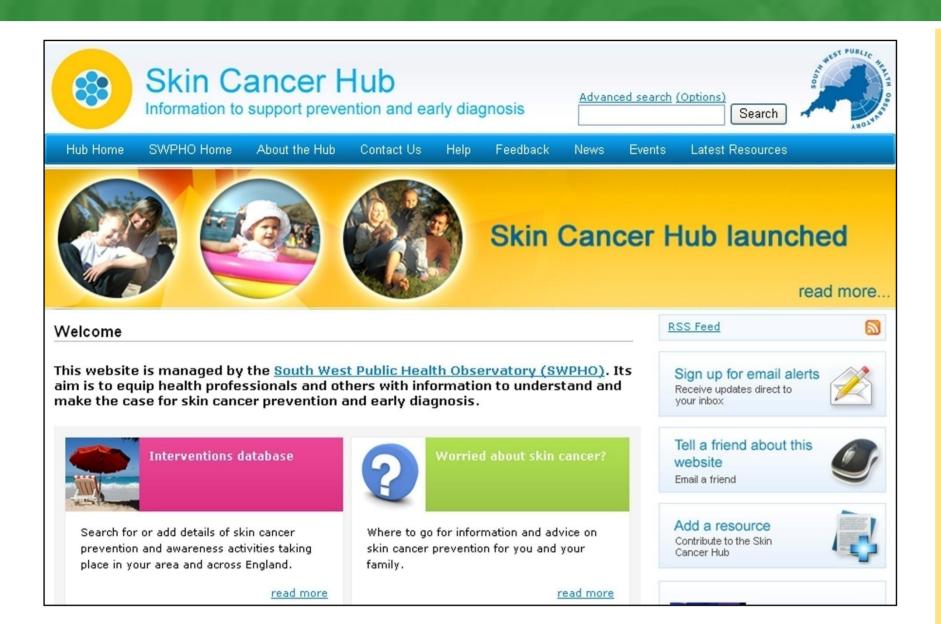
## Development of a national skin cancer hub from epidemiology to prevention

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## 1. Introduction

Skin cancers constitute by far the most common form of cancer (33% of cases registered in the South West region). There are several types: non melanoma skin cancer (NMSC) with low or no mortality although they can have high morbidity; and malignant melanoma which can be fatal.

The need for initiatives and interventions is evidence-based: there has been a constant increase in the number of cases of both types of cancer. NMSC is 10 times more common than malignant melanoma and presents a heavy burden on the NHS.

The South West Public Health Observatory (SWPHO) is the lead Cancer Registry for skin cancer and has undertaken a number of initiatives to address the high incidence of skin cancer observed at national level. Among them is its newly launched Skin Cancer Hub.

## **Skin Cancer Prevention Initiative**

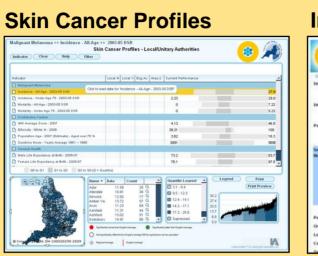
As part of the cancer reform strategy, prevention and early diagnosis were identified as key issues and led to the development of a National Awareness and Early Diagnosis Initiative. Funding for a Skin Cancer Prevention Initiative was made available and the Skin Cancer Hub is part of this initiative.

#### 3. Aim

The aim of the Skin cancer Hub 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.









Toolkits

Sunbed section APR INHS

**South West** 

data facts	heets
Skin Cancer H Information to supp and early diagnosis Malignant melanoma: In and survival rates in the and England	ncidence, mortality
The average insidence of multipart melanoma in the South West region has been higher than the average indirects for English for many years hold for makes and females, depide foculation in the safes. In 2020 the	incidence of malignant melanoma for males was 14.9 (England) and 19.8 (South West) per 100.000 papulation, while the incidence for ferrales was 15.4 (England) and 20.8 (South West)
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Buttern www.swpho.nhs.u	

### Key domains of the website

Social marketing

OCIAL MARKETING-BASED STRATEGY FO SUN PROTECTION INTERVENTIONS

REPORT PREPARED FOR THE SOUTH WEST PUBLIC HEALTH OBSERVATORY

Bristol BRISTOL Business School

Professor Lynne Eagle Gillian Kemp Professor Alan Tapp Bristol Basiness School UWE-Briess

#### **Skin cancer profiles**

20

These allow comparison of key skin cancer statistics and trends across England using an interactive mapping tool.

#### Interventions database

A tool to share experience and best practice in skin cancer prevention interventions at a national level.

#### **Toolkits**

**Resources** 

Protect

2 Cover up during peak t (11.00 am-3.00 pm).

Use Factor 15\* sun cream or higher, and reapply often. (\*Waterproof and sweatproof versions are available.)

Practical guides designed to provide a usable package for needs assessment, service quality assurance and performance management.

#### Social marketing

Information on how social marketing can be used to target prevention and early diagnosis messages.

#### South West data – factsheets

Regional epidemiology data.

#### Sunbed section

Includes reports and valuable information on patterns of sunbed use and the monitoring of this industry.

#### Resources

Web links, relevant information sources, reports and posters.

#### Advice on sun protection and early diagnosis

10 key points on prevention, early detection and access to services with web links to relevant information sources.

# and 2006.

#### Impact of malignant melanoma and non melanoma skin cancer

#### Non melanoma skin cancer – total bed -days per year in England

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Data source: Hospita Melanoma – total bed -days per year in England

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Data source: Hospital Episode Statistics

## 4. Future development

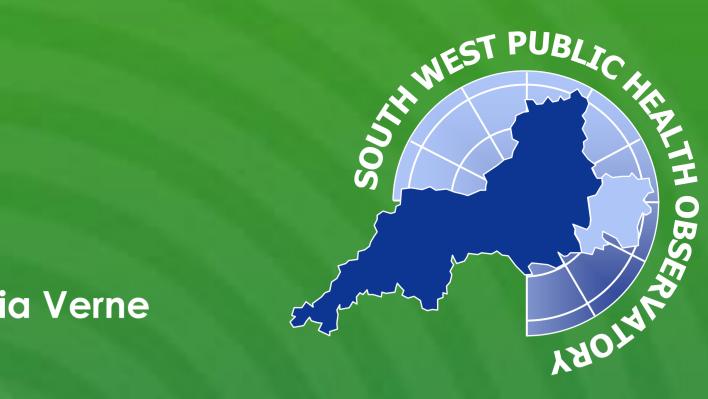
- database.
- skin cancer.

- Additional toolkits.

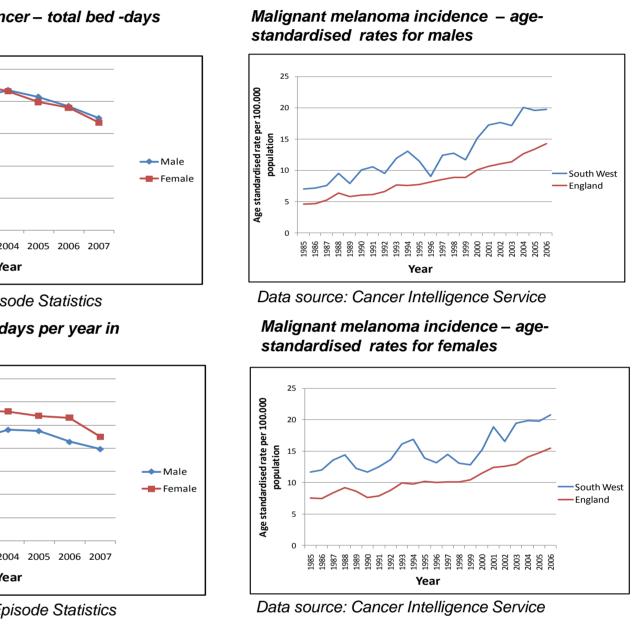
### Conclusion

The Hub provides a useful source of information and tool to support a national skin cancer initiative by helping people to share and learn from each other.

## www.swpho.nhs.uk



Malignant melanoma is the fastest increasing male cancer (excluding NMSC) with 63% increase in the age-standardised rate between 1997 and 2006 and the second fastest increasing female cancer (excluding NMSC) with 49.9% increase in the age-standardised rate between 1997 (Cancer Research UK)



Skin cancer factsheets using the UK Association of Cancer Registries

Showcase of work undertaken by SWPHO in its role as a lead Skin Cancer Registry that could help the prevention and early diagnosis of

Hospital Episode Statistics data analysis.

Expansion of the Interventions database to UK-wide.

Update of resources available including web links.

Publicity of the web, evaluation of the web usage and, longer-term, the impact of the Skin Cancer Hub.

