parliament which was attended by *Sky News*, *Daily Telegraph*, *Evening Standard* and *LBC Radio*. Senior MP Gillian Meron, Minister for the State of Public Health and the Department Of Health also attended, which was a demonstration of powerful senior support.

On Thursday 8 April 2009 the Bill passed, and within a year it will be against the law for under 18's to use sunbeds, and coin-operated and unmanned sunbeds will be banned.

TOPSHOP

A last minute summer fundraising agreement with TOPSHOP enabled expansion of the Shunburn campaign to a wider teenage audience and giving a high street presence. TOPSHOP were motivated by Shunburn and felt it was perfect for their young summer audience. Highlights of the activity included Shunburn fundraising products for sale in-store. Items carried Shunburn branding and the free text burn alerts were promoted at point-of-sale.

CLUB 18-30

Another partnership was created with Club 18-30. The holiday firm committed to promoting Shunburn on their website throughout August and September 2009. The website, which attracts approximately 25,000 unique users a month, will profile the five sun safety messages and use celebrity photographs to illustrate them.

PR and MEDIA WORK

- A PR campaign was constructed around Shunburn, targeting the lifestyle press aimed at Shunburn's age range. Long lead publications were offered feature ideas around sun protection messages and case studies.
- To target the national news pages at the height of the summer a news survey was created revealing attitudinal data on teenager's behaviour in the sun.
- As part of the PR campaign actor and TCT ambassador, Nicholas Hoult, and film actress Michelle Ryan, agreed to take part in a Shunburn photo shoot. Livity helped secure leading news-worthy photographer Mary McCartney.

Campaign key successes and outcomes

In 2008 and 2009 Shunburn was sponsored by Superdrug, guaranteeing income to cover the costs of the campaign and giving it a high street presence across the UK in 900 stores and across its 15,000 employees. In 2008 the campaign was endorsed by Leona Lewis and PR coverage reached over 20 million people. In 2009 Teenage Cancer Trust took the approach of finding 'a face' to front the campaign and chose a young person called Annabel who had a brush with skin cancer herself. The 2009 campaign increased Shunburn's awareness from 5% to 12% (May and July) and generated £380,000 of PR coverage with a reach of over 20 million.

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In 2010 Teenage Cancer Trust decided not to work with a sponsor and instead received support from a variety of corporate partners.

- Shunburn posters and leaflets were distributed to schools, sports clubs, weekend camps and NHS hospitals.
- The PR generated was worth £438,626 reaching almost 56 million people and coverage appeared in media such as *Daily Mail*, *Mail on Sunday*, *The Guardian*, *Daily Express*, *Metro*, *The Sun*, *The People*, *The Mirror*, *Sunday Mirror*, *News of the World*, *Daily Star*, *BBC Radio 1 and 2* as well as numerous regional newspapers, magazines and online.
- An exclusive free Shunburn advert appeared in the August issue of *Vogue* worth £22,500. An additional free advert appeared in *Dazed and Confused*.
- A behind the scenes film of Nicholas and Michelle's photo shoot organised free of charge received over 6,000 views on YouTube.
- Free burn text alert sign-ups now stand at just 4,000 compared to 3,500 in 2009.

Skin Care Campaign

The Skin Care Campaign² (SCC) is the umbrella body providing a collective voice for all skin conditions. Together, the SCC and its member organisations work to improve the quality of life for more than 15 million people in the UK with skin conditions.

The Skin Care Campaign:

- Campaigns for the improvement of healthcare for people with skin conditions
- Educates and informs the public, healthcare staff and the government about skin conditions and their treatment
- Works alongside other influential organisations in order to achieve these objectives

Overall available trend impact data on UK national campaigns

The most comprehensive and consistent data collection of public attitudes and knowledge on skin cancer has come from annual surveys commissioned and paid for by the SunSmart campaign and conducted through the Office for National Statistics (ONS).

According to an analysis of trends from ONS surveys conducted between 2003 and 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). No significant trends in attitudes towards the benefits or risks of the sun have been observed, although significantly more people have reported using shade (34% in 2003 to 41% in 2008), covering up (26% in 2003 to 40% in 2008) and avoiding sunbeds (1.2% in 2003 to 7.5% in 2008) to reduce the risk of skin cancer (Cancer Research UK, 2008).

Results from two Cancer Research UK commissioned surveys (2009 Omnibus extracts and a specifically commissioned national telephone survey relating to sun exposure behavior and circumstances in which sunburn occurred in Great Britain) indicate high awareness of skin cancer prevention campaigns in general but also strong normative beliefs regarding the social value of a suntan and less than optimal sun protective behaviours (Eagle et al., 2010; Jones et al., 2010).

Whilst it is not possible or realistic to directly attribute these positive results to any particular campaign, it is encouraging to see such increases which also reflect key messages and aims of the above mentioned campaigns.

² The authors wish to note that additional information on the campaign and associated activities was requested from the Skin Care Campaign however this was not available within the assigned time frame.

Non UK National Campaigns

Australia

SunSmart is the main nationally recognised skin cancer awareness campaign in Australia. In 2006 the Australian government launched the 'Protect yourself in 5 ways' campaign which ended in 2009 due to a cease in funding after a change of Government. This campaign centred on a mass media approach and used a logo containing five icons supporting the campaign slogan. Although the campaign is no longer actively promoted, the logo has been adopted for use by Cancer Council Australia to support the SunSmart campaign.

Smaller, ad hoc activity is conducted by state government departments however the majority of evidence based and evaluated skin cancer awareness work is coordinated by Cancer Council Australia and each state member Cancer Councils.

Slip! Slop! Slap! and SunSmart

In 1980, the Slip! Slop! Slap! campaign was launched as a limited public education programme funded by public donations. In 1986, the Cancer Council was restructured and centres for behavioural research and epidemiological research were established. This facilitated a strong data, research and evaluation basis for the subsequent skin cancer campaign. In 1988, with the support of the government department VicHealth, a new broad-based, multi-faceted skin cancer control programme, SunSmart, was introduced.

SunSmart centres on a multi-component public education programme including television advertising and environmental changes at locations such as schools, local government, workplaces and swimming pools. Creative approaches began with simple awareness raising messages to the whole population; later campaigns focussed on showing the consequences of skin cancer and targeting specific population groups at higher risk. Long term improvements in attitudes and behaviours were evident through tracking studies in the state of Victoria (Dobbinson et al., 2008).

Studies in Australia, primarily in the states of Victoria and New South Wales, of several short-term multi-component interventions run in conjunction with the SunSmart programme and including mass media showed significant improvement in children and adult sun protection practices, although the improvement among the latter was less marked than for children; adolescent behaviours have proven more resistant to change (Dobbinson et al., 2008; Montague et al., 2001).

Schools embracing the SunSmart programme in all Australian states and territories have been shown to have higher levels of both sun protection policies and practice (Jones et al., 2008). Behaviour among Australian adolescents did not show the same improvement between 1993 and 2002, with routine use of recommended sun protection behaviours actually declining over this time (Livingston et al., 2007). Australia has seen an improvement in adolescent's attitudes to tanning with desire for a tan declining from 60% in 2003 to 51% in 2006 (Dobbinson, Jansen et al., 2007).

An economic evaluation of SunSmart in Victoria (Shih et al., 2009) suggests that there are significant savings in disability-adjusted life-years and in skin cancer treatment costs as a result of the activity. An increasingly profitable merchandising business, feeding profits back into sun protection activity exists under the SunSmart brand, selling sunglasses, sunscreen, hats and other clothing (Montague et al., 2001). All Australian state based Cancer Councils have an ongoing commitment to delivering SunSmart activity in some form, which is dependant on funding sources either from within the charity or through Government grants.

Other Australian organisations support Cancer Council Australia with their message promotion and also engage in their own campaigns. This includes the Australasian College of Dermatologists, Bureau of Meteorology and NSW Cancer Institute. State based government departments also

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conduct their own campaigns as well as private organisation such as Suncorp Banking and Insurance's SunWise programme.

New Zealand

The Cancer Society of New Zealand has run similar multi-component, multi-media activity as Australia since the mid 1980s, with similar evolution in strategies and an initial focus on children and adolescents (Watts, Reeder & Glasgow, 2002). Examples of current material, including television commercials, are available at: <http://www.sunsmart.org.nz/>.

A formal school accreditation programme commenced in 2005, based on an Australian model. This provided national co-ordinated administration and resources, plus on-site support from Cancer Society of New Zealand staff. As part of the programme, schools develop a sun protection policy. Unsurprisingly, accredited schools have been found to have better sun protection practices than non-accredited schools (Reeder, Jopson & Gray, 2009).

USA

The Skin Cancer Foundation, established in 1979, is the only global organisation solely devoted to the prevention, detection and treatment of skin cancer for the public and health professionals. The mission of the Foundation is to decrease the incidence of skin cancer through public and professional education and research.

The Foundation's educational materials (brochures, posters, and books) are a valuable resource, providing accurate, up-to-date, and essential information on all forms of skin cancer, sun protection strategies, skin cancer prevention, and self-examination. More than one million printed pieces per year are on display in physicians' offices, and distributed at screening clinics, health fairs, and corporate and community wellness programs by nurses, educators, schools, and the media.

Since 1995, the American Academy of Dermatology (AAD) has conducted an extensive media relations campaign during the month of May which is National Melanoma Skin Cancer Detection & Prevention Month, with a launch on Melanoma Monday, the first Monday in May. 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 organisations for permanent shade structures which protect nearly 158,000 people every day. Furthermore, AAD produces and distributes Public Service Announcements 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. AAD has conducted public surveys of knowledge, attitude and behaviour about skin cancer prevention and has promoted the results through extensive media relations.

As a public resource, AAD also hosts the National Coalition for Sun Safety database on its website (www.aad.org/public/sunsafetydb.htm). This contains links to resources from a number of bodies who work with skin cancer prevention and early detection in various ways:

- The SunWise Programme (www.epa.gov/sunwise) is run by the US Environmental Protection Agency. It is an environmental and health education programme that aims to teach the public how to protect themselves from overexposure to the sun through the use of classroom, school, and community-based components.
- The SHADE Foundation of America (www.shadefoundation.org), which aims to eradicate melanoma through the education of children and the community in the prevention and detection of skin cancer and the promotion of sun safety.

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- SunSavvy, which works to support and complement dermatologists' efforts to treat and care for their patients, by increasing access to (and affordability of) the most effective sun protective clothing/products. The SunSavvy motto is "protecting what protects you!"
- American Melanoma Foundation is dedicated to educating the public about melanoma prevention and protective measures, the importance of early detection, information on treatment options, and providing support for melanoma patients and their families.

Summary and impact of non UK national campaigns

The 2009 *Synthesis of the West Midland Health Technology Assessment Collaboration Reports: "Providing Public Health Information to Prevention Skin Cancer: Review of Effectiveness and Cost-Effectiveness"* noted that internationally, a number of studies of sun protection interventions suggested evidence of effectiveness of improved knowledge-related outcomes, however very few demonstrated effectiveness relating to actual long-term sun protection or skin cancer prevention behaviours.

A recent Australian study provides evidence that mass media campaigns, coupled with interventions targeted at specific population segments have significantly reduced sunburn rates, although there is a need to repeat and reinforce messages as sun protection behaviours appear to fluctuate in relation to funding levels (Sinclair & Foley, 2009).

Adolescents remain a challenge in all countries, as the point at which they leave high school reflects a marked lessening of parental influence regarding sun exposure, coupled with increased time spent in the sun (Stanton et al., 2004). Young adults have the lowest skin cancer protection rates of all age groups and are resistant to health-related messages (Stanton et al., 2004; Baranowski et al., 1997); there is some evidence from the USA that they respond to appearance-based interventions (see, for example, Mahler, 2008; Olson et al., 2008). We cannot locate any studies that have investigated this approach within other countries.

Conclusion, gaps in available evidence base and recommendations

There is evidence to suggest a population's behaviours and attitudes towards sun protection are subject to fluctuation and consequently conducive to improvement or decline in response to prevailing influences. In Australia, positive trends towards sun protection were seen in the late nineties; these trends declined once funding was cut and media presence of campaign messages reduced (Dobbinson et al., 2008). This indicates that long-term commitment and adequate resources for population-based skin cancer prevention programmes may reduce the population's skin cancer risk.

Currently worldwide activity in skin cancer prevention is varied and depends largely on funding sources and capacity of Government and Non-Government sectors. Most activity undertaken is largely evidence based and derived from work conducted in Australia as part of the Slip! Slop! Slap! and SunSmart campaigns.

Countries with a high incidence of skin cancer are more likely to see improved attitudes and awareness of prevention campaigns however sustained funding and reminders of key messages are crucial to the success of such campaigns. More insight is required to understand how to effectively target populations such as the UK where tanning preferences are high, existing knowledge of the issue is low and the need to be protective is not always top of mind.

Although there is a recognised need for ongoing skin cancer prevention activity in the UK, the evidence base for what works on a UK population is limited. Much of what is known about skin cancer interventions comes from Australia and other high UV countries with an increased incidence of skin cancer. This makes it difficult to tailor messages to a UK audience without adequate knowledge of what works, particularly for settings such as schools and recreation.

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There are other issues in the UK which have the potential to hinder skin cancer prevention advice such as vitamin D production which is becoming more of a public issue. More information is needed around how much vitamin D is required for optimal health and how much sun exposure is required to meet the undetermined 'appropriate' level.

Although current skin cancer prevention campaigns have generated significant prevention activity in settings based interventions, developing resources, and receiving media attention, there is a gap in the evidence base showing what activity will lead to behaviour change and how to change the wide spread desire for a tan.

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. National coordination is also required to ensure activity is evidence based, quality resources are developed and robust evaluation is carried out. In addition to this, local engagement with skin cancer prevention activities and local tailoring of campaigns is essential to the proliferation of key messages.

Without the continuation of national campaigns for skin cancer prevention, there is a danger of inconsistent messages leading to public confusion and a possible demise of current positive behaviours. The UK has seen promising improvements in public attitudes and certain sun protective behaviour, particularly in the last several years, however to see a decrease in skin cancer rates, continued and coordinated investment in this issue is critical.

Declaration of interests

Three authors of this paper, Sara Hiom, Caroline Cerny and Lisa Naumann are staff members of Cancer Research UK and responsible for the delivery of the SunSmart campaign. The information on other UK based campaigns in this paper has been obtained from each respective organisation, with the exception of the Skin Care Campaign.

Lynne Eagle and Simon Jones 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.

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