



**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 SPORTS 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

### **SPORTS & RECREATION SPECIFIC CHALLENGES**

- Only 3% of sporting organisations have comprehensive sun protection policies
- Only two of 71 National Sporting Organisations reference sun protection in policy documents
- Athletes and participants experience high UV exposure during outdoor activities
- Limited shade at many sporting facilities

### **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:

- Sport and recreational organisations
- Workplaces and industry groups
- Educational institutions
- Healthcare providers
- Community and advocacy groups
- Local and central government

## YOUR ROLE IN SHARING THE MESSAGE

Sports leaders are influential voices in their communities. By sharing these messages through your networks, you can help:

- Raise awareness of sun safety in sport settings
- Promote the importance of prevention
- Support the adoption of sun-smart sporting policies
- Encourage implementation of shade at sports events and facilities
- Advocate for better prevention measures in sport

## TIPS FOR SHARING

1. Customise messages for your specific sport
2. Use relevant statistics and data points
3. Share success stories from sun-safe facilities
4. Include a clear call to action
5. Tag relevant sports 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 [[Sport: Skin Cancer Prevention & Early Detection](#)]
- Other relevant tools including example policies
- Contact information for further support

# Example Newsletter:

**Subject Line:** Creating Sun-Safe Sport: New Strategy for Athlete Protection

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 sports leaders, we have both an opportunity and responsibility to protect our athletes, officials, and spectators from excessive ultraviolet radiation exposure.


The new Skin Cancer Prevention and Early Detection Strategy 2024-2028 outlines how investing in prevention will save both 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 [[Sport: Skin Cancer Prevention & Early Detection](#)] that brings the Strategy to life and demonstrates how sports settings can make a real difference in preventing skin cancer.

# Example Social Media Content:

## Facebook Posts:

 Protecting athletes starts with sun safety. NZ has the world's highest melanoma death rate, but up to 90% of skin cancers are preventable. Watch how we can make sport safer: [[Sport: Skin Cancer Prevention & Early Detection](#)]

#SportSafety #Prevention"

 Only 3% of sporting organisations have sun protection policies. Time for change. Learn how your club can prevent skin cancer: [[Sport: Skin Cancer Prevention & Early Detection](#)]

#SportNZ #SunSmart

## Instagram Posts:

[Image suggestion: Athletes using sun protection at sporting event]

Creating sun-safe sporting environments 

- NZ's melanoma death rate is highest globally
- Athletes (and coaches and officials) face significant UV exposure
- Prevention protects performance

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

#SportSafety #Prevention #SportNZ"

# Example Social Media Content:

## X (Twitter) Posts:

Sport can lead the way in skin cancer prevention. Watch how we can create sun-safe sporting environments: [[Sport: Skin Cancer Prevention & Early Detection](#)]

#SportNZ #Prevention

## LinkedIn Post:

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

- Only 3% of sporting organisations have sun protection policies
- Athletes face significant UV exposure
- Prevention measures protect performance and health

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

#SportLeadership #Prevention #SportSafety #SportNZ