

# Examples of skin cancer prevention and early diagnosis interventions

This document is a compilation of interventions used for the implementation of skin cancer prevention and early diagnosis initiatives. They were loaded by colleagues in England into a database as part of the Skin Cancer Hub, hosted on the former South West Public Health Observatory website, to be used as examples and to be shared as resources. The previous Skin Cancer Hub has now been archived and the new Skin Cancer Hub is accessible from the [NCIN website](#). We were authorised by the owners of these interventions to make them accessible but should you wish additional information, please use the contact details given as part of each interventions.

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## 1: A Social Marketing Initiative for Sun Exposure & Sunbed Use

### General Information

**Aims:** To raise awareness among children and young people of the dangers of sun bed use and sun exposure through the development of an educational programme to be delivered through schools.

**Is this intervention part of a national initiative?** No

**Source of funding:** NHS

**Lead Organisation:** Merseyside and Cheshire Cancer Network

**Contact Name:** Paul Mackenzie

**Contact Email:** Paul.Mackenzie@mccn.nhs.uk

**Contact telephone:** 0151 201 4150

**Website:** <http://www.mccn.nhs.uk/>

**Partner organisation(s):** ICE Social Marketing

### Intervention Detail

**Start date:** 05/04/2009

**End date:**

**Ongoing?** True **Target Population:** Secondary school children, Teenagers/Young people, Families, Sunbed users

**Setting:** Education

**Target region:** North West

**Target area:** Liverpool, Wirral

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Social Marketing

### Intervention evaluation

**Status:** In progress

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:**

**Approximate costs:** £26,000.00

**Lessons learnt/tips/advice:** Our top ten tips for engaging with young people and parents of young people aged 11-16, regarding the dangers of sun exposure and sunbed use: 1. Know your audience. They are experts on what works for them. 2. Don't bombard with facts. They'll just switch off. 3. Posters and leaflets alone won't work. This is the social network generation. 4. Inspire debate and question. Develop scenarios for discussion. 5. Listen, learn and clarify. What do they know? What do they know that we don't know? What don't they know? 6. Position your offering. What is the exchange? 7. Use their language. Communicate in terminology your audience will understand. 8. Test your outputs. Are you hitting the right notes? 9. Implement a robust evaluation process. Is your intervention working? 10. Don't assume anything. Don't be afraid to ask questions.



## 2: Bassetlaw Skin Cancer Awareness Campaign

### General Information

**Aims:** To reduce the incidence of skin cancer long-term and improve survivorship by: raising awareness of the risk factors for skin cancer to local community; promoting earlier presentation of those at risk; bringing about behavioural change; and measuring success and rolling out within Network localities.

**Is this intervention part of a national initiative?** Yes Sun Smart

**Source of funding:** NHS

**Lead Organisation:** Bassetlaw PCT

**Contact Name:** Catherine Rao

**Contact Email:** catherine.rao@ntcn.nhs.uk

**Contact telephone:** 0114 226 3494

**Website:** www.northtrentcancernetwork.nhs.uk

**Partner organisation(s):** North Trent Cancer Network

### Intervention Detail

**Start date:** 01/05/2009

**End date:** 30/09/2009

**Ongoing?** False **Target Population:** Primary school children, Secondary school children, Families, Sunbed users Circulated Sun Smart literature to public places

**Setting:** Education, Health, Community, Outdoor activity area

**Target region:** East Midlands

**Target area:** Nottinghamshire

Bassetlaw Locality

### Intervention Focus

**Main category:** Prevention/Raising Awareness, Early Diagnosis

**Sub Category:** Information Giving/Awareness, Health Promotion

### Intervention evaluation

**Status:** In progress

**Outcomes measured:** Changes in behaviour

**Results:** 373 secondary school pupils attended Sun Smart presentations. 1 pupil signposted to their GP. 50 primary school pupils attended an interactive Sun Smart session. 100 adults/children approached the display stand at a local event for further information. School questionnaire identified that an area pupils had least knowledge with was identifying skin type and the importance of checking moles regularly; post presentation this improved significantly. The majority of the pupils were aware of the dangers of using sunbeds and surprisingly, 24 pupils would continue to use them following the presentation.

**Approximate costs:** 0.5 WTE Project Manager and local stationary costs

**Lessons learnt/tips/advice:** Working group to include all relevant stakeholders. Requires commitment from the Director of Children's services to ensure sign up of all schools. Engage with schools at earliest opportunity to secure access to timetable of assemblies. Allow realistic time for scoping exercises required. Commence planning

of campaign 6 months prior to campaign launch. Agree measurements to demonstrate impact at earliest opportunity to ensure time and capacity available.

### 3: Beat the Burn

#### General Information

**Aims:** This intervention has two desired outcomes: (1) to raise awareness of the risk of excessive sun exposure to young children and babies with the target group; (2) to promote a change in the behaviour of the target group to address the issue.

**Is this intervention part of a national initiative?** No

**Source of funding:** Local authority

**Lead Organisation:** CIEH

**Contact Name:** Julie Barratt

**Contact Email:** j.barratt@cieh.org

**Contact telephone:** 01633 865533

**Website:** <http://www.cieh-cymruwales.org/>

**Partner organisation(s):**

#### Intervention Detail

**Start date:** 01/03/2007

**End date:**

**Ongoing?** False **Target Population:** Early Years, Pre-school children, Families

**Setting:** Education

**Target region:** Wales

**Target area:**

#### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion

#### Intervention evaluation

**Status:** Not started

**Outcomes measured:**

**Results:** Following a pilot project a generic toolkit for repeating Beat the Burn type initiatives has been developed. The information provided here refers to the generic toolkit. Brief results for the pilot project: The long term benefit in the case of each participating nursery was the putting in place of an open ended Sun Protection Policy protecting children in the future and encouraging the development of good sun practices. Considerable media interest was also generated by the initiative, further promoting the message.

**Approximate costs:** <Â£1000 to sign up 67 nurseries to the scheme

**Lessons learnt/tips/advice:**

## 4: CANCERactive

### General Information

**Aims:** To provide information on causes, prevention and treatments of skin cancer to enable people to make informed decisions.

**Is this intervention part of a national initiative?** Yes we are a registered charity with international outreach

**Source of funding:** Voluntary

**Lead Organisation:** CANCERactive

**Contact Name:** Malcolm Streeter

**Contact Email:** orders@canceractive.com

**Contact telephone:** 01296 712142

**Website:** <http://www.canceractive.com/page.php?n=1802>

**Partner organisation(s):**

### Intervention Detail

**Start date:** 01/07/2002

**End date:**

**Ongoing?** True **Target Population:** General population

**Setting:** Education, Health

**Target region:** South West

**Target area:** Avon, Cornwall & Isles of Scilly, Devon, Dorset, Gloucestershire, Hampshire & the Isle of Wight, Somerset, Wiltshire

We are a registered charity based in England but with worldwide outreach via our website (2000+ pages) and magazine.

### Intervention Focus

**Main category:** Prevention/Raising Awareness, Early Diagnosis

**Sub Category:** Information Giving/Awareness

### Intervention evaluation

**Status:** In progress

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:**

**Approximate costs:**

**Lessons learnt/tips/advice:**

## 5: Don't be a turkey, avoid the sunbed this Christmas

### General Information

**Aims:** To raise awareness of sunbed safety, skin cancer and looking good and confident whatever your skin colour.

**Is this intervention part of a national initiative?** No

**Source of funding:** NHS, Educational and Voluntary

**Lead Organisation:** Public health Isle of Man

**Contact Name:** Angela Howland

**Contact Email:** angela.howland@gov.im

**Contact telephone:** 01624 642177

**Website:** publichealth@gov.im

**Partner organisation(s):** isle of man college

### Intervention Detail

**Start date:** 01/12/2010

**End date:** 31/12/2010

**Ongoing?** False **Target Population:** Teenagers/Young people, Sport and leisure users, Sunbed users, Workplace, General population

**Setting:** Education, Health, Community, Workplace

**Target region:** Other

**Target area:**

Isle of Man

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion, Social Marketing, Curriculum-based hair and beauty industry

### Intervention evaluation

**Status:** In progress

**Outcomes measured:**

**Results:** college health fair approx. 150 attendees, 40 questionnaires completed, 28 brief interventions

**Approximate costs:** Â£25 and 2 hours-time

**Lessons learnt/tips/advice:** free nail painting meant clients were a 'captive audience' for skin cancer advice sunbed legislation awareness and opinion seeking

## 6: Early Detection Pilot in Merseyside and Cheshire

### General Information

**Aims:** Project designed to raise awareness of the warning signs of melanoma and the importance of early detection in men over 50 years of age in the Merseyside and Cheshire area; to encourage men in the target group to check skin for changes to the size, shape or colour of moles or patches of skin and to visit their GP immediately with any signs; to monitor campaign performance and evaluate the impact of activity by measuring changes in symptom awareness among the target group; to develop an awareness campaign framework that can be used as a model for similar local campaigns.

**Is this intervention part of a national initiative?** Yes Sun Smart

**Source of funding:** Department of Health

**Lead Organisation:** SunSmart, Cancer Research UK

**Contact Name:** Katy Scammell

**Contact Email:** [katy.scammell@cancer.org.uk](mailto:katy.scammell@cancer.org.uk)

**Contact telephone:** 02070618057

**Website:** [www.sunsmart.org.uk](http://www.sunsmart.org.uk)

**Partner organisation(s):** Merseyside & Cheshire Cancer Network, National Cancer Action Team

### Intervention Detail

**Start date:** 01/06/2009

**End date:** 14/06/2009

**Ongoing?** False **Target Population:** Men aged 50+ in the Merseyside and Cheshire area

**Setting:** Leisure/Sports venues or events, Transportation (Buses/Trains), Media (Radio/TV/Web)

**Target region:** North West

**Target area:** Cheshire, Liverpool

Activity took place specifically in Central Liverpool, Southport and Formby.

### Intervention Focus

**Main category:** Early Diagnosis

**Sub Category:** Information Giving/Awareness, Social Marketing

### Intervention evaluation

**Status:** Completed

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:** Awareness that skin cancer can be deadly increased to 95% in those questioned who had seen the campaign, compared to 85% pre campaign. 75% of those who claimed to be campaign aware checked their skin frequently or occasionally for signs of skin cancer. This compared to 60% pre campaign. 63% of men who were campaign aware disagreed with the statement "if I notice any changes or something unusual, I would wait a few weeks/months before seeing my

GP" compared to 39% pre campaign.

**Approximate costs:**

**Lessons learnt/tips/advice:** The project strength included the use of case studies which proved invaluable in gaining press coverage and also allowed us to tap into local networks as several of the case studies were key members of their local community and acted as champions for the campaign. Another notable strength was the selection of venues for campaign activity which allowed us to pinpoint and reach the target audience. Going forward, activity could be strengthened and improved by considering how to improve project sustainability, evaluating again several months after the campaign ends to investigate if there is a lasting effect and engaging GPs, pharmacies and healthcare professionals more fully.

## 7: Glastonbury Festival Sun Protection

### General Information

**Aims:** Mole and general skin lesion checks, advice on sun protection and providing sunblock.

**Is this intervention part of a national initiative?** No

**Source of funding:** Voluntary

**Lead Organisation:** Local NHS volunteers from the South West area

**Contact Name:** Dr Chris Bower and Dr Inma Mauri-Saul

**Contact Email:** chris.bower@rdefnhs.uk

**Contact telephone:** 01392402613

**Website:**

**Partner organisation(s):**

### Intervention Detail

**Start date:** 25/06/98

**End date:**

**Ongoing?:** True **Target Population:** Teenagers/Young people

**Setting:** Leisure/Sports venues or events

**Target region:** South West

**Target area:** Avon, Cornwall & Isles of Scilly, Devon, Dorset, Gloucestershire, Hampshire & the Isle of Wight, Somerset, Wiltshire

### Intervention Focus

**Main category:** Prevention/Raising Awareness, Early Diagnosis

**Sub Category:** Information Giving/Awareness, Health Promotion

### Intervention evaluation

**Status:** Not planned

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:**

**Approximate costs:**

**Lessons learnt/tips/advice:** Warning about skin cancer does not appear to be a particularly effective strategy in modifying sun behaviour in young people. Warning about potential premature skin ageing appears to be more effective.



## 8: iPledge

### General Information

**Aims:** A youth-focused social networking website designed to help young people to bridge the gap between good intentions and the implementation of health behaviours that could reduce the risk of skin cancer.

**Is this intervention part of a national initiative?** Yes Sun Smart

**Source of funding:** Department of Health

**Lead Organisation:** SunSmart, Cancer Research UK

**Contact Name:** Kieran Scott

**Contact Email:** kieran.scott@cancer.org.uk

**Contact telephone:** 02070618489

**Website:** www.sunsmart.org.uk

**Partner organisation(s):** National Cancer Action Team

### Intervention Detail

**Start date:** 06/07/2009

**End date:** 30/09/2009

**Ongoing?** False **Target Population:** Teenagers/Young people, General population

**Setting:** Online

**Target region:** All England

**Target area:**

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness

### Intervention evaluation

**Status:** In progress

**Outcomes measured:** tbc

**Results:** tbc

**Approximate costs:**

**Lessons learnt/tips/advice:** The website could have appealed more to our target audience, and early results show that those users that did register and form pledges did not feel sufficiently engaged to return to the site in order to prove that they had completed their pledges. Further promotion of the website using relevant blogs/forums/chat rooms, simplification of the concept, better prizes and a streamlined registration process may have improved participation levels.

## 9: Know Your Skin

### General Information

**Aims:** Pharmacy staff to raise awareness of skin cancer prevention and spotting the signs early, and trigger appropriate presentation at GP, using skills learned at training, and 'Know Your Skin' quiz to prompt conversations.

**Is this intervention part of a national initiative?** No

**Source of funding:** NHS

**Lead Organisation:** NHS Devon

**Contact Name:** Sarah Bird

**Contact Email:** sarahbird1@nhs.net

**Contact telephone:** 01392 267754

**Website:**

**Partner organisation(s):** Devon Local Pharmaceutical Committee, Torbay Care Trust

### Intervention Detail

**Start date:** 30/05/2011

**End date:** 25/06/2011

**Ongoing?** False **Target Population:** Over 50s

**Setting:** Health, Community

**Target region:** South West

**Target area:** Devon

### Intervention Focus

**Main category:** Prevention/Raising Awareness, Early Diagnosis

**Sub Category:** Information Giving/Awareness, Health Promotion, Social Marketing

### Intervention evaluation

**Status:** Completed

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:** Training had a significant impact on staff, increasing their confidence and knowledge in talking about skin cancer prevention and early diagnosis. During the campaign, 897 conversations with customers were recorded. 405 quizzes returned by customers, and the median age of respondents was 52. 67% (261) of all respondents said that the quiz had raised their awareness of skin cancer by 6 or above on a scale of 1 to 10. 21% of over 50s said that the quiz had raised concerns about a change that they had noticed in their skin. 88% of these said that they were going to book an appointment with their GP to get it checked out. 81% of over 50s said that they would feel comfortable discussing the signs of skin cancer with a pharmacy member of staff. 38% of over 50s had had a conversation about skin cancer with a pharmacy member of staff that day.

**Approximate costs:** Â£3500 (does not include staff time)

**Lessons learnt/tips/advice:** Resources: order resources very early on â preferably four months, to allow for delays in supply. Redesign quiz with tear-off slip so that

customers can take home. Staff find it easier to start conversations about skin cancer when the weather is sunny. Allow plenty of time for collation and analysis if you are doing evaluation yourselves.

## 10: Love Your Skin

### General Information

**Aims:** A project to train beauty students to use a UV facial scanner and run skin consultations for other students in Exeter College, in order to increase awareness of sun protection methods and skin cancer, and change their behaviour by adopting more safe sun habits.

**Is this intervention part of a national initiative?** No

**Source of funding:** NHS

**Lead Organisation:** NHS Devon

**Contact Name:** Sarah Bird

**Contact Email:** sarahbird1@nhs.net

**Contact telephone:** 01392 267754

**Website:**

**Partner organisation(s):** Exeter College

### Intervention Detail

**Start date:** 16/05/2011

**End date:** 20/05/2011

**Ongoing?** False **Target Population:** Teenagers/Young people, Sunbed users

**Setting:** Education

**Target region:** South West

**Target area:** Devon

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion, Social Marketing, Curriculum-based

### Intervention evaluation

**Status:** In progress

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:** 34 beauty students trained in using scanner and providing skin consultations. 99 students aged 19 and under (137 altogether all age) participated. Increase in intention to practice sun safe behaviours. Decrease in intention to use sunbeds. Increase in intention to use higher SPF in UK and abroad.

**Approximate costs:** Â£400 (does not include staff time)

**Lessons learnt/tips/advice:** Find balance between the intervention being peer-led but also having a health/education professional on hand to answer questions and provide back-up. Scanner does not work if client is wearing face make-up.

## 11: Melanoma Awareness Project (MAP)

### General Information

**Aims:** To increase public awareness of the danger when we burn our bodies with too much sun. We aim to encourage people to look out for the early stages of skin cancer and to seek medical help.

**Is this intervention part of a national initiative?** No

**Source of funding:** Voluntary

**Lead Organisation:** Melanoma Awareness Project

**Contact Name:** Peter Kaye

**Contact Email:** Peterkaye9@aol.com

**Contact telephone:** 0755 340 1273

**Website:** www.melanomaproject.co.uk

**Partner organisation(s):** Links with Myfanwy Townsend Melanoma Research Fund, CIO SPCT, The Royal Cornwall Hospital (Dermatology) and Cornwall's Health Promotion Team

### Intervention Detail

**Start date:** 01/04/2009

**End date:**

**Ongoing? True Target Population:** Pregnant Mothers/New parents, Early Years, Pre-school children, Primary school children, Secondary school children, Teenagers/Young people, Families, Tourists, Sport and leisure users, Sunbed users, Outdoor workers, Workplace, General population, Everyone!

**Setting:** Education, Health, Community, Workplace, Playground/Outdoor Play Area, Leisure/Sports venues or events, Outdoor activity area, Outdoor tourist attraction, Transportation (Buses/Trains), Media (Radio/TV/Web), Tourism (Airport/Ferry/Travel Agents), Beach

**Target region:** South West

**Target area:** Cornwall & Isles of Scilly

This is a mobile unit. The van has a full-time Sun Safe Coordinator (funded by Myfanwy Townsend Melanoma Research Fund and Cornwall's Health Promotion Department). Will initially run for one year and travel widely.

### Intervention Focus

**Main category:** Prevention/Raising Awareness, Early Diagnosis

**Sub Category:** Information Giving/Awareness, Health Promotion, Social Marketing, Curriculum-based, Parenting Skills

### Intervention evaluation

**Status:** In progress

**Outcomes measured:** Changes in behaviour; changes in attitudes; changes in knowledge; changes in the environment - the provision of more shaded areas and access to drinking water

**Results:** Positive reaction from many schools to the initial DVD campaign. We are now to follow this with competitions and other initiatives. Grants will be awarded to

schools to help them add more shaded play areas

**Approximate costs:** £40k for the year 09/10

**Lessons learnt/tips/advice:** We should learn much - and will share our findings

## 12: Mole Day

### General Information

**Aims:** Educational activity to promote sun awareness to Trust members.

**Is this intervention part of a national initiative?** Yes Sun Smart

**Source of funding:** Commercial

**Lead Organisation:** Winchester and Eastleigh Healthcare Trust

**Contact Name:** Dr Debbie Craggs

**Contact Email:** Debbie.Craggs@wehct.nhs.uk

**Contact telephone:** 01962825207

**Website:**

**Partner organisation(s):**

### Intervention Detail

**Start date:** 14/05/2009

**End date:**

**Ongoing?** False **Target Population:** Workplace

**Setting:** Workplace

**Target region:** South West

**Target area:** Hampshire & the Isle of Wight

Hospital Occupational Health Dept

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion

### Intervention evaluation

**Status:** Not started

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:**

**Approximate costs:**

**Lessons learnt/tips/advice:**

## 13: Mole Patrol

### General Information

**Aims:** To provide mole checking on Saunton Sands, North Devon on 27 June 2009.

**Is this intervention part of a national initiative?** No

**Source of funding:** Department of Health

**Lead Organisation:** DevonLINK

**Contact Name:** Becky Keeling

**Contact Email:** rebecca.keeling@edvsa.org.uk

**Contact telephone:** 01237 424000

**Website:**

**Partner organisation(s):** North Devon Healthcare trust/ Surfplugs

### Intervention Detail

**Start date:** 27/06/2009

**End date:** 27/06/2009

**Ongoing?** False **Target Population:** Tourists, Sport and leisure users, General population

**Setting:** Outdoor tourist attraction

**Target region:** South West

**Target area:** Devon

Surf shed on Saunton Sands

### Intervention Focus

**Main category:** Prevention/Raising Awareness, Early Diagnosis

**Sub Category:** Information Giving/Awareness, Health Promotion

### Intervention evaluation

**Status:** Not started

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:** Raise awareness of skin cancer issues and the LINK

**Approximate costs:** 1 day pay!

**Lessons learnt/tips/advice:**



## **14: Reducing the use of sun beds among 13-25 year olds**

### **General Information**

**Aims:** Intervention to gain insight into the tanning behaviours of sun bed users aged 13-25 living in Bournemouth and Weymouth & Portland and use this understanding to develop and pilot interventions that will support positive behavioural change and reduce sun bed usage.

**Is this intervention part of a national initiative?** Yes National Awareness and Early Diagnosis Initiative

**Source of funding:** NHS

**Lead Organisation:** NHS Dorset Cancer Network

**Contact Name:** Alex Kimber

**Contact Email:** alex.kimber@dorset.nhs.uk

**Contact telephone:** 01305 213607

**Website:**

**Partner organisation(s):** Brilliant Futures

### **Intervention Detail**

**Start date:** 04/01/2010

**End date:**

**Ongoing? True Target Population:** Secondary school children, Teenagers/Young people, Sunbed users

**Setting:** Education

**Target region:** South West

**Target area:** Dorset

Bournemouth Weymouth & Portland

### **Intervention Focus**

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion, Social Marketing

### **Intervention evaluation**

**Status:** In progress

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:**

**Approximate costs:** 35,000

**Lessons learnt/tips/advice:**

## 15: Safe in the Sun - not just on the beach

### General Information

**Aims:** To increase awareness of sun safety in a non-beach environment.

**Is this intervention part of a national initiative?** No

**Source of funding:** NHS, Isle of Man Anti-Cancer Association

**Lead Organisation:** Public Health

**Contact Name:** Angela Howland

**Contact Email:** angela.howland@gov.im

**Contact telephone:** 01624 642177

**Website:** [http://www.gov.im/dhss/about/public\\_health](http://www.gov.im/dhss/about/public_health)

**Partner organisation(s):** Tourism, ice cream sellers

### Intervention Detail

**Start date:** 01/04/05

**End date:** 30/09/05

**Ongoing?** False **Target Population:** Pregnant Mothers/New parents, Early Years, Pre-school children, Primary school children, Families, Tourists, Sport and leisure users, Workplace

**Setting:** Education, Community, Playground/Outdoor Play Area, Leisure/Sports venues or events, Outdoor activity area, Outdoor tourist attraction, Beach

**Target region:** Other

**Target area:**

Isle of Man

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Social Marketing, Parenting Skills

### Intervention evaluation

**Status:** Completed

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:** To increase skin protection outside beach area

**Approximate costs:** £500 for buckets and spades

**Lessons learnt/tips/advice:** Need to encourage cheap, easy sun protection in daily life at unexpected opportunities

## 16: Safe in the Sun Flowerbed

### General Information

**Aims:** To increase tourism effect and numbers of visitors, to contribute to 'Britain in Bloom' community project, working together and educating outdoor workers.

**Is this intervention part of a national initiative?** No

**Source of funding:** NHS, Isle of Man Anti-Cancer Association

**Lead Organisation:** Isle of Man Government - public health

**Contact Name:** Angela Howland

**Contact Email:** angela.howland@gov.im

**Contact telephone:** 01624 642177

**Website:** <http://www.gov.im/dhss/about/public-health>

**Partner organisation(s):** Town council, parks and gardens

### Intervention Detail

**Start date:** May 2005

**End date:** September 2005

**Ongoing?** False **Target Population:** Families, Tourists, Outdoor workers, Workplace, General population

**Setting:** Community, Workplace, Playground/Outdoor Play Area, Outdoor tourist attraction, Beach

**Target region:** Other

**Target area:**

Isle of Man

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness

### Intervention evaluation

**Status:** Completed

**Outcomes measured:** Changes in attitudes

**Results:** Contributed to town winning 'Britain in Bloom' gilt medal

**Approximate costs:** £300

**Lessons learnt/tips/advice:** Working together to build on existing initiative. Utilising skills and budget of others (gardeners). Political influence

## 17: Safe Sun Advice at Musgrove Park

### General Information

**Aims:** Patients, staff and visitors encouraged to visit the stand to gain verbal and written information and advice on staying safe in the sun.

**Is this intervention part of a national initiative?** Yes Sun Smart, National Awareness and Early Diagnosis Initiative

**Source of funding:** NHS, Voluntary, Commercial Boots chemist

**Lead Organisation:** Taunton and Somerset Foundation Trust

**Contact Name:** Karen Curtis

**Contact Email:** karen.curtis@tst.nhs.uk

**Contact telephone:** 01823344956

**Website:**

**Partner organisation(s):**

### Intervention Detail

**Start date:** 07/05/2008

**End date:**

**Ongoing?** True **Target Population:** Teenagers/Young people, Families, Tourists, Sport and leisure users, Sunbed users, Outdoor workers, Workplace, General population

**Setting:** Health

**Target region:** South West

**Target area:** Somerset

### Intervention Focus

**Main category:** Prevention/Raising Awareness, Early Diagnosis

**Sub Category:** Information Giving/Awareness, Health Promotion

### Intervention evaluation

**Status:** In progress

**Outcomes measured:**

**Results:** Local press covered the event conveying message of sun awareness in local paper. This was well attended

**Approximate costs:**

**Lessons learnt/tips/advice:** Boots chemist will also be on stand giving advice and samples on sun protection

## 18: Safer Sun

### General Information

**Aims:** The Safer Sun team (beach control, lifeguards, students and volunteers), will promote protection and awareness, offering free sachets of sun screen, UV wristbands for children, stickers, information etc, during the holiday season from late July to early September. They will also set a good example, as wearing hats and applying sunscreen is part of their daily routine. Taking a young and cool approach the initiative will focus mainly on children and young people.

**Is this intervention part of a national initiative?** No

**Source of funding:** NHS

**Lead Organisation:** NHS Dorset

**Contact Name:** Celia Canter

**Contact Email:** celia.canter@dorset-pct.nhs.uk

**Contact telephone:** 01305 213517

**Website:**

**Partner organisation(s):** NHS Dorset Cancer Network, Weymouth & Portland Borough Council, Weymouth College, The Volunteer Bureau

### Intervention Detail

**Start date:** 09/07/2010

**End date:** 31/08/2010

**Ongoing?** True **Target Population:** Early Years, Pre-school children, Primary school children, Secondary school children, Teenagers/Young people, Families, Tourists

**Setting:** Beach

**Target region:** South West

**Target area:** Dorset

Weymouth Beach and Esplanade

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion, Social Marketing

### Intervention evaluation

**Status:** In progress

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:**

**Approximate costs:**

**Lessons learnt/tips/advice:**

## 19: Skin Cancer Awareness

### General Information

**Aims:** To promote knowledge of risk factors, prevention and early detection of skin cancers within the local NHS Foundation Trust.

**Is this intervention part of a national initiative?** Yes Sun Smart, National Awareness and Early Diagnosis Initiative

**Source of funding:** NHS

**Lead Organisation:** Gloucestershire NHS Foundation Trust

**Contact Name:** Louise Pound

**Contact Email:** louise.pound@glos.nhs.uk

**Contact telephone:** 07785578150

**Website:**

**Partner organisation(s):**

### Intervention Detail

**Start date:** 11/05/2009

**End date:** 14/05/2009

**Ongoing?** False **Target Population:** Workplace

**Setting:** Workplace

**Target region:** South West

**Target area:** Gloucestershire

Aimed at staff within the NHS Foundation Trust, easy access within working hours. Clinics to be held county-wide to allow equity of service

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion

### Intervention evaluation

**Status:** Not started

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:** Huge positive response from last year, but frustration in limited access to clinics. This year have increased access by 100%

**Approximate costs:** Clinic costs for 24 hrs specialist nurse and 6 hours admin

**Lessons learnt/tips/advice:** Identify your target audience; ensure aims of clinic are clear; no treatments carried out in clinic...advice only

## 20: Skin Cancer Clinical Nurse Specialist

### General Information

**Aims:** Ensuring that patients and their carers receive support of a high standard, receiving care, support and education related to their disease.

**Is this intervention part of a national initiative?** Yes Sun Smart, National Awareness and Early Diagnosis Initiative

**Source of funding:** NHS

**Lead Organisation:** UHBristol Trust

**Contact Name:** Gemma Gregory

**Contact Email:** gemma.gregory@UHBristol.nhs.uk

**Contact telephone:** 01173424197

**Website:**

**Partner organisation(s):**

### Intervention Detail

**Start date:** 30/03/2009

**End date:**

**Ongoing?** True **Target Population:** General population

**Setting:** Workplace

**Target region:** South West

**Target area:** Avon, Somerset

### Intervention Focus

**Main category:** Prevention/Raising Awareness, Early Diagnosis

**Sub Category:** Information Giving/Awareness, Health Promotion, Curriculum-based

### Intervention evaluation

**Status:** In progress

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:**

**Approximate costs:**

**Lessons learnt/tips/advice:**

## 21: Skin Cancer Prevention

### General Information

**Aims:** To promote awareness of taking safety in the sun

**Is this intervention part of a national initiative?** No

**Source of funding:**

**Lead Organisation:** The Royal Bournemouth Hospital

**Contact Name:** Jane Freak

**Contact Email:** jane.freak@rbch.nhs.uk

**Contact telephone:** 01202 704725

**Website:**

**Partner organisation(s):**

### Intervention Detail

**Start date:** 29/01/2007

**End date:**

**Ongoing?** True **Target Population:** Primary school children, Workplace

**Setting:** Education, Beach

**Target region:** South West

**Target area:** Dorset

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion

### Intervention evaluation

**Status:** In progress

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:** Positive results. Awareness of sun safety achieved resulting in a change of behaviour. CNS developed a "pre-and post-sun safety education questionnaire" which the children were asked to complete. The results following the education were very significant. The headmistress was very innovative and keen to get the message across and together we implemented sun safety into the education curriculum into one of the schools which resulted in sun cream dispensers being erected so children could be autonomous and responsible for applying their own sun cream before going outside to play. Parents were asked to contribute a nominal amount towards the cost of the sun cream.

**Approximate costs:**

**Lessons learnt/tips/advice:** That sun safety education should be incorporated into the school curriculum and preparation for Sun Awareness Week should begin in February.



## 22: Skin cancer, health promotion

### General Information

**Aims:** To change knowledge and behaviour with regard to sun exposure.

**Is this intervention part of a national initiative?** No

**Source of funding:** NHS

**Lead Organisation:** Department of Dermatology, Torbay Hospital, South Devon Health Care

**Contact Name:** Pam Lewins

**Contact Email:** plewins@nhs.net

**Contact telephone:** 01803 655278

**Website:**

**Partner organisation(s):**

### Intervention Detail

**Start date:** 01/11/2004

**End date:**

**Ongoing?** True **Target Population:** Secondary school children, Tourists, Workplace, General population

**Setting:** Education, Health, Workplace, Outdoor tourist attraction, Media (Radio/TV/Web), Beach

**Target region:** South West

**Target area:** Devon

Includes: community secondary school, Town Hall workers, beach walks, health promotion shows at public venues, hospital public areas, all in Torbay or South Devon

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion

### Intervention evaluation

**Status:** Not planned

**Outcomes measured:**

**Results:** We do not have the resources to evaluate any activity

**Approximate costs:**

**Lessons learnt/tips/advice:** Do not do beach walks in the driving rain

## 23: Skindividual

### General Information

**Aims:** To create and run a campaign that raised awareness of the importance of skin cancer prevention amongst 16-18 year-olds and, as a result of this knowledge, to increase 16-18 year olds' potential intention to change their behaviour.

**Is this intervention part of a national initiative?** Yes Sun Smart

**Source of funding:** Department of Health

**Lead Organisation:** SunSmart, Cancer Research UK

**Contact Name:** Kieran Scott

**Contact Email:** kieran.scott@cancer.org.uk

**Contact telephone:** 02070618489

**Website:** www.sunsmart.org.uk

**Partner organisation(s):** National Cancer Action Team

### Intervention Detail

**Start date:** 04/05/2009

**End date:** 26/08/2010

**Ongoing?** False **Target Population:** Teenagers/Young people

**Setting:** Online

**Target region:** All England

**Target area:**

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness

### Intervention evaluation

**Status:** Completed

**Outcomes measured:** Changes in attitudes, Changes in knowledge

**Results:** 'Skindividuals' were asked to complete a pre and post questionnaire. Significant increases were seen in the number of people who associated summer sun with skin cancer and the number of people planning to take measures to protect their skin.

**Approximate costs:**

**Lessons learnt/tips/advice:** Following the success of the first skindividual campaign there are now plans to run a similar, improved campaign in 2010. This will seek to further optimise the use of social media and achieve greater levels of reach and engagement.

## 24: Story: Cat with no ears

### General Information

**Aims:** Identifying the risks of long-term sun damage using cartoon cat in story. Also to utilise waiting areas in veterinary surgeries for story telling.

**Is this intervention part of a national initiative?** No

**Source of funding:** NHS, Isle of Man Anti Cancer Association

**Lead Organisation:** Public Health Directorate

**Contact Name:** Angela Howland

**Contact Email:** angela.howland@gov.im

**Contact telephone:** 01624 642177

**Website:** [http://www.gov.im/dhss/about/public\\_health](http://www.gov.im/dhss/about/public_health)

**Partner organisation(s):** Veterinary surgery public waiting areas

### Intervention Detail

**Start date:** 01/05/06

**End date:** 31/08/2006

**Ongoing?** True **Target Population:** Early Years, Pre-school children, Primary school children, Families, Workplace

**Setting:** Health, Community, Workplace

**Target region:** Other

**Target area:**

Isle of Man independent health authority

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion, Social Marketing, Parenting Skills

### Intervention evaluation

**Status:** Completed

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:** Utilised and embraced waiting areas and used other health professional skills. Taught children through use of animal cartoons

**Approximate costs:** £800 printing stories

**Lessons learnt/tips/advice:** People often protect animals more than children. Value intervention delivered outside a health setting

## 25: Sun Awareness

### General Information

**Aims:** To give members of the general public in Plymouth information on how to protect themselves and their families while in the sun.

**Is this intervention part of a national initiative?** Yes Sun Smart

**Source of funding:** NHS

**Lead Organisation:** NHS Plymouth

**Contact Name:** Lorraine Wilkinson

**Contact Email:** lorraine.wilkinson@plymouth.nhs.uk

**Contact telephone:** 01752 314449

**Website:**

**Partner organisation(s):**

### Intervention Detail

**Start date:** 30/03/2009

**End date:**

**Ongoing?** True **Target Population:** Pregnant Mothers/New parents, Pre-school children, Families, Sunbed users, General population

**Setting:** Community, Media (Radio/TV/Web)

**Target region:** South West

**Target area:** Devon

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion, Social Marketing

### Intervention evaluation

**Status:** In progress

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:** Not known at this time

**Approximate costs:**

**Lessons learnt/tips/advice:** Will report when the intervention has ended

## 26: Sun Safe in Cornwall

### General Information

**Aims:** To raise awareness of sun safety in Cornwall, Sun Safe will run a high profile campaign in the media and in schools, at outdoor events and in public places using a purpose designed van and display package.

**Is this intervention part of a national initiative?** No

**Source of funding:** NHS, Voluntary

**Lead Organisation:** Sun Safe in Cornwall

**Contact Name:** Cecilia Shakerley

**Contact Email:** cecilia.shakerley@cpt.cornwall.nhs.uk

**Contact telephone:** 07530736552

**Website:** www.sun-safe.org

**Partner organisation(s):** CIOSPCT including Health Promotion Service, Melanoma Awareness Project, Myfanwy Townsend Melanoma Research Fund, Royal Cornwall Hospital

### Intervention Detail

**Start date:** 21/05/2009

**End date:**

**Ongoing? True Target Population:** Pregnant Mothers/New parents, Early Years, Pre-school children, Primary school children, Secondary school children, Teenagers/Young people, Families, Tourists, Sport and leisure users, Sunbed users, Outdoor workers, Workplace, General population

**Setting:** Education, Health, Community, Workplace, Playground/Outdoor Play Area, Leisure/Sports venues or events, Outdoor activity area, Outdoor tourist attraction, Media (Radio/TV/Web), Tourism (Airport/Ferry/Travel Agents), Beach

**Target region:** South West

**Target area:** Cornwall

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion, Social Marketing

### Intervention evaluation

**Status:** In progress

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:**

**Approximate costs:**

**Lessons learnt/tips/advice:**

## 27: Sun Safety in Swansea

### General Information

**Aims:** Raising awareness of exposure to the sun highlighting the dangers of skin cancer in the population as a whole.

**Is this intervention part of a national initiative?** No

**Source of funding:** Local authority

**Lead Organisation:** City and County of Swansea

**Contact Name:** Lynette Pothecary

**Contact Email:** Lynette.pothecary@swansea.gov.uk

**Contact telephone:** 01792 635510

**Website:**

**Partner organisation(s):** City and County of Swansea Environment Department, Singleton Hospital Dermatology Unit, C.I.E.H, Boots The Chemist.

### Intervention Detail

**Start date:** May 2005

**End date:**

**Ongoing?** True **Target Population:** Pregnant Mothers/New parents, Early Years, Pre-school children, Primary school children, Secondary school children, Teenagers/Young people, Families, Tourists, Sport and leisure users, Sunbed users, Outdoor workers, Workplace, General population

**Setting:** Education, Health, Community, Workplace, Playground/Outdoor Play Area, Leisure/Sports venues or events, Outdoor activity area, Outdoor tourist attraction, Media (Radio/TV/Web), Tourism (Airport/Ferry/Travel Agents), Beach

**Target region:** Wales

**Target area:**

The team attend a whole host of events throughout the summer months providing sun safety advice and promoting healthy eating and how to save money on family beach visits. We also visit parks and any outdoor event

### Intervention Focus

**Main category:** Prevention/Raising Awareness, Early Diagnosis

**Sub Category:** Information Giving/Awareness, Health Promotion

### Intervention evaluation

**Status:** Not planned

**Outcomes measured:** Changes in attitudes, Changes in knowledge

**Results:**

**Approximate costs:**

**Lessons learnt/tips/advice:**

## **28: Sun Shelters - Ensuring the adequacy of sun shelters**

### **General Information**

**Aims:** This intervention seeks to reduce the risk of excessive exposure to sun and therefore potential risk of development of malignant melanoma in children by promoting use of suitably protective sun tents, which will afford high levels of protection against ultraviolet light.

**Is this intervention part of a national initiative?** No

**Source of funding:** Local authority

**Lead Organisation:** Chartered Institute of Environmental Health (CIEH)

**Contact Name:** Julie Barratt

**Contact Email:** j.barratt@cieh.org

**Contact telephone:** 01633 865533

**Website:** <http://www.cieh-cymruwales.org>

**Partner organisation(s):** Local Authority and NHS Trust, sponsorship Boots Company

### **Intervention Detail**

**Start date:** 23/04/2008

**End date:**

**Ongoing?** False **Target Population:** Pregnant Mothers/New parents, Early Years, Pre-school children, Families

**Setting:** Beach

**Target region:** Wales

**Target area:**

### **Intervention Focus**

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion

### **Intervention evaluation**

**Status:** Not planned

**Outcomes measured:**

**Results:** 1. Achieving the desired outcome As noted, the purpose of this initiative is to reduce the unprotected exposure to the sun. This is done by raising the awareness of the target group, i.e. those purchasing the protective structure to the need to purchase sun tents and similar structures made of fabric with a sufficiently high SPF, and thereafter to use the structure to protect their children. There are two subgroups of the target group, being those who have not purchased sun tents, but may be considering doing so, or may be persuaded of the value of doing so by this initiative, and those who have already purchased a sun tent, but have purchased one of insufficiently high SPF. In both cases raising awareness of the need to use sun protective structures with a sufficiently high SPF is the first step. Having made both groups aware of the need to use a sun tent with a sufficiently high SPF the next step is for both groups to purchase and use such a structure. This is the desired outcome of the initiative. The first subgroup, parents who have not yet purchased a sun tent

will be the easier group to work with, since they will not have made any investment at the time of the intervention. They may be persuaded of the value of buying a sun tent or similar protective structure with an appropriately high SPF by speaking to them and explaining the issue and by the use of leaflets setting out the salient facts, which they may consider later, and which will support the arguments previously advanced by those taking forward the initiative. The second subgroup will be harder to work with, since they will already have made an investment by purchasing a sun tent, and may not wish to make a further investment. The purchasing of a sun tent however may indicate that they are aware of the risks of excessive exposure to sun, and have taken what they consider to be steps to prevent it. They may therefore be receptive to the message of the initiative, and willing to purchase a more suitable sun tent when the need for high SPF fabric

**Approximate costs:** Minimal

**Lessons learnt/tips/advice:** See Chapter 3 of the attached document



## 29: Sunburn Resources

### General Information

**Aims:** Resources illustrating the long-term damage to skin cells that can occur after getting sunburnt and conveying the idea that damage continues to evolve after the visible signs of sunburn have disappeared.

**Is this intervention part of a national initiative?** Yes Sun Smart

**Source of funding:** Department of Health

**Lead Organisation:** SunSmart, Cancer Research UK

**Contact Name:** Kieran Scott

**Contact Email:** kieran.scott@cancer.org.uk

**Contact telephone:** 02070618489

**Website:** www.sunsmart.org.uk

**Partner organisation(s):** National Cancer Action Team

### Intervention Detail

**Start date:** 04/05/2009

**End date:**

**Ongoing?** True **Target Population:** General population

**Setting:** Workplace, Transportation (Buses/Trains), Tourism (Airport/Ferry/Travel Agents)

**Target region:** All England

**Target area:**

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion

### Intervention evaluation

**Status:** Completed

**Outcomes measured:**

**Results:**

**Approximate costs:**

**Lessons learnt/tips/advice:** Initial indications from targeted activity were positive. The clear, hard-hitting imagery tested well in focus groups and this has been supported in high order rates on our website and high pick-up rates for the postcards. Preliminary results from an online qualitative survey show that resources are being used to provide information in an educational setting.

### 30: Sunflower Story and Planting Programme

#### General Information

**Aims:** To increase personal responsibility and sun protection skills in pre-school children.

**Is this intervention part of a national initiative?** No

**Source of funding:** NHS, Met Office and Isle of Man Anti-Cancer Association

**Lead Organisation:** Public Health - Isle of Man Government

**Contact Name:** Angela Howland

**Contact Email:** angela.howland@gov.im

**Contact telephone:** 01624 642177

**Website:** <http://www.gov.im/dhss/about/public-health>

**Partner organisation(s):**

#### Intervention Detail

**Start date:** May 2004

**End date:** September 2004

**Ongoing?** False **Target Population:** Early Years, Pre-school children, Families

**Setting:** Education, Health, Community

**Target region:** Other

**Target area:**

Independent health authority

#### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion, Social Marketing, Parenting Skills

#### Intervention evaluation

**Status:** Completed

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:** Programme delivered to pre-school settings across the island. Also involved conservation charity

**Approximate costs:** £500 for sunflower seeds, £1000 for story printing

**Lessons learnt/tips/advice:** Cheap, easily replicated year on year story shared with CRUK. Later developed into gardening flower bed project

## 31: SunSmart 2009 School Competition

### General Information

**Aims:** To provide schools with materials and tools to communicate SunSmart messages; to engage school children with SunSmart messages via a competition; to provide funding for shade structures for twelve winning schools; to improve our understanding of how schools are currently communicating sun safety messages.

**Is this intervention part of a national initiative?** Yes Sun Smart

**Source of funding:** Department of Health

**Lead Organisation:** SunSmart, Cancer Research UK

**Contact Name:** Emily Kerr

**Contact Email:** emily.a.kerr@cancer.org.uk

**Contact telephone:** 02070618029

**Website:** www.sunsmart.org.uk

**Partner organisation(s):** National Cancer Action Team and Scottish Health Department

### Intervention Detail

**Start date:** 23/02/2009

**End date:** 03/05/2010

**Ongoing?** False **Target Population:** Primary school children, Primary School Teachers

**Setting:** Education

**Target region:** Other

**Target area:**

England and Scotland

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Curriculum-based

### Intervention evaluation

**Status:** Completed

**Outcomes measured:**

**Results:**

**Approximate costs:**

**Lessons learnt/tips/advice:**

## 32: SunSmart Films

### General Information

**Aims:** 1. To develop film footage of six individuals speaking about their skin cancer experience for use in our online and media activities and by other stakeholders in their skin cancer awareness and prevention activities. 2. To raise awareness of the causes and symptoms of melanoma. 3. To encourage the public to adopt SunSmart behaviour.

**Is this intervention part of a national initiative?** Yes Sun Smart

**Source of funding:** Department of Health

**Lead Organisation:** SunSmart, Cancer Research UK

**Contact Name:** Kieran Scott

**Contact Email:** kieran.scott@cancer.org.uk

**Contact telephone:** 02070618489

**Website:** www.sunsmart.org.uk

**Partner organisation(s):** National Cancer Action Team

### Intervention Detail

**Start date:** 04/05/2009

**End date:**

**Ongoing?** True **Target Population:** General population

**Setting:** EducationOnline

**Target region:** All England

**Target area:**

### Intervention Focus

**Main category:** Prevention/Raising Awareness, Early Diagnosis

**Sub Category:** Information Giving/Awareness

### Intervention evaluation

**Status:** In progress

**Outcomes measured:**

**Results:**

**Approximate costs:**

**Lessons learnt/tips/advice:**

### **33: SunSmart Sunburn Animation**

#### **General Information**

**Aims:** To develop an educational sunburn animation targeted at young people to address the misconceptions that getting sunburnt has no long-term health implications and that the skin heals itself in the same way as a burn from a hot object.

**Is this intervention part of a national initiative?** Yes Sun Smart

**Source of funding:** Department of Health

**Lead Organisation:** SunSmart

**Contact Name:** Kieran Scott

**Contact Email:** kieran.scott@cancer.org.uk

**Contact telephone:** 020 7061 8489

**Website:** www.sunsmart.org.uk

**Partner organisation(s):**

#### **Intervention Detail**

**Start date:** 04/05/2009

**End date:**

**Ongoing?** True **Target Population:** Secondary school children, Teenagers/Young people

**Setting:** Online

**Target region:** All England

**Target area:**

UK wide target area.

#### **Intervention Focus**

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness

#### **Intervention evaluation**

**Status:** In progress

**Outcomes measured:** Changes in knowledge

**Results:** The primary means of evaluating the sunburn animation was through qualitative feedback generated via the questionnaire. The results of this questionnaire are expected in early 2010. The educational animation was uploaded onto the Cancer Research UK YouTube page in May 2009, and by November 2009 had had 1,932 views.

**Approximate costs:**

**Lessons learnt/tips/advice:**

### 34: Ultraviolet watches for Year 6 children

#### General Information

**Aims:** To increase awareness of ultraviolet (UV) strength in various locations of normal school environments and to build a specific safe in the sun policy for individual schools and client groups.

**Is this intervention part of a national initiative?** No

**Source of funding:** Public health and Isle of Man Anti-Cancer charity

**Lead Organisation:** DHSS public health directorate Isle of Man

**Contact Name:** Angela Howland

**Contact Email:** angela.howland@gov.im

**Contact telephone:** 01624 642177

**Website:** <http://www.gov.im/dhss/about/public-health>

**Partner organisation(s):** Isle of Man Anti-Cancer Association - see <http://www.gov.im>

#### Intervention Detail

**Start date:** 01/06/2009

**End date:** 30/09/2009

**Ongoing?** False **Target Population:** Primary school children, Families, Sunbed users

**Setting:** Education, Health, Playground/Outdoor Play Area

**Target region:** Other

**Target area:**

Non UK health authority at present. Reciprocal agreement with UK stand-alone from April 2010

#### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion, Social Marketing, Curriculum-based

#### Intervention evaluation

**Status:** In progress

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge improved targeted school policy

**Results:**

**Approximate costs:** £1000 purchase of UV watches

**Lessons learnt/tips/advice:** Will share details when evaluation complete. Seven years of community activity - please contact if interested

## 35: Utilising hair and beauty professionals

### General Information

**Aims:** Aims to increase awareness of skin changes, encourage prevention, reduce use of sunbeds, encourage early detection and rapid referral to primary care.

**Is this intervention part of a national initiative?** No

**Source of funding:** NHS

**Lead Organisation:** Public Health Directorate

**Contact Name:** Angela Howland

**Contact Email:** angela.howland@gov.im

**Contact telephone:** 01624 642177

**Website:** www.gov.im/publichealth

**Partner organisation(s):** hair and beauty trainers

### Intervention Detail

**Start date:** 04/05/2010

**End date:**

**Ongoing?** True **Target Population:** Sunbed users, Outdoor workers, Workplace, General population

**Setting:** Community, Workplace

**Target region:** Other

**Target area:**

Isle of man separate Department of Health to UK

### Intervention Focus

**Main category:** Prevention/Raising Awareness, Early Diagnosis

**Sub Category:** Information Giving/Awareness, Health Promotion, Social Marketing, Curriculum-based

### Intervention evaluation

**Status:** In progress

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:**

**Approximate costs:** Â£300

**Lessons learnt/tips/advice:** ongoing

## 36: Windmills

### General Information

**Aims:** To teach about sun protection in windy areas, including skin cooling and drying from air.

**Is this intervention part of a national initiative?** No

**Source of funding:** NHS Isle of Man anticancer association

**Lead Organisation:** Public Health Directorate

**Contact Name:** Angela Howland

**Contact Email:** angela.howland@gov.im

**Contact telephone:** 01624 642177

**Website:** [http://www.gov.im/dhss/about/public\\_health](http://www.gov.im/dhss/about/public_health)

**Partner organisation(s):** Prison and probation services

### Intervention Detail

**Start date:** 01/04/05

**End date:** 30/09/05

**Ongoing?** False **Target Population:** Primary school children, Families

**Setting:** Education, Community, Playground/Outdoor Play Area, Outdoor tourist attraction, Beach

**Target region:** Other

**Target area:**

Isle of Man

### Intervention Focus

**Main category:** Prevention/Raising Awareness

**Sub Category:** Information Giving/Awareness, Health Promotion, Social Marketing community workers

### Intervention evaluation

**Status:** Completed

**Outcomes measured:** Changes in behaviour, Changes in attitudes, Changes in knowledge

**Results:** Worked with prison and probation groups to increase awareness in a specific social group where one parent absent and need to build protection parenting involvement

**Approximate costs:** £500

**Lessons learnt/tips/advice:** Target isolated and forgotten groups to increase contribution and involvement of disenfranchised clients