SKIN CANCER PREVENTION

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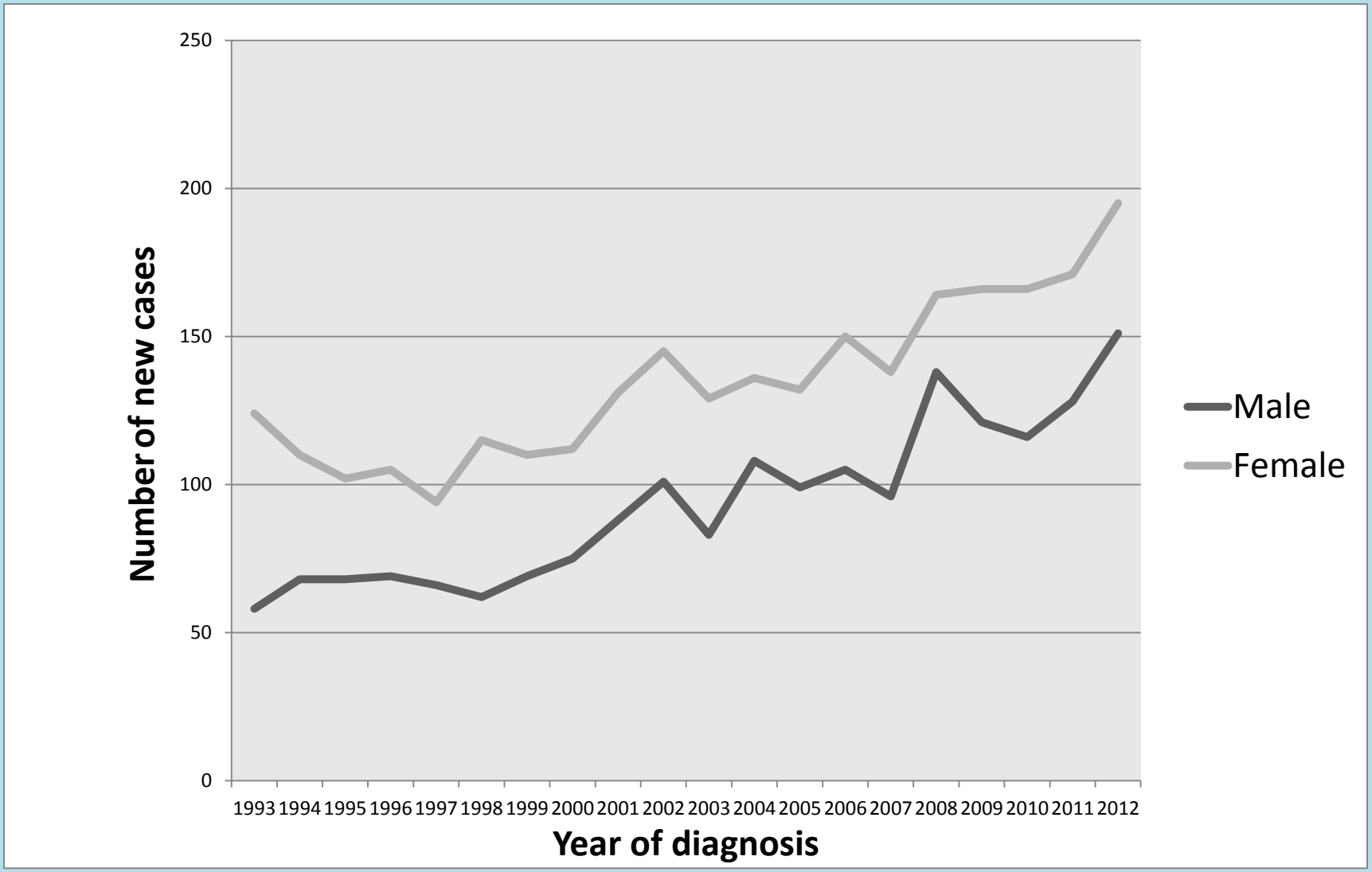
Cancer Focus NORTHERN IRELAND

Summer weather!

Belfast, June 2012

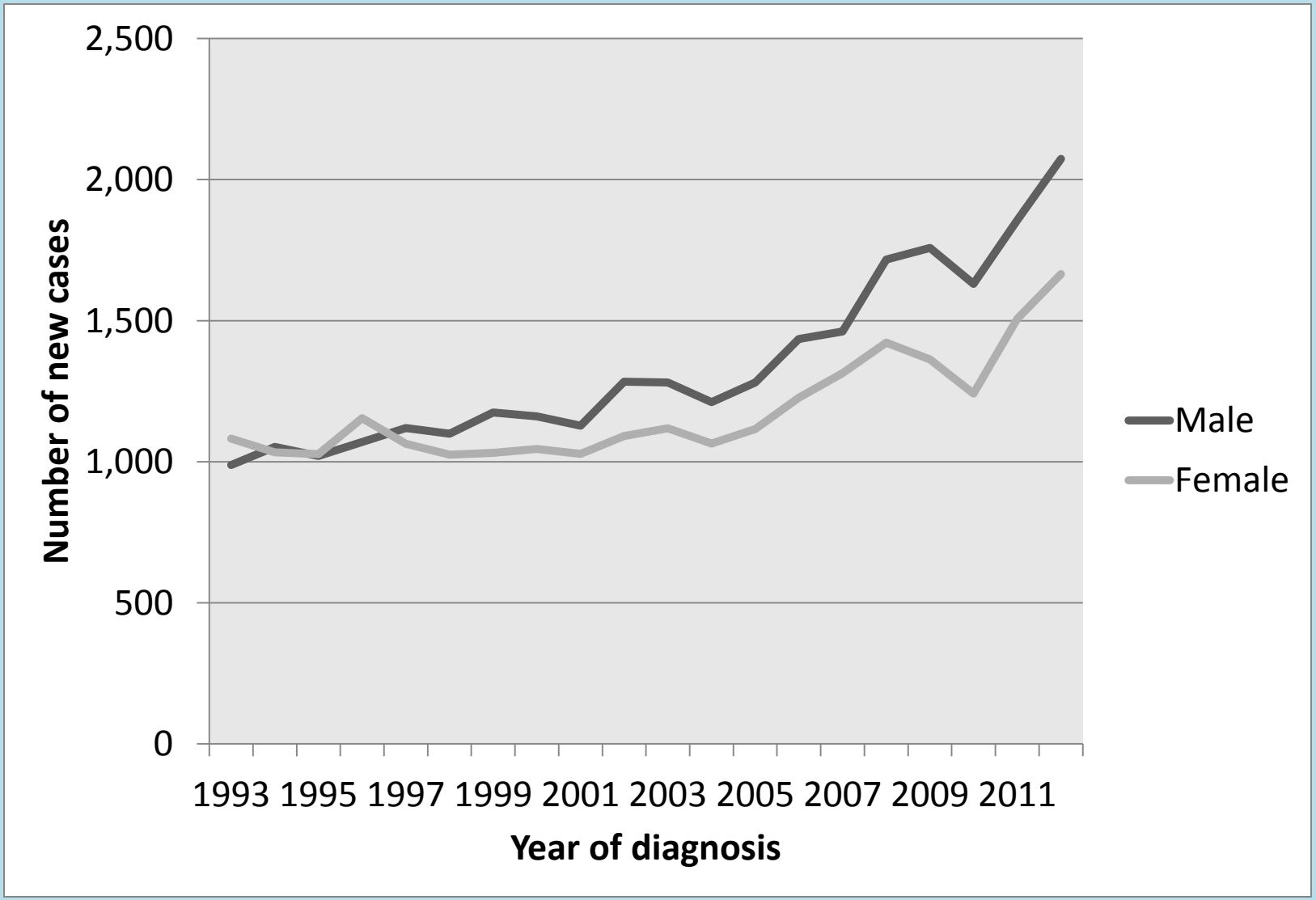
Belfast, June 2013

Malignant melanoma



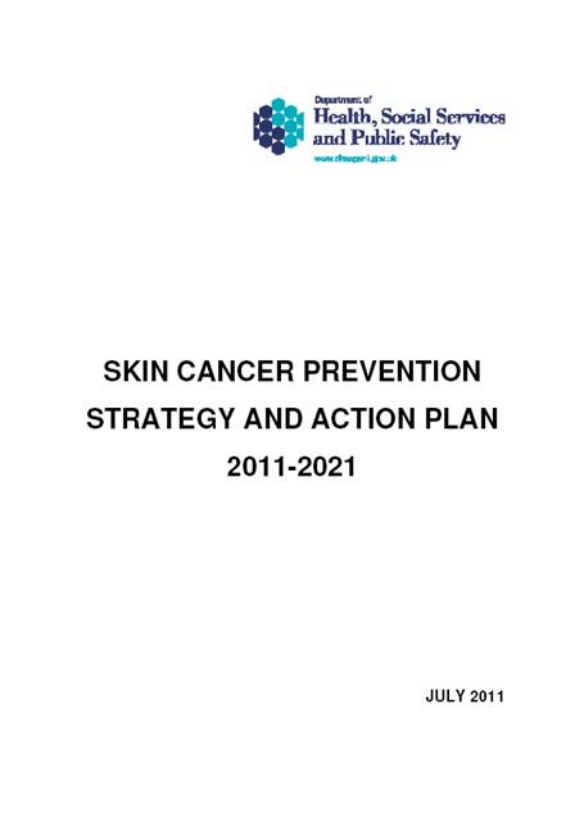
NI Cancer Registry data

Non melanoma skin cancer



NI Cancer Registry data

Skin cancer prevention strategy



Department of
Health, Social Services
and Public Safety

SKIN CANCER PREVENTION
STRATEGY AND ACTION PLAN
2011-2021

JULY 2011

Strategy Aim

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

Sun safe school sports day

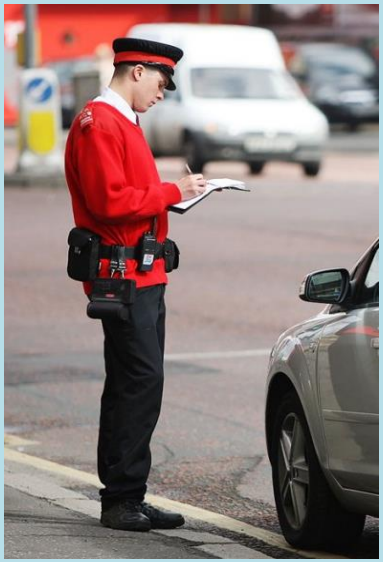
- Co-ordinated media activity calendar
- Website: www.careinthesun.org
- Information talks & stands
- Conference

Influencing attitudes & behaviours

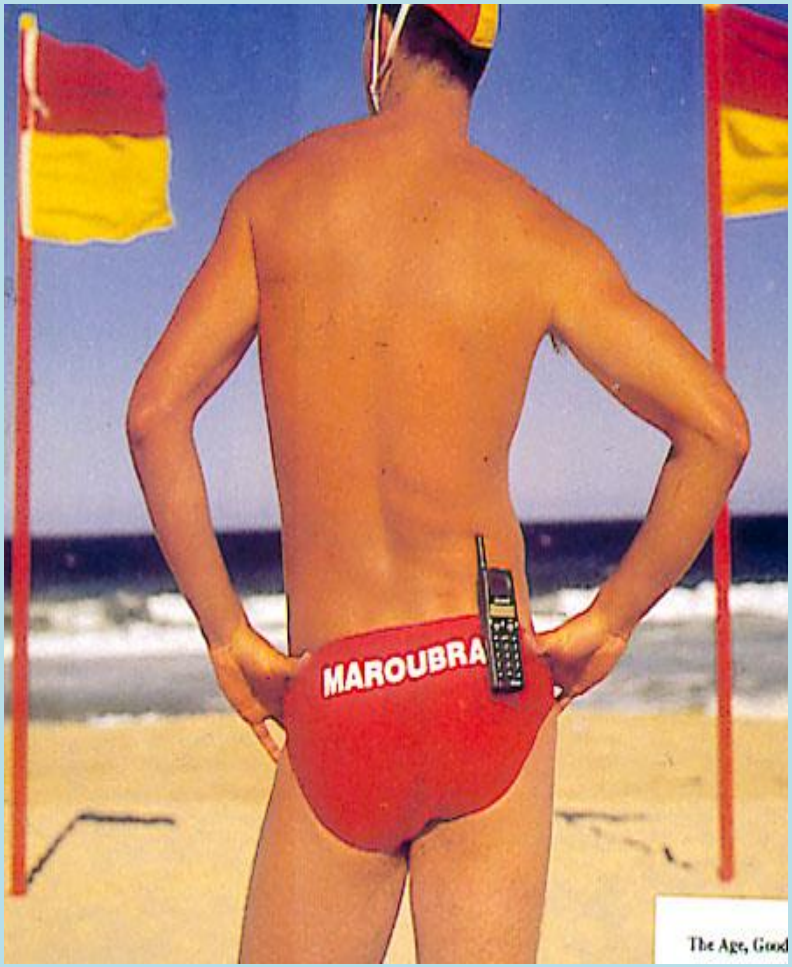
- Schools
- Outdoor workers
- Sports organisations
- Leisure, tourism industries
- Outdoor events

Outdoor workers

- Key priority group for 2014/15
- Stakeholder engagement event
- Working group to develop policy template & information resources



Behaviour change



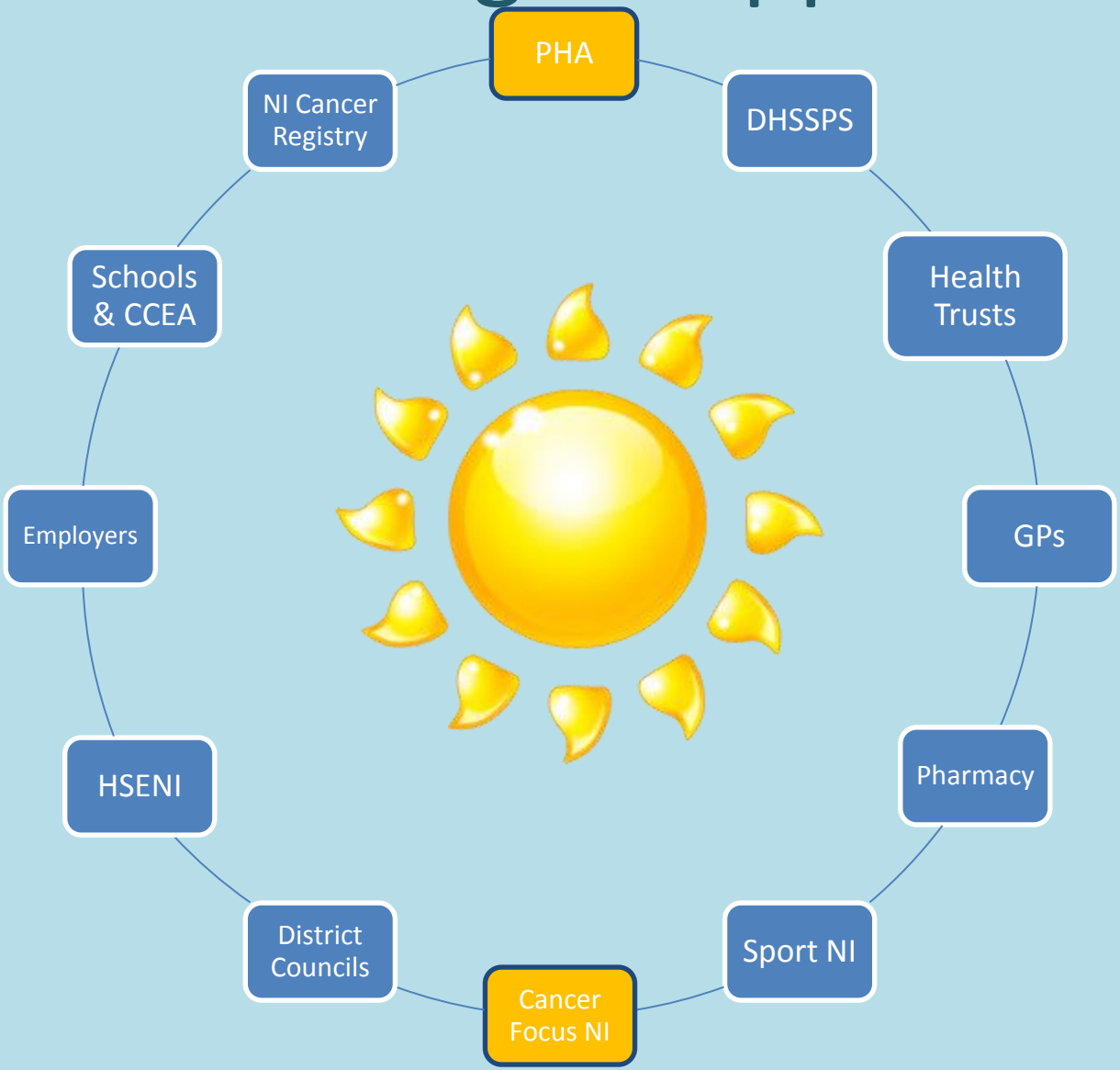
Sun safety – striking a balance

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**

Making it happen