

Development of a National Skin Cancer Hub – from epidemiology to prevention

NCIN 25th June 2009



South West Public Health Observatory

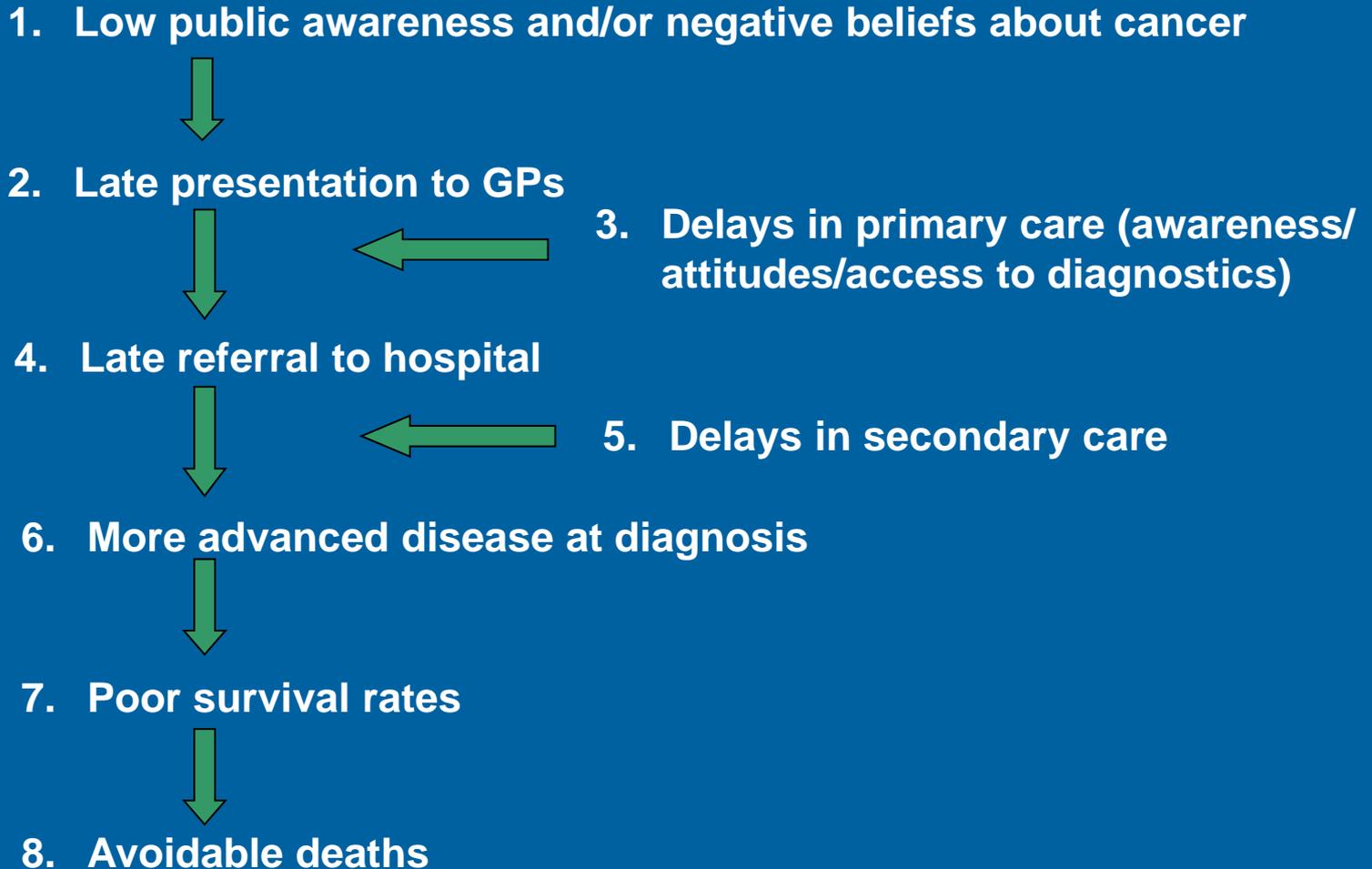


Cancer Reform Strategy

- 6 key areas for action
 - Prevention
 - Diagnosing cancer earlier
 - Ensuring better treatment
 - Living with and beyond cancer
 - Reducing cancer inequalities
 - Delivering care in the most appropriate setting

Awareness and Early Diagnosis

The Core Hypothesis



- ***The launch of the National Awareness and Early Detection Initiative – late diagnosis has been a major factor in poor cancer survival rates, and this initiative should begin to tackle this problem***

Mike Richards,

Cancer Reform Strategy first annual report, December 08



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Skin Cancer Prevention Initiative

- Excessive ultraviolet exposure is one of the factors contributing to the overall number of preventable cancers
- Due to the increase of Malignant Melanoma incidence a commitment was made to increase funding for awareness programmes.

Skin Cancer Prevention Initiative partners

- Sunsmart – Cancer research UK
- Merseyside and Cheshire Cancer Network
- South East London Cancer Network
- South West Public Health Organisation

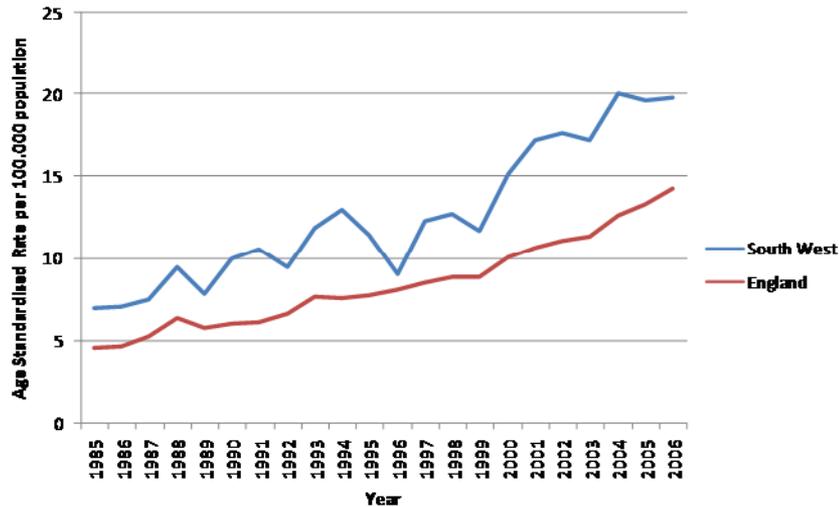


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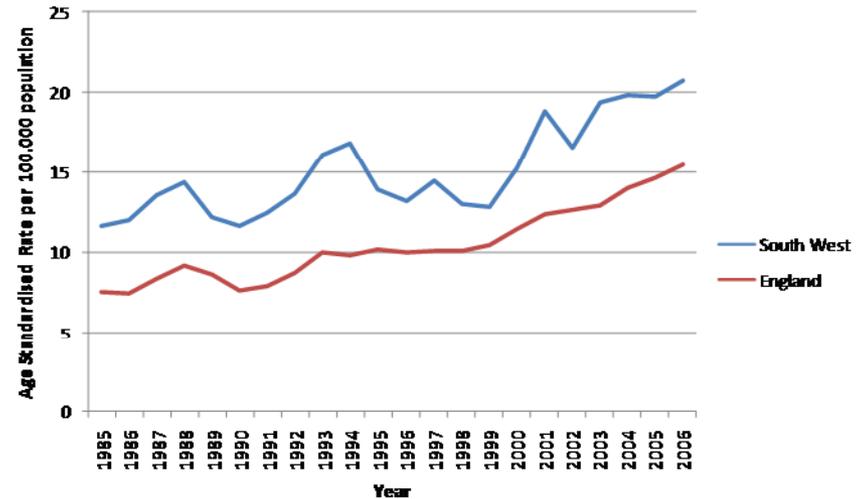


Malignant Melanoma - Incidence

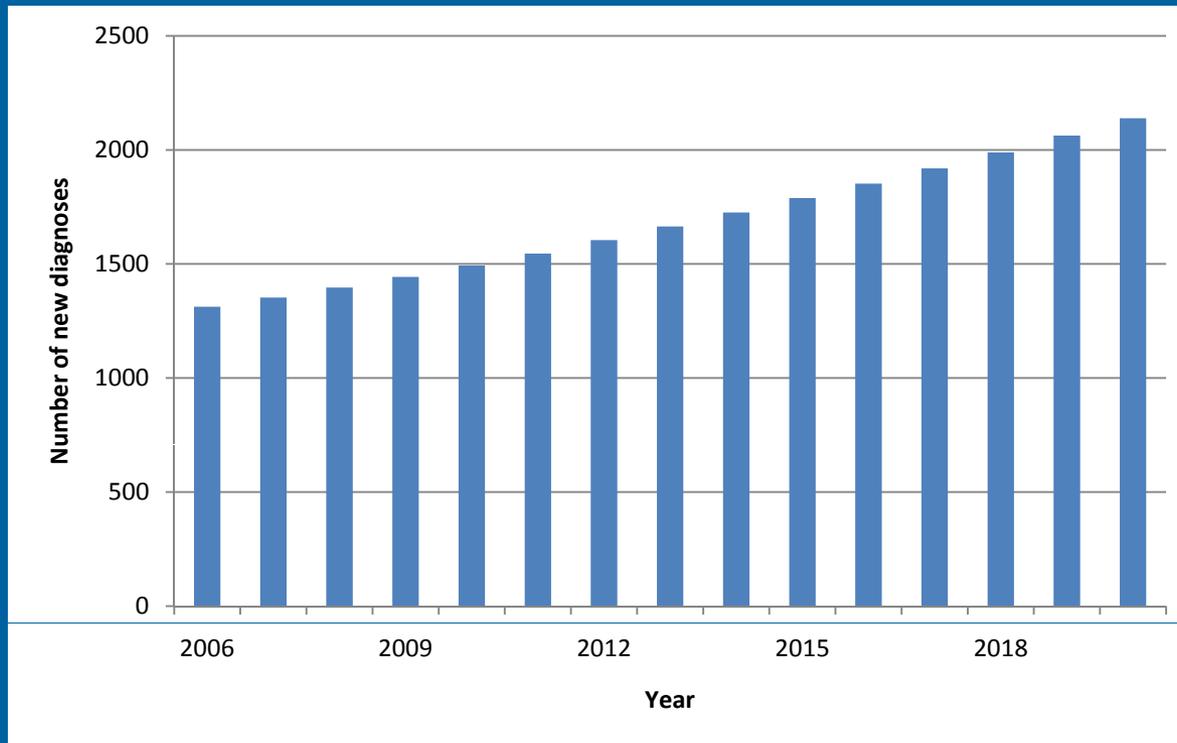
Malignant Melanoma - Incidence
Age Standardised Rates for males



Malignant Melanoma - Incidence
Age Standardised Rates for females



Predicted number of new diagnosis of melanoma (ICD10 C43) in the South West region 2006-2020.



Source : SWPHO cancer register (2006 data), ONS sub national population projections, predicted change in melanoma rates
H Moller et al "Future burden of Cancer in England" British Journal of Cancer (2007) 96, 1484–1488

Skin Cancer Prevention Initiative

- SWPHO project funded by the National Cancer Action Team
 - Development of Skin Cancer Hub to inform and support decision makers and the public
 - Social Marketing to change attitudes and behaviours to risk taking behaviour for skin cancer in the general population
 - Toolkits to provide readily useable package for needs assessment, service quality assurance and performance management

Aim of the Skin Cancer Hub

The overarching aim is to provide information to increase understanding of skin cancer and its causes, and evidence to support the development of new initiatives in prevention and early diagnosis

Target audience : health professionals, local government, public, and the charitable, community and voluntary sectors.



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Skin Cancer Hub

Information to support prevention and early diagnosis

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Skin Cancer Hub launched

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Welcome

This website is managed by the [South West Public Health Observatory \(SWPHO\)](#). Its aim is to equip health professionals and others with information to understand and make the case for skin cancer prevention and early diagnosis.

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Add a resource

Contribute to the Skin Cancer Hub



Interventions database

Search for or add details of skin cancer prevention and awareness activities taking place in your area and across England.

[read more](#)



Worried about skin cancer?

Where to go for information and advice on skin cancer prevention for you and your family.

[read more](#)



Resources



Skin cancer profiles



Sunbeds

Evidence, policy and guidance around sunbed use and its

Main domains of the Skin Cancer Hub

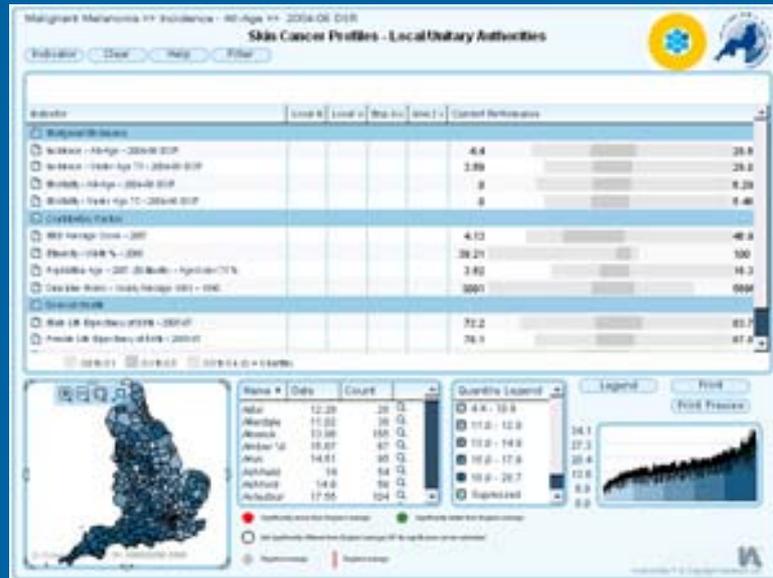
- Skin Cancer Profiles
- South West data
- Evidence based and resources
- Intervention database
- Information for the public and schools
- Toolkit - commissioning tool
- Social Marketing
- Sunbed usage



South West Public Health Observatory



Skin Cancer Profiles



- Statistics at Local Authorities and PCT using instantAtlas mapping software based on data from National Centre for Health Outcomes Development
- Include set of determinants such as contributory factors (number of sunshine hours, IMD average score, ethnicity) and general health factors (life expectancy and death from cancer)

Intervention database

A tool to share experience and best practice of Skin Cancer Prevention interventions at national level

Examples of interventions already loaded

- Canceractive
- Glastonbury Festival Sun protection
- Melanoma Awareness project
- Mole day
- Mole patrol
- Safe Sun advice at Musgrove Park



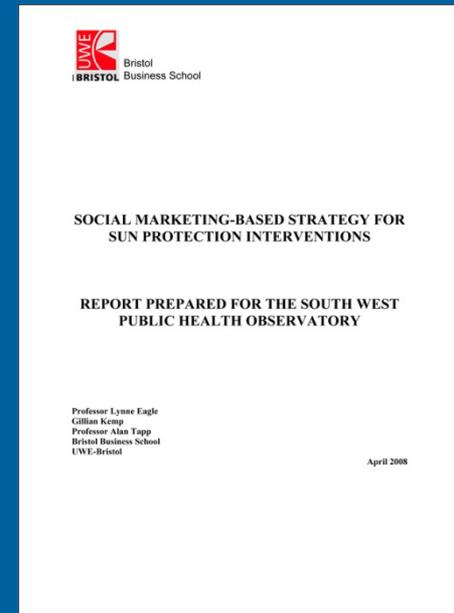
The screenshot shows a web form titled "Skin Cancer Hub" with the subtitle "Information to support prevention and early diagnosis". The form is divided into several sections:

- General Information:** Includes fields for "Intervention title", "Intervention sites", and a dropdown for "Part of a national initiative?" (set to "No").
- Source of funding (tick any that apply):** A list of checkboxes for "None", "Department of Health", "Educational", "Voluntary", "Commercial", and "Local Authority", followed by an "Other:" text input field.
- Partners (if applicable):** Fields for "Organisation name", "Lead contact name", and "Contact e-mail".

Social Marketing

‘Interventions should be directed at improving sun protection habits rather than sun avoidance as this would be anti fun and could conflict with healthy lifestyle messages related to exercise.’

University of the West of England (2009)
Social Marketing-based sun protection
interventions strategy for Cornwall PCT – a pilot



Commissioning toolkit

‘It is essential for prevention and early diagnosis programmes to be sustained to ensure effective consistent services embedded into mainstream services’

Department of Health 2009

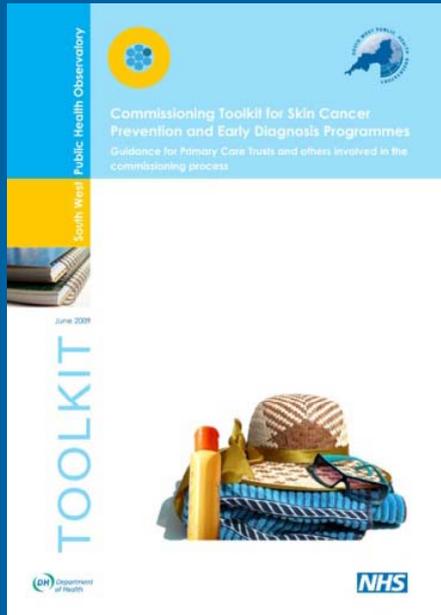
Commissioning Toolkit for Skin Cancer Prevention and Early Diagnosis Programmes: Guidance for Primary Care Trusts and others involved in the commissioning process



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PCT commissioning Toolkit



Key channels to target populations	Children	Young adults (under 30 yrs)	Adults (30 yrs +)
Outdoor events (festivals, sports events)	☀️	☀️	☀️
Outdoor tourist areas, e.g. beach, parks, play areas	☀️	☀️	☀️
Schools/pre-schools/private nurseries	☀️		
Higher education colleges/universities		☀️	
Workplace		☀️	☀️
Sports and leisure clubs		☀️	☀️
Transport (buses/trains/tubes)		☀️	☀️
Internet/TV/radio/magazines	☀️	☀️	☀️
Shops (supermarkets/garden centres/pharmacies)		☀️	☀️

Extract from the PCT commissioning toolkit – examples of indicators and measures

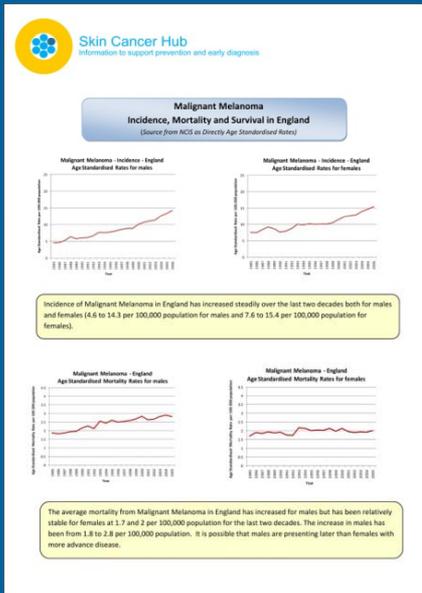
Levels	Indicators	Means of measurement
Awareness	X% awareness of issue	Surveys (formal/informal – advisable at the end of each summer period)
Engagement	X% contemplating changed behaviour X% discussing/responding/participating	Surveys Behavioural data (e.g. website hits, requests for information etc.)
Behaviour	X% self-reported behaviour X% behaviour changes recorded	Self-reported (think of methods) Behavioural data (e.g. from organisations providing outdoor activities)
Social norms	X% positive attitudes/volume of media coverage X% committed to behaviour change Anecdotal feedback/observation Political environment (e.g. legislation/guidelines)	Surveys Media and political tracking Anecdotal feedback Observation
Well-being	X% increase in social outcome X% increase in environmental outcome	Social reports (compilations of indicators of wellbeing) Epidemiological data, incidence and survival, staging data and referrals* Environmental data, e.g. fewer sunbed establishments, shaded areas

* The SWPHO Skin Cancer Tumour Panel are undertaking an audit on stage at diagnosis.

Extract from the PCT commissioning toolkit – examples of interventions

Examples of interventions		
Establish ad hoc 'mole clinics' at festivals, in the workplace or community, e.g. supermarkets, village halls etc.	Run quizzes on awareness, provide answer sheet to respondents.	Travel assessment package at GP surgeries to include skin cancer prevention advice.
Sunbed advice sheets to all hair & beauty salons, spas & hotels. Input into training schemes for staff.	Skin cancer prevention and early recognition messages/packs in chemists, libraries, GP surgeries, schools, youth clubs, village halls, supermarkets, cafes, garden centres and other prime locations.	Ensure rapid access to secondary care – review workload, efficiency and follow-up burden.
Work with Local Authorities to establish safe guidelines and quality assurance systems for sunbed and sun tanning facilities. See ' Saving Skins ' Toolkit ³⁴ for examples of programmes.	Sun cream, hats and factsheets at tourist areas: <ul style="list-style-type: none"> • parks and other outdoor areas • National Trust sites etc. • beach areas • festivals/shows etc. 	Promote community projects to erect shade structures e.g. pergolas, willow, and parasols, use local businesses to support ventures. Erect shade areas in: <ul style="list-style-type: none"> • schools • parks • picnic areas.
Use advertising channels on public transport or local news to launch intervention strategies and signpost services.	Go into schools and teach 'self-examination' techniques, show a DVD, run a quiz, establish competitions to gain input into interventions, e.g. posters.	Information sheets on event planning through councils (sun safety messages and shade area planning). Support St John's Ambulance/Red Cross with sun cream, hats and factsheets.

Also available on the Skin Cancer Hub



Skin Cancer Hub
Information to support prevention and early diagnosis

Protect yourself

Over exposure to the sun can lead to skin cancer, which is often caused by sun damage in childhood.

Skin cancer is one of the most common cancers in the UK. The number of people who develop it is increasing.

There are 3 simple steps to limiting harm while enjoying outdoor activities:

- 1 Make sure you don't burn.**
- 2 Cover up during peak hours (11.00 am–3.00 pm).**
- 3 Use Factor 15* sun cream or higher, and reapply often. (*Waterproof and sweatproof versions are available.)**

South West Public Health Observatory
Department of Health | www.swpho.nhs.uk/skincancerhub | NHS

Location and regulation of sunbed outlets

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²Chartered Institute of Environmental Health

1. Introduction
The use of sunbeds in the UK is a public health concern because they emit ultra violet radiation (UVR) that increases the risk of developing skin cancer. However the regulation of the industry is currently inconsistent and largely unenforced. The South West Public Health Observatory (SWPHO) undertook a statistical analysis of factors associated with sunbed outlet density in the UK and it was followed by a pilot survey of Local Authority policies towards sunbed outlets across the South West Region. This work was funded by Cancer Research UK.

2. Aim
To explore the locations of sunbed salons in the UK and their regulation using a pilot survey in the South West region.

3. Method
Using a database previously developed by SWPHO analysis of sun bed density by deprivation was undertaken using each individual county deprivation quartile. A web-based questionnaire was developed in collaboration with the Chartered Institute of Environmental Health, was disseminated to the South West Local Authorities and followed up by in-depth interviews.

4. Results
Local Authorities with high sunbed outlet rates can be seen in the urban areas of the North West and the North East England. Rates in Southern England were generally relatively low except for North Cornwall and Torbay. In addition we found that the distribution of sunbed locations varied by area deprivation, with higher rates in more deprived areas for all four counties of the UK.

5. Conclusion and recommendations
Sunbed regulation needs to be related to a higher priority setting and better monitoring tools are necessary for health and safety officers to use in the field. It is expected that the forthcoming COMARE (Committee on the Medical Aspects of Radiation in the Environment) report should help to highlight the importance of this industry.

10 point checklist:
• User Health manual
• Standardised inspection forms
• Client leaflets and posters
• Guide pamphlet for sun bed outlets

Department of Health | APH | NHS | www.swpho.nhs.uk | CANCER RESEARCH UK

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