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Pharmacy Public Health Campaign Evaluation

Sun Safety and Skin Cancer Awareness – July/Aug 2017

Introduction

A big thank you to Cancer Research UK for providing the publications for our third public health campaign of the year - Sun Safety and Skin Cancer Awareness. Thank you also to all community pharmacies who took part in the campaign and especially those who went above and beyond by promoting the campaign in schools, on beaches and at sports events. The overwhelming feedback for the campaign has been that the key messages and quality resources encouraged interactions with customers and many pharmacies used the campaign to refer customers to their GPs. We are continuing to learn from each campaign and trust you find the measures we have introduced regarding campaign communications and delivery helpful. We hope you find this evaluation useful and welcome any feedback.

Sun Safety and Skin Cancer Awareness Key Campaign Messages

Whatever your age, the best way to enjoy the sun safely and protect your skin from sunburn is to use a combination of shade, clothing and sunscreen. Children and teenagers might need a reminder or a helping hand, but setting a good example yourself is a great way to help them learn and get into good habits.

When the sun is strong:

- Spend time in the shade, especially between 11am and 3pm in the UK
- Cover up with clothes, a hat and sunglasses.
- And use a sunscreen with a protection level of at least SPF15 and 4 stars. Use it generously and reapply regularly.

Too much ultraviolet radiation from the sun or sunbeds is the main cause of skin cancer. In the UK almost 9 in 10 cases of melanoma, the most serious type of skin cancer, could be prevented through enjoying the sun safely and avoiding using sunbeds.

- Around 1,840 people are diagnosed with skin cancer in the South West every year*
- There are 34 cases of skin cancer per 100,000 people in the South West every year **

The CRUK SunSmart campaign was promoted in pharmacies in the South Southwest region during July and August 2017. 584 of the 636 pharmacies (92%) took part and returned questionnaires, based on these responses:

- 7037 conversations regarding the SunSmart campaign were recorded
- 2039 (29%) of conversations occurred during MUR or NMS consultations
- 1546 patients were directly signposted to their GP
- 37 pharmacies promoted the campaign through social media channels
- 38 pharmacies put on special events promoting the campaign
- 132 pharmacies provided additional campaign activity such as introducing the topic in MURs, producing HLP SunSmart zones and providing assistance at sport events.

Pre-campaign support

Pharmacies received pre campaign information including expected delivery dates, visuals of campaign materials, key messages, tips on how to talk about cancer in pharmacy settings, crib sheets and the evaluation pharmacies would be asked to complete.

The Cancer Research UK Online Talk Cancer training course was offered prior to the campaign launch. The training provides the tools to have simple, effective conversations about cancer and health and how to encourage people to make healthy lifestyle changes.

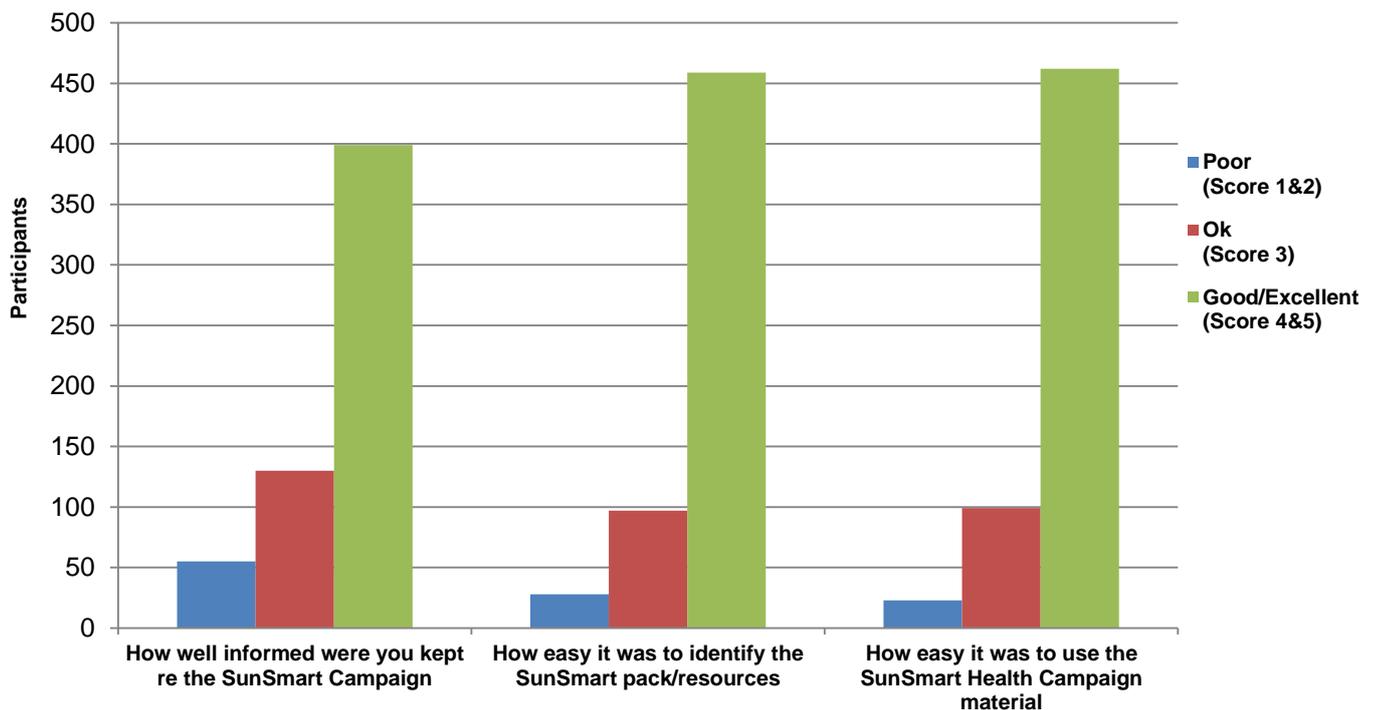


Figure 2. How pharmacies rated the campaign support information.

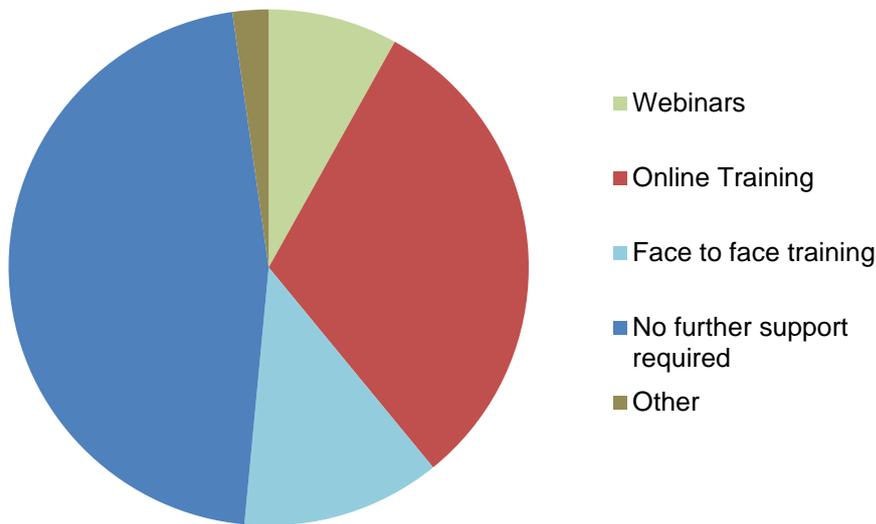


Figure 1. Pharmacy learning requests for future health campaigns.

Sun Safety and Skin Cancer Awareness Case Study: Cranbrook

Cranbrook Pharmacy in East Devon are key players when it comes to Public Health Campaigns and the CRUK Sun Safe campaign was no exception. The pharmacy says that people owe it to themselves and their families to take the risk of skin cancer seriously and to cover up when they are in the sun, avoiding over-exposure to ultraviolet light.

Consequently the pharmacy healthy living champions, Sanisha Renney and Louise Johnson, got together to come up with an inventive and fun way via social media to capture the local populations attention when it came to being safe in the sun and so their amusing Facebook post in conjunction with NHS Englands #CoverUpMate was created. They even used local celebrity, Adam Prowse (google Cranbrooks dancing postman), to help back the campaign! The team took the Sun Safe message on the road and were able to effectively captivate their audience and deliver leaflets and campaign information to target groups most in need i.e. men who work outside and children.



Sun Safety and Skin Cancer Awareness Pharmacy Comments

Below are typical a selection of typical comments we received from the feedback.

What worked well?	Pharmacy
We had a lot of interest from young people in SunSmart that were eager to listen to advice, especially when a few members of staff visited the local beach with materials and handed out leaflets and advice.	<i>Day Lewis Pharmacy Western Super Mare</i>
People were very surprised to learn about the star system for the UVA protection. Most people seemed to only know about the SPF ratings.	<i>Yate Family Practice</i>
I referred someone for a mole which the conversation began due to the material on display and another patient who had an issue with a scab on his nose that wouldn't heal and that turned out to be skin cancer, he was grateful I had persuaded him to visit the doctor.	<i>Asda Pharmacy Yeovil</i>
Mole scanning referral increased during the SunSmart campaign.	<i>Boots WSM Locking Castle</i>
We attended Okehampton Show, and provided Sun safe advice, gave out the campaign leaflets and some free sun cream testers. We targeted families to encourage children to keep their skin safe. We also spoke to some patients with moles that we had to refer to their GP.	<i>Lloyds Pharmacy Okehampton</i>
Our display in the HLP zone was very popular especially with children and young families. Using humour to bring home the point worked well alongside the "Mexican" hat and sunglasses. All this under the tag "It may not feel like you are in Cancun but beware: Heneaze sunshine can still seriously damage your skin".	<i>Kellaway Pharmacy</i>
Most positive outcome was a customer mentioned a sore on his ear to our Pharmacist after seeing the leaflets, thought it was just a spot or something but Pharmacist referred to the doctor immediately (booked the appointment himself). Patient was diagnosed with skin cancer and received treatment a lot sooner than he would have done.	<i>Lloyds Pharmacy Yatton</i>
We enjoyed this campaign. We went into the local primary school and talked to the children about it. They found it fun and interactive and the teacher has invited us back next year. The window display we did caught people's attention and we had a lot of comments!	<i>Carbis Bay Pharmacy</i>
I found a patient who was diagnosed with actinic keratosis and was treated by the GP.	<i>Gunnislake Pharmacy</i>
Located on Westward Ho beach we were best located to speak to patients/customers who were visiting the area and enjoying the sun - our Facebook page prompted conversations about the campaign.	<i>Arnolds Pharmacy Westward Ho</i>
Patient with sun damage was referred to GP then Hospital for treatment wouldn't have done anything if we hadn't spoken to him.	<i>Boots - Tiverton</i>
Increased number of queries regarding suspicious skin lesions & increased awareness of pharmacy staff that customers presenting with facial/scalp lesions may need referral. Improved promotion of higher sun screen formulations and why their use should be encouraged.	<i>Boots Yate</i>
All worked very well and customers were very interested. One of the referrals was diagnosed with skin cancer.	<i>Dowricks Chemists of Chelston Hall</i>
Noticed catatonic metastasis patch on customer's scalp. Referred to GP.	<i>Boots WSM High Street</i>

What worked well continued...	Pharmacy
As soon as the material arrived we had a staff meeting to discuss ways to promote the campaign. We displayed colourful material to accompany the poster. The team were on hand at all times to discuss ways to protect from the sun. The children liked the bright colours of the display.	<i>Day Lewis Brixham</i>
The team worked extremely well to promote the campaign. I promoted on social media, posters, leaflets and adding this into conversations. We adapted the SunSmart stand to promote information. Was a great campaign, I feel this has opened many eyes in regards to skin care as well as what to look for in any skin moles, that may look new or unusual.	<i>Well Fishponds - Lodge Causeway</i>
Spoken to every customer who purchased sun care as discussed their factor needed, gave out leaflets to customers and did a display in store	<i>Lloyds Pharmacy Worle</i>
The posters, leaflets and let's stay safe in the sun were perfect in passing the needed information to the public.	<i>MB Silverman</i>
A lady I referred came back to thank me – she had been referred to dermatology for lesion on nose.	<i>Boots – South Molton</i>
Using our Facebook page we posted helpful information about safety during sunny spells and some came into discuss further.	<i>Crediton Pharmacy</i>
Posters and leaflets at the peak of Sunny season elicited a response from the public to enquire about the dangers of exposure of the sun; and numerous people enquired about blemishes and skin flare ups for fear of cancerous exposure on the skin. Raised awareness and certainly made individuals conscious of skin protection to prevent undesirable outcomes.	<i>Graham Road Pharmacy</i>

What didn't work so well?
<p>The weather...</p> <p>Campaign material should arrive in branch earlier than currently received. This would enable staff to familiarise themselves with the campaign and research relevant information prior to the campaign beginning.</p> <p>Not enough promotional material we could have used more.</p> <p>Again, as with the previous campaigns this year, support with training for pharmacy staff will make for a more worthwhile campaign.</p> <p>The timing of this campaign is always difficult and late July & August were not the best weather months for us locally. Would it be possible to have the material for this campaign sent out much earlier say end April beginning of May and some flexibility applied as to when the campaign is run - particularly for approaching schools for playtime & sports activities.</p>

Recommendations

Due to feedback around how to use resources and online training we will provide short videos prior to each campaign to support the pre campaign information already provided.

If you have any feedback or good news stories regarding the campaigns please let us know via our pharmacy mailbox: england.pharmacysouthwest@nhs.net

*Based on the annual average number of new cases of skin cancer (ICD-10 C43) diagnosed in the South West region between 2012-2014.
**Annual average European age-standardised incidence rate per 100,000 for skin cancer (ICD-10 C43) in the South West region between 2012 and 2014.

Source: These data were extracted from the Public Health England's Cancer Analysis System, snapshot CAS8038. Accessed 30/10/2017.