

NSW Skin Cancer Prevention Strategy

Vision

To reduce the incidence of skin cancer in NSW

Priority populations

Children • Adolescents and young adults • Adult males over 40 years of age

Goals



To increase implementation of comprehensive and effective sun protection policies and guidelines



To improve access to adequate shade



To increase the adoption of sun protection behaviours

Objectives

- Improve awareness and understanding of what constitutes comprehensive and effective sun protection policies and guidelines.
- Increase capacity for the development and implementation of comprehensive sun protection policies and guidelines.
- Use data and information to monitor the extent and quality of sun protection policies and guidelines.

- Improve awareness and understanding of what constitutes adequate shade.
- Improve measurement of shade availability and adequacy.
- Increase availability of adequate shade.
- Use data and information to monitor shade availability and adequacy.

- Ensure that skin cancer messaging is consistent and in line with best practice.
- Promote positive change in UVR protection knowledge, attitudes and behaviours.
- Use data and information to assess the impact of public education campaigns and other interventions.

Priority settings

Community • Education • Workplaces • Recreation • Health care services

Guiding principles

Public sector, private sector and the community sharing responsibility and working effectively together to reduce the incidence of skin cancer in NSW

Learning from and building on the *NSW Skin Cancer Prevention Strategy 2012–15*

Use data and information to monitor and improve performance of skin cancer prevention policies, services, programs and campaigns