



Register of Multicomponent UV Protection programs

May 2014

In 2012 the Community Preventive Services Task Force recommended multicomponent community-wide interventions to prevent skin cancer by increasing UV-protective behaviours, based on sufficient evidence of effectiveness in increasing sunscreen use.

These programs use combinations of individual-directed strategies, mass media campaigns, and environmental and policy changes across multiple settings within a defined geographic area (city, state, province, or country), in an integrated effort to influence UV-protective behaviours. They are usually delivered with a defined theme, name, logo, and set of messages. Programs vary substantially in duration and the breadth of included components.

Cancer Council Victoria is a WHO Collaborative Centre for UV Radiation and implements the SunSmart program. In an effort to document current multicomponent programs from across the world a request for information was made through the WHO UV listserv. This report is a compilation of all submissions received by February 2014.

SunSmart • Cancer Council Victoria • May 2014



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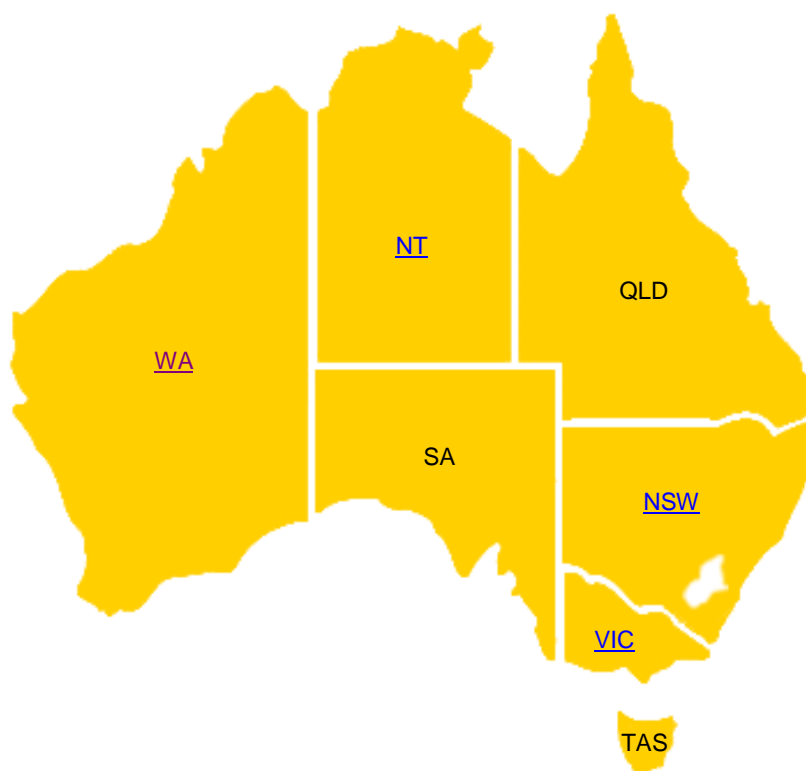
Australia

Skin cancer prevention programs first commenced in the Australian states of Victoria and Queensland in the late 1970's. In 1980, the iconic Slip! Slop! Slap! campaign was first launched as a limited public education program funded by public donations in Victoria. In 1988, with the support of the Victorian Health Promotion Foundation, a new broad based, skin cancer control program, the SunSmart program, was first introduced.

Today SunSmart is a multi-faceted program recognised for providing leadership and innovation in UV protection. Internationally, Cancer Council Victoria (CCV) was designated a World Health Organization (WHO) Collaborative Centre for Ultraviolet Radiation in 2004, and re-designated in 2008 and 2012. The program aims to influence individual sun protection behaviours; those with responsibilities for protecting others; and broader environmental change. It also takes a balanced approach to UV exposure and implements strategies to improve the community awareness of vitamin D issues and the link with UV. Sister programs also operate in each state and territory of Australia by respective Cancer Councils, all using common principals but tailored implementation depending on jurisdictional priorities and capacity.

Submissions were received from SunSmart programs in the states of Victoria (SunSmart, CCV), Northern Territory (SunSmart, CCNT), from the Cancer Institute NSW in New South Wales (Cancer Institute NSW) and from Western Australia (My UV, CCWA).

Figure 1: States of Australia



SunSmart Victoria and SunSmart NT, Cancer Council Victoria, Cancer Council Northern Territory

<p>SunSmart Victoria Key partnerships: Crucial to the success of the program is working in partnership. SunSmart works with more 100 partners including all levels of government, VicHealth, the Australian Radiation Protection and Nuclear Safety Agency (ARPANSA), the Bureau of Meteorology, media organisations, corporations and industry, health/medical and scientific sectors, employer and employee organisations, and other state and territory cancer councils. Receive external funding: Yes Commencement date: 1988 Geographic coverage: Victoria, State of Australia</p>	<p>SunSmart NT Key partnerships: Cancer Council NT relies heavily on working in partnership with other state and territory cancer councils. CCNT also works with employer and employee organisations, media organisations, corporations and industry, health/medical sectors, and Worksafe NT. Receive external funding: No Commencement date: 2008 Geographic coverage: Northern Territory, State of Australia</p>
<p>Broad aims of program: Skin cancer prevention, Early detection, Vitamin D awareness Do you promote the UV Index: Yes</p>	

Key skin cancer prevention messages:

1. During the daily sun protection times (when the UV Index is at 3 or above) SunSmart recommends using a combination of the five sun protection measures:
 - a. Slip on some sun protective clothing that covers as much skin as possible.
 - b. Slop on SPF30+ sunscreen – make sure it is broad spectrum and water resistant. Put it on 20 minutes before you go outdoors and reapply every two hours. Sunscreen should never be used to extend the time you spend in the sun.
 - c. Slap on a hat that protects your face, head, neck and ears.
 - d. Seek shade.
 - e. Slide on some sunglasses – make sure they meet Australian Standards.
2. UV levels are most intense during the middle of the day. Check the SunSmart UV Alert for daily sun protection times, available as a free SunSmart app, online at sunsmart.com.au or bom.gov.au/uv, in the weather section of newspapers, or as a free website widget. The sun protection times show when the UV Index is forecast to be 3 or above. Live UV levels for capital cities are available from arpansa.gov.au/uvindex/realtime. CCNT emphasises on the importance of raising awareness about UV levels in the NT. ARPANSAs data reveals that UV levels are rated five and above all year round therefore sun protection is needed every day. For more information see: sunsmart.com.au/about/faqs

Key early detection messages:

1. If found early, most skin cancer can be successfully treated. However if not treated, skin cancer can be fatal. It's important to get to know your skin and what is normal for you so changes will be quickly noticed.
2. Skin cancer is often visible making it easier to detect early. Don't just rely on an annual skin check to detect any suspicious spots.
3. All Australians should become familiar with their skin. Check all of your skin, not just sun-exposed areas. If you notice anything unusual, including any change in shape, colour or size of a spot, or the development of a new spot, visit your general practitioner (GP). For more information see: www.sunsmart.com.au/skin-cancer/checking-for-skin-cancer

Key vitamin D awareness messages:

1. The sun's ultraviolet (UV) radiation is both a major cause of skin cancer and the best natural source of vitamin D.

2. In Victoria we need to balance the risk of skin cancer from too much sun exposure with maintaining adequate vitamin D levels. In Victoria from September to April (when the UV Index is 3 and above) most people need sun protection. During these months, most Victorians with fair to olive skin will get enough vitamin D during their normal day-to-day activities with exposure for a few minutes a day. This should be done mid-morning or mid-afternoon. Be extra cautious in the middle of the day when UV levels are most intense. People with naturally very dark skin may need more sun exposure.

From May to August in Victoria, it can be difficult for people to make enough vitamin D due to low UV levels and people covering up to keep warm. Most people typically have lower vitamin D levels during winter than summer. During these months in Victoria sun protection is not required unless you are near highly reflective surfaces such as snow; if you are outside for extended periods or if UV levels reach 3 and above.

3. In the NT we need only a couple of minutes each day, all year round. Through our SunSmart Workplace component of the project we talk about the risks of low Vitamin D levels for indoor workers.
4. Certain sections of the population are more likely to be at risk of vitamin d deficiency. These include:
 - a. Naturally dark skinned people
 - b. People who cover their skin for religious or cultural reasons
 - c. The elderly and people who are housebound or in institutional care
 - d. Babies and infants of Vitamin D deficient mothers, especially babies who are exclusively or partially breastfed
 - e. Patients with osteoporosis
 - f. People in these groups or if you are concerned about your vitamin D level should consult their doctor for advice.
5. The use of solariums is not recommended to boost vitamin D levels due to associated health risks. For more information see: sunsmart.com.au/vitamin-d/how-much-sun-is-enough

Overview of activity- Victoria

Key settings for action and engagement	Population groups	Components/interventions
Early childhood Primary and middle schools Secondary schools, college and universities Workplaces Sports, recreation and water settings Community settings and public events Health professionals Artificial tanning beds	General population Babies and children (0–12 yrs) Adolescents (13–17 yrs) Young people (18–24 yrs) People aged 50+ Outdoor workers Indoor workers Sports participants/spectators At risk groups for Vitamin D	Mass media (paid) PR Training and education Resource development and/or information provision UV scanner/photos Policy support and development Provision of sunscreen in settings Environmental prompts/signage Shade planning and/or provision Advocacy for environmental and/or legislative change
Program evaluations conducted: Yes - both internal and external		
Links to program evaluation reports or papers: www.sunsmart.com.au/downloads/about-sunsmart/sunsmart-vichealth-2009-2013-report.pdf www.ncbi.nlm.nih.gov/pubmed/18201638 , www.ncbi.nlm.nih.gov/pubmed/19747936 www.ncbi.nlm.nih.gov/pubmed/23039760 , www.ncbi.nlm.nih.gov/pubmed/11380050		
Contact details: Website: - www.sunsmart.com.au Program lead: sue.heward@cancervic.org.au Program email: sunsmart@cancervic.org.au		

Overview of activity- NT

Key settings for action and engagement:	Population groups:	Components/interventions:
Early childhood Primary and middle schools Workplaces Community settings and public events Health professionals CCNT works within other key settings on an ad hoc basis. - Secondary schools- Sport & recreation	General population Babies and children (0–12 yrs) Young people (18–24 yrs) People aged 50+ Outdoor workers Indoor workers CCNT works with the other population groups on an ad hoc basis- Sports participants/spectators- Adolescents	PR Training and education Provision of personal sun protection to individuals Resource development and/or information provision Policy support and development Provision of sunscreen in settings Shade planning and/or provision Advocacy for environmental and/or legislative change
Program evaluations conducted: Yes - external Links to program evaluation reports or papers: The only evaluations that we have conducted are the external evaluations at the national level. I.e. Schools and Early Childhood Program Evaluations Reports. Contact details: Website: - http://cancercouncilnt.com.au/ Program email: healthpromotion@cancernt.org.au		

SunSmart programs also operate in each state and territory of Australia by respective Cancer Councils, all using common principals but tailored implementation depending on jurisdictional priorities and capacity.

An example of a specific subprogram conducted by SunSmart WA (CCWA) is detailed below.

My UV, Cancer Council Western Australia

Key partnerships: Bureau of Meteorology and ARPANSA both supply data to www.myuv.com.au

Receive external funding: Yes

Commencement date: 2012

Geographic coverage: Campaign activity takes place in Western Australia

Broad aims of program: Skin cancer prevention; to educate the Western Australian public about the use / availability of the UV Index. To increase awareness that UVI 3 is the point at which sun protection is required.

Do you promote the UV Index: Yes

Key skin cancer prevention messages:

1. Be SunSmart when the UV Index is 3 or higher.
2. Find and use your own UV forecast (based on your locality). Plan your day with the UV Index. There are two periods every day of the year when UVI is below 3 and sun protection is not required.

Key settings and population groups for action and engagement	Components/interventions:
<p>General population Early childhood Primary and middle schools Secondary schools, college and universities Workplaces Community settings and public events Message is targeted at 14 - 45 year old age group. Expectation is that other age groups will also see and understand the message.</p>	<p>Mass media (paid) Training and education Environmental prompts/signage 30 and 15 second TVCs support the www.myuv.com.au. Various strategies encourage people to visit the website. These include competitions for schools / general public. Provision of resources such as mobile phone apps / sunsound and other information also drive some traffic to the site.</p>
<p>Links to program evaluation reports or papers: Available from Cancer Council Western Australia on request. Year one and two evaluation complete. Year three campaign is now active.</p> <p>Contact details: Website: www.myuv.com.au Program Lead: mstrickland@cancerwa.asn.au Program email: sunsmart@cancerwa.asn.au</p> <p>Any other comments: While we see real value in providing the simple times people need to be SunSmart each day, Cancer Council WA is also interested to see if providing more education about the daily and seasonal variations in the strength of UVR helps to increase general understanding of the role that UV plays in sunburn and skin cancer in the public at large. This campaign is an attempt to provide that education.</p>	

NSW Skin Cancer Prevention Program, Cancer Institute NSW

Key partnerships: Aboriginal Health & Medical Research Council NSW Australian College of Rural and Remote Medicine Cancer Council Australia, National Skin Cancer Committee Cancer Council NSW Cancer Council Victoria Carroll Communications Destination NSW The Federation of Parents and Citizens' Associations of NSW General Practice NSW Health Promotion Agency – New Zealand Local Government and Shires Associations of NSW Melanoma Institute Australia Melanoma Patients Australia NSW Department of Education and Communities NSW Department of Planning and Infrastructure NSW Department of Premier and Cabinet, Office of Environment and Heritage and Division of Local Government NSW Environmental Protection Agency NSW Health, Local Health Districts NSW Ministry of Health NSW Primary Principals' Association Inc. NSW Secondary Principals' Council Surf Life Saving NSW University of Sydney, Sydney School of Public Health University of NSW, Healthy Built Environment Program WorkCover NSW Association of Independent Schools of NSW Catholic Education Commission of NSW

Receive external funding:	No
Commencement date:	2005
Geographic coverage:	New South Wales
Broad aims of program:	Skin cancer prevention
Do you promote the UV Index:	No

Key skin cancer prevention messages:

1. The five protection measures- clothing, shade, sunglasses, hats and sunscreen
2. Additional messaging on the key areas to promote behaviour change:- personal susceptibility, - perceived seriousness- addressing perceived barriers to the behaviour- knowledge of skin cancer and melanoma
- 3.

Key settings for action and engagement:	Population groups:	Components/interventions:
Early childhood Primary and middle schools Secondary schools, college and universities Workplaces Sports, recreation and water settings Community settings and public events Health professionals Artificial tanning beds	Adolescents (13–17 yrs) Young people (18–24 yrs) People aged 50+ Outdoor workers Sports participants/spectators	Mass media (paid) PR Training and education Provision of personal sun protection to individuals Resource development and/or information provision Policy support and development Provision of sunscreen in settings Shade planning and/or provision
<p>Program evaluations conducted: Yes – both internal and external http://www.cancerinstitute.org.au/prevention-and-early-detection/public-education-campaigns/skin-cancer-prevention</p> <p>Contact details: http://www.cancerinstitute.org.au/prevention-and-early-detection/public-education-campaigns/skin-cancer-prevention</p> <p>Program lead: Blanche Waddell, blanche.waddell@cancerinstitute.org.au Program email: prevention@cancerinstitute.org.au</p>		

Canada

Sun Smart Saskatchewan

Saskatchewan Cancer Agency

Key partnerships: Medical Health Officer's Council of Saskatchewan; Saskatchewan Dermatologist Advisor; Saskatchewan Cancer Agency; Managers of Public Health Nursing Services of Saskatchewan; Ministry of Health (ex-officio); Ministry of Education; First Nations and Inuit Health Branch, Health Canada; Canadian Cancer Society, Saskatchewan Division; University of Saskatchewan, College of Pharmacy and Nutrition; Public representative, Melanoma survivor.

Receive external funding:	No
Commencement date:	2009
Geographic coverage:	Provincial
Broad aims of program:	Skin cancer prevention
Do you promote the UV Index:	Yes

Key skin cancer prevention messages:

1. Exposure to UV radiation, whether from the sun or from tanning beds, increases your risk of melanoma and other skin cancers.
2. The risk of melanoma is higher when the use of tanning beds starts before age 35. •Avoid tanning beds.
3. Both sunburn and a tan are unhealthy; both are signs of skin damage. A base tan does not protect you from the sun. Tanned skin is damaged skin. A base tan further damages skin and increases your risk of skin cancer.
4. Seek shade or create your own (umbrellas, trees, awnings, portable tents).
5. Wear loose and closely woven fabrics to cover your arms and legs.
6. Wear a wide-brimmed hat to shade your face, ears, and neck.
7. Protect your eyes from sun damage with UV-blocking, wraparound sunglasses. Wear a broad-spectrum (UVA & UVB) sunscreen of at least SPF 30.
8. Sunscreens should be used in combination with other methods of sun protection such as hats, clothing, and shade. Apply sunscreen (generous amounts) 15-30 minutes before going outdoors whenever the UV index is 3 or higher and you are planning to be outside for 30 minutes or more. Remember to reapply every few hours and even more frequently when physically active (swimming, sweating). Apply a broad spectrum lip balm (of at least SPF 30).
9. Apply sunscreen on cloudy days and during the winter months if you are involved in outdoor activities.
10. Remember to take with you and apply appropriate sun protection when vacationing.
11. The UV Index measures the intensity of the sun's UV rays. The higher the number, the stronger the sun's rays. Sun protection is needed when the UV index is 3 or higher.

Key early detection messages

1. Check your skin regularly and talk to your health care provider about any suspicious spots on your skin.

Key vitamin D awareness messages

1. The sun is a main source of vitamin D, which is essential in growing strong and healthy bones.
2. Prolonged sun exposure or a tan is not needed to get enough vitamin D. A few minutes of sun exposure a day is usually all that is needed for most people to get enough vitamin D; therefore it is important to practise sun safety.
3. The amount of sun needed to make enough vitamin D changes from person to person and can depend on factors like where you live, your skin colour and the time of year. Talk to your health practitioner about required levels of vitamin D, dietary sources, and taking a supplement.

Key settings for action and engagement:	Population groups:	Components/interventions:
Early childhood Secondary schools, college and universities Community settings and public events Health professionals Artificial tanning beds	General population infants and children (0–12 yrs) Adolescents (13–17 yrs) Young people (18–24 yrs)	Mass media (paid) Resource development and/or information provision Policy support and development
<p>Program evaluations conducted: No</p> <p>Contact details: Website: www.sunsmartsk.ca Program lead: Christine McDougall, christine.mcdougall@saskcancer.ca</p>		

Denmark

Skru ned for solen (Turn down the sun)

Reduce Your Sun between 12pm & 3pm

Danish Cancer Society

Key partnerships:

Travel Agencies, Outdoor Festivals,
Danish Meteorological Institute

Receive external funding:

Yes

Commencement date:

2007

Geographic coverage:

State of Denmark

Broad aims of program:

Skin cancer prevention
Early detection
Vitamin D awareness

Do you promote the UV Index:

Yes

Key skin cancer prevention messages:

1. During the daily sun protection times (when the UV Index is at 3 or above) *Reduce Your Sun between 12pm & 3pm* recommends using a combination of the three sun protection measures:
 - Seek shade.
 - Wear sun-protective clothing that covers arms and legs and a wide brimmed hat.
 - Use on SPF15+ sunscreen on body parts not covered by clothing i.e. hands, feet and face –Put it on ½ hour before you go outdoors, use sufficient – a handful for the entire body and remember to reapply. Sunscreen should never be used to extend the time you spend in the sun.
2. Check the UV index and apply protection when UVI is above 3. UVI alerts are available by text messaging or app.

Key vitamin D awareness messages:

1. Use the sun protection messages and get sufficient vitamin D *Reduce Your Sun between 12pm & 3pm* recommends to reduce your sun, but not to eliminate your sun exposure.
2. Sunlight is important for our vitamin D needs. Vitamin D is produced, when the skin is exposed to UV rays from the sun. And even though you apply the sun protection messages: Shade, Clothing and Sunscreen between 12 and 3 pm you will get sufficient vitamin D.
3. You produce sufficient vitamin D, if you are outdoor 10-20 minutes/day 3 times a week.
4. In the summer vitamin D is accumulated and stored for use in the winter months.
5. People with naturally very dark skin and persons with vitamin D deficiency may need to supplement their diet with vitamin D.
6. The use of solariums is not recommended to boost vitamin D levels due to associated health risks.

Key settings for action and engagement:	Population groups:	Components/interventions:
Early childhood Primary and middle schools Secondary schools, college and universities Sports, recreation and water settings Community settings and public events Health professionals	General population Babies and children (0–12 yrs) Adolescents (13–17 yrs) Young people (18–24 yrs)	Mass media (paid) PR Training and education Provision of personal sun protection to individuals Resource development and/or information provision UV scanner/photos Policy support and development Advocacy for environmental and/or legislative change
Other (please specify) - Structural change Mass media (paid) Press PR Information and education Strategic partnerships Policy support and development Provision of sun protection in settings		

Advocacy for environmental and/or legislative change Events Ambassadors

Program evaluations conducted: Yes – internal

Links to program evaluation reports or papers:

Papers:

<http://www.cancer.dk/skrunedforsolen/Forskning+og+evaluering/Videnskabelige+artikler/>

Reports:

<http://www.cancer.dk/skrunedforsolen/Forskning+og+evaluering/Rapporter/>

Contact details:

Website: <http://www.cancer.dk/skrunedforsolen/english/>

Program lead: Peter Dalum, pd@cancer.dk

Program email: sol@cancer.dk

Any other comments:

It would be nice to know about successes from other campaigns. In our case it would be e.g. a drop in number of sunbed users and interventions in schools with a competitive element e.g. movies shot by the children with smartphones. Also it would be nice to know about the annual budget and staff organisation of other programmes

France

Living with the Sun (LWS)

NGO SECURITE SOLAIRE (WHO cc)

Key partnerships: Health regional agencies (Ministry of Health - Public Health Dept) Ministry of Education Local authorities

Receive external funding: Yes

Commencement date: 1998

Geographic coverage: Mainly France.
Secondary: Belgium, Spain, Portugal, Brazil, Canada, North Africa

Broad aims of program: Skin cancer prevention

Do you promote the UV Index: Yes

Key skin cancer prevention messages:

1. **Effect to the health linked with sun exposure** - Sun is indispensable, but over exposure can be harmful to our health. Because of our skin color, we are more or less sensitive to the sun. The risk of sunburn are more important for clear skin. - The different skin colours are due to the adaptation of the human body during its evolution: the geographical areas highly exposed to the Sun favoured dark skin.
2. **Sun and UV Radiation** - During sun exposure, we cannot see or feel UV Rays. However, UV can be dangerous. - We can highlight the UV through a special paper: the "UV paper." – the longer we are exposed to the sun, the longer we receive UVR, and higher is the risk of sunburn. - The UV Index shows the intensity of ultraviolet light. – There is more UV at midday: when the sun is at its highest (the solar noon), not to the noon indicated by the watch. - The size of the shadow tells us about the height of the sun and UV level - The shorter shadows are, higher is the risk of sunburn. "If your shadow is shorter than you, be careful!" - In summer, the Sun is higher in the sky than in winter. So UV level and sunburn risk are higher in summer- Some traps can mistaken our senses: you can catch a sunburn even if you are cold, if sky is cloudy.... In addition, factors such as reverberation increased risk. - Solar weather thanks to the UV Index informs us about the risks of sun.
3. **Protection**- Sunglasses protect us well- Shade reduces the amount of UV received.- Clothes are very effective to protect us from UV.- The SPF written on the cream packaging, indicates the effectiveness of the cream. Whatever the SPF, the product must be considered as a complement of protection, protects only for a limited time, and must be often reapplied- The best protection is a panoply composed of a hat, sunglasses, t-shirt, and sunscreen.

Key settings for action and Engagement:	Population groups:	Components/interventions:
Early childhood Primary and middle schools Secondary schools, college and universities Sports, recreation and water settings Community settings Public events	Babies and children (0–12 yrs) Teachers Animators Parents Sports trainers	PR Training and education Resource development and/or information provision Advocacy for environmental and/or legislative change
This questionnaire is completed only for LWS. Indeed LWS is multicomponents and targets to reach 3 to 13 children in their different environments (school, leisure center, sports clubs, family) But we also develop:- Dissemination of UV Index (evaluated) to : * Reach the general public * Provide pedagogical support to teachers * Provide a tool to raise awareness to animators, coaches, trainers - Relationship media (without paying) to raise public awareness (sun exposure without protection, sunbeds)- Occupational Exposures		

Program evaluations conducted: Yes – both internal and external

Links to program evaluation reports or papers:

<http://www.mdpi.com/1660-4601/9/7/2345/pdf>

http://www.soleil.info/assets/files/ecole/ors_securite_solaire.pdf

<http://soleil.passerelles.info/ecole/les-evaluations/evaluations-operationnelles/>

http://www.soleil.info/assets/files/ecole/vas_ecoles_ra_2012.pdf

Contact details:

Website: - <http://www.soleil.info>

Program lead: p.cesarini@soleil.info

Program email: - contact@soleil.info

Any other comments:

We are looking for partners to translate into English and test our tools (teacher's guide, games ...)

More information: <http://www.livingwiththesun.info/> , <http://www.livingwiththesun.info/get-involved/>

Germany

Sonne - Aber sicher! (Stay Sun Safe!)

Bundesamt für Strahlenschutz (BfS) - Federal Office for Radiation Protection

Key partnerships: Alliance for UV Protection", (so-called "UV-Schutz-Bündnis"); uniting BfS and experts from science and medicine (http://www.bfs.de/en/uv/uv2/uv_buendnis.html). Based on the state of the science consistent information on, and recommendations for health-promoting UV radiation related protection behaviour is provided. Jointly supported actions are scheduled to raise awareness of health risks from UV radiation and to ensure a sustainable change in behaviour.

Receive external funding:	No
Commencement date:	2010
Geographic coverage:	Germany
Broad aims of program:	Skin cancer prevention Early detection Vitamin D awareness
Do you promote the UV Index:	Yes

Key skin cancer prevention messages:

- During the daily sun protection times (when the UV Index is at 3 or above) "Stay Sun Safe" recommends the following sun protection measures:
 - Seek shade!** Avoid the sun about noon (between 11am and 3pm) when the intensity and effect of UV-radiation is several times higher than before or after noon.
 - Cover up!** Best and easiest protection is achieved by clothing and headwear. Clothes should be light and wide. To provide protection from UV-radiation UV-protective clothing is advisable sometimes. Headwear should also protect the ears and neck. The shoes should cover the back of the foot, too. **Protect your eyes!** Sunglasses prevent eye damage such as cataract or damage to the retina. Use sunglasses signed with "100 per cent UV-protection" or "UV400" and ensured side protection.
 - Apply sunscreen!** Apply sunscreen liberally to all uncovered body regions. A Sun Protection Factor (SPF) of at least 30 or 20 is recommended for infants and youngsters, or adults, respectively. An even higher SPF should be chosen for sensitive skin (e.g. skin type I) in midsummer and in southern countries. Use sunscreen with UVA and UVB filter and apply it generously half an hour before going out in the sun. Reapply your sunscreen several times a day. Caution: Reapplying sunscreen does not increase but just retain its protective effect.
 - Cover up at the beach or pool!** Water reflects UV radiation and thereby reinforces its effect. This is why T-shirts covering the shoulders, breast and back are recommended, or special UV-swimwear should be worn. Sunscreen should be reapplied in order to retain its protective effect, particularly after being in the water.
 - Don't combine pharmaceuticals or cosmetics with sun!** When using pharmaceuticals, mind side effects in connection with sunlight or ask your doctor for information beforehand as a precaution. Cosmetics, deodorants and perfumes should preferably not be used during sunbathing, since there is a risk of permanent pigmentation.
 - No sunbeds!** Take your time to get your skin adjusted to the sun during holiday. Preferably seek shade in the first few days. Pre-tanning will not result in a noteworthy increase of self-protection. The additional UV-exposure rather damages the skin.
 - Protect children!** Babies have no place in the blazing sun. Look for a shady place and dress the baby appropriately. Do without sunscreen during the first year of life. With children, it is mandatory to stick to all sun protection rules. Children and adolescents under 18 have absolutely no place in solarium – in Germany use of commercial sunbed by under 18s is even prohibited by law.
 - Be role model!** Set a good example enabling children to get accustomed to sensible behaviour in the sun.
- More information at: www.bfs.de -> UV-Index. UV index is also published on www.uv-index.de and at German online weather forecasts

Key early detection messages:

1. If found early, most skin cancer can be successfully treated. However if it's not treated, skin cancer can be fatal.
2. Knowledge about your skin and its normal status is important so changes can be quickly noticed.
3. Skin cancer is often visible and can be detected early. Check all of your skin, not just sun-exposed areas, with the ABCD (Asymmetry, Boundary, Colour, and Diameter) rule - especially for detecting early signs for malignant melanoma.
4. If you notice anything unusual, including any change in shape, colour or size of a spot, or the development of a new spot, visit your general practitioner (GP) or dermatologist, also to be sure not to suffer from non-melanocytic skin cancer (SCC, BCC, white skin cancer). Rely on the annual German skin cancer screening (<http://www.hautkrebs-screening.de>) to detect any suspicious spots.

Key vitamin D awareness messages:

1. By UV radiation, the endogenous vitamin D synthesis is initiated in humans. On the other hand, UV radiation can cause severe harms on eye and skin. Therefore a conscious use of solar as well as artificial UV radiation is essential. Thus, the following recommendations are given:
 - To ensure an adequate vitamin D synthesis exposure of face, hands and arms (uncovered and without sunscreen) two to three times per week to half the minimal erythema dose (0.5 MED; half the time in which one would usually get a sunburn) is sufficient.
 - A sunburn has to be avoided.
 - For prolonged outdoor stays in sun UV protective measures need to be applied.
 - The Global UV Index should be used as a guide to decide about effective UV protection measures. The UV index is the measure of peak erythema UV radiation intensity per day. Each UV index values are associated with UV protection measures to be applied (The Global UV-Index; <http://www.who.int/uv/publications/globalindex/en>).
 - It is important to take special care that children and adolescents avoid high UV exposure and sunburns, because intermittent UV exposure and sunburns in childhood and adolescence increase the skin cancer risk.
 - Infants are not allowed to be exposed to direct sun.
 - Additional non-medically controlled UV radiation (sun or tanning beds) to enhance vitamin D synthesis, or for self-treatment of a vitamin D deficiency, or browning is strongly not recommended. The regular use of a tanning beds before the age of 30 almost double the risk of developing malignant melanoma in Germany use of commercial sunbed by under 18s is even prohibited by law.
 - Vitamin D deficiency can only be diagnosed and treated by doctors. A supplementation or medication with appropriate vitamin D supplements should be medically monitored.

Key settings for action and engagement:	Population groups:	Components/interventions:
Early childhood Primary and middle schools Secondary schools, college and universities Artificial tanning beds	General population Babies and children (0–12 yrs) Adolescents (13–17 yrs)	PR Training and education Resource development and/or information provision Policy support and development
Program evaluations conducted: No		
Contact details: Website: http://www.bfs.de/de/uv/sonne_aber_sicher Program lead: cbaldermann@bfs.de		

Any other comments:

At the moment the information is available just in German. Translation work is in progress.

Spain

Prevention Program for Skin Cancer

Asociación Española Contra el Cáncer

Receive external funding:	Yes
Commencement date:	1999
Geographic coverage:	Country
Broad aims of program:	Skin cancer prevention Early detection Vitamin D awareness
Do you promote the UV Index:	Yes

Key skin cancer prevention messages:

1. Avoid sun exposure for children under 3 years Sunscreen outdoors, beaches, pools and snow.
2. Avoid the sun between noon and four hours.
3. Apply sunscreen half an hour before leaving home Wear sunglasses, hat, shirt and lip balm.
4. Drink plenty of water
5. Avoid artificial tanning beds
6. Use the right sunscreen

Key early detection messages:

1. Visit the doctor when you see changes in moles and skin blemishes
2. Watch yourself the ABCDE of the detection

Key vitamin D awareness messages:

1. The sun provides vitamin D but is necessary to follow the prevention tips

Key settings for action and engagement:	Population groups:	Components/interventions:
Early childhood Primary and middle schools Secondary schools, college and universities Workplaces Sports, recreation and water settings Community settings and public events Artificial tanning beds Snow activities	General population Babies and children (0–12 yrs) Adolescents (13–17 yrs) Young people (18–24 yrs) Outdoor workers Sports participants/spectators	PR Training and education Resource development and/or information provision Policy support and development Shade planning and/or provision
Program evaluations conducted: No		
Contact details: Website - www.aecc.es Program lead contact email: carmen.sanchezv@aecc.es		

Sweden

Upgrading Preschool and School Outdoor Environment

Swedish municipalities

Key partnerships: consultants (firms) in the field of horticulture, gardening and landscape architecture

Receive external funding:

No

Commencement date:

2006

Geographic coverage:

Sweden

Broad aims of program:

Skin cancer prevention

Vitamin D awareness

Physical activity

Do you promote the UV Index:

Yes

Key skin cancer prevention messages:

1. Daily exposure not beyond 200Jm² (corresponds to 5-30 minutes of direct midday summer sun depending on skin and latitude, fair children do not get more sun than they can take, dark children get what they need for Vitamin D formation).
2. Outdoor stay whenever possible is encouraged but with caution from end-April to mid-August.

Key vitamin D awareness messages:

1. Daily exposure not beyond 200Jm² (corresponds to 5-30 minutes of direct midday summer sun depending on skin and latitude, fair children do not get more sun than they can take, dark children get what they need for Vitamin D formation).
2. Outdoor stay whenever possible is encouraged but with caution from end-April to mid-August.

Key settings for action and engagement:	Population groups:	Components/interventions:
Early childhood Primary and middle schools Sports, recreation and water settings Sports facilities adjacent to schools	Babies and children (0–12 yrs) Adolescents (13–17 yrs)	Policy support and development Shade planning and/or provision Advocacy for environmental and/or legislative change
<p>Program evaluations conducted: Yes- both internal and external</p> <p>Links to program evaluation reports or papers: http://ki.se/ki/jsp/polopoly.jsp?d=45140&l=en http://ki.se/ki/jsp/polopoly.jsp?a=104025&d=40607&l=en http://www.nynashamnsnaturskola.se/spring/ http://www.sciencedirect.com/science/article/pii/S0765159711000104</p> <p>Contact details: Website: - www.ki.se</p>		

United Kingdom

Skin Cancer Prevention and Early Diagnosis – England

Department of Health and Public Health England

Key partnerships: • SunSmart – Cancer Research UK • Be Sun Aware, Sun Awareness Week – British Association of Dermatologists • Outdoor Kids Sun Safety Code - Myfanwy Townsend Melanoma Research Fund • Sun Safe Schools & nurseries, Sun Safe Workplaces - Skcin – The Karen Clifford Skin Cancer Charity • Shunburn – Teenage Cancer Trust • Be Clear on Cancer campaigns to promote early presentation/detection of cancer – Public Health England, Department of Health, NHS England, Cancer Research UK and other stakeholders • National Institute for Health & Care Excellence guidance developed in consultation with stakeholders as follows: o Referral guidelines for cancers including skin cancer/melanoma (June 2005) 0- currently being reviewed o Skin cancer prevention: information, resources and environmental changes (January 2011) – The guidance is for the National Health Service and other commissioners, managers and practitioners who have a direct or indirect role in, and responsibility for, preventing skin cancer. This includes for example, GPs, local authority planners, pharmacists, practice nurses, public health practitioners, school nurses and skin cancer specialists (such as clinical nurse specialists [skin cancer], dermatologists and skin cancer surgeons). It also includes those involved in, or responsible for, employee health and wellbeing.

Receive external funding:

No

Commencement date:

2003

Geographic coverage:

SunSmart has been UK wide, but responses to this survey are for England only. Be Clear on Cancer and other programmes are for England only. NICE guidance is for England and Wales.

Broad aims of program:

Skin cancer prevention

Early detection

Vitamin D awareness

Do you promote the UV Index:

Yes

Key skin cancer prevention messages:

1. Since 2003 Cancer Research UK (CRUK) has provided an integrated skin cancer prevention campaign (SunSmart) across the UK. The Department of Health has funded some of this activity for England, as have corporate partners. Core activities have included disseminating SunSmart branded resources (leaflets and posters) and ensuring messages are promoted to the target audience at specific events, above and below the line campaigns and digital activity
2. Campaigns to date include Made in the Shade designed to reduce sunburn by encouraging young 16-24 year-olds to spend more time in the shade when the sun is strong; Flag It, to encourage young people to look out for each other whilst enjoying the sun and highlight the dangers of UV exposure and skin cancer by asking sun seekers to “flag it” when a friend needs to cover up, apply some sunscreen or stay in the shade.
3. The Flag It public relations activity launched in July 2012 and coverage included the Sky News Radio network, (covering more than 280 stations with a weekly audience of nearly 34 million), two pieces of national online coverage, 24 pieces of consumer coverage, 12 pieces of regional coverage including two front covers and achieved a total Twitter reach of 885,179 users; R UV UGLY? aimed to reduce sunbed use particularly in people aged 16-24, by highlighting the damage and premature ageing that sunbeds can cause to the skin.

Key early detection messages:

1. see above Be Clear on Cancer. The Department of Health has funded CRUK to continue to test approaches to encourage men aged 50 plus to visit their GP with signs of skin cancer. In autumn 2013 CRUK ran a campaign in South Devon, utilising text message communications, phone consultations with specialist nurses and volunteer community outreach to help address the barriers that prevent this audience from seeking advice about skin concerns.
2. Between 2003 and 2011, CRUK collected data via the Office for National Statistics (ONS) monthly omnibus survey to measure awareness, attitudes and reported behaviour of adults in relation to

sun protection. DH has funded a repeat of the survey in 2013/14 to enable CRUK to track changes over time. A Be Clear on Cancer campaign to test a local campaign for malignant melanoma in the South West of England early in 2014, in the South West of England. Be Clear on Cancer campaigns are led by Public Health England in partnership with the Department of Health and NHS England and aim to get more cancers diagnosed at an early stage by raising awareness of key symptoms and encouraging people to discuss these with their GP earlier. The campaigns are generally aimed at men and women over the age of 50 and their key influencers (e.g. family members) and at regional and national level involve TV and radio advertising. A process of testing locally and then regionally is conducted to ensure that campaign messages are balanced and do not cause anxiety, and to assess the impact on NHS services. If appropriate, campaigns are then run nationally across England. Creative messaging is currently being developed.

Key vitamin D awareness messages:

1. The National Institute for Health and Care Excellence is developing 'Implementing Vitamin D' guidance. NICE's expected issue date is November 2014.

Key settings for action and engagement:	Population groups:	Components/interventions:
Primary and middle schools Workplaces Sports, recreation and water settings Community settings and public events Health professionals Artificial tanning beds	General population Babies and children (0–12 yrs) Adolescents (13–17 yrs) Young people (18–24 yrs) People aged 50+ Outdoor workers	Mass media (paid) PR Resource development and/or information provision UV scanner/photos Provision of sunscreen in settings
<p>Program evaluation conducted: Yes - internal</p> <p>Links to program evaluation reports or papers: Sunsense: http://www.hpa.org.uk/Topics/Radiation/UnderstandingRadiation/InformationSheets/info_SunsensePoster/ UV Data: http://www.hpa.org.uk/Topics/Radiation/UnderstandingRadiation/UnderstandingRadiationTopics/UltravioletRadiation/uv_TypicalReadings/ Chemical Hazards and Poisons Report: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/240301/CHaP_report_23_v3.pdf Ozone monitoring http://ozone-uv.defra.gov.uk/ozone/monitoring-stations.php</p> <p>Contact details: Program lead: tim.elliott@dh.gsi.gov.uk</p>		

Any other comments:

Regulation• The Sunbeds (Regulation) Act 2010 came into force on 8 April 2011 in England and Wales and is primary legislation under which local authorities can make secondary legislation. • The purpose of the Act is to prevent people under the age of 18 from using sunbeds on commercial premises, by making it an offence for sunbed businesses to allow people under the age of 18 access to sunbeds on their premises. • This aims to help protect young people under 18 from the risks to health of sunbeds and contribute to preventing skin cancer.

SunSmart

Cancer Research UK

Receive external funding: Yes

Commencement date: 2003

Geographic coverage: England
Scotland
Wales

Broad aims of program: Skin cancer prevention
Early detection

Do you promote the UV Index: No

Key skin cancer prevention messages:

1. Be SunSmart. Enjoy the sun safely Sunburn fades but the damage can remain.
2. Getting a painful sunburn just once every two years could triple your risk of melanoma (the most serious type of skin cancer).
3. Protect yourself from sunburn – when the sun is strong cover up, relax in the shade and don't forget sunscreen, even in the UK.
4. Using sunbeds for the first time before the age of 35 could increase your risk of melanoma (the most serious type of skin cancer) skin cancer risk by 5975%
5. Keep an eye on your skin and report any changes in the size, shape or colour of a mole or other patch of skin to your doctor without delay.
6. Protect children from sunburn – young skin is delicate and easily damaged

Key vitamin D awareness messages:

1. Vitamin D is essential for good bone health and for most people sunlight is the most important source of vitamin D.
2. The time required to make sufficient vitamin D varies but is typically short and less than the amount of time needed for skin to burn.
3. Enjoying the sun safely, while taking care not to burn, can help to provide the benefits of vitamin D without unduly raising the risk of skin cancer.

Key settings for action and engagement:	Population groups:	Components/interventions:
Primary and middle schools Community settings and public events Health professionals Artificial tanning beds	General population Young people (18–24 yrs) People aged 50+	Mass media (paid) PR Training and education Provision of personal sun protection to individuals Resource development and/or information provision UV scanner/photos Policy support and development Provision of sunscreen in settings Other (please specify) - Point of sale information in partnership with sunscreen manufacturers Direct mail information
Contact details: Website: www.sunsmart.org.uk Program lead: caroline.cerny@cancer.org.uk Program email: sunsmart@cancer.org.uk		



United States of America

Comprehensive Cancer Control Program

Florida Department of Health

Key partnerships: American Cancer Society Florida Department of Education Community based organizations

Receive external funding:

No

Geographic coverage:

Florida

Broad aims of program:

Skin cancer prevention

Do you promote the UV Index:

Yes

Key skin cancer prevention messages:

1. When to stay out of the sun
2. How to protect yourself
3. Reapply
4. Don't use tanning beds

Key settings for action and engagement:	Population groups:	Components/interventions:
Primary and middle schools Community settings and public events	Babies and children (0–12 yrs) Adolescents (13–17 yrs)	Training and education Resource development and/or information provision Policy support and development Provision of sunscreen in settings Environmental prompts/signage Shade planning and/or provision
<p>Program evaluation conducted: No</p> <p>Contact details: Website: - http://www.floridahealth.gov Program lead: Sue.higgins@flhealth.gov</p>		

Any other comments:

Currently, I am working with the Sun Safe Committee which was formed in response to Goal 2 of our state cancer plan which is Floridians practice the healthy behaviours associated with prevention of cancer or to reduce risk.

For 2014 the priority strategies are: Strategy 2.2: Emphasize the danger of ultraviolet (UV) ray exposure in Florida especially in youth Objective 2.2.1: By December 2014, partner with state organizations to develop skin cancer prevention educational materials and disseminate to five school districts. Objective 2.2.2: By December 2014, increase sun safe awareness and the dangers of ultraviolet exposure to Florida's policy makers through the creation and dissemination of educational materials.