

SKIN CANCER PREVENTION

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Summer weather!

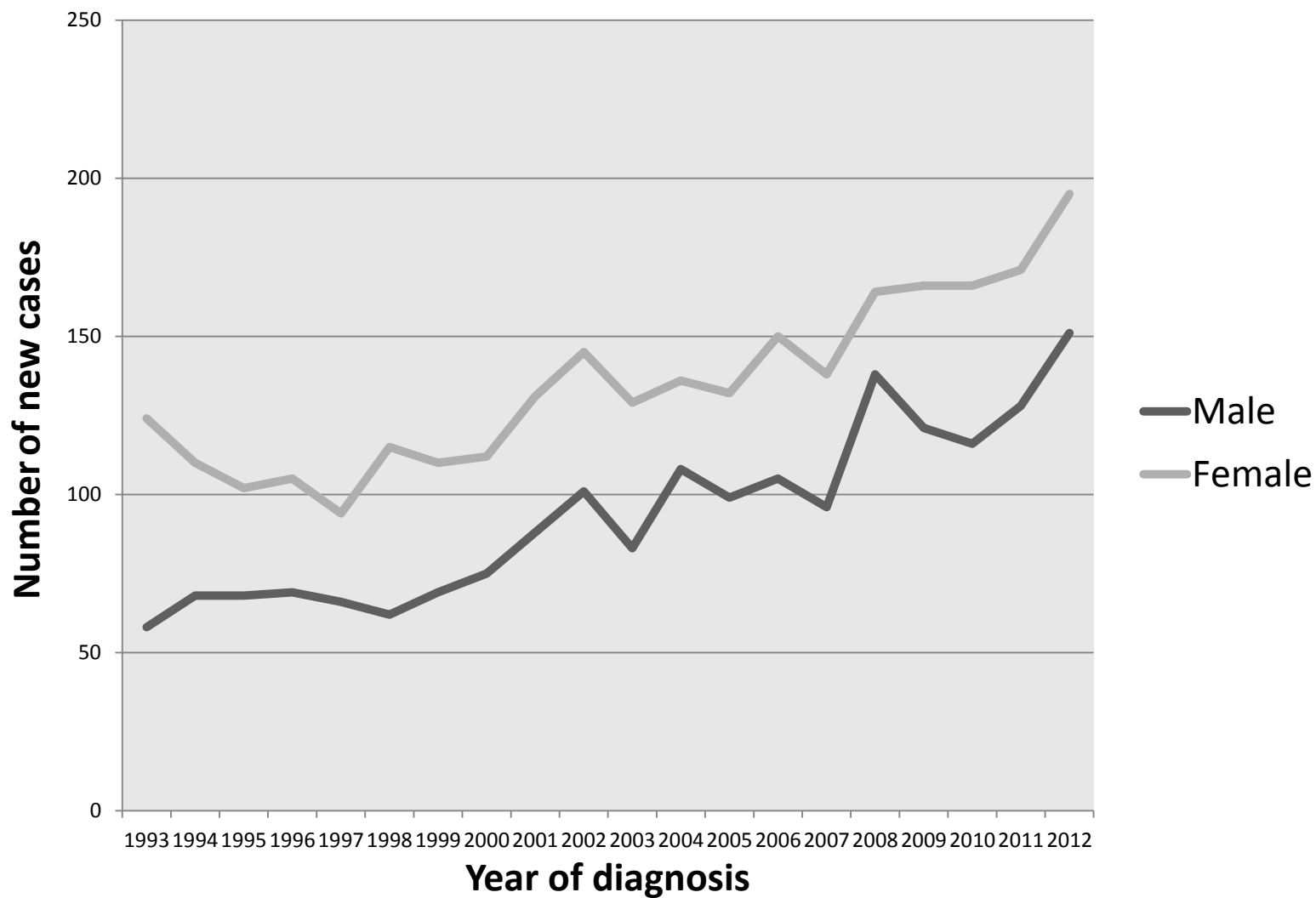


Belfast, June 2012

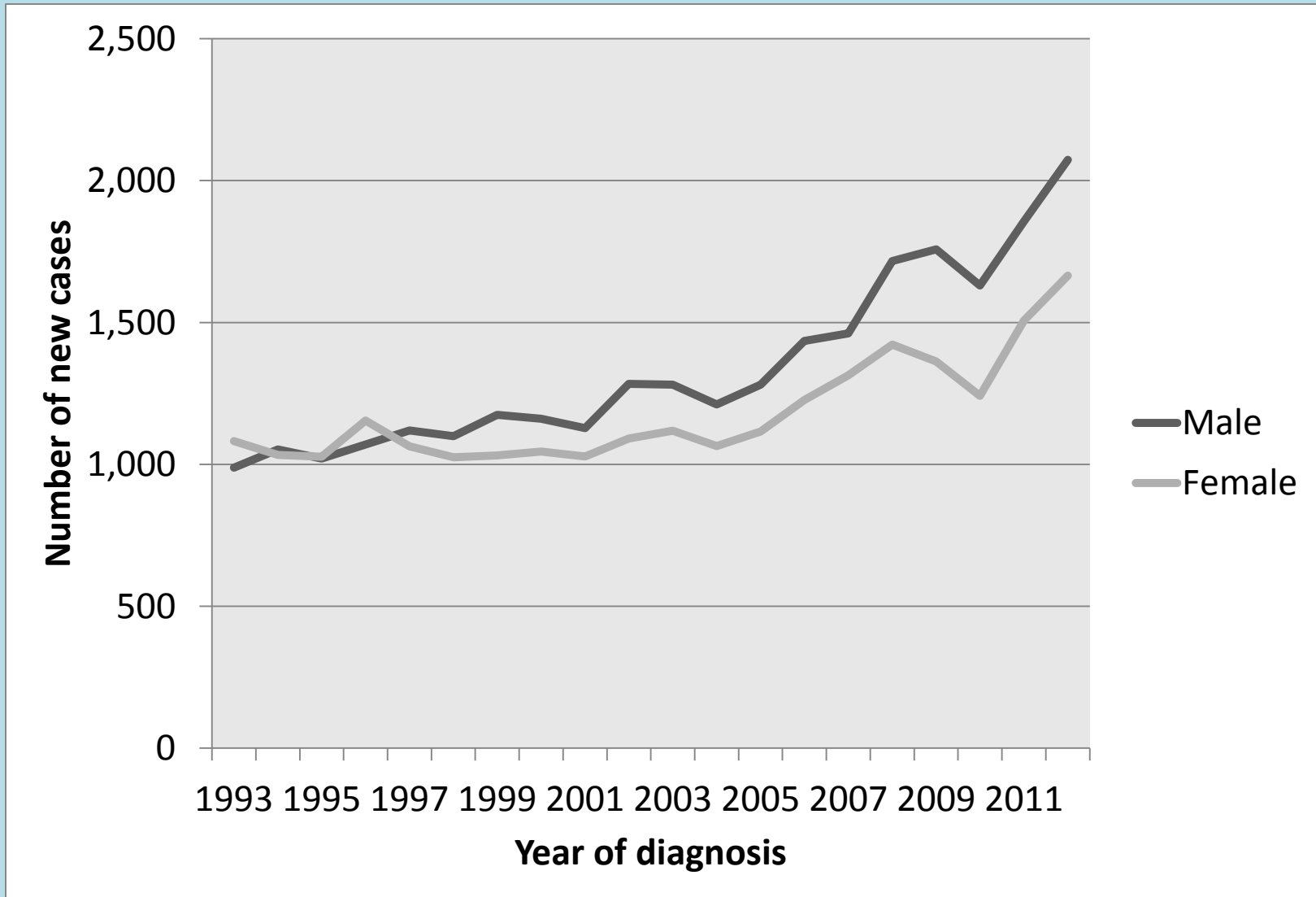


Belfast, June 2013

Malignant melanoma



Non melanoma skin cancer



Skin cancer prevention strategy



**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

