



NSW SKIN CANCER PREVENTION STRATEGY 2012–15
FINAL DRAFT EVALUATION REPORT

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Melanoma Institute Australia
Melanoma Patients Australia

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NSW Primary Principals' Association Inc.
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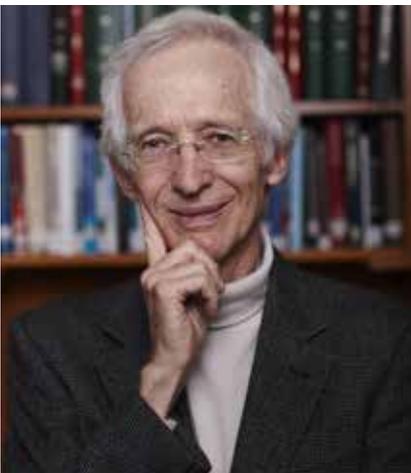
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Foreword from the Chair of the NSW Skin Cancer Prevention Advisory Committee 2012-2015



Bruce Armstrong

Chairperson of the New South Wales Skin Cancer Prevention Advisory Committee 2012-2015

Emeritus Professor, School of Public Health, The University of Sydney

The Australian Institute of Health and Welfare has estimated that, in 2016, more than 13,000 melanomas of skin will be diagnosed and nearly 1,800 Australians will die from this cancer.

Other kinds of skin cancer, commonly referred to as nonmelanocytic skin cancers (NMSCs), are vastly more frequent. NMSC diagnoses are not counted in Australia, but there were just over 1 million NMSC removals or ablations recorded by Medicare in 2015-16. NMSCs are much less likely than melanomas to cause death but nearly 600 deaths from NMSCs were estimated to occur in 2016. These skins cancers also cause substantial morbidity across the community. On average a person diagnosed with an NMSC in Australia has a 60% chance of being diagnosed with another within the next three years. This risk is greater the more NMSCs that were previously diagnosed, and compounds as we age.

The NSW Skin Cancer Prevention Strategy 2012-2015 is a landmark in the prevention of skin cancer in Australia. It was a strategy focussed mainly on reduction of the skin's exposure to the sun. It succeeded because of the collaboration it engendered between all major sun protection or skin cancer prevention stakeholders in NSW and their individual and collective investments of time, thought and resources in reducing community exposure to the sun and to solar radiation.

This evaluation speaks for itself; much was achieved that foreshadows future reductions in skin cancer incidence. There is also much that the next strategy can learn from the strengths, and the challenges of the 2012-2015 strategy, as documented in the evaluation and, in particular, in the recorded observations of the collaborating stakeholders. The continuing collaboration of these stakeholders will be critical to implementation of the 2016-2021 strategy.

Introduction from the Chief Cancer Officer of NSW



Professor David Currow

Chief Cancer Officer and CEO of
Cancer Institute NSW

Skin Cancer is Australia's national cancer. The NSW Skin Cancer Prevention Strategy 2012-15 enabled government and non-government agencies to work collaboratively together to reduce the burden of skin cancer in the NSW community.

The strategy provided a comprehensive approach to skin cancer prevention including the development of comprehensive policies to improve protection from ultraviolet radiation (UVR), the provision of shade and increasing UVR protection behaviours in a range of settings.

We are proud of the substantial progress that has been made in skin cancer prevention from 2012-2015 including:

- A reduction in the number of solariums legally operating in NSW from 200 at 2013 to zero at 2015.
- The release and promotion of the NSW Department of Education's Sun Safety for Students Guidelines.
- The implementation of skin cancer prevention public education activities reaching children, adolescents, young adults, older men (all priority populations in the Strategy) and the broader community.
- The promotion and expansion of shade accessibility across community, education, workplace and recreation settings.

Key to the strategies success was strengthening the collaborative partnerships. This will continue to be important for the next strategy, which will take us to 2020. We hope that through working together, we will continue to improve skin cancer prevention in our State.

I would like to thank all of our partners for their commitment to skin cancer prevention in NSW whether that be through the projects implemented in their organisations, their participation on committees, attendance at workshops or the provision of their expertise. The success of the strategy would not have been possible otherwise.

Executive Summary

The NSW Skin Cancer Prevention Strategy 2012-15 defines a comprehensive approach to reducing overexposure to UVR and ultimately the incidence of skin cancer in NSW. In line with the NSW Cancer Plan 2011-15, the Strategy includes four Priority Areas for reducing overexposure to UVR:

PRIORITY AREA 1	UVR PROTECTION POLICY
PRIORITY AREA 2	SHADE PROVISION
PRIORITY AREA 3	UVR PROTECTION BEHAVIOUR
PRIORITY AREA 4	STRATEGIC RESEARCH
<p>Achievements for each of these priority areas over the Strategy have been numerous and wide-reaching, including:</p> <ul style="list-style-type: none"> • Reduction in the number of solariums legally operating in NSW from 200 at 2013 to zero at 2015. • The release and promotion of the NSW Department of Education's [DoE] Sun Safety for Students Guidelines (the first update since 1997) • Increase in the proportion of Cancer Council NSW SunSmart primary schools from 37 per cent at 2012 to 79 per cent at 2015. • Introduction of a mandatory sun protection policy requirement as a condition of funding under the NSW Office of Sport Sports Development Program from June 2014. • Review and updating of the Guidelines to Shade (formerly The Shade Handbook) by Cancer Council NSW. • Promotion and expansion of shade grants and rebates across community, education, workplace and recreation settings, resulting in more than 200 shade grants being awarded across the life of the Strategy. • Implementation of skin cancer prevention public education activities reaching children, youth and young adults, and older men (all priority populations in the Strategy) and the broader community, including: <ul style="list-style-type: none"> – Cancer Institute NSW state-wide skin cancer prevention 	<p>social marketing campaigns including the Dark Side of Tanning, the Wes Bonny Testimonial, and Pretty Shady</p> <ul style="list-style-type: none"> – Cancer Council NSW's SunSound campaign – Improve Your Long Game strategy co-funded by Cancer Institute NSW and Cancer Council NSW – Melanoma Institute Australia's Watch Your Mate's Back campaign. <ul style="list-style-type: none"> • Evidence of increased adoption of sun protection behaviours amongst adolescents and young adults and the broader community between 2011 (pre-strategy implementation) and 2014 (post-strategy implementation). • Use of survey data to assess the impact of Strategy-led or -supported campaigns and programs. Surveys include: <ul style="list-style-type: none"> – NSW Adult Population Health Survey – Skin Cancer Online Tracking Survey – National Sun Protection Survey – NSW School Students Health Behaviours Survey – National Survey of Australian Primary Schools. • Research into the economic costs of skin cancer in NSW and a benefit cost analysis of three skin cancer public education mass-media campaigns implemented in NSW.

Introduction

1.1 THE NSW SKIN CANCER PREVENTION STRATEGY 2012-15

The NSW State Health Plan: Towards 2021 is the NSW Government's blueprint for action to implement its agenda. The Plan affirms the importance of the Cancer Institute NSW (the Institute) as one of its pillar agencies and promotes the development of the NSW Cancer Plan 2011-15 (the Cancer Plan) and the NSW Skin Cancer Prevention Strategy 2012-15 (the Strategy) as mechanisms for improving outcomes for patients and the community [1].

The Cancer Plan was developed by the Institute in consultation with consumers, consumer groups and organisations, health care professionals, specialist cancer services, cancer charities, research institutions, professional associations, local governments, government agencies, and non-government organisations. The Cancer Plan set out a number of goals for NSW, including 'Goal 1 - to reduce the incidence of cancer (through improving modifiable risk factors)'. One of the objectives of this goal was to 'reduce overexposure to ultraviolet radiation (UVR) through behaviour modification, increasing shade availability and introducing ultraviolet (UV) protection policies' [2].

The Strategy defines a comprehensive approach to reducing overexposure to UVR and ultimately the incidence of skin cancer in NSW [3].

In line with the Cancer Plan, the Strategy includes four Priority Areas for reducing overexposure to UVR:

- **Priority Area 1:** UVR Protection Policy
- **Priority Area 2:** Shade Provision
- **Priority Area 3:** UVR Protection Behaviour
- **Priority Area 4:** Strategic Research

The Strategy also identifies priority populations that are at a higher risk of developing skin cancer and require a more targeted approach. These priority populations are:

- Children under 12 years of age
- Adolescents and young adults (13-24 years of age)
- Adult males 40 years of age and older.

In addition, the Strategy identifies the following priority settings:

- **Community** – built environments, social structures, advocacy
- **Education** – schools, early childhood centres, TAFEs, colleges, universities

FIGURE 1: POLICY CONTEXT FOR SKIN CANCER PREVENTION



Introduction (cont)



- **Workplaces** – industries, outdoor workplaces
- **Recreation** – parks, sporting grounds, beaches, public swimming pools, tourism destinations
- **Healthcare services** – general practice, pharmacies, allied health service providers, community health, health promotion services [3].

The Institute led the development of the Strategy through the following consultation processes:

1. The Melanoma Awareness and Skin Cancer Prevention Forum and a Cancer Prevention Strategic Research, Monitoring and Evaluation Forum were hosted by the Institute in May 2010 to support the development of the skin cancer and cancer prevention content of the Cancer Plan.
2. The Institute led a key informant interview program with stakeholders in NSW, Australia, and New Zealand during May–July 2011.
3. The Institute provided the draft Strategy and Supplement to key stakeholders for feedback prior to public release of these documents.
4. A public consultation process was conducted in October – November 2011 to gather feedback from a broader range of stakeholders and the general public in response to the Strategy.

The Institute finalised the Strategy in consultation with the NSW Skin Cancer Prevention Advisory Committee.

In line with Strategy development, Strategy implementation involved partners from all levels of government, non-government organisations, and communities, which are active in a wide variety of population and community settings. Key relationships forged under the Strategy are as follows:

- **NSW Skin Cancer Prevention Advisory Committee:** The Committee was chaired by Professor Bruce Armstrong from 2012-2015. The committee brought together representatives from a range of organisations and sectors including the Ministry of Health (the Ministry), former Department of Education (NSW DoE), Association of Independent Schools, Catholic Education Commission, SafeWork NSW, Environment Protection Authority (NSW EPA), Cancer Council NSW (CCNSW), General Practice NSW, AgHealth, Surf Life Saving NSW, Melanoma Institute Australia (MIA), NSW Sport and Recreation, and Local Government NSW.
- **Public Education Working Group:** Convened by the Institute and including representatives from CCNSW and MIA.
- **School Education Working Group:** Convened by the Department of Education and Communities and including representatives from the Institute, CCNSW, Association of Independent Schools and Catholic Education Commission.
- **Workplaces Working Group:** Convened by SafeWork NSW and including representatives from the Australian Centre for Agricultural Health & Safety, the Institute and CCNSW.
- **Sport and Recreation Working Group:** Convened by NSW Sport and Recreation and including representatives from Sports Medicine Australia, Surf Life Saving NSW, CCNSW and the Institute.
- **Shade Provision Working Group:** Convened by CCNSW and including representatives from the Institute, Local Government NSW and the UNSW Healthy Built Environments Program.
- **Primary Care Working Group:** Convened by the Institute and including representatives from General Practice NSW, North Coast NSW Medicare Local, Sydney School of Public Health and CCNSW.



1.2 EVALUATION APPROACH

The key activities and outputs of the evaluation are set out in Table 1. The four phases of the evaluation included: a review of progress reports, consultation with key stakeholders, a review and analysis of data, and reporting. Due to the challenge of attributing outcomes to the Strategy with available data, this report focuses primarily on process and outputs.

1.3 STRUCTURE OF THIS REPORT

The following four sections of this report describe key achievements and opportunities for each Priority Area under Strategy up to June 2015. The final section reports on the effectiveness of Strategy governance.

TABLE 1: EVALUATION PROCESS

PHASE	KEY ACTIVITIES	KEY OUTPUTS
Phase 1: Review of progress reporting	<ul style="list-style-type: none"> Review of all six-monthly progress reports submitted by Strategy working groups from January 2013 to June 2015 Review of the Strategy Mid-term Evaluation Report 	<ul style="list-style-type: none"> Summary of Strategy implementation and key outcomes
Phase 2: Consultations with key stakeholders	<ul style="list-style-type: none"> 20 in-depth interviews with members of the Skin Cancer Prevention Advisory Committee and working groups 	<ul style="list-style-type: none"> Constructive feedback on the implementation of the Strategy
Phase 3: Review and analysis of data	<ul style="list-style-type: none"> Analysing and reviewing available data against Strategy outcome measures 	<ul style="list-style-type: none"> An evidence base for assessing the achievements of the current Strategy against its stated outcomes
Phase 4: Reporting	<ul style="list-style-type: none"> Development of evaluation report 	<ul style="list-style-type: none"> Final evaluation report

2 Priority Area I: UVR protection policy

2.1 KEY ACHIEVEMENTS

- Enactment of the Radiation Control Regulation (2013), which banned cosmetic UV tanning services in NSW from 31 December 2014.
- Reduction in the number of solariums legally operating in NSW from 200 at 2013 to zero at 2015.
- Release and promotion of NSW DoE's Sun Safety for Students Guidelines and support materials, which are housed on a new sun safety web page on the Department's public schools website.
- Increase in the proportion of CCNSW SunSmart primary schools from 37 per cent at 2012 to 79 per cent at 2015.
- Inclusion of sun exposure as a key issue in the SafeWork NSW House Construction Action Plan and the Sheep and Beef Cattle Action Plan.
- Co-branding and promotion of a range of sun safety resources for outdoor workers by SafeWork NSW and CCNSW.
- Launching of the Alive and Well website by Safework NSW for the beef and sheep cattle farming industry, including a dedicated section and resources on sun exposure and skin cancer prevention.
- Formation of partnerships between CCNSW and key industry bodies, including the Master Builders Association of NSW (2012-2014).
- Development of a flexible toolkit of materials designed specifically for sun safety in sporting organisations by CCNSW.
- Formation of partnerships between CCNSW and key NSW sporting organisations, including Swimming NSW, Football NSW, Surf Life Saving NSW, and AFL NSW (2012-2014).
- Introduction of a mandatory sun protection policy requirement as a condition of funding under the NSW Office of Sport (NSW OoS) Sports Development Program from June 2014.

2.1.1 BACKGROUND AND EARLY ACHIEVEMENTS

The translation of evidence into policy, and then into practice, at both a government and organisational level can be complex and variable. While the presence of a sun protection policy does not guarantee the implementation of sun protection practices, evidence suggests that it can assist in ensuring that skin cancer prevention is prioritised by organisations and governments, and play a significant role in 'agenda setting' [4] [5].

The goal and desired outcome for Priority Area I is set out in Table 2.

There have been substantial achievements under Priority Area I throughout the Strategy's implementation, and these achievements

have largely been facilitated through collaborations formed via various working groups, particularly the School Education Working Group, the Workplaces Working Group, and the Sport and Recreation Working Group. These priority settings have all benefited from the development and implementation of new or revised sun protection policies and supporting materials. Changes to the NSW EPA's solarium regulation and the resulting ban have also been significant achievements for skin cancer prevention. Noteworthy achievements for Priority Area I are set out below under the headings of solarium, education, workplaces, and recreation.

TABLE 2: UVR PROTECTION POLICIES – GOALS AND OUTCOMES

PRIORITY AREA		GOAL	OUTCOME
I	UVR Protection Policy	Improve policies to increase protection from UVR in a range of settings	Improved UVR protection policies in practice in a range of settings



2.1.2 SOLARIA

A ban on cosmetic UV tanning services, which was introduced under the Radiation Control Regulation, took effect from 31 December 2014. Members of the NSW Skin Cancer Prevention Advisory Committee, including the Institute and CCNSW, made submissions to the NSW EPA in support of the proposed changes during the public consultation in October 2012. The NSW EPA subsequently implemented the UV Tanning Units Disposal Scheme (which offered solarium operators a reimbursement of \$1,000 per unit), informed solarium businesses about regulatory changes and the new scheme via its website and mail-outs, and monitored compliance through inspections. New South Wales was the first Australian state to announce and implement a ban on cosmetic UV tanning services. Data from the NSW EPA indicates that the number of solarium units legally operating in NSW at May 2015 was zero, a reduction from 200 at 31 December 2013. Sixty-five units were collected under the UV Tanning Units Disposal Scheme.

2.1.3 EDUCATION

Early in Strategy implementation, NSW DoE led an independent review of the Sun Safety for Students Guidelines (the Guidelines) and support materials. This review assisted in ensuring that all recommendations with regard to children's (and teachers') sun-safe behaviours were in line with current best-practice. In an effort to ensure high awareness of the revised Guidelines amongst schools, a cross-agency promotional strategy was developed. This promotional strategy led to the revised Guidelines being downloaded 366 times in April 2014. NSW DoE and CCNSW also made a joint ministerial announcement to promote the Guidelines, including a launch event held at Grays Point Primary School in October 2013.

The CCNSW SunSmart for Primary Schools Program was promoted to public, Catholic, and Independent schools across Strategy implementation via a campaign featuring Michael Clarke and school newsletter content. The proportion of SunSmart primary schools in NSW increased from 37 per cent at 2012 to 79 per cent at 2015. In an effort to further support the implementation of SunSmart policies and practices in NSW, CCNSW is currently undertaking a randomised control trial of 20 Greater Western Sydney public schools. The rationale behind and design of this study – entitled SunSmart Policy Intervention Project – was made available to academics and policy-makers via publication in the *BioMed Central Public Health Journal* [6]. In Term 4 2015, qualitative baseline data was collected from five randomised schools and an intervention was developed for implementation within those schools. The project will continue under the 2016-2020 Strategy.

2.1.4 WORKPLACES

The direction of workplace-related policy development under the Strategy was informed by early qualitative research with construction workers undertaken by CCNSW. This unpublished research provided insights into the organisational environment of small businesses in NSW, including levels of sun protection policies and practices and recommendations for improvement.

CCNSW and SafeWork NSW went on to enter into a partnership with the aim of developing workplace resources and informing the development of the House Construction Industry Action Plan 2014-15, with the assistance of the Institute.

This partnership, and other relationships facilitated by the Workplaces Working Group, resulted in several noteworthy achievements, including:

- Identification of melanoma as an occupational cancer of interest under the SafeWork NSW Occupational Disease and Wellbeing Strategy 2011-2015
- Review, development, and co-branding of a range of skin cancer prevention workplace resources, including a toolkit and sun safety resources for distribution at industry events. These resources were promoted and made publicly available via the SafeWork NSW website and the SafeWork NSW Pressure on Farmers fact sheet
- Communication between CCNSW, the Institute, and SafeWork NSW to inform the development of relevant sections within the House Construction Industry Action Plan 2014-15.

SafeWork NSW also reviewed and published its own guide on exposure to UVR.

The development of the House Construction Industry Action Plan was informed by research undertaken by the SafeWork NSW Residential Housing Construction Focus on Industry Team. This research, which included a business intelligence review and stakeholder consultation, explored a number of safety issues, including sun protection practices and behaviours, and barriers to the adoption of sun protection within the industry. The House Construction Industry Action Plan, which was launched in February 2014, subsequently identified sun exposure as a key issue for the industry, and committed SafeWork NSW to reducing exposure to UV radiation causing skin cancer.

The SafeWork NSW Sheep and Beef Cattle Industry Action Plan 2013-2014, which was launched on 18 June 2013, also included sun

2 Priority Area I: UVR protection policy (cont)



exposure as a key priority area, and committed SafeWork NSW and other action plan partners to raise awareness, provide guidance, support action, and secure change with regard to sun exposure.

In addition to the formal collaboration with SafeWork NSW, CCNSW supported the implementation of sun protection policies and practices in workplaces via a number of partnerships with key industry bodies. Partnerships were established with Master Builders Association of NSW, National Electrical and Communications Association NSW, Master Painters Association NSW, and the Master Roof Tilers & Slaters Association of NSW Inc. Actions supported by these partnerships varied across the associations but typically included the development and distribution of resources, co-branding of sun protection policies, and promotion of sun protection practices via industry association magazines.

Other noteworthy workplace-related policy achievements over Strategy implementation comprised:

- Involvement of CCNSW at SafeWork NSW supported industry events (i.e. residential housing construction, road freight transport and sheep and beef cattle farming industry demonstration days, a housing construction breakfast session and the Rural GPs Conference), including assistance at sun safety stalls and the distribution and promotion of resources.
- CCNSW and SafeWork NSW jointly hosted a webinar entitled Exposed – Skin Cancer Prevention for Outdoor Work. The webinar provided employers with tools to help them identify the risks associated with working in the sun, advice on how to check their own skin, and suggestions for protecting workers from prolonged sun exposure. To promote participation in the webinar, one Continuing Professional Development point for licensees or certificate or registration holders was made available, as well as a rebate of up to \$500 to small businesses. A total of 157 participants viewed the webinar.
- Safework NSW developed a new website – entitled Alive and Well – which focused on safety issues in the sheep and beef cattle farming industry, including sun exposure. The site contained a video and brochure featuring a real-life testimonial (a farmer aged over 50 years who had survived melanoma diagnosis) and links to CCNSW's Skin Cancer and Outdoor Workers' webpage.
- CCNSW and SafeWork NSW reviewed and updated Skin Cancer and Outdoor Work: A guide for employers to ensure alignment with new workplace health and safety legislation.

2.1.5 RECREATION

In mid-2013, CCNSW performed a review of resources available to assist sporting organisations with the implementation of sun protection policies and practices – this review included resources produced and published by other state and territory Cancer Councils, and a brief needs assessment. CCNSW also conducted qualitative research, the results of which are unpublished, to assess sun protection policies among selected NSW sporting organisations. Drawing on the results of these early research activities, CCNSW developed a sun safety in sporting organisations toolkit, comprising:

- **Sample sun protection policy:** a sun protection policy for sporting organisations/clubs that can be tailored to a club or sporting organisation's requirements.
- **10-step sun protection checklist for sporting organisations:** a checklist that organisation/clubs can use to check whether or not they have implemented best practice sun protection measures.
- **Newsletter/online content:** sample sun protection newsletter and online content that can be edited by an organisation/club for communication purposes.

In preparation for summer 2013/14, the Sport and Recreation Working Group implemented a cross-agency strategy for toolkit promotion. This led to the toolkit being marketed via links on the NSW OoS website and content in the OoS 'Sport Shorts' newsletter and the NSW Sports Federation newsletter. Views of the toolkit webpage increased more than two-fold between financial years 2012/13 and 2013/14, suggesting that the cross-agency promotional activities were successful.

At this time, the OoS Centre Operations unit adopted the new DoE Sun Safety for Students Guidelines (released in July 2013) and CCNSW sun protection resources, support tools, and information sheets in After School Centres.

In an effort to further improve the sun protection policies and practices of NSW sporting organisations/clubs, CCNSW then initiated partnership agreements with Swimming NSW, Football NSW, Surf Life Saving NSW (SLS NSW) and AFL NSW.

SLS NSW also entered into a strategic partnership with MIA. This partnership aimed to increase SLS NSW's sun safety public education and programs. Key outcomes of these relationships included updating of sun protection policies to ensure alignment with CCNSW



recommendations and promotion of sun safe behaviours (e.g. website/magazine content and promotion of CCNSW sun safety campaigns).

From June 2013, the Institute administered a number of Evidence to Practice Grants in the area of skin cancer prevention. Grant applicants were required to demonstrate alignment with skin cancer prevention strategic frameworks (under the Strategy). Grants were made available in two categories: shade provision and skin cancer prevention policies. All Sport and Recreation Working Group member organisations promoted the grants, including through: the Sports and Medicine Australia e-newsletter, the Local Government NSW e-newsletter, the NSW Sports and Federation e-newsletter, the Surf Life Saving NSW website, the Clearinghouse for Sport website, and an email from the NSW OoS to all NSW SSOs.

In June 2014, the OoS Sports Development Program implemented a mandatory sun protection policy requirement as a condition of funding. Under this requirement, recipients (predominantly SSOs) were given until the end of the first reporting period (30 June 2015) to develop a sun protection policy which complied with the CCNSW sample sun protection policy for sports organisations. As at 30 June 2015, 42% of recipients had submitted a policy in response to this requirement, and 91% of the policies submitted were rated strong (a score of 7 or greater out of 9). A recent audit of NSW State Sporting Organisations'

sun protection policies, which drew upon policies submitted to the OoS and a review of SSO websites, found that 40 of 82 NSW organisations had a sun protection policy as at September 2015. The average policy strength was 8.3/9.

2.2 KEY OPPORTUNITIES

There has been no progress with regard to improved UVR protection policy under Priority Setting 5: Healthcare Settings. Stakeholders suggested that this can, at least partly, be attributed to the NSW primary health care sector being in a state of transition over the course of the Strategy, with the change of the Commonwealth Government and the introduction of Primary Health Networks taking the focus of the sector away from the Strategy. If it is decided that healthcare settings will continue to be a priority setting under the 2016-2020 Strategy, methods for ensuring ongoing engagement from the primary care sector should be established and maintained.

With the potential updating of priority settings, there is also an opportunity to promote sun protection policy development and expansion in other locations (e.g. national parks, markets and outdoor shopping centres). More broadly, efforts could be made to continue the development of state-wide UVR protection policies for priority populations in priority settings.

¹ Shade provision grants are considered at length in Chapter 3: Shade provision

3 Priority Area 2: Shade provision

3.1 KEY ACHIEVEMENTS

- Commissioning of a literature review by the Institute to identify national and international best practice in shade auditing and development which was published in the Journal of Photochemistry and Photobiology in 2014.
- Review and updating of the Guidelines to Shade (formerly The Shade Handbook) by CCNSW.
- CCNSW conducted the 2011/2012 Shade audit of playgrounds in Metropolitan Sydney Local Government areas which involved 139 audit sites, and resulted in a journal article being published in the Australian and New Zealand Journal of Public Health.
- Promotion and expansion of shade grants and rebates across community, education, workplace and recreation settings, resulting in more than 200 shade grants being awarded across the life of the Strategy.
- Commissioning of research by the Institute to investigate the impact of shade projects in priority settings and the development a series of case studies of best-practice shade projects.
- Data collection on perceived availability of shade in priority setting via the NSW Adult Population Health Survey and the National Sun Protection Survey.

3.1.1 BACKGROUND AND EARLY ACHIEVEMENTS

Shade can provide a protective environment and 'good quality' shade has been shown to reduce UVR exposure by up to 75 per cent [7]. In line with international policies, the Strategy aimed to increase availability of shade in the built environment in a range of settings. The goal and desired outcome for Priority Area 2 is set out in Table 3.

The key achievements in Priority Area 2 have been numerous and span the priority settings of community, education, workplaces, and recreation. Stakeholders consistently reported that the provision of built shade via grants and rebates was a key achievement of the Strategy. Two early activities, which ensured access to knowledge and best-practice principles, set the foundation for these achievements.

First, a Shade Provision Working Group was established and convened by CCNSW. Membership included Professor Susan Thompson, the Director of the University of New South Wales (UNSW) Healthy Built Environments Program. This representation brought expansive expertise on the potential for current and future NSW built environments to improve the health of the community, including through the provision of shade. The Shade Provision Working Group also included representation from the Institute.

Second, in an effort to ensure an understanding of (and potentially future adherence to) best-practice in shade provision, planning, and auditing, the Institute commissioned the Sax Institute to undertake an evidence check rapid literature review. This review, which was published in the Journal of Photochemistry and Photobiology in 2014, concluded that quality, effective and well-designed shade must provide a protection factor of 15 or as high as possible [8].

Further, the review recommended that shade grant programs be expanded to widen availability. The review authors also suggested that shade auditing, which involves assessing existing shade and shade requirements, be undertaken to ensure that funded shade structures are planned with adherence to best-practice guidelines, and therefore are able to achieve the greatest UV protection possible. Other recommendations included that shade grant program guidelines should include specific quality criteria for funded shade structures and that natural and built shade initiatives should be implemented at the local government level [8].

In line with these conclusions and recommendations, the majority of key achievements under Priority Area 2 relate to shade auditing and to the development, expansion, and promotion of shade grant and rebate programs. Specific achievements for the priority settings of community, education, workplaces, and recreation are set out below.

TABLE 3: UVR PROTECTION POLICIES – GOALS AND OUTCOMES

PRIORITY AREA		GOAL	OUTCOME
2	Shade Provision	Increase the availability of shade in a range of settings	Increased availability of shade in the built environment in a range of settings



3.1.2 COMMUNITY

Efforts to enhance shade provision and access within the built environment commenced very early in Strategy implementation. For example, representation of the UNSW Healthy Built Environment Program within the Shade Provision Working Group ensured that the built environment remained a focus across the life of the Strategy and resulted in capacity-building and knowledge sharing. In addition, in October 2012 Shade Provision Working Group members made submissions during the public consultation period for the NSW Health System Planning Review Green Paper, highlighting the importance of shade as a component to be considered in urban planning.

In 2013, CCNSW reviewed and updated the Guidelines to Shade (formally The Shade Handbook). These Guidelines were updated to better assist individuals, organisations, and local governments to identify and evaluate shade needs and projects, including processes for conducting a basic shade audit. CCNSW released the updated guidelines via its website for community, industry and government stakeholders. The revised guidelines were also promoted via the UNSW Healthy Built Environment Program website.

Also in 2011-2012, CCNSW led a shade audit of urban playgrounds in Sydney metropolitan local government areas. The results of this study, which were published in the Australian and New Zealand Journal of Public Health, provided evidence of a significant positive relationship between shade coverage and the socio-economic status of a locality, highlighting inequality in access to shade in urban areas. The authors suggested that local government should ensure, through policy and planning initiatives, that the provision of shade is a priority when developing and upgrading parks and playgrounds [9]. In an effort to ensure that this message was broadly communicated, Professor Susan Thomson promoted shade in the community via a series of media interviews. Broad awareness of, and engagement with, the study findings were further enhanced through an advocacy campaign, Cover our Kids, run by News Local.

With the results of the evidence check rapid review and the audit of urban playgrounds in mind (i.e. importance of engagement with local governments), the Institute commissioned research to identify relevant local government stakeholders and the best means of communicating with these stakeholders to promote policies and activities that support skin cancer prevention, sun protection behaviours, and shade provision. Subsequent engagement activities with local government stakeholders included a Playground Tour on Shade run by Parks and Leisure Australia in which two community shade case studies were presented to provide

guidance to local government on the planning and development of effective shade. One of the included shade projects was developed into a shareable written case study by the Institute.

As noted above, stakeholders commonly reported that the increased provision of shade through expansion and promotion of grants programs was a key achievement of the Strategy. These achievements included 64 grants for shade structures being awarded by the Institute in the 2015 round of Evidence to Practice Grants.

3.1.3 EDUCATION

In 2013, Cancer Council Australia was successful in obtaining funding for a new Shade for Secondary Schools Grant Program via the EFTPOS Giveback scheme. CCNSW administered the grants to NSW secondary schools. To apply for a grant, NSW secondary schools were required to complete a shade audit of the proposed site and to demonstrate a commitment to best-practice shade provision. The inclusion of the shade audit requirement was in line with the recommendations of the rapid review, and ensured that funded shade structures could achieve the greatest UVR protection possible. Sixty-seven NSW secondary schools applied for funding under the Shade for Secondary Schools Grant Program in 2014, and 13 schools received funding. Grant recipients spanned public, Catholic, and Independent schools located in metropolitan and regional locations.

In 2013, the Institute commissioned the University of Wollongong Centre for Health Initiatives to evaluate the various shade grant and funding schemes that had been introduced, expanded or promoted over the life of the Strategy. This evaluation included 12 grant recipients from the Shade for Secondary Schools Grants. Grant recipients typically reported, via in-depth interviews, high satisfaction with shade achievements and usage [10].

Shade in NSW schools was also enhanced via the Institute's Evidence to Practice Grants, particularly over the final two years of the Strategy in which 11 schools were awarded grants for developing shade structures. See section 3.1.5 for further detail on the Evidence to Practice grants program.

3.1.4 WORKPLACES

Under the Focus on Industry program, SafeWork NSW increased their commitment to the provision of shade in both the sheep and beef cattle farming and house construction industries over the period of Strategy implementation. As noted in Chapter 2 of this report, the NSW Sheep & Beef Cattle Industry Action Plan 2013-2014 committed SafeWork NSW

3 Priority Area 2: Shade provision (cont)



to a review of the SafeWork NSW business rebate program, and to the promotion of best-practice solutions to reduce exposure to the sun and noise [11]. This resulted in the introduction of a personal protective equipment (PPE) rebate for shade coverings. Under this scheme, SafeWork NSW issued 411 rebates for sun shelters to be used on NSW farms. SafeWork NSW and NSW sheep and beef cattle farmers both contributed funding towards these improvements, resulting in \$1.4 million in sun safety improvements in the NSW sheep and beef cattle farming sector.

Also noted in Chapter 2 of this report, under the Housing Construction Industry Action Plan 2014-15, WorkCover NSW and industry partners committed to a partnership with the Institute and CCNSW in order to increase its understanding of sun exposure risks. In addition, the Action Plan indicated that WorkCover would offer incentives to provide businesses with additional opportunities to improve workplace safety, including a PPE shade covering rebate of \$500 [12]. The PPE rebate was promoted at industry demonstration days. In the period June-December 2014, six shade rebates were issued.

3.1.5 RECREATION

Over the course of the Strategy, significant resources were dedicated to developing shade in a wide range of recreational settings, including parks, sporting grounds, swimming pools, and beaches. Key achievements with regard to recreational shade grants are as follows:

- Between 2013 and 2015, 47 grants were awarded for shade provision in sports and recreational settings under the Institute's Evidence to Practice Grants.
- Between 2012 and 2015, 18 grants for shade provision were awarded in sports and recreational settings received under the NSW OoS Facility Grants Program.

- After completing a needs assessment of its sun protection policy obligations under a partnership with CCNSW, NSW OoS funded the construction of 12 shade sail projects in sport and recreational settings, seven of which were completed between 2012 and 2014, with a further five expected to be completed by the end of 2015.

The Institute's Evidence to Practice Grants Program is promoted annually to a range of stakeholders. In order to obtain a grant, shade projects are required to demonstrate alignment with the skin cancer prevention strategic frameworks under the Strategy or the Cancer Plan. There was a substantial increase in the number of applications for shade grants under the program (particularly for shade in sport and recreational settings) between 2014 (32 applications) and 2015 (285 applications). This increase can be attributed, at least partially, to substantial cross-agency promotional activities facilitated through Strategy working groups. For example, in 2015 NSW OoS, Surf Life Saving NSW, and Sports Medicine Australia promoted the grants online and via newsletters to a number of networks (i.e. Kidsafe, Parks and Leisure Association, SSOs, and Regional Academies of Sport). In 2015, a case study showcasing a project funded under the program the previous year was used as a way to demonstrate the potential benefits of the grant, and to encourage other sport clubs to apply. The majority of the 2015 applications were received from sport and recreation settings including bowls clubs, council sporting grounds and playgrounds, surf lifesaving clubs, and swimming pools.

Evidence from the NSW Adult Population Health Survey suggests that NSW residents found it significantly easier to find shade in public parks, sporting areas, and outdoor swimming pools in 2014 compared to 2007 (see Table 4 below). This result is consistent with qualitative data collected as part of the Evaluation of the Shade Grant and Funding Schemes, with grant recipients consistently reporting that the new structures had resulted in increased, high-quality useable shade in recreational settings (e.g. over outdoor climbing walls, skateboard parks, and children's playgrounds) [10].



TABLE 4: EASE OF FINDING SHADE – NSW

RECREATIONAL SETTINGS	2007	2014	SIGNIFICANT CHANGE
Public parks	78.4%	81.4%	↑
Sporting areas	62.9%	69.0%	↑
Outdoor swimming pools	72.8%	74.8%	↑

↑ = SIG INCREASE
 ↓ = SIG DECREASE
 → = NO SIG CHANGE

Source: NSW Adult Population Health Survey

Question: In your local area, when you are outside do you find it easy to find shade at the local park/ sporting areas/ outdoor swimming pools?

3.2 KEY OPPORTUNITIES

Evidence suggests that grant and rebate schemes can result in increased shade availability, and potentially shade usage, across educational, workplace, and recreational settings. The Assessment of Shade Grant and Funding Schemes in NSW – A Case Study Approach found that sites with the highest evident level of usage across the span of peak UV periods were those that effectively targeted multi-purpose usage for their shade area [10]. As such, refinement – including a focus on structures that allow for multi-purpose usage – of shade grant and rebate initiatives could be taken into consideration when developing, and potentially implementing, the 2016-2020 Strategy.

The research commissioned by the Institute to identify relevant local government stakeholders, and the communication preferences of these stakeholders, could be used to increase engagement with local government stakeholders under the 2016-2020 Strategy. The Institute's

shade case study developed based on the Parks and Leisure Australia's Play Ground Tour on Shade (see 3.1.2) may be utilised as an engagement tool.

Finally, the following activities, all of which are contributing to the ongoing provision of quality shade across NSW under the current Strategy, may continue under the 2016-2020 Strategy:

- developing shade assessment materials
- promoting shade auditing and other support resources to key stakeholders
- performing shade audits
- using findings from shade audits to address shade availability and adequacy issues in various priority settings.

² Note that all significant changes are statistically significant at an alpha level of .05.

4 Priority Area 3: UVR protection behaviour

4.1 KEY ACHIEVEMENTS

- CCNSW and the Institute, with MIA as a supporting partner, entered a Memorandum of Understanding to jointly implement a skin cancer prevention and early detection communication program over summer 2013/14 aimed at NSW men aged 50 years and older.
- Implementation of skin cancer prevention public education activities reaching children, youth and young adults, and older men (all priority populations in the Strategy) and the broader community, including:
 - Improve Your Long Game strategy co-funded by Cancer Institute NSW and Cancer Council NSW
 - Cancer Institute NSW state-wide skin cancer prevention social marketing campaigns including the Dark Side of Tanning, the Wes Bonny Testimonial, and Pretty Shady
 - Cancer Council NSW’s SunSound campaign
 - Melanoma Institute Australia’s Watch Your Mate’s Back campaign.
- Increase in adoption of sun protection behaviours amongst adolescents and young adults and the broader community between 2011 (pre-Strategy implementation) and 2014 (post-Strategy implementation).

4.1.1 BACKGROUND AND EARLY ACHIEVEMENTS

Australia has the highest reported rates of skin cancer in men and the second highest rate in women, and approximately two-thirds of Australians will be diagnosed with at least one non-melanoma skin cancer before the age of 70 years [3]. Australia has led the world in the development of sun-protection messages and promotional campaigns such as Slip Slop Slap, which appear to have raised public awareness [13], and even slowed the rates of melanoma and other skin cancer rates in younger cohorts [14]. Despite numerous campaigns, segments of the NSW population, including adolescents, demonstrate a high incidence of risk behaviours in terms of spending long periods of unprotected time in the sun. These cohorts sometimes also continue to hold positive views about sun-seeking and tanning [15]. With this in mind, the Strategy aimed to increase the adoption of UVR protection behaviours (and alter attitudes toward tanning) across all life stages in a range of settings, with a particular focus on the following priority populations:

- children (under 12 years of age)
- adolescents and young adults (13-24 years of age)
- adult males 40 years of age and older.

The goal and desired outcome for Priority Area 3 is set out in Table 5.

The formation of the Public Education Working Group was a deliberate attempt to ensure that public education initiatives, especially with regard to skin prevention attitudes and behaviours, would remain a focus across the life of the Strategy. This working group was convened by the Institute, and included representation from CCNSW and MIA.

Specific achievements under Priority Area 3 for the priority populations of children, adolescents and young adults, and mature adult males are set out below. Interventions aimed more broadly at the general community are also briefly considered.

TABLE 5: UVR PROTECTION BEHAVIOURS – GOALS AND OUTCOMES

PRIORITY AREA		GOAL	OUTCOME
3	UVR protection behaviour	Increase the adoption of UVR protection behaviours across all life stages and settings	Increased adoption of UVR protection behaviours across all life stages and settings



4.1.2 CHILDREN (UNDER 12 YEARS OF AGE)

While evidence suggests that adolescents tend to be at least partially responsible for their sun protection behaviours, children's protection behaviours appear to be largely governed by their parents and by school regulations. Regulation by schools is typically viewed as especially important given that daily peak UVR exposure occurs during school hours (i.e. 9am-3pm). Efforts to ensure that children are adopting sun-safe behaviours across the Strategy have therefore been largely focussed on refinement, expansion, and promotion of the CCNSW SunSmart for Primary Schools Program. These efforts are set out in chapter 2 of this report, Priority Area 1: UVR protection policy. The free program supports primary schools to develop and implement a sun protection policy that minimises student and staff over-exposure to UVR. The program aims to ensure that children wear sun-safe hats, sun-safe clothing and sunglasses, and use an SPF30+ (at a minimum) broad spectrum water resistant sunscreen. The program also encourages teachers to model sun-safe behaviours. Around 80 per cent of NSW primary schools currently hold SunSmart accreditation.

CCNSW has also continued to implement and promote the SunSmart Childcare Program: 83 per cent of NSW childcare facilities are part of the program and work over the life of the Strategy has focused on maintaining current membership, which currently has a 90 per cent renewal rate.

Children were also targeted via the Surf Life Saving NSW Bush to Beach Surf Safety campaign and the Surf Life Saving Sydney Northern Beaches Surf Safety/Sun Safety School Presentations, both of which were partially funded under the Institute's sponsorship program. The Bush to Beach Surf Safety Campaign included a sun safety component and ran over summer 2013/14. The campaign involved a total of 15 volunteer lifesavers presenting the program to 55 rural and regional schools (over 9,000 school children) on beach, aquatic, and sun safety, and media coverage via 34 news items. The Northern Beaches Surf Safety/Sun Safety School Presentations promoted sun safety, alongside surf education, to 46,900 NSW primary school students across 2012-2015.

Finally, NSW DoE developed a new information sheet Sun Safety for Pre-School Children, which is housed on the sun safety web page on their public schools website.

4.1.3 ADOLESCENTS AND YOUNG ADULTS (13-24 YEARS OF AGE)

Evidence has consistently shown that adolescents adopt sun protection behaviours at lower rates than both children and adults. Most commonly, sun protection behaviour begins to decline in pre-adolescent years, reaches a low-point at around 16-17 years, and then improves as adolescents move into adulthood [15]. Efforts to enhance UVR protection behaviour amongst teens and young adults across the Strategy have focussed on the informed development and comprehensive evaluation of targeted social marketing and public relations campaigns. Evidence of positive attitudinal and behaviour change amongst adolescents as a result of exposure to youth-focussed campaigns such as the Institute's skin cancer prevention mass media campaigns (Pretty Shady and Wes Bonny Testimonial) and CCNSW Sun Sound campaign is discussed below.

STATEWIDE SKIN CANCER PREVENTION MASS MEDIA CAMPAIGNS

Early in Strategy implementation, the Institute launched the Summer 2012/13 Skin Cancer Prevention Campaign, which included both the Dark Side of Tanning campaign and the Wes Bonny Testimonial campaign. This activity targeted adolescents aged 13-17 years (secondary target) and young adults aged 18-24 years (primary target). The campaign was distributed via various channels, including television, radio, and print media. The Dark Side of Tanning campaign aimed to raise awareness of sun protection and skin cancer prevention, with a particular focus on highlighting the potentially damaging effects of tanning. The Wes Bonny testimonial campaign communicated the true story of Wes Bonny, who died of melanoma at age 26. The evaluation of both campaigns revealed strong engagement with and impact of the campaigns amongst the target audience.

The Summer 2013/14 Skin Cancer Prevention Campaign, which was launched on 10 November 2013, included the new Pretty Shady campaign and a repeat of the Wes Bonny Testimonial Campaign. Pretty Shady is a lifestyle brand that encourages young people to be part of the generation that stops skin cancer, one summer at a time. Pretty Shady was distributed via a wide-ranging public relations approach which utilised key ambassadors and digital/social media strategies – this shift toward

4 Priority Area 3: UVR protection behaviour (cont)



digital and social media was a first for the Institute. A comprehensive campaign evaluation showed:

- Prompted recognition averaged 19% among 18-24 year olds across the campaign period and
- the majority (72%) of those who saw the campaign reported taking some form of action, typically, this was to increase their sun protection (47%).
- The Pretty Shady campaign was repeated over the summer of 2014/15. The campaign, which was again primarily distributed via digital and social media channels, was launched on 17 November 2014, coinciding with National Skin Cancer Action Week. Improving on the results obtained in the 2013/14 evaluation, the 2014/15 evaluation showed:
 - Prompted recognition averaging 30% among 18-24 year olds across the campaign period, an increase from 19% achieved in the 13/14 campaign.
 - Direct impact of the campaign remaining strong, with three-quarters (71%) of 18-24 year olds who had seen the campaign reporting they had, or intended to take, some type of action as a consequence of campaign exposure, typically increasing their level of sun protection (53%)

The Pretty Shady campaign, launched on 17 November 2015, is currently being implemented for a third year.

SUN SOUND CAMPAIGN

CCNSW continued to implement the youth-focussed, innovative Sun Sound campaign, a five second jingle designed to be played at regular intervals on loud speakers in recreational settings as a reminder to visitors to use sun protection. The campaign was run across NSW during the summers of 2012/13, 2013/14, and 2014/15. Over summer 2012/13, Sun Sound was played at over 60 beaches and pools, promoted through radio ads and promoted through two campaign ambassadors (David Smith and Nina Curtis, both Olympic medallists).

The 2013/14 Sun Sound Hot Spot communications and marketing campaign included a Sun Sound branded van that visited seven popular

NSW beaches to provide beach-goers with free Wi-Fi, sunscreen and bottled water, and a social media Facebook photo sharing competition.

Over summer 2014/15, Sun Sound was played at over 100 beaches, pools and sports grounds. Instead of solely targeting teenagers, the 2014/15 campaign encouraged parents to pack or purchase sunscreen for their teenage children.

Evaluative research undertaken by CCNSW demonstrated a 4% increase in the adoption of sun protection behaviours amongst youth exposed to the Sun Sound campaign.

The Institute's skin cancer prevention campaigns and the Cancer Council NSW's Sun Sound campaign were supplemented and supported by numerous other youth-focussed activities, including public education campaigns, public relations activities, and advocacy. Many of these activities were strengthened and expanded via collaborations formed via the Public Education Working Group. Data from the NSW School Students Health Behaviours Survey in 2011 and 2014 suggests that there has been a positive change in the adoption of some UVR protection behaviour by adolescents aged 12-17 years over the Strategy period (see Table 6). Most notably, there was a significant increase in the proportion of survey respondents who indicated that they usually or always engaged in the following protective behaviours while in the sun between 11am and 3pm during the previous summer:

- Wore a hat (increase of 9.7 per cent)
- Applied maximum protection sunscreen (increase of 5.6 per cent)
- Wore sunglasses (increase of 1.8 per cent).

There was also a significant increase in reported shade use across survey waves, with 36.7% of respondents in 2014 indicating that they always/usually stayed in the shade when they were outside for more than an hour between 11am and 3pm during the previous summer (compared to 34.8% in 2011).

Tanning preferences, attitudes, and behaviours did not differ significantly across survey waves. Similarly, there was no significant increase or decrease in the proportion of 2011 and 2014 respondents who indicated that they got sunburnt at least once over the last summer.



TABLE 6: NSW SCHOOL STUDENTS UVR PROTECTION BEHAVIOURS 2011, 2014

MEASURE	2011 (N=7,966)	2014 (N=5,248)	SIGNIFICANT CHANGE
Proportion of respondents who indicated that always/usually had at least 15 minutes of sun exposure between 11am and 3pm last summer.	78.2%	74.9%	→
Proportion of respondents who indicated that they always/usually stayed in the shade when they were outside for more than hour between 11am and 3pm last summer.	34.8%	36.7%	↑
Proportion of respondents who indicated that they did not want a suntan.	41.4%	39.3%	→
Proportion of respondents who indicated that they had tried to get a suntan at least once over the last summer.	16.4%	16.2%	→
Proportion of respondents who indicated that they got sunburnt at least once over the last summer.	29.5%	28.8%	→
Proportion of respondents who indicated that they usually or always wore a hat when outside in the sun between 11am and 3pm last summer.	23.7%	33.4%	↑
Proportion of respondents who indicated that they usually or always applied maximum protection sunscreen when outside in the sun between 11am and 3pm last summer.	43.3%	48.9%	↑
Proportion of respondents who indicated that they usually or always deliberately wore protective clothing when outside in the sun between 11am and 3pm last summer.	19.8%	21%	→
Proportion of respondents who indicated that they usually or always wore sunglasses when outside in the sun between 11am and 3pm last summer.	34.7%	36.5%	↑

↑ = SIG INCREASE
 ↓ = SIG DECREASE
 → = NO SIG CHANGE

Source: NSW School Students Health Behaviours Survey
 Evidence from the National Sun Protection Survey (Youth Boost) suggests that sunscreen use has also increased in young adults aged 18-24. In 2011, 34% of young adult respondents (n=589) reported using 15+ sunscreen during peak UVR period on the weekend in 2010-11 compared to 40% of respondents (n=600) in 2013-14.

³ Since 2002, the triennial NSW School Students Health Behaviours Survey has been conducted as part of the Cancer Council Victoria's Australian School Students Alcohol and Drugs Survey, which began in 1984. The survey uses a self-administered questionnaire, completed anonymously by students aged 12-17 years, which includes questions on nutrition and eating, height and weight (including perception of body mass), physical activity, injury, psychological distress, sun protection, alcohol, tobacco, and substance use. The survey data are weighted to bring the final sample into line with the population distribution.

4 Priority Area 3: UVR protection behaviour (cont)



4.1.4 ADULT MALES 40 YEARS OF AGE AND OLDER

As noted in the Strategy, there is growing evidence that the relative risk of melanoma increases with UVR exposure later in life [3]. In addition, evidence suggests that incidence of melanoma increases dramatically for males from around 45 years of age, and there was a significant 11 per cent increase in male mortality rates for the period 1999-2008 [3]. With these statistics in mind, adult males aged 40 years and older were assigned priority population status under the Strategy.

Efforts to promote sun protection to older males across the life of the Strategy have been substantial, and there is significant evidence of positive knowledge acquisition, and attitude and behaviour change in this cohort. These efforts were underpinned and facilitated by an early strategic partnership formed via the Public Education Working Group. CCNSW and the Institute, with MIA as a supporting partner, entered into a Memorandum of Understanding to jointly implement a skin cancer prevention and early detection program (including a targeted campaign) over summer 2013/14 aimed at NSW men aged 50 years and older.

The development of the targeted campaign was informed by qualitative research undertaken by the Institute with men and women aged 40 years and over. This research explored attitudes, beliefs, and behaviours associated with sun exposure and sun protection. The resulting campaign aimed to raise awareness about the prevalence and mortality rate of melanoma in men aged 50 years and older, and to enhance understanding of the cumulative nature of UVR damage. The campaign comprised live and pre-recorded messages from radio personality Ray Hadley. The campaign, which was implemented between 4 February and 9 March 2014, reached a total of 28% of NSW men aged 50-64 an average of 12.5 times. The campaign also generated substantial media exposure, including news stories on the Channel Seven and Channel Ten networks.

The Institute and CCNSW entered a Memorandum of Understanding in 2014/15 to pilot a settings-based education program for men aged 40 years and older. The program, titled *Improve Your Long Game*, was implemented at twelve golf clubs on the North Coast of NSW from

28 March to 12 April 2015. The program included education and communication with a focus on organisational policy development, use of protective clothing, hats, sunglasses, shade and sunscreen, and role modelling.

Qualitative and observational research was conducted in several pilot sites prior to implementation. Follow-up research with the target audience was also conducted via an intercept survey (n=68 golfers aged 40 years and older) to measure changes in knowledge, attitudes, beliefs and behaviours. The final research phase of the project sought to evaluate the success of the pilot program, with the ultimate goal being to determine the feasibility of implementing the program across NSW in the future. The evaluation found that 87% of the target audience supported golf clubs promoting sun protection, 80% agreed that the campaign had prompted them to think more about sun protection, and 59% reported increasing their sun protection behaviours when playing golf. Representatives from participating clubs reported that the program was relevant for club staff and members and that they would agree to participate in a subsequent program. The evaluation authors concluded that golf clubs are an appropriate setting for delivering skin cancer prevention messages to older men.

Following this pilot, a Memorandum of Understanding was signed in August 2015 between the Institute and CCNSW to implement a three year health promotion strategy targeting skin cancer prevention in men aged 40 years in golf clubs in NSW.

4.1.5 GENERAL COMMUNITY

A number of Strategy-led or supported interventions focussed on changing the awareness, attitudes, and behaviours of the general community, including, but not solely, the target populations. In line with efforts to increase shade in high-risk areas, some of these interventions targeted NSW community members who frequent particular priority settings. For example, in early 2015 the MIA launched *Watch Your Mate's Back*, a campaign which targeted members of sports and recreational community groups. This campaign focussed on prevention – via sunscreen application – and early detection of skin cancer. With the

⁴ The 2013-14 National Sun Protection Survey (NSPS) examined Australians' sun-related knowledge, attitudes and behaviours, and sunburn through eight weekly telephone interviews conducted on Monday and Tuesday evenings over the summer of 2013-14. Results are weighted to be representative of the population by age, gender and telephone status.

As part of this survey there were 888 Sydney youth interviewed, comprising 600 young adults (18-24 years) and 288 adolescents (12-17 years). This is the second time this survey has been conducted to include a boosted sample of Sydney youth and enable detailed prevalence analysis by demographic group as well as comparisons in trends over time, with the first being in 2010-11.



assistance of Surf Life Saving Australia, The Gap Health, Racquet Club QLD, and Lindfield Rugby Club, the campaign directly reached 100,000 Australians – including those residing in NSW – through digital, broadcast, and print media.

Other non-targeted interventions included:

- Beard season sponsorship (including display of key skin cancer prevention messages) by the Institute (June 2013)
- MIA's Melanoma March Fundraising event (March 2012, 2013, 2014, 2015), sponsored by the Institute
- MIA's ambassadors program engaged celebrities such as Master Chef Hayden Quinn, news reader Lisa Wilkinson and rugby star John Eales to raise awareness of melanoma and to help educate in melanoma prevention (February 2013)
- A one-day Bake – Don't Sunbake event organised by MIA in collaboration with BB Retail Capital (March 2014)
- Some Spots Can Be Dangerous campaign, which was developed and implemented by MIA in partnership with Invisible Zinc (January 2015).

There is evidence that UVR protection behaviours of the general community improved over the Strategy. Skin Cancer Online Tracking survey respondents⁵ are asked to indicate how often they engage in a series of protective behaviours when they are outdoors. Table 7 sets out

the proportion of respondents who indicated they regularly ('often' or 'always') engaged in each practice pre-Strategy (2011) and post-Strategy (2015). A significant increase in reported adoption of UVR protection behaviours was observed for almost all behaviours; most notably, there was a 20 per cent increase in reported wearing of protective clothing between 2011 and 2015.

However, the results of the National Sun Protection Survey⁶ did not support the view that adoption of UVR protection behaviours by the general community improved over the Strategy. Respondents were asked to indicate sun protection methods adopted during their main activity outdoors in peak UVR hours (n.b. 10am-2pm / 11am-3pm) on weekends. As set out in Table 8, the survey results revealed no statistically significant increase in NSW adults' sun protection behaviours or sunburn on summer weekends between 2010-11 and 2013-14, adjusting for demographic factors and weather conditions (UVR levels for sunburn) relevant to the participants' weekend locations. There was also no change in level of reported weekend sunburn between 2010-11 and 2013-14.

4.2 KEY OPPORTUNITIES

Given the success of Strategy-driven and supported social marketing campaigns, these campaigns should be continued, and potentially expanded, under the new Strategy. Based on the campaign evaluation results, it would be beneficial to continue targeting children under 12 years of age, adolescents and young adults (13-24 years of age), and adult males 40 years of age and older.

⁵ The Skin Cancer Online Tracking survey is an annual online tracking survey conducted in late spring and summer. The in-scope population for the survey was defined as NSW residents aged 13-54 years recruited from an opt-in 'research only' online panel.

⁶ The 2013-14 National Sun Protection Survey (NSPS) examined Australians' sun-related knowledge, attitudes and behaviours, and sunburn through eight weekly telephone interviews conducted on Monday and Tuesday evenings over the summer of 2013-14. Results are weighted to be representative of the population by age, gender and telephone status. The survey has been conducted on an annual basis since the summer of 2003-4.

4 Priority Area 3: UVR protection behaviour (cont)



TABLE 7: UVR PROTECTION BEHAVIOURS – NSW 2011, 2015

UVR PROTECTION BEHAVIOUR	2011	2015	SIGNIFICANT CHANGE
Stay in the shade when outdoors	53%	62%	↑
Wear sunglasses	56%	59%	↑
Wear clothing that protects your skin	41%	61%	↑
Apply sunscreen before going out	36%	40%	↑
Wear a hat or head wear	34%	25%	↓
Re-apply sunscreen every 2 hours	18%	25%	↑
Wear a wide-brimmed hat	16%	25%	↑

↑ = SIG INCREASE
 ↓ = SIG DECREASE
 → = NO SIG CHANGE

Source: Skin Cancer Online Tracking survey
 Question: When you are outdoors, how often do you do the following to protect yourself from the sun?
 Base: N= 3014 (2011), N=1,900 (2015)

TABLE 8: UVR PROTECTION BEHAVIOURS – NSW 2010-11, 2013-14

UVR PROTECTION BEHAVIOUR	2010-11	2013-14	SIGNIFICANT CHANGE
Head wear (hat, cap or visor)	45%	42%	→
SPF15+ Sunscreen	38%	35%	→
¾ length or long-sleeved top	17%	15%	→
Was mostly in the shade	29%	27%	→
Sunburnt (UVR in the model)	14%	14%	→

↑ = SIG INCREASE
 ↓ = SIG DECREASE
 → = NO SIG CHANGE

Source: National Sun Protection Survey

5 Priority Area 4: Strategic research

5.1 KEY ACHIEVEMENTS

- Development of an evaluation framework for the NSW Skin Cancer Prevention Strategy 2012-2015.
 - Skin Cancer Online Tracking Survey
 - National Sun Protection Survey
 - NSW School Students Health Behaviours Survey
 - National Survey of Australian Primary Schools.
- Identification of specific measures for establishing baselines and measuring outcomes as part of the evaluation of the NSW Skin Cancer Prevention Strategy 2012-2015.
- Use of survey data to assess the impact of Strategy-led or -supported campaigns and programs. Surveys include:
 - NSW Adult Population Health Survey
 - Research into the economic costs of skin cancer in NSW and a cost-benefit analysis of three skin cancer public education mass-media campaigns implemented in NSW.

5.2 BACKGROUND AND EARLY ACHIEVEMENTS

Strategic research, with a focus on evaluation, was a key component of the Strategy from inception. Indeed, the Strategy itself contained a clear road map for evaluation, specifically to:

- develop an evaluation plan for the Strategy
- report progress against the Strategy, including a mid-term and final evaluation report
- generate evidence through research and evaluation
- ensure data was available to measure and monitor Strategy outcomes.

The goal and desired outcome for Priority Area 4 is set out in Table .

In line with the commitments made under the Strategy, the Institute commissioned the development of an evaluation framework to aid

assessment of progress against objectives over the Strategy. The development of the evaluation framework was facilitated by, and refined in consultation with, the Skin Cancer Prevention Advisory Committee and the Research and Evaluation Working Group. The evaluation framework was supported by an outcome evaluation methods paper – developed by the Institute with feedback from all five working groups – which outlined potential measures, methods, and data sources for answering each of the key evaluation questions set out in the framework. The framework and methods paper captured the strategic research-related Strategy activities, most of which directly assessed the outcomes of a program or campaign, or tracked changes in the sun exposure and protection attitudes, beliefs and behaviours of the NSW population.

Key achievements for the Strategy in this Priority Area are provided in this chapter under the categories of data and monitoring, evaluation projects, and research projects.

TABLE 9: STRATEGIC RESEARCH – GOAL AND OUTCOME

PRIORITY AREA		GOAL	OUTCOME
4	Strategic research	Increase and use evidence to inform future planning and development of skin cancer prevention strategies	Increased availability of evidence generated to support future planning and program and policy development to improve skin cancer prevention outcomes

5 Priority Area 4: Strategic research (cont)



5.2.1 DATA AND MONITORING

Sun exposure and sun protection knowledge, attitudes and behaviours among the NSW community (or segments of the NSW community) were assessed over the Strategy using the following tools:

- **NSW Adult Population Health Survey (NSWPHS):** The NSW Ministry of Health has included a 'sun protection' module in the NSWPHS in 2004, 2007, 2010 and 2014. The Institute funded the collection of the 'sun protection' module in 2014. As part of the survey data is collected on sun exposure, shade availability, and sun protection behaviours among adults aged 16+ years. For the purposes of reporting against the Strategy, 2007 data is compared with 2014 given consistency in the questions.
- **Skin Cancer Online Tracking Survey (SCOT):** The Institute has conducted the Skin Cancer Online Tracking Survey annually since 2006/7. For the purposes of reporting against the Strategy, data collected across the summers of 2012/13, 2013/14, and 2014/15 are included. The survey monitors exposure and response to the Institute's skin cancer prevention campaigns, as well as assessing relevant beliefs and attitudes pertaining to skin cancer, sun exposure and sun protection among NSW residents aged 13-54 years.
- **National Sun Protection Survey (NSPS):** The NSPS is conducted by the Centre for Behavioural Research in Cancer (CBRC), Cancer Council Victoria on behalf of Cancer Council Australia and its state/territory members. For the purposes of reporting against the Strategy, the CBRC has conducted analysis for the Institute on key indicators to allow reporting of data from the 2013/14 survey compared to 2010/11. Data is collected from a representative sample of Australians (12 to 69 years) on sun protection and skin cancer awareness, knowledge and behaviour, and campaign performance. For the 2010/11 and 2013/14 surveys the Institute also provided funding to boost the sample of 12-24 year olds in NSW.
- **NSW School Students Health Behaviours Survey (NSWSSHBS):** The NSW Ministry of Health has included a 'sun protection' module in the NSWSSHBS in years 2002, 2005, 2008, 2011 and 2014. The Institute provided funding to support the collection of the NSWSSHBS in 2011 and funded the collection of the 'sun protection' module specifically in 2014. As part of the

survey data is collected on sun protection behaviours, preference for a tan, sun exposure and skin cancer among 12-17 year olds. For the purposes of reporting against the Strategy, 2011 data is compared with 2014.

- **National Survey of Australian Primary Schools:** CCNSW conducted the National Survey of Australian Primary Schools' Sun Protection Policy and Practices in 2011/12 to assess the uptake of sun protection guidelines in childcare and school settings across all Australian states and territories. The survey, whilst extremely comprehensive, is limited in its representation of NSW schools (15%) and has not been repeated.

5.2.2 STRATEGIC RESEARCH

Early in the Strategy implementation, the Institute commissioned qualitative research, completed in August 2012, to inform a digital strategy for skin cancer prevention. The research included focus groups with the general public in Sydney and Coffs Harbour and in-depth interviews with stakeholders, influencers in the education sector, and influencers in the local government sector. Research findings were finalised in the Institute's Digital Strategy Key Stakeholder Interviews Report. The Institute's Digital Strategy User Research and Recommendations Report was then completed in August 2012. This research was taken into consideration for the redevelopment of the Skin Cancer prevention elements of the Institute's website as well as informing public education initiatives.

The Institute also undertook research to inform the development of a new campaign for summer 2013/14 which targeted adolescents and young adults. In August 2013, research was conducted (12 focus groups) with adolescents and young people to inform the direction of 2013/14 campaign strategies. The research examined barriers to the adoption of UVR protection behaviours amongst youth as well as changing social norms, and assessed responses to previous advertising campaigns, e.g. 'Dark Side of Tanning' and 'Wes Bonny Testimonial' campaign material. The Institute then conducted a second round of qualitative exploratory research (8 focus groups) to test advertising concepts prior to campaign development.

In order to improve the consistency of skin cancer prevention messages, in mid-2014 the Institute commissioned research to inform the development of a skin cancer prevention communication strategy in primary health care. This research involved a literature review to



develop evidence-based messages and key informant interviews with stakeholders and experts. This study provided insights into the issues associated with the complexities of balancing Vitamin D and skin cancer prevention messages, as well as the potential roles that a range of primary health care providers may have in skin cancer prevention.

Developmental research was undertaken with adult males (and females) aged 40 years and older to assess skin cancer prevention knowledge, attitudes and behaviours. This research has contributed to the evidence base and has informed the development of interventions that reflect the lifestyles, behaviours and experiences of this priority population. Key research activities are listed below.

- The Institute conducted exploratory qualitative research comprising 12 focus group discussions with men and women aged over 40 in 2012. This study explored attitudes, beliefs and behaviours associated with sun exposure and sun protection.
- CCNSW, in consultation with the Institute, conducted target audience research to test creative concepts for the jointly implemented skin cancer prevention and early detection campaign aimed at men aged 50 years and over in NSW for the 2013/14 summer period.

5.2.3 EVALUATIVE RESEARCH

CAMPAIGN EVALUATIONS

SCOT is used to evaluate the Institute's skin cancer prevention summer campaigns. The Institute conducted a multifaceted evaluation of the Pretty Shady campaign summers 2013/14 through to 2015/16 that incorporated the SCOT survey, and digital, website and social media analytics. In 2015, the Institute published a paper titled Exposure to the 'Dark Side of Tanning' skin cancer prevention and its association with tanning attitudes in New South Wales in the journal Health Education Research [16]. The study assessed campaign recall and impact.

In the lead up to summer 2013/14, CCNSW conducted research to gather data on the sun protection behaviours of young people (aged 12-18 years) at Sun Sound and non-Sun Sound pools and beaches in NSW. It is anticipated that the study will be repeated in 2016, to assess any changes in sun protection behaviours over time as a result of the Sun Sound campaign. CCNSW also conducted research to establish baselines

for sun protection measures for the Youth Skin Cancer Prevention Campaign Strategic Plan 2013-16.

As noted in the previous chapter, an innovative pilot health promotion strategy using a settings-based approach, entitled Improve Your Long Game, was implemented in March and April 2015. This strategy aimed to influence sun protection behaviours in the target population of men aged 40 to 64 years in golf club settings. Evaluative research was conducted at 12 pilot sites prior, during, and post strategy- implementation.

PROGRAM EVALUATION

In 2013 the Institute commissioned the Centre for Health Initiatives (University of Wollongong) to evaluate the shade grant and funding schemes implemented over the 2013/14 financial year and to assess the impact of built shade projects in priority settings. An outcome of the research was the development of ten case studies including five schools, three sports settings, and two recreation settings across NSW to showcase best practice approaches to shade development.

CCNSW is currently in the process of conducting a randomised control trial with 20 Greater Western Sydney public primary schools to look at ways to further support the implementation of SunSmart policies in schools. In 2015, qualitative research was conducted with teachers, parents and students at five schools and an intervention was developed.

5.2.4 ECONOMIC ANALYSIS

The Institute commissioned the Social Costs of Skin Cancer study in 2012. This study aimed to provide strategic evidence on the wider economic impact of skin cancer in NSW, including melanoma and non-melanoma skin cancer and the cost benefit of skin cancer public education mass media campaigns. In addition to two reports, the study also resulted in two papers for publication:

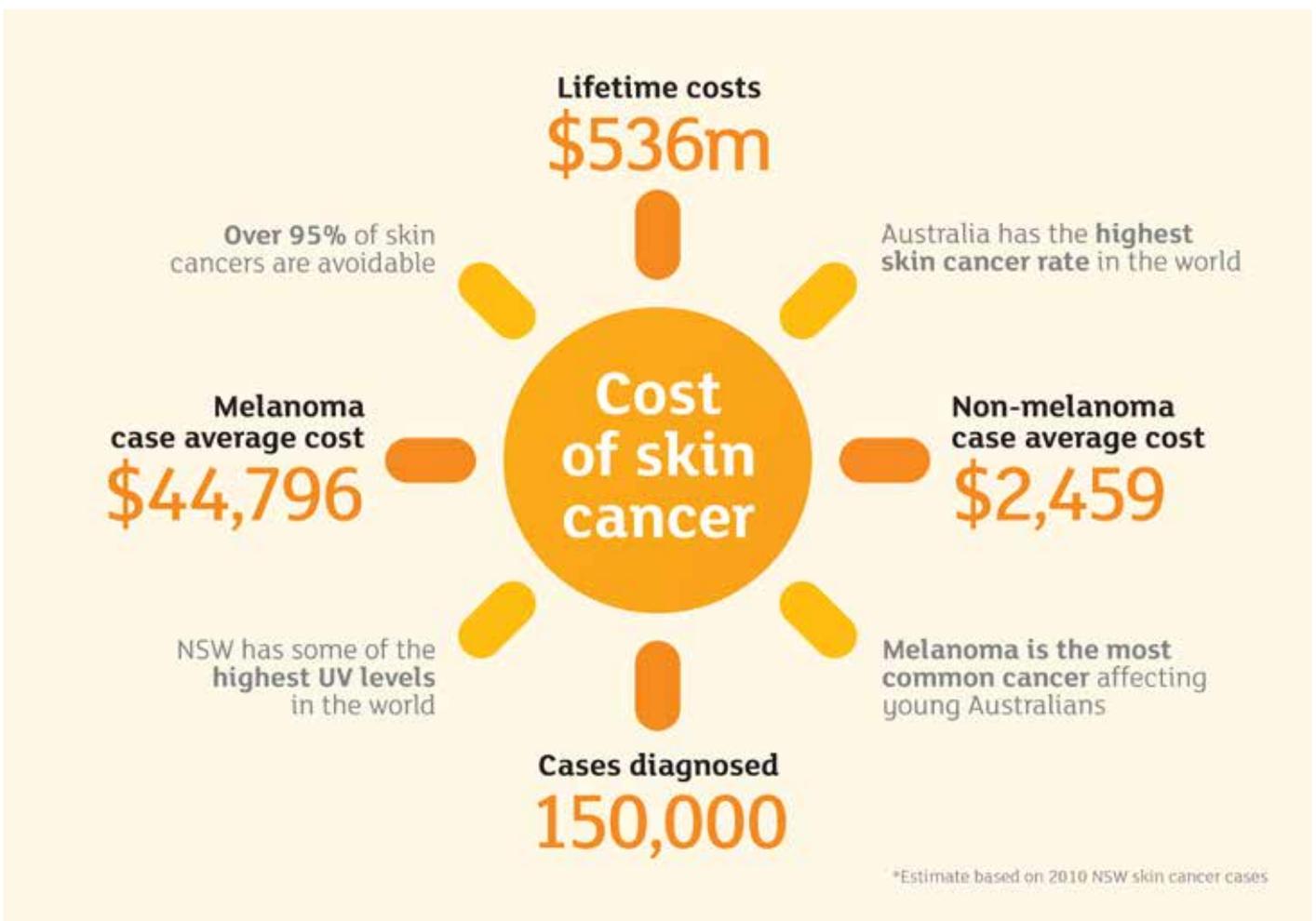
1. Estimating the economic costs of skin cancer in NSW, Australia (published in BMC Public Health, September 2015) [17]
2. Benefit cost analysis of three skin cancer public education mass-media campaigns implemented in NSW, Australia (published in PLOS ONE, January 2016).

Figure 2 illustrates the cost of skin cancer in NSW.

5 Priority Area 4: Strategic research (cont)



FIGURE 2: COST OF SKIN CANCER, NSW



Source: Cancer Institute NSW, 2015

5.3 KEY OPPORTUNITIES

The Social Costs of Skin Cancer Study has provided important policy and practice relevant data and information to support skin cancer prevention in NSW. Opportunities exist to further enhance the profile of skin cancer prevention and a review of evidence and practice could identify priorities

for strategic research under the next Strategy. There are many sources of data for the monitoring of skin cancer prevention indicators and opportunities exist for enhancing the consistency of collections under the next Strategy. The role of research and evaluation and the exchange of data and information could also be an area of focus.

6 Strategy governance

6.1 STRUCTURE

The governance of the Strategy was carefully constructed with the aim of providing both state-wide oversight (the NSW Skin Cancer Prevention Advisory Committee) and a series of small working groups tasked with implementation of activities in a number of key focus areas.

The NSW Skin Cancer Prevention Advisory Committee (the Advisory Committee) 'was established to coordinate the implementation of skin cancer prevention activities across NSW, particularly those identified in the Strategy and to plan future skin cancer prevention efforts in NSW.'

Representatives from a wide range of agencies and government departments were invited to join the Advisory Committee. Over the life of the Strategy the following seven working groups were convened by the Advisory Committee:

- Public Education Working Group
- School Education Working Group
- Workplaces Working Group
- Sport and Recreation Working Group
- Primary Care Working Group
- Shade Provision Working Group
- Research and Evaluation Working Group

Not all working groups were convened from the beginning of the Strategy, and not all functioned throughout the life of the Strategy. The working groups were chaired by a nominated member of the Advisory Committee, and usually at least three organisations were members of each group, with some organisations (e.g. CCNSW) sitting on more than one working group. Other organisations not represented on the Advisory Committee were invited to contribute their expertise to specific working groups, including Sports Medicine Australia, the UNSW Healthy Built Environments Program, North Coast NSW Medicare Local, and Sydney School of Public Health.

6.2 FUNCTION

In general, stakeholders were in agreement that the Strategy provided the first opportunity for people from diverse organisations to come together with the aim of reducing exposure to UVR. This was considered perhaps the greatest achievement of the Strategy: that it had facilitated the sharing of information and cross-agency collaboration, which led to further opportunities for innovation and new ideas to emerge. A number of stakeholders noted that their work would have progressed regardless

of the Strategy, but the Strategy's structure itself had assisted in fostering cooperation and building partnerships across agencies that otherwise might not have worked closely together. Several stakeholders considered that this helped to ensure that resources were used more efficiently and that there was not unnecessary duplication of effort.

Interestingly, stakeholders were divided in their consideration of the strategic nature of the Advisory Committee, with some considering that the Committee functioned strategically, and others experiencing the Committee as 'just reporting' rather than driving activity and setting a strategic focus for the work. Likewise, some thought the Committee could meet less often while others suggested more meetings, with no clear consensus emerging amongst stakeholders.

The importance of having the 'right' people at the table was noted, in terms of having senior representatives from organisations with the authority to make decisions, and this was generally considered to have been achieved. Having an independent chair was felt to be essential, and the contribution of Professor Bruce Armstrong as the Chair was widely praised.

The working groups themselves developed their own mode of operation, with some reported to be more or less effective than others. As the strategies or activities had already been identified in the Strategy, some working group members were uncertain of their role or their purpose:

'I am used to working groups where [we] have more autonomy – working groups don't have the mandate to go off and do their own things.'

It was noted by a number of stakeholders that the working groups did not generate activity themselves but facilitated conversation amongst organisations that had complementary interests, so that while not changing agencies' agendas, the groups did enhance opportunities for information sharing.

As noted earlier in this report, it was widely acknowledged that the Primary Care Working Group had not been successful due to circumstances outside the control of the Advisory Committee. It was generally agreed that the next Strategy should attempt again to include primary health care providers in the Strategy's implementation. Primary care was considered to be an essential avenue for providing health promotion, specifically skin cancer prevention, messages. While the element of early detection and treatment did not fall within the scope of the Strategy, the importance of primary care providers in the early detection and treatment of skin cancers was noted, as well as the potential for general practitioners and other primary care providers to reinforce sun protection messages during skin checks and other routine consultations.

6 Strategy governance (cont)



A number of stakeholders felt that the next Strategy needed to provide more structure and purpose to the working groups other than information sharing. There was a prevailing view that while a number of activities were generated through the Strategy, there was not always a clear strategic intent driving these activities. Providing working groups with the flexibility to develop their own priority activities underneath an overarching strategic agenda might address this and also help to maintain ownership of the next Strategy.

As the Research and Evaluation Working Group was considered to have had less success in becoming operational, moving the research and evaluation activities from a separate working group to an integrated element underneath each working group could be considered for the next Strategy. This would provide the working groups with a greater focus on assessing the impact of their priority area in addition to each member agency's commitments to the Strategy.

6.3 ROLE OF THE INSTITUTE

The role of the Institute was generally well regarded, both in terms of driving the implementation of the Strategy and in providing support to working groups and individual agencies. The coordination and secretariat support provided by the Institute were considered by most to have been the keys to the success of the Strategy to date: *'Their main role has been to keep people on track.'* Having ministerial commitments to the Strategy also helped to raise the visibility, and the accountability, for implementing the Strategy.

Stakeholders valued the leadership of the Institute in bringing together disparate agencies, which for many provided a new perspective on the importance of skin cancer prevention: *'Skin cancer is a small issue to us but a big issue across the whole.'* For most stakeholders on the Advisory Committee, skin cancer is only one component of their work, and being on the Committee helped people to see how their own agency's work on prevention contributed to a whole of government focus across the life span for the population. Some stakeholders felt that being part of the Committee increased the sense of accountability among members for implementing their own agency's commitments regarding skin cancer prevention.

The secretariat role of the Institute was highly regarded, with all stakeholders acknowledging the time and effort invested in implementing the Strategy and maintaining the governance structures. Institute staff

were praised for their commitment, helpfulness, and organisation of working groups and meetings. The consistency of the staff was noted as contributing to the maintenance of corporate knowledge and helpful to the Committee and working group members who were not as deeply embedded in the sector. The Institute was also considered to be transparent in its governance, and to have made efforts to share information openly among Strategy stakeholders: *'[It has been] one of the most effective structures I've been involved with.'*

At the same time, it was also acknowledged that the administration of the Strategy could potentially be streamlined, allowing more opportunities for innovation. Some Committee members commented that there was duplication across the Strategy, and that the number of meetings required for the Committee and the working groups could be unwieldy. This was not a comment on the quality of the staff of the Institute, as it was generally agreed that the Institute staff had done a solid job in administering the secretariat function; rather, stakeholders suggested that for purposes of increasing efficiency in the future it could be useful to consider the administration of the governance structures for the new Strategy.

6.4 OUTCOMES

Interview respondents consistently noted that one of the greatest achievements of the Strategy was that it brought a number of agencies together for a common purpose.

'The Strategy was the first time everyone came together to reduce exposure to UVR.'

In this, the Institute staff were praised for working hard to bring stakeholders together around a table, and to build relationships across a wide range of agencies with the potential to influence the public awareness of skin cancer prevention.

It was generally agreed that having the objective to reduce exposure to UVR in the NSW Cancer Plan provided a mandate for action, and that this fostered a whole of government commitment which kept agencies engaged in the Strategy over time.

Most stakeholders acknowledged that the Strategy was an ambitious plan and not everything was accomplished in its four-year life. At the same time, stakeholders noted the following achievements:



- increased collaboration and information sharing across agencies
- an increased number of shade grants and rebates
- involvement of the NSW OoS in the provision of shade and in skin cancer prevention messaging
- the various social marketing campaigns, e.g. Pretty Shady, Wes Bonny, and Dark Side of Tanning campaigns
- the ban on solaria
- the increased focus on skin cancer prevention as an occupational health and safety (OHS) focus in industry, e.g. the inclusion of sun exposure on the WorkCover website.

Over and above these, however, was the agreement that the Institute had succeeded, over the life of the Strategy, in building partnerships which provide a foundation for future strategies. A number of stakeholders felt that, having brought agencies together and developed collaborative relationships, there was an opportunity for the next Strategy to leverage these relationships for more strategic and targeted activities in the future.

6.5 THE NEXT STRATEGY

When asked about the direction for the next Strategy, stakeholders identified a number of priorities, recognising that it will not be possible to address all under the next Strategy. Their ideas included the following:

- a greater focus on workplace exposure, as it was perceived that most activity has focused on recreational settings
- engaging local government more actively in designing and delivering skin prevention activities and messaging
- exploring options for engaging with primary care providers through the new Primary Health Networks
- embedding research and evaluation as an overarching factor to be monitored by the Advisory Committee, with each working group tasked with overseeing research and evaluation for their priority areas and reporting back to the Committee
- reassessing the administration of the Strategy and seeking efficiency and sustainability improvements
- increasing membership of the Strategy's governance to include representatives from disability services, services assisting culturally and linguistically diverse groups, and representation from Aboriginal services and agencies, in order to broaden access to segments of priority populations (e.g. children, young people and older men).
- maintaining the focus on reaching children, young people and older men
- potentially adding a dermatologist to the Committee, and other agencies such as the Skin Cancer Foundation, in order to increase clinical expertise and input
- potentially adding the Office of Environment and Heritage, to include oversight of national parks and wilderness
- considering the potential to include a focus on early detection and treatment (i.e. some stakeholders were of the view that the Strategy could be broader than skin cancer prevention, which is currently the title of the Strategy)
- a greater focus on mobile shade
- a greater focus on data sharing and building the evidence base for what is working
- consideration of the social determinants of health, and their influence of UVR protective behaviour
- strengthen impact and outcome measures to allow for robust tracking of change over time.

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8 Acronyms



CCNSW	Cancer Council NSW
NSW DoE	NSW Department of Education
MIA	Melanoma Institute of Australia
EPA	NSW Environment Protection Authority
OHS	Occupational Health and Safety
NSW OoS	NSW Office of Sport
PPE	Personal Protective Equipment
SSHB	School Students Health Behaviours Survey
SPO	State Sporting Organisation
UNSW	University of New South Wales

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