

QUEENSLAND
Public Health Forum



Under the Queensland Sun

Queensland Skin Cancer Prevention
Strategic Plan
2008 - 2013

Preface for *Under the Queensland Sun*

It is with great pleasure that I, on behalf of the Skin Cancer Prevention Working Group (SCPWG), put forward our 5 year strategic plan *Under the Queensland Sun*, the Queensland Skin Cancer Prevention Strategic Plan 2008 – 2013.

This is a unique and world first collaboration between key stakeholders that will lead to direct and significant outcomes for the Queensland population.

This plan represents the latest cutting edge research and practice and builds on existing interventions for skin cancer prevention in Queensland.

Yours sincerely,

Assoc. Professor Michael Kimlin

Chair;

Skin Cancer Prevention Working Group (SCPWG)

Key Messages for Skin Cancer Prevention in Queensland



Slip on sun protective clothing



Slop on SPF30+ sunscreen. Reapply every two hours



Slap on a broad-brimmed hat



Seek shade



Slide on wrap-around sunglasses

Skin Cancer Prevention Working Group Members

1. Australasian College of Dermatologists
2. Australian Institute of Environmental Health
3. Cancer Council Queensland
4. Department of Education, Training and the Arts
5. Department of Employment and Industrial Relations
6. Department of Local Government, Sport and Recreation
7. Local Government Association of Queensland
8. North Queensland Skin Cancer Network
9. Queensland Centre for Public Health (QUT, UQ and Griffith University)
10. Queensland Health
11. Queensland Institute of Medical Research
12. Suncorp
13. WorkCover Qld



For further information please go to

<http://www.health.qld.gov.au/sunsafety>

<http://www.cancerqld.org.au>

Background

Skin cancer is a major public health issue in Australia. Queensland records the highest rates of melanocytic and non-melanocytic skin cancer (NMSC) in the worldⁱ.

The Australian Institute of Health and Welfare identified non-melanoma skin cancer (Basal Cell Carcinoma and Squamous Cell Carcinoma), as the most expensive cancer in Australia for females and males combined, with \$264 million being spent annually on treatment. Melanoma has an average lifetime treatment cost of \$3,341 per individual caseⁱⁱ. The evidence shows that sun exposure as a child is the most significant risk factor for the development of skin cancer later in lifeⁱⁱⁱ.

Unlike many cancers, the causes of skin cancer are known and easily preventable^{iv}. The three most common types of skin cancer are:

- Basal Cell Carcinoma (BCC)
- Squamous Cell Carcinoma (SCC)
- Melanoma

The first Queensland Skin Cancer Prevention Strategic Plan 2001-2005 was developed and implemented through a partnership approach to ensure that sun protection was integrated into a range of relevant settings. In 2006 a forum, “Advances Towards a SunSmart State – From Research to Practice”, was held to assess the outcomes of this first skin cancer prevention plan. Recommendations for future skin cancer prevention activities were the identification of an overarching governance structure and improved opportunities for key stakeholders to collaborate on SMART (specific, measurable, achievable, realistic and timely) strategies with high level organisational commitment and a focus on policy development and supportive environments.

Lead Agency

The Queensland Public Health Forum (QPHF) is a strategic leadership alliance of 18 government and non-government organisations from health, research, education and local government sectors with a commitment to improving public health outcomes in Queensland.

In accordance with the above mentioned recommendations the QPHF agreed to act as the governing body for the newly established Skin Cancer Prevention Working Group. The QPHF Skin Cancer Prevention Working Group (SCPWG) is a group of key stakeholders and experts in the fields of skin cancer and skin cancer prevention who have collaboratively developed a multi-strategic approach to a five year plan for skin cancer prevention in Queensland, titled *Under the Queensland Sun*.



Skin Cancer Prevention Working Group Members

1. Australasian College of Dermatologists (ACD)
2. Australian Institute of Environmental Health (AIEH)
3. Cancer Council Queensland (CCQ)
4. Department of Education, Training and the Arts (DETA)
5. Department of Employment and Industrial Relations (DEIR)
6. Department of Local Government, Sport and Recreation (DLGSR)
7. Local Government Association of Queensland (LGAQ)
8. North Queensland Skin Cancer Network (NQSCN)
9. Queensland Centre for Public Health (QUT, UQ and Griffith University)
10. Queensland Health (QH)
11. Queensland Institute of Medical Research (QIMR)
12. Suncorp
13. WorkCover Qld

Skin Cancer Prevention Working Group Principles

Strategic Direction

To promote skin cancer prevention and reduce ultraviolet radiation exposure in the Queensland population through:

- Research
- Supportive Environments and Infrastructure and
- Communication



Role

- Provide a forum for the development, implementation and evaluation of an innovative strategic plan for skin cancer prevention for the Queensland population
- Advocate for equitable access to skin cancer prevention strategies for the Queensland population
- Engage and influence decision makers, including member organisations, to deliver effective evidence-based skin cancer prevention policy, practice and research

Vision

- Reduce the adverse effects of ultraviolet radiation exposure through effective skin cancer prevention initiatives

Values

- Scientific evidence-based interventions
- Statewide representation
- Multi sector, multi disciplinary commitment
- Capacity to improve the public health of Queenslanders
- Collaboration to promote equitable community change

Under the Queensland Sun

Queensland Skin Cancer Prevention Strategic Plan 2008 – 2013

Purpose

As most skin cancer can be prevented, it is essential that a population-wide, comprehensive, evidence-based skin cancer prevention plan be developed and implemented, particularly in Queensland. In addition to a statewide approach to skin cancer prevention there is a need to improve the coordination of activities, disseminate information in relation to successful initiatives that have been robustly evaluated, and agree upon consistent public health messages regarding skin cancer prevention. The Plan provides a clear framework for defining roles, responsibilities and timeframes for achieving outcomes in four priority areas from a range of relevant bodies. The Plan will provide a collaborative way forward for skin cancer prevention in Queensland.

Goals

1. Progress the skin cancer prevention research agenda and continue to build and contribute to the evidence base
2. Create and maintain supportive environments and infrastructure
3. Communicate and disseminate clear, evidence-based skin cancer prevention messages and information
4. Work with key Queensland target populations identified as most at risk of high levels of ultraviolet radiation exposure e.g. outdoor workers, early childhood, sporting organisations and adolescents



Goal 1: Progress the skin cancer prevention research agenda and continue to build and contribute to the evidence base

Strategies	Contributing Organisation	Timing	Progress/Performance Measures
1.1 Identify relevant research organisations and build a working partnership for skin cancer prevention research	QIMR, QCPH, CCQ	2009	Working partnerships established
<p>1.2 Identify list of ‘best buy’ projects in consultation with key stakeholders and fund providers, for example:</p> <ol style="list-style-type: none"> 1. Undertake dissemination studies on sunscreen and sun protective clothing 2. Revitalise existing skin cancer prevention and evaluation programs e.g. SunSmart, early childhood and school programs 3. Develop sun/UV exposure indicators and measurements 4. Projects assessing the impact of message framing in changing behaviour (e.g. projected wrinkling) 5. Assess the efficacy of an internet portal for skin cancer prevention and investigate the use of YouTube.com.au for dissemination of skin cancer prevention messages to the adolescent audience 6. Further investigate Vitamin D levels in the Queensland population 	Suncorp, QH, DETA, CCQ, LGAQ, QIMR, JCU	2009	Best buys identified

Strategies	Contributing Organisation	Timing	Progress/Performance Measures
1.3 Attract seed funding through SCPWG stakeholder consortia and participate in collaborative research grant application to attract further funding	SCPWG	2010	Funding applications successful

Goal 2: Create and maintain supportive environments and infrastructure

Strategies	Contributing Organisation	Timing	Progress/Performance Measures
2.1 Encourage the continuing development of comprehensive, multilevel skin cancer prevention strategies (e.g. sun safety policy, shade infrastructure, tree planting, sun safe clothing, sunscreen, sunglasses and UV and sunlight exposure) by awareness-raising activities at schools, pools, sporting venues and tourist settings	LGAQ, CCQ, QH, DETA, DLGSR	Ongoing	Skin cancer prevention strategies developed and implemented
2.2 Support improved shade design and creation in public planning through collaboration with local councils, sporting bodies, universities, professional associations and private organisations	AIEH, DLGSR, LGAQ	2011	Improved shade design and creation included in public planning
2.3 Improve shade information and toolkit dissemination and access to grants for a wide range of settings (e.g. schools, sporting venues, public pools and workplaces) to enhance sun safety practices	Suncorp, DETA, DLGSR, CCQ	Ongoing	Shade information and tool kits improved and disseminated

Goal 3: Communicate and disseminate clear, evidence-based skin cancer prevention messages and information

Strategies	Contributing Organisation	Timing	Progress/Performance Measures
3.1 Develop and disseminate public health messages based on evidence from recent skin cancer prevention research	LGAQ, CCQ, QH, DETA, DLGSR	2011	Evidence gathered from recent research and disseminated
3.2 Promote the advancement of National and Statewide strategic directions for consistent skin cancer prevention messages e.g. skin cancer prevention is an issue all year round, the duality of physical exercise and UV exposure, communicating the meaning of UV index, Vitamin D and Solaria regulation	QH, DETA, Suncorp, DLGSR, CCQ	2011	Evidence gathered from recent research and disseminated
3.3. Promote the use of relevant websites to achieve greater coordination of skin cancer prevention activities, the sharing of plans and evaluation of interventions across all sectors	QH, DETA, Suncorp, DLGSR, CCQ	2010	Website hyperlinks established and information shared
3.4 Develop occupational exposure standards and policy including a risk management approach to sun/UV exposure in the workplace	DEIR, AIEH, WorkCover Qld	Ongoing	Skin cancer prevention resources developed
3.5 Raise awareness of peak UV levels in relation to outdoor activity and promote the importance of dense shade and the avoidance of UV exposure at peak times	SCPWG	Ongoing	UV related public health messages developed and disseminated

Goal 3: Communicate and disseminate clear, evidence-based skin cancer prevention messages and information

Strategies	Contributing Organisation	Timing	Progress/Performance Measures
3.6 Continue to promote the use of individual skin cancer prevention measures such as hats, sun safe clothing, sunglasses, sunscreen and shade	SCPWG	Ongoing	Self reporting of using sun protective measures evident in surveys
3.7 Continue the development of skin cancer prevention resources and information for education for all Queenslanders	DETA, CCQ, QH	Ongoing	Skin cancer prevention resources developed

Goal 4: Work with key Queensland target populations identified as most at risk of high levels of ultraviolet radiation exposure e.g. outdoor workers, early childhood, adolescents and sporting organisations

Strategies	Contributing Organisation	Timing	Progress/Performance Measures
4.1 Educate employers regarding their obligation to minimise the risk of over-exposure to ultraviolet radiation	LGAQ, DEIR, WorkCover QLD, DETA	2010	Employers aware of and implementing sun protective measures in the workplace
4.2 Advocate for employer adoption of skin cancer prevention interventions and risk management policies and practices e.g. energy sector role models	LGAQ, DEIR, WorkCover QLD	2011	Skin cancer prevention policies adopted and evaluated
4.3 Develop skin cancer prevention education programs and policies for sporting organisations similar to “True Sport Lives Here” and for workplaces, such as apprentices “tool box talks”	DEIR, CCQ, DLGSR, WorkCover QLD, QH	2010	Programs and policies developed and implemented
4.4 Revitalise and reinforce skin cancer prevention strategies and policies in Early Childhood Centres, sporting venues and Primary and Secondary Schools through targeted initiatives such as ‘Smart Moves’, Sun Smart and SUNbusters	DETA, CCQ,QH, DLGSR	2010	Skin cancer prevention strategies and policies implemented in Early Childhood Centres and schools

In addition to these new activities each organisation will continue to pursue existing initiatives. These initiatives are listed below each organisation.

Australasian College of Dermatologists will:

- Liaise with Cancer Council Queensland
- Train Medical Registrars in skin cancer detection and diagnosis
- Consult via Rural Tele dermatology Service

Australian Institute of Environmental Health will:

- Monitor occupational exposure to sun and ultraviolet light
- Advocate for shade creation in public spaces

Cancer Council Queensland will:

- Promote the SunSmart Program in Primary Schools and Early Childhood Centres
- Produce and distribute skin cancer prevention resources
- Provide community education through volunteer speakers, conference participation and resource development and dissemination
- Participate in National Skin Cancer Action Week
- Contribute to relevant research
- Promote shade creation in public and private settings

Department of Education, Training and the Arts will:

- Develop Secondary School skin cancer prevention guidelines
- Work in partnership with Queensland Health to develop the Joint Work Plan
- Support the swim shirt policy

Department of Employment and Industrial Relations will:

- Promote the hierarchy of control for ultraviolet exposure in the workplace
- Distribute the Outdoor Workers Kit
- Implement and evaluate strategies for reducing UV exposure in outdoor workers



Department of Local Government, Sport and Recreation will:

- Promote supportive environments and shade infrastructure in schools and at sporting venues
- Advocate for adoption of skin cancer prevention policies in schools and at sporting venues

Local Government Association of Queensland will:

- Design suitable shade infrastructure for public spaces that is integrated with Local Government policies

North Queensland Skin Cancer Network will:

- Continue research in the area of early childhood interventions and melanocytic naevi
- Promote shade creation at early childhood settings

Queensland Centre for Public Health (QUT, UQ and Griffith University) will:

- Promote physical activity, sun protection and sport (PASS)
- Continue research into reducing risk behaviours over holiday periods, Vitamin D and UV exposure in the workplace
- Improve the precision of UV measures

Queensland Health will:

- Develop research proposals for reducing UV exposure in the workplace in collaboration with DEIR
- Produce social marketing campaigns
- Develop skin cancer prevention resources
- Be an active member of the Department of Health and Ageing Skin Cancer Prevention Campaign
- Collaborate on the development of skin cancer prevention policy for schools with DETA
- Enforce the Radiation Health Act 1999 for solarium users and operators



Queensland Institute of Medical Research will:

- Continue research in the fields of melanoma and Human Papilloma Virus and Squamous Cell Carcinoma

Suncorp will:

- Engage customers about skin cancer prevention activities
- Promote the shade creation scheme
- Continue the shade tent hire scheme
- Produce media campaigns
- Continue the Ambassador Program
- Provide resources such as “Shady Parks”
- Promote shade creation at early childhood settings



WorkCover QLD will:

- Educate Queensland employers regarding skin cancer awareness in the workplace

References

- i Queensland Cancer Registry (QCR), 2000, *Cancer in Queensland – Incidence and Mortality 1982 – 1998*, Queensland Health, Brisbane.
- ii Australian Institute of Health and Welfare (AIHW), 2005, *Health system expenditures on cancer and other neoplasms in Australia, 2000-2001*, AIHW cat. No. HWE 29. Canberra: AIHW (Health and Welfare Expenditure Series no.22)
- iii Cokkinides, V. Weinstock, M. Glanz, K. Albano, J. Ward, E. Thun, M. Trends in sunburns sun protection practices and attitudes toward sun exposure protection and tanning among US adolescents, 1998 -2004, *Pediatrics*. September 2006; 118 (3): 853-64.
- iv Brietbart, E.W. Greinert, R. Volkmer, B. Effectiveness of information campaigns. *Progress in Biophysics & Molecular Biology*. September 2006; 92(1):167-72