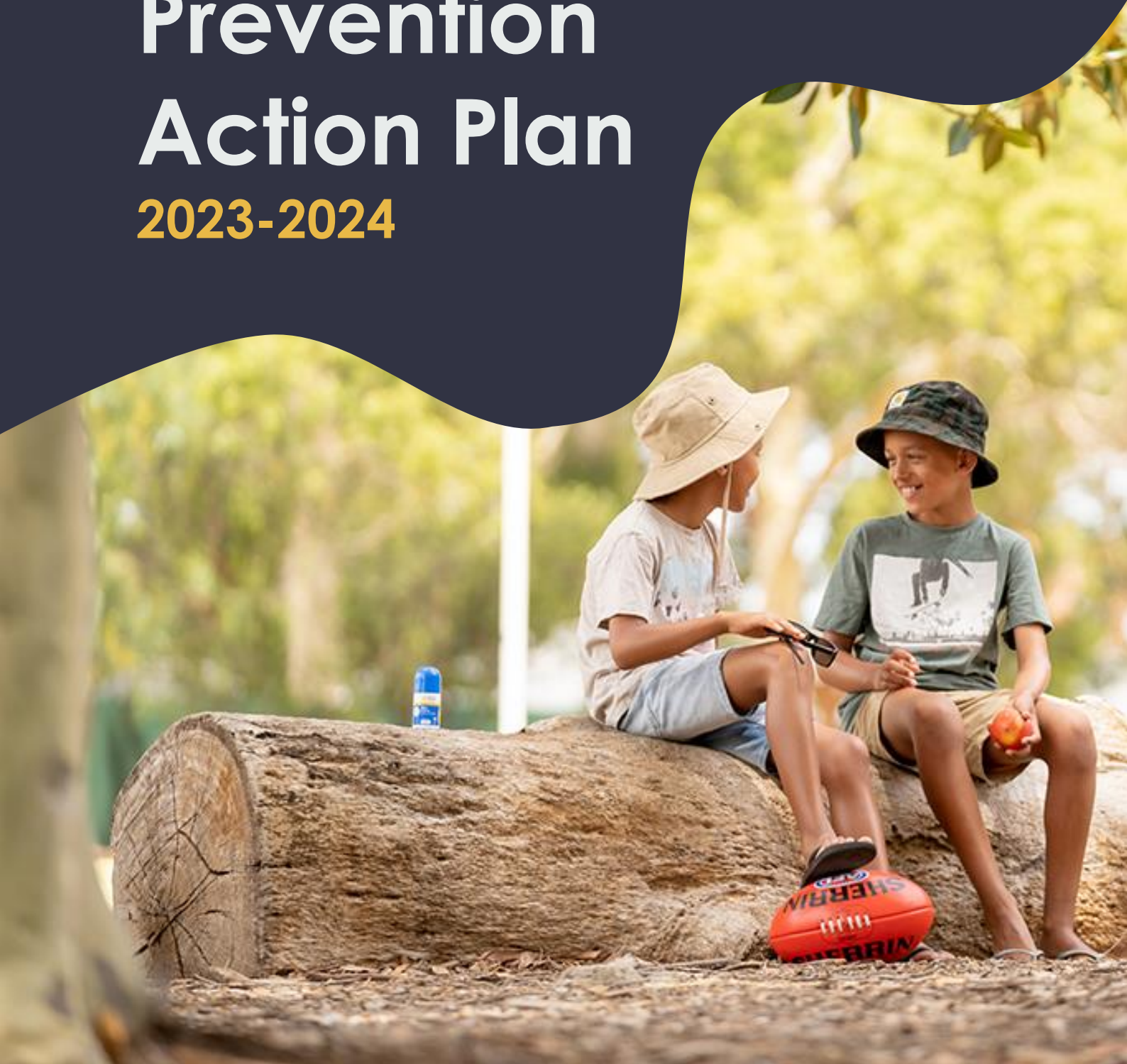


# Skin Cancer Prevention Action Plan 2023-2024



## **This Action Plan should be read in conjunction with the *Skin Cancer Prevention Partnership – a Framework for Action 2023-28 (the Framework)*.**

Partnerships with internal and external agencies will be critical to the success of implementing the Action Plan.

Wellbeing SA and Cancer Council SA will work collaboratively to reduce skin cancer incidence and mortality in South Australia, ensuring the available investment is aligned to the Framework's objectives, priority populations and settings.

Evidence based, coordinated and sustained action will underpin implementation of the Framework. Wellbeing SA and Cancer Council SA will promote interagency action and facilitate links with other Government and non-government agencies.

New partners in positions of influence to reduce skin cancer incidence, are welcome to contact Wellbeing SA and be part of future Action Plans.

The following table sets out an initial set of actions for 2023-24. This list will be updated on an annual basis in response to emerging evidence, available funding and priorities identified by each of the signatories to the Framework.

### **For more information**

#### **Wellbeing SA**

Visit: [wellbeingsa.sa.gov.au](https://wellbeingsa.sa.gov.au)

Email: [wellbeingsaprevandpophealth@sa.gov.au](mailto:wellbeingsaprevandpophealth@sa.gov.au)

Priorities	Strategies	Actions	Target group	Lead Agencies	Delivery Partners	Timeframe
<b>Reduce UV radiation overexposure</b>	Raise public awareness regarding the danger of overexposure to UV radiation.	Develop a communications plan inclusive of campaign planning, delivery and evaluation, utilising a collaborative approach with partner agencies.	Whole of population	Wellbeing SA	Cancer Council SA	Medium-term
		Continued delivery of the SunSmart Schools and Early Childhood Program.	Children 0-12 years	Cancer Council SA	Wellbeing SA	Ongoing
		Support the education sector to implement policy and practices that reduce risk of UV overexposure to children, students, staff and educators.	Educational institutions including childcare, schools, universities and TAFE	Cancer Council SA		Ongoing
		Conduct regular awareness raising campaigns.	Men 40-60 in Adelaide and regional SA	Wellbeing SA in partnership with Cancer Council SA		Campaign to be run in Spring/Summer from 2022 to 2025
		Promote existing educational and promotional resources through inclusion of links on partner websites.	Whole of population	Wellbeing SA Cancer Council SA		Ongoing
		Sun protection behaviours to be modelled in outdoor activities and visuals, e.g. for promotional materials and website use.	Whole of population	Wellbeing SA Cancer Council SA		Ongoing
		Establish policy alignment across partner agencies, e.g. new strategies such as the physical activity strategy to promote sun protection behaviours.	Whole of population	Wellbeing SA Cancer Council SA		Ongoing

Priorities	Strategies	Actions	Target group	Lead Agencies	Delivery Partners	Timeframe
	Increase individual and organisation-wide practice of sun protection behaviours.	Support implementation of policies/guidelines, in a variety of settings.	Children 0-12, adolescents and young adults (13-24), males 40 and older, outdoor workers	Cancer Council SA Workplace and education strategies Wellbeing SA: <ul style="list-style-type: none"> <li>• Healthy Workplaces</li> <li>• Get Healthy</li> </ul>		Medium-term
	Increase access to adequate shade.	Promote the importance of shade in providing sun protection through promoting resources, inclusion of weblinks and via the Public Health Partnership Agreement with the Local Government Association.	Whole of population	Wellbeing SA: <ul style="list-style-type: none"> <li>• Health Promotion Branch</li> </ul> Cancer Council SA	Local Government Association	Long-term
		Understand the priorities of local council as it relates to shade and share good practice when identified.	Whole of population	Wellbeing SA : <ul style="list-style-type: none"> <li>• Secondary Prevention Branch</li> </ul>		Medium-term
		Contribute to the <a href="#">Urban Heat and Tree Canopy Mapping and subsequent Prioritisation</a> project to map heat and tree canopy cover against disadvantage indicators to identify areas at greatest need of urban greening.	Whole of population	Green Adelaide	Wellbeing SA: <ul style="list-style-type: none"> <li>• Health Promotion Branch</li> </ul> Department of Environment, Water and Natural Resources	Long term
		Contribute to research that will identify new street trees that provide a high level of public amenity (including shade, biodiversity benefit) that are both unlikely to interfere with critical infrastructure and are able to withstand future climate stresses.	Whole of population	Resilient South and partners		Long term

Priorities	Strategies	Actions	Target group	Lead Agencies	Delivery Partners	Timeframe
<b>Increase early detection</b>	Encourage earlier detection and treatment of melanomas and keratinocyte cancers.	GP training on dermatoscope use. Grants to be offered for a practice dermatoscope for GPs who have undertaken training, subject to selection criteria.	Healthcare workers	Wellbeing SA Cancer Council SA		Medium-term
	Increase awareness about the risk factors for skin cancer, early signs of skin cancer and the need for prompt attention.	Community awareness strategies focusing on skin cancer risk factors in addition to UVR exposure (e.g. skin type, moles, irregular moles and family history)	High-risk individuals	Wellbeing SA Cancer Council SA	Health care workers	Ongoing
<b>Monitor, research and evaluate</b>	Continue to monitor data to identify emerging trends.	Strengthen linkages with partner agencies undertaking research to inform the identification of data sources and surveys. to monitor impact and evaluate actions and policy.	Whole of population	Wellbeing SA Cancer Council SA		Ongoing
	Evaluate initiatives to inform future investments.	Monitor evidence to determine future program priorities based on cost effectiveness, value for money and continuous improvement.	Whole of population	Wellbeing SA Cancer Council SA		Ongoing