



**A multi-sectoral approach to reducing the incidence & impact of skin cancer in New Zealand by strengthening prevention & early detection efforts**

## **A TOOLKIT FOR THE EDUCATION SECTOR**

### **THE CHALLENGE**

New Zealand faces a significant skin cancer crisis:

- Highest melanoma death rate in the world
- Eight out of ten cancers diagnosed are skin cancer
- 2 in 3 New Zealanders will be diagnosed with some form of skin cancer in their lifetime
- 500 lives lost to skin cancer in 2018
- 494.92 million estimated cost to New Zealand in 2025
- Up to 90% of cases are preventable with appropriate sun protection

### **EDUCATION SPECIFIC CHALLENGES**

- Exposure to ultraviolet radiation (UVR) in childhood and adolescence increases the risk of developing skin cancer later in life
- Students are at school during peak UV hours
- Only 28.2% of eligible schools are enrolled in SunSmart Schools
- Schools do not receive public funding to support sun protection policies or provide shade structures
- Sun protective behaviours in early childhood education and primary, intermediate, and secondary schools are inconsistent

### **THE AIM**

The Skin Cancer Prevention and Early Detection Strategy 2024 - 2028 sets out to:

- Reduce exposure to harmful UVR through improved prevention measures
- Detect skin cancers earlier when treatment is most effective
- Create a coordinated, nationwide approach to prevention and detection

### **THE CASE FOR ACTION**

Investment in prevention and early detection will deliver significant benefits:

- Prevention of 22,122 melanomas and 395,613 non-melanoma skin cancers by 2050
- Saving 1,940 lives
- \$699.6 million saved in treatment costs
- Reduction in workforce productivity losses of \$97.52 million
- Return of up to \$11.90 for every \$1 invested

# STRATEGY RECOMMENDATIONS:

01

Establish a comprehensive, multi-sectoral, nationally co-ordinated skin cancer prevention and early detection programme

02

Provide all health professionals with structured training in the prevention and early detection of skin cancer

03

Develop a nationally consistent triage and audit service for early detection and management of skin cancer

04

Plan and deliver public education campaigns that promote sun safety and early detection

05

Adopt World Health Organisation recommended sun protection guidelines in all education settings

06

Mandate and enforce sun protection policies for all workplaces with outdoor workers

07

Adopt sun protection policies in sports where participants are exposed to high levels of solar UVR

08

Integrate sun protection into planning for outdoor recreation areas where people congregate

09

Increase access to high quality, affordable sun protection products

10

Review existing sun protection guidelines and related position statements

11

Implement an outright ban on sunbeds for commercial or private use

12

Ensure all interventions are informed by robust research and quality data

# COMMUNICATIONS TOOLKIT

The following communication materials are provided as a starting point to help you share messages about the Skin Cancer Prevention & Early Detection Strategy with your networks. We encourage you to adapt and personalise these templates to best suit your audience and communication style. Your understanding of your network and what resonates with them is invaluable - feel free to modify the language, select relevant statistics, or adjust the tone while maintaining the core messages about prevention and early detection. These examples are designed to inspire rather than restrict your communications.

## MULTI SECTOR APPROACH

Success requires collaboration across:

- Educational institutions
- Healthcare providers
- Workplaces
- Sporting organisations
- Community and advocacy groups
- Local and central government

## YOUR ROLE IN SHARING THE MESSAGE

Education professionals are key influencers in their communities. By sharing these messages through your networks, you can help:

- Raise awareness of sun safety in education settings
- Promote the importance of prevention
- Support the adoption of sun-smart behaviours
- Encourage implementation of sun protection policies
- Advocate for better prevention measures in schools

## TIPS FOR SHARING

1. Customise messages for your specific education network
2. Use relevant statistics and data points
3. Share personal experiences or case studies
4. Include a clear call to action
5. Tag relevant education organisations when appropriate
6. Use provided hashtags for wider reach

## ADDITIONAL RESOURCES

Click the link to access more information including:

- Strategy document
- Video download link: [[Education: Skin Cancer Prevention & Early Detection](#)]
- Other useful education resources
- Contact information for further support

# Example Newsletter:

**Subject Line:** New Strategy to Create Sun-Safe Schools in NZ

Dear

New Zealand's skin cancer statistics are sobering - we have the world's highest melanoma death rate and eight out of every ten cancers diagnosed are skin cancer. As education professionals, we have a unique opportunity to help change these statistics by ensuring we provide sun-safe environments and help our young people adopt good sun-smart behaviours.


The new Skin Cancer Prevention and Early Detection Strategy 2024-2028 outlines how investing in prevention will save lives and healthcare costs:

- Prevention of 22,122 melanomas and 395,613 non-melanoma skin cancers by 2050
- \$699.6 million saved in treatment costs
- Return of up to \$11.90 for every \$1 invested
- Up to 90% of skin cancers are preventable with proper protection

Watch this powerful video [[Education: Skin Cancer Prevention & Early Detection](#)] that brings the Strategy to life and demonstrates how education settings can make a real difference in preventing skin cancer.

# Example Social Media Content:

## Facebook Posts:

 Creating sun-safe schools protects our tamariki. NZ has the world's highest melanoma death rate, but up to 90% of skin cancers are preventable. Watch how we can make a difference: [[Education: Skin Cancer Prevention & Early Detection](#)]

#SunSafeSchools #Prevention

## Instagram Posts:

[Image suggestion: Students using sun protection at school] "Creating sun-safe learning environments ☀️"

- Students are at school during peak UV hours
- Prevention starts with education

Watch our new video to learn more [[Education: Skin Cancer Prevention & Early Detection](#)] #SunSafeSchools #Prevention #Education

## X (Twitter) Posts:

Schools play a vital role in preventing skin cancer. Watch how we can protect our students and create sun-safe learning environments: [[Education: Skin Cancer Prevention & Early Detection](#)] #Education #Prevention

Only 28.2% of eligible schools are enrolled in SunSmart Schools. Time for change. Learn more about NZ's new Skin Cancer Strategy: [[Education: Skin Cancer Prevention & Early Detection](#)] #Education #SunSmart

## LinkedIn Post:

New Zealand's education sector has a crucial role in preventing skin cancer. The new Skin Cancer Prevention and Early Detection Strategy 2024-2028 shows that:

- Students are at school during peak UV hours
- Up to 90% of skin cancers are preventable
- Every \$1 invested returns \$11.90 in benefits

Watch our compelling new video [[Education: Skin Cancer Prevention & Early Detection](#)] to learn how education settings can create meaningful change.

#EducationLeadership #Prevention #SchoolSafety #NewZealandEducation