

Health Promotion Champions

Preventing Skin Cancer and Spotting Signs Early

Pharmacy Staff Workshops

Tuesday 10th May 2011, The Watermark, Ivybridge
Wednesday 11th May 2011, English Riviera Centre, Torquay
Thursday 19th May 2011, English Riviera Centre, Torquay
Tuesday 24th May 2011, The Passage House, Kingsteignton

Workshop outline

9:30am / 2pm: Registration and drinks

9:40am / 2:10pm: Introduction/aims and objectives

9:50am / 2:20pm: Skin cancer prevention and spotting signs early

10:30am / 3pm: Patient viewpoint

10:45am / 3:15pm: BREAK

11:00am / 3:30pm: Talking to customers

11:15am / 3:45pm: Scenarios and role play

11:30am / 4:00pm: Running the campaign

11:50am / 4:20pm: Any questions

12pm / 4:30pm: End

Training pack contents

- Role of the pharmacy
- Conversation starters
- Scenarios/role play
- Customer contact data collection form
- Training feedback form

Resources

- *Know Your Skin* quiz x 100
- Quiz collection box
- SunSmart poster x 2
- 'Be SunSmart, cut your cancer risk' leaflet x 100
- 'Detecting skin cancer – spot the symptoms early' leaflet x 100
- 'Sunburn can double the risk of skin cancer' postcard x 100

Role of the pharmacy

Pharmacists, counter and support staff all have an important role to play in preventing skin cancer and helping customers to spot signs early

Your role is to:

- Encourage over 50s to complete *Know Your Skin* quiz
- Offer advice on over the counter (OTC) sales that relate to sun protection
- Offer advice on how to protect skin in the sun
- Help customers to assess their risk
- Be aware that customers might have signs of early cancer or pre-cancerous conditions without realising
- Know when to signpost to the pharmacist or GP
- Display posters and leaflets prominently in the pharmacy for at least the month of the campaign
- Proactively approach customers for the month of the project
- Hand out leaflets as appropriate
- Record conversations on the data collection form
- Continue to raise awareness after the campaign has ended, as part of your everyday practice

Conversation Starters

Resources

- *Know Your Skin* quiz – target over 50s (e.g. while waiting for prescriptions)
- 'Be SunSmart, cut your cancer risk' leaflet
- 'Detecting skin cancer – spot the symptoms early' leaflet
- 'Don't let sunburn catch you out' postcard
- SunSmart posters
- UV index display

Physical characteristics

- sunburn
- fair skin
- lots of moles or freckles
- red or fair hair

Priority groups

- parents of young children and childcare providers
- parents of school-aged children
- teenagers
- outdoor workers
- sports and leisure participants and spectators
- over 50s (spotting signs early) – encourage them to fill in quiz while waiting for prescriptions

Over the counter (OTC) sales

- sunscreen
- aftersun cream
- fake tan lotions
- skincare product that includes SPF
- sunglasses
- hats
- mosquito repellent
- tan extenders
- travel products

Scenarios/role play

1) An older man says that he's completed the 'Know your skin' quiz and thinks the appearance of one of his moles has changed according to the 'ABCD' rule. What advice would you give to him?

2) A woman walks in with her two small children. The children both appear sunburnt. How would you start a conversation with her? What advice would you give her? What resources would you use?

3) A middle-aged man asks about a rash that's come up while he was working outside on a building site over the last few days. He had recently started on antibiotics for a chest infection. Who would you refer to and why? What general messages would you have for outdoor workers?

4) A teenager picks up a sunscreen with a very low SPF but has fair skin and freckles. How would you approach them? What advice would you give them? What barriers and motivators to protecting their skin apply to this age group?