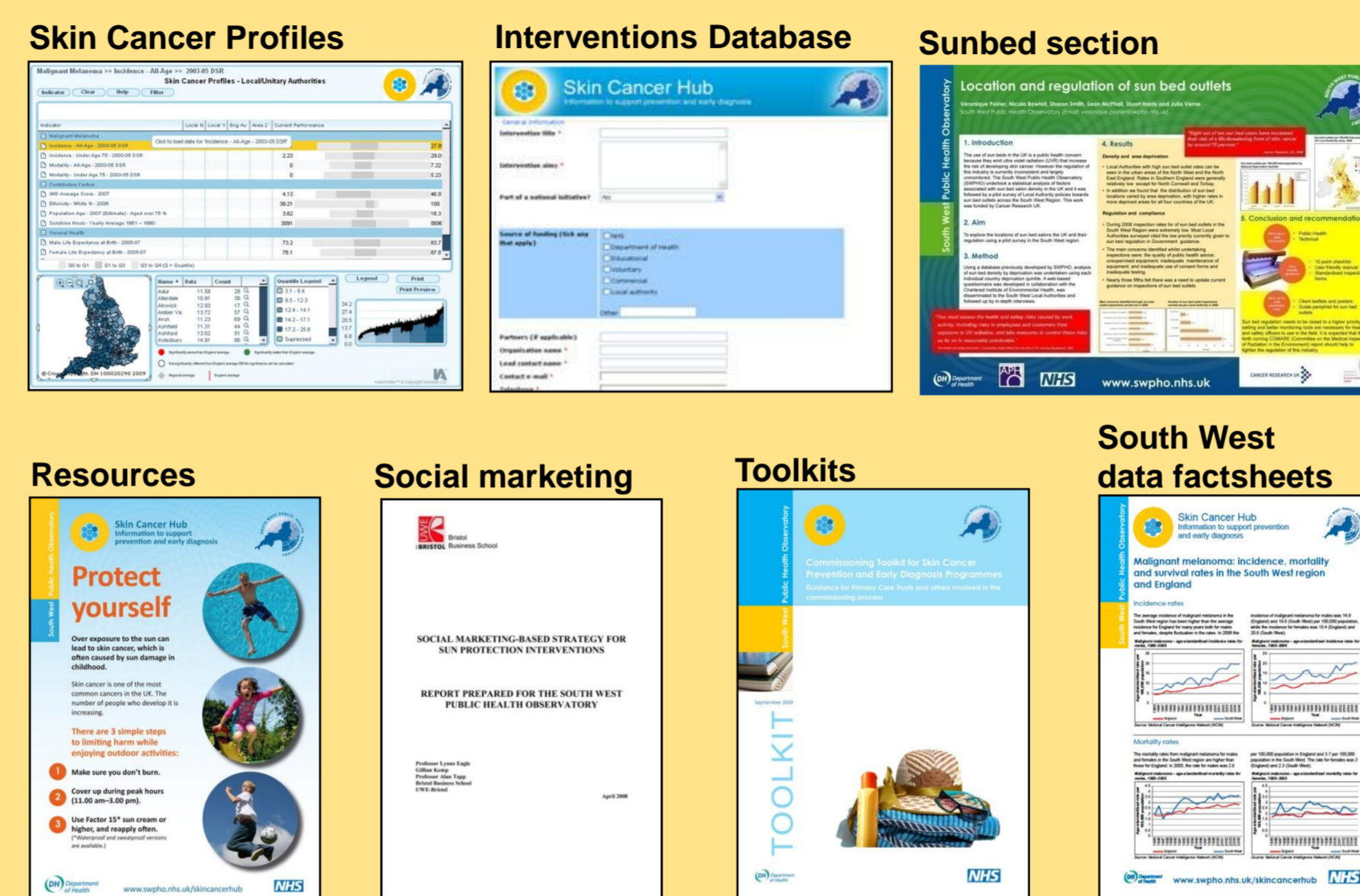
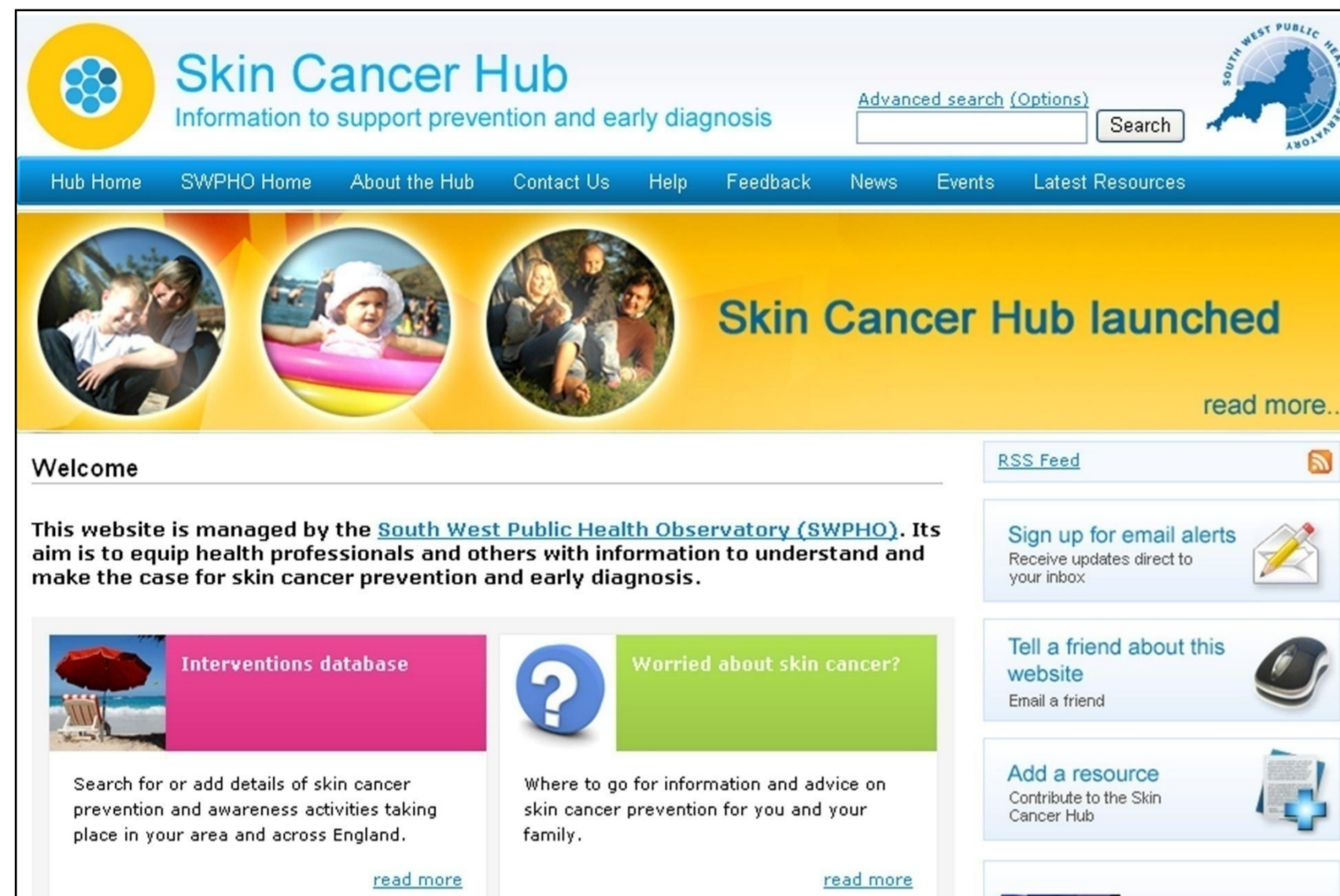


# Development of a national skin cancer hub – from epidemiology to prevention

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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**.

## 2. 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.

## Key domains of the website

### Skin cancer profiles

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

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.

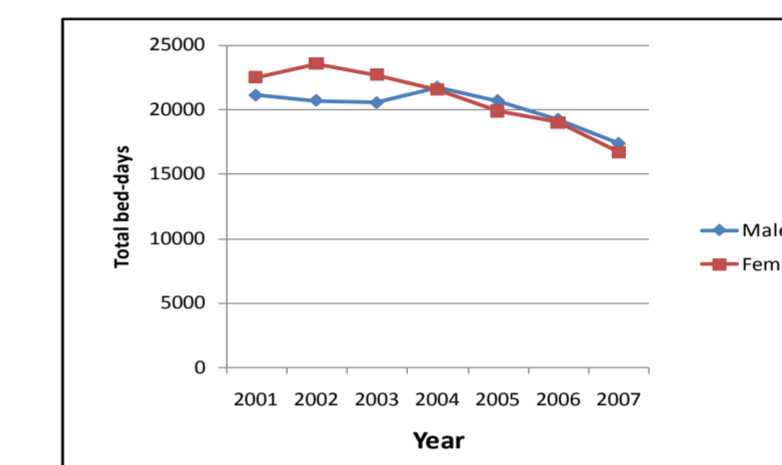
### Advice on sun protection and early diagnosis

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

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 and 2006.  
 (Cancer Research UK)

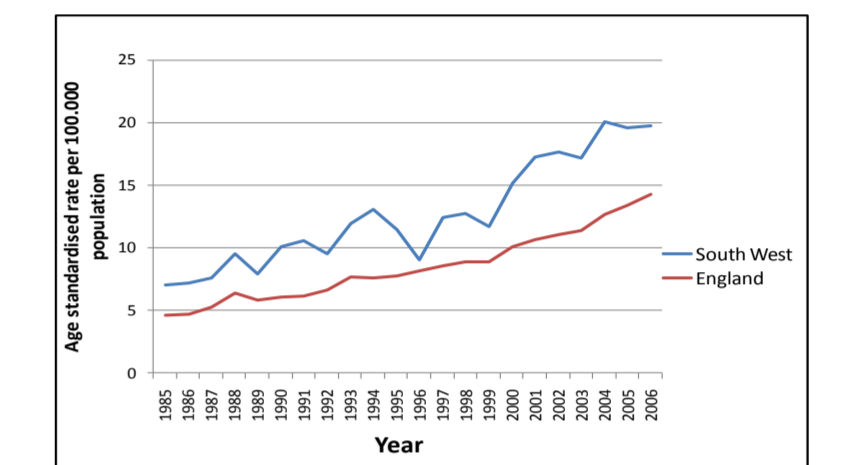
## Impact of malignant melanoma and non melanoma skin cancer

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



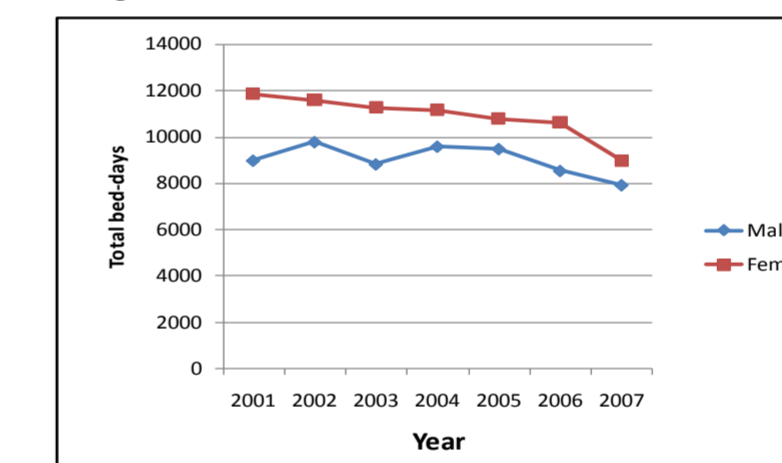
Data source: Hospital Episode Statistics

Malignant melanoma incidence – age-standardised rates for males



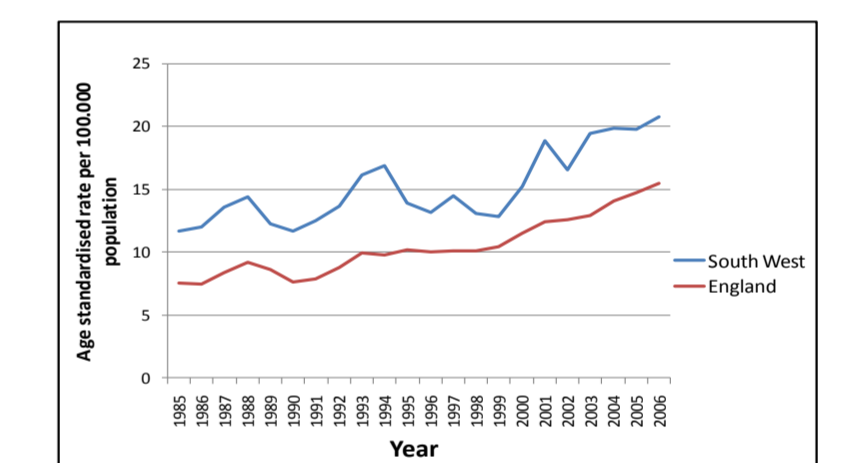
Data source: Cancer Intelligence Service

Melanoma – total bed-days per year in England



Data source: Hospital Episode Statistics

Malignant melanoma incidence – age-standardised rates for females



Data source: Cancer Intelligence Service

## 4. Future development

- Skin cancer factsheets using the UK Association of Cancer Registries database.
- Showcase of work undertaken by SWPHO in its role as a lead Skin Cancer Registry that could help the prevention and early diagnosis of skin cancer.
- Hospital Episode Statistics data analysis.
- Expansion of the Interventions database to UK-wide.
- Additional toolkits.
- 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.

## 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.