



**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 WORKPLACES**

### **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

### **WORKPLACE SPECIFIC CHALLENGES**

- Outdoor workers receive up to 10 times more UV exposure than indoor workers and are therefore at higher risk of developing skin cancer
- There is limited recent research on workplace sun protection policies and practices
- WorkSafe, Melanoma New Zealand and the Cancer Society provide resources for sun protection, but uptake is inconsistent
- Work-related gradual process injuries like UV exposure may be covered by ACC, but it's not clear if such claims have been successful

### **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:

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

## YOUR ROLE IN SHARING THE MESSAGE

Workplaces and industry groups are influential voices in their industries. By sharing these messages through your networks, you can help:

- Raise awareness of sun safety in workplace settings
- Promote the importance of prevention
- Create sun-safe work environments
- Encourage the adoption and implementation of consistent sun protection policies in workplaces

## TIPS FOR SHARING

1. Customise messages for your specific education network
2. Use relevant statistics and data points
3. Share workplace success stories
4. Include a clear call to action
5. Tag relevant 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 [[Workplaces: Skin Cancer Prevention & Early Detection](#)]
- Other useful resources related to workplaces
- Contact information for further support

# Example Newsletter:

**Subject Line:** Protecting Our Outdoor Workers: New Strategy for Sun Safety

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 employers, we have both a legal and moral obligation to protect our outdoor workers, who can receive up to 10 times more ultraviolet radiation exposure than indoor workers.


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 [[Workplaces: Skin Cancer Prevention & Early Detection](#)] that brings the Strategy to life and demonstrates how workplaces can make a real difference in preventing skin cancer.

# Example Social Media Content:

## Facebook Posts:

 Protecting outdoor workers is not just good practice - it's essential. 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: [[Workplaces: Skin Cancer Prevention & Early Detection](#)]

#WorkplaceSafety #Prevention

 Did you know outdoor workers receive up to 10x more UV exposure than indoor workers? Learn how your workplace can prevent skin cancer:

[[Workplaces: Skin Cancer Prevention & Early Detection](#)]

#WorkSafe #SunSmart

## Instagram Posts:

[Image suggestion: Workers using sun protection on site]

Creating sun-safe workplaces 

- NZ's melanoma death rate is highest globally
- Outdoor workers face 10x more UV exposure than indoor workers
- Prevention is a workplace responsibility

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

#WorkplaceSafety #Prevention #WorkSafe

# Example Social Media Content:

## X (Twitter) Posts:

Protect your outdoor workers from UV exposure. Watch how we can create sun-safe workplaces and prevent skin cancer: [[Workplaces: Skin Cancer Prevention & Early Detection](#)]

#WorkSafe #Prevention

Every \$1 invested in skin cancer prevention returns up to \$11.90 in benefits. [[Workplaces: Skin Cancer Prevention & Early Detection](#)]

#WorkplaceSafety #Prevention

## LinkedIn Post:

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

- Outdoor workers receive 10x more UV exposure than indoor workers
- Up to 90% of skin cancers are preventable
- Every \$1 invested returns up to \$11.90 in benefits
- Workplace prevention policies save lives and money

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

#WorkplaceSafety #Prevention #WorkSafe #OccupationalHealth