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