

**For the attention of the Community Pharmacy Healthy Living Advisor/Health
Promotion Champion/Medicines Counter Assistants/Pharmacists**

**Torbay Care Trust and NHS Devon - Community Pharmacy Skin Cancer Awareness
Campaign 30th May - 25th June 2011 - Briefing Sheet**

Aim:

The aim of the campaign will be to raise public awareness of skin cancer and safe sun behaviour; as well as increasing the understanding by pharmacists and counter staff of different skin types, symptoms of skin cancer and to increase early diagnosis by signposting members of the public to their GP if they show symptoms of suspected skin cancer.

Target Audience:

- People who are obviously sunburnt (at any age)
- Red or fair hair
- Lots of moles and/or freckles
- Personal/family history of skin cancer

Priority Groups:

- mothers of young children and childcare providers
- parents of school-aged children
- teenagers
- outdoor workers
- sports and leisure participants and spectators
- over 50s (early diagnosis - encourage 'Know your skin' quiz)

Why is this important?

- 80% of skin cancers are **preventable**
- Torbay Care Trust has the third highest rate of malignant melanoma in the country; NHS Devon has the fourth highest rate
- rates have **quadrupled** in the last 40 years
- skin cancer accounts for approximately **one in 200 deaths** in Devon
- between 2006 and 2008 there were on average **246 cases of malignant melanoma and 40 related deaths**
- between 2004 and 2006 there were on average **2065 cases of non-melanoma skin cancer per year and nine related deaths**

Key Activity

- Counter staff to promote safe sun behaviour and symptoms of skin cancer during June 2011 at point of purchase of sunscreens and travelling products or other opportunities for conversation (i.e. opportunistic interventions)



- 'Know your skin' early diagnosis quiz provided is specifically targeted at over 50s - counter staff through month of June to encourage over 50s to fill in while waiting for prescriptions, and to place in box provided,
- Refer/signpost to GP if customer presents with suspicious mole/skin patch (refer to resources for guide)
- **IMPORTANT** Collate information about conversations/interventions - return on data collection sheet. Return all paperwork in envelopes provided by the 4th July 2011 at the latest.
- **REMEMBER THAT HEALTH PROMOTION CAMPAIGNS ARE AN ESSENTIAL SERVICE AND YOU WILL NEED EVIDENCE OF PARTICIPATION FOR CONTRACT MONITORING PURPOSES**

Key Messages

- Avoid burning
- Know your skin
- Seek shade
- Cover up
- Sunscreen - know how to use it
- Never 'binge-tan'
- Avoid sunbeds - use fake tan if you want to look tanned

Useful Websites

- www.sunsmart.org.uk
- www.bad.org.uk
- www.swpho.nhs.uk/skincancerhub
- www.dermnetnz.org

If you have any enquiries about the campaign please contact:

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