

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

**NCIN 25<sup>th</sup> June 2009**



South West Public Health Observatory

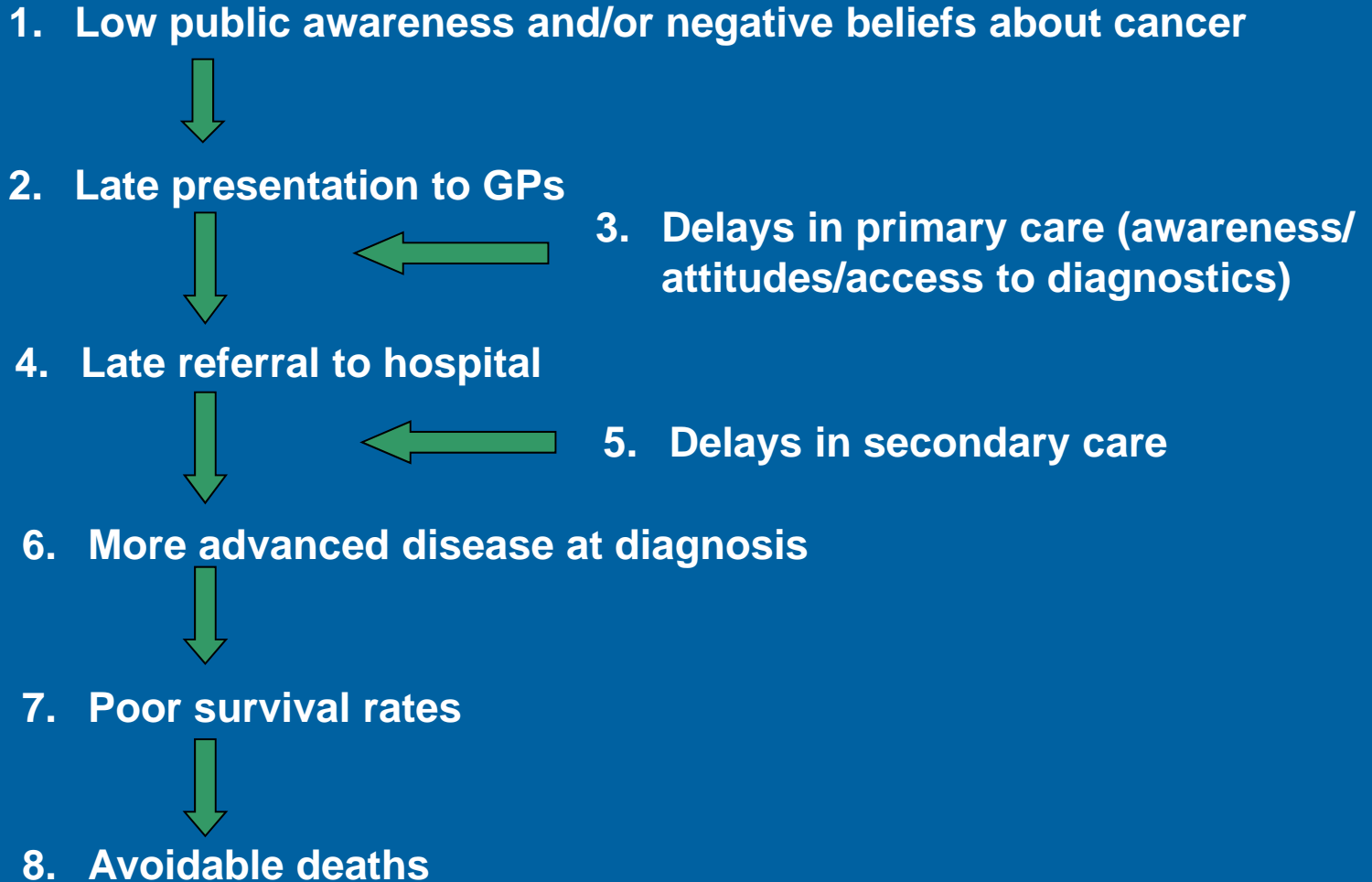


# Cancer Reform Strategy

- 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*

# 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

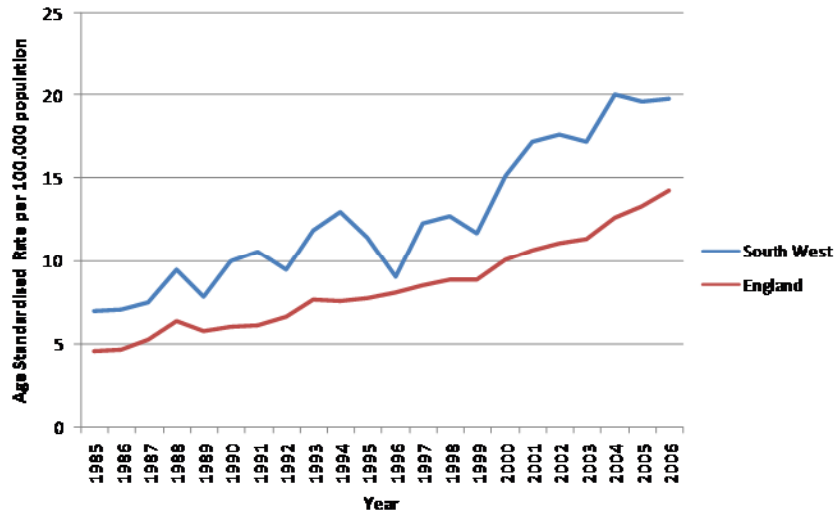


South West Public Health Observatory

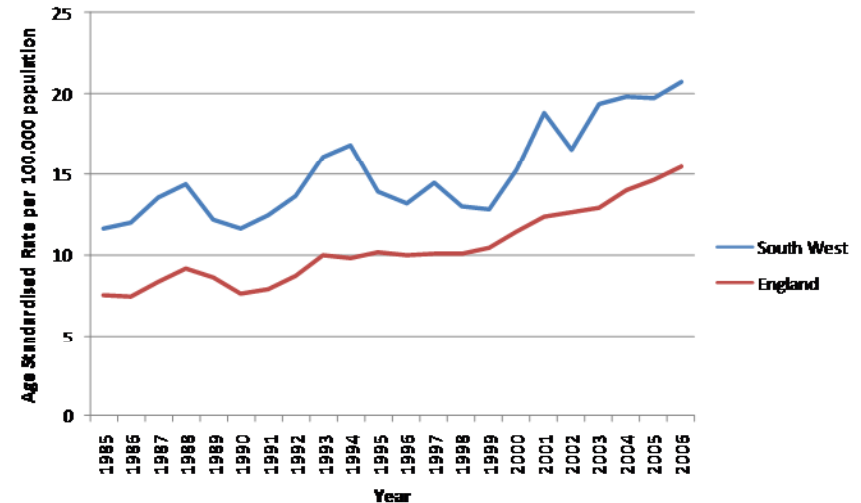


# Malignant Melanoma - Incidence

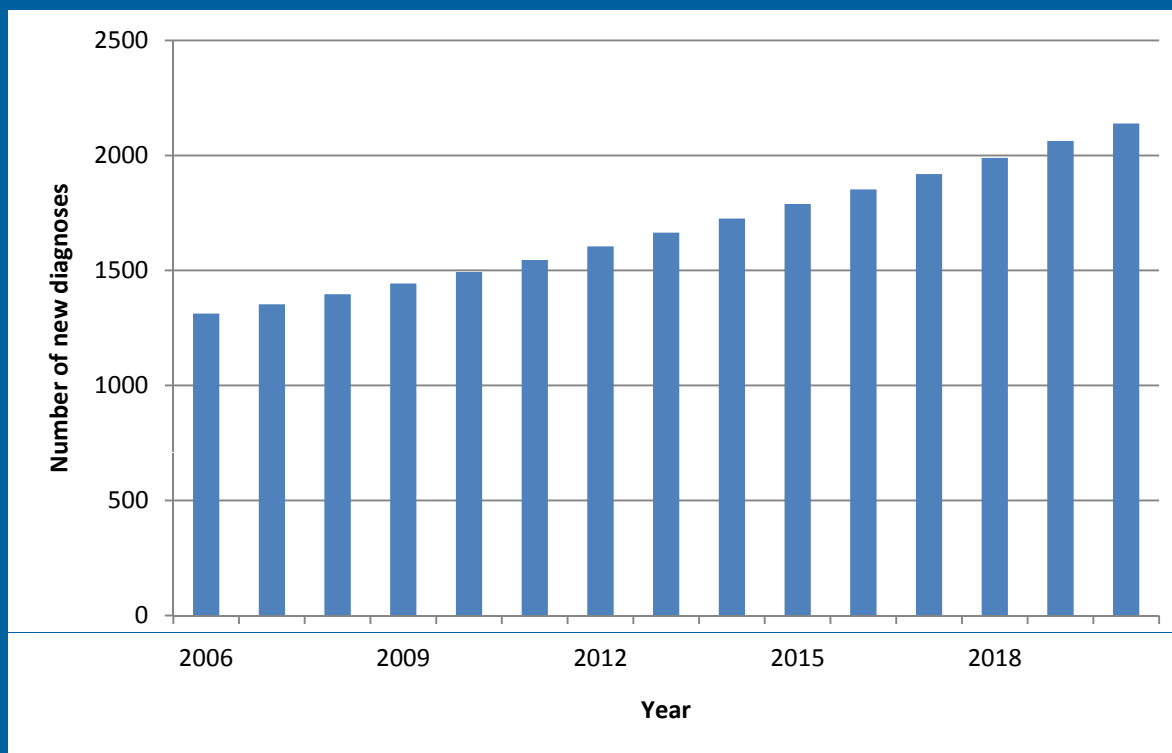
**Malignant Melanoma - Incidence**  
**Age Standardised Rates for males**



**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.



South West Public Health Observatory





# Skin Cancer Hub

Information to support prevention and early diagnosis

[Advanced search \(Options\)](#)

Search



[Hub Home](#)

[SWPHO Home](#)

[About the Hub](#)

[Contact Us](#)

[Help](#)

[Feedback](#)

[News](#)

[Events](#)

[Latest Resources](#)



## Skin Cancer Hub launched

[read more...](#)

### 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.

[RSS Feed](#)



#### Sign up for email alerts

Receive updates direct to your inbox



#### Tell a friend about this website

Email a friend



#### 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

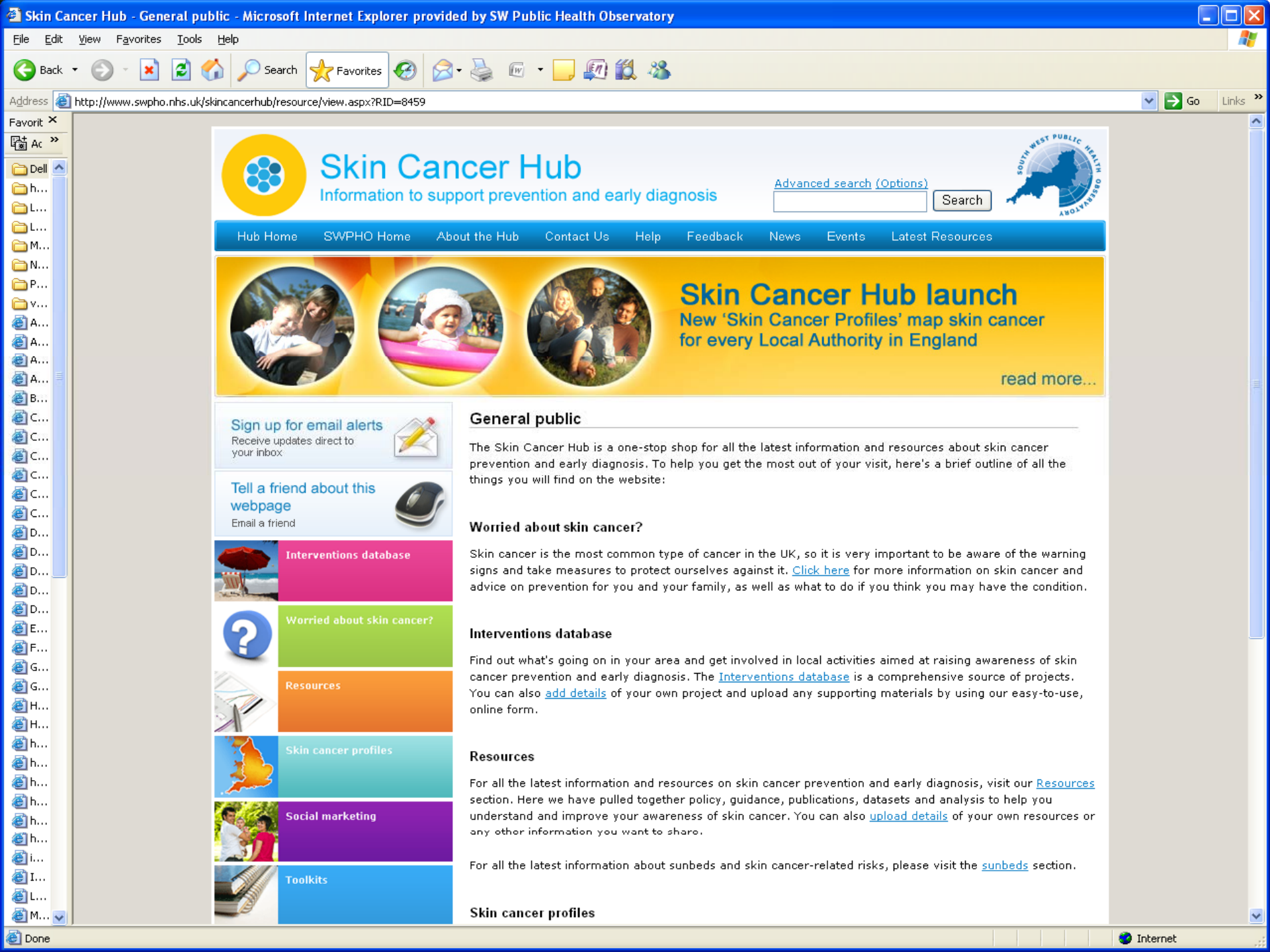
Evidence, policy and guidance around sunbed use and its

# Main domains of the Skin Cancer Hub

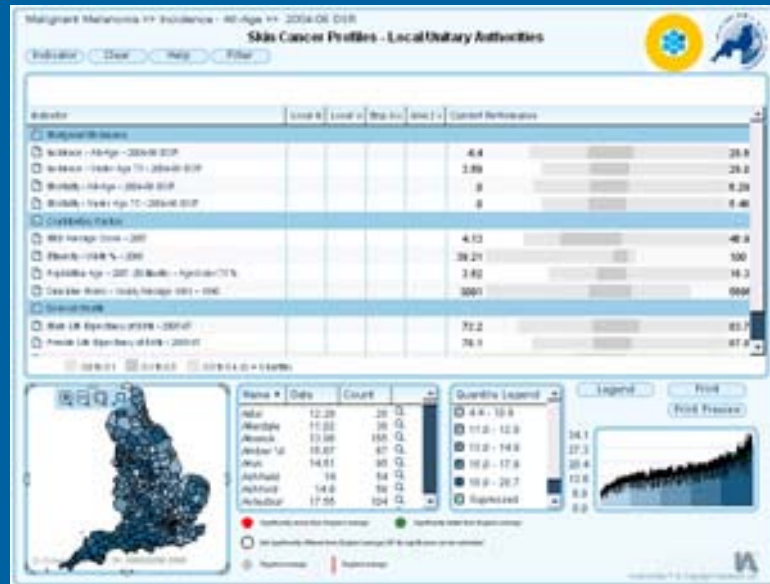
- Skin Cancer Profiles
- South West data
- Evidence based and resources
- Intervention database
- Information for the public and schools
- Toolkit - commissioning tool
- Social Marketing
- Sunbed usage







# 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



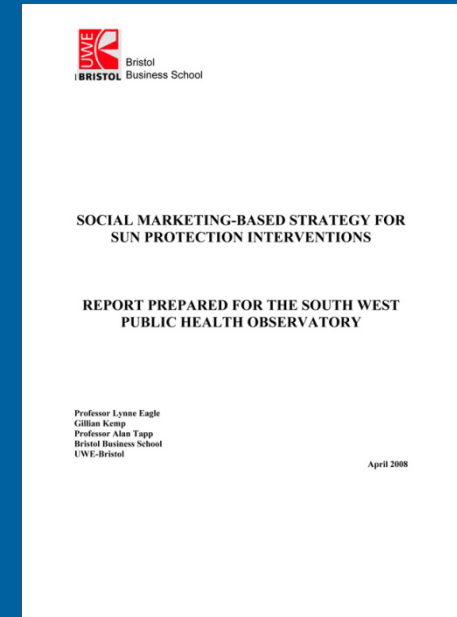
The screenshot shows the 'Skin Cancer Hub' interface, which is a tool for recording and sharing skin cancer prevention interventions. The header features the 'Skin Cancer Hub' logo and the tagline 'Information to support prevention and early diagnosis'. Below the header, there is a 'General Information' section with the following fields:

- Intervention title:** A text input field.
- Intervention place:** A text input field.
- Part of a national initiative?** A dropdown menu with 'No' selected.
- Source of funding (tick any that apply):** A list of checkboxes for 'None', 'Department of Health', 'Situational', 'Voluntary', 'Commercial', and 'Local authority'. An 'Other' text input field is also present.
- Partners (if applicable):** A section with three text input 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*

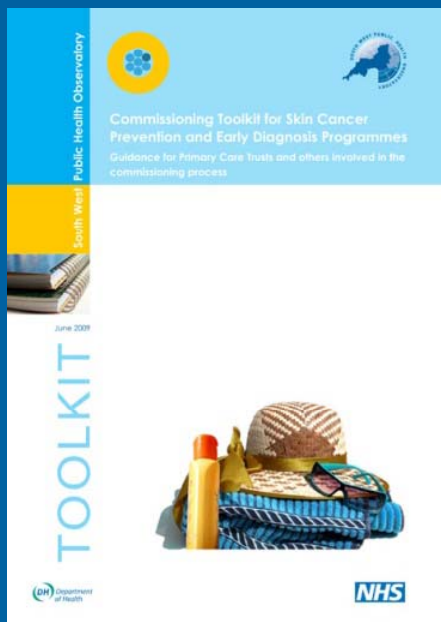
Commissioning Toolkit for Skin Cancer Prevention and Early Diagnosis Programmes: Guidance for Primary Care Trusts and others involved in the commissioning process



South West Public Health Observatory



# 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.

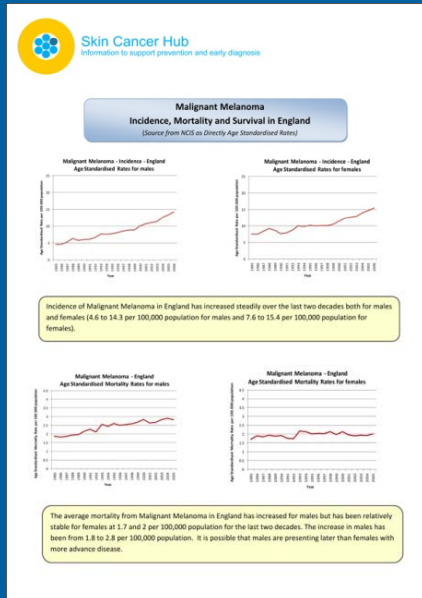
# Extract from the PCT commissioning toolkit – examples of interventions

## 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 ' <a href="#">Saving Skins</a> ' Toolkit <sup>34</sup> for examples of programmes.	Sun cream, hats and factsheets at tourist areas: <ul style="list-style-type: none"> <li>• parks and other outdoor areas</li> <li>• National Trust sites etc.</li> <li>• beach areas</li> <li>• festivals/shows etc.</li> </ul>	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"> <li>• schools</li> <li>• parks</li> <li>• picnic areas.</li> </ul>
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



**South West Public Health Observatory**

**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.)

**Department of Health** **NHS** [www.swpho.nhs.uk/skincancerhub](http://www.swpho.nhs.uk/skincancerhub)

**South West Public Health Observatory**

### Location and regulation of sunbed outlets

Veronique Pottier<sup>1</sup>, Nicola Bowtell<sup>1</sup>, Sharon Smith<sup>2</sup>, Sean McPhail<sup>1</sup>, Stuart Harris<sup>1</sup> and Julia Venn<sup>1</sup>  
<sup>1</sup>South West Public Health Observatory (Email: [veronique.pottier@swpho.nhs.uk](mailto:veronique.pottier@swpho.nhs.uk))  
<sup>2</sup>Chartered 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 country deprivation quintile. 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

**Density and area deprivation**

- 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 countries of the UK.

**Regulation and compliance**

- During 2008 inspection rates of sunbed salons in the South West Region were extremely low. Most Local Authorities surveyed cited the low priority currently given to sunbed regulation in Government guidance.
- The main concerns identified whilst undertaking inspections were the quality of public health advice, unreported equipment, inadequate maintenance of equipment and testing, poor use of consent forms.
- Nearly three fifths felt there was a need to update current guidance on inspections of sunbed outlets.

#### 5. Conclusion and recommendations

Sunbed regulation needs to be raised to a higher priority within 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 tighten the regulation of this industry.

**Department of Health** **APHE** **NHS** [www.swpho.nhs.uk](http://www.swpho.nhs.uk)

Julia Verne

Lisa Brown

Luke Hounsome

Nicola Bowtell

Lynne Eagle

Helen Bolton

Lisa Petter

Gary Bates

Andy Elsey

[www.swpho.nhs.uk/skincancerhub](http://www.swpho.nhs.uk/skincancerhub)



South West Public Health Observatory

