



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

# **A TOOLKIT FOR HEALTH PROFESSIONALS**

## **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

## **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

## **MULTI SECTOR APPROACH**

Success requires collaboration across:

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

# 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.

## YOUR ROLE IN SHARING THE MESSAGE

Healthcare professionals are trusted voices in the community. By sharing these messages through your networks, you can help:

- Raise awareness of skin cancer prevention
- Promote the importance of early detection
- Support the adoption of sun-smart behaviours
- Encourage regular skin checks
- Advocate for better prevention measures

## TIPS FOR SHARING

1. Customise messages for your specific 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 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: [Healthcare Professionals: Skin Cancer Prevention & Early Detection](#)
- Contact information for further support



# Example Newsletter:

**Subject Line:** Critical Update: New Strategy to Combat NZ's High Skin Cancer Rates

Dear

New Zealand's skin cancer statistics are sobering - we have the world's highest melanoma death rate and eight out of ten cancers being diagnosed as skin cancer. As healthcare professionals, we're uniquely positioned to help change these statistics.

The new Skin Cancer Prevention and Early Detection Strategy 2024-2028 outlines how investing in prevention and early detection 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
- Early detection leading to nearly 100% survival rates

Watch this powerful video [Healthcare Professionals: Skin Cancer Prevention & Early Detection](#) that brings the Strategy to life and demonstrates how we can all contribute to reducing skin cancer's impact in New Zealand.

# Example Social Media Content:

## Facebook Posts:

🔍 Did you know? NZ has the world's highest melanoma death rate, but up to 90% of skin cancers are preventable. Watch this important video about how we can change these statistics. [Healthcare Professionals: Skin Cancer Prevention & Early Detection](#)

#SkinCancerPrevention #HealthcareNZ"

💡 Early detection saves lives! For every \$1 invested in skin cancer prevention, we save \$11.90 in benefits. Learn more: [Healthcare Professionals: Skin Cancer Prevention & Early Detection](#)

#Prevention #Healthcare #EarlyDetection"

## Instagram Posts:

[Image suggestion: Healthcare professional discussing skin check]

Making a difference through prevention and early detection 🔍

- NZ's melanoma death rate is the highest globally
- Up to 90% of skin cancers are preventable
- Early detection = nearly 100% survival rate

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

#HealthcareNZ #SkinCancerPrevention #EarlyDetection"

# Example Social Media Content:

## X (Twitter) Posts:

Did you know? NZ has the world's highest melanoma death rate. But there's hope - investing in prevention could save 1,940 lives and \$699.6m in healthcare costs by 2050. Watch how: [[Healthcare Professionals: Skin Cancer Prevention & Early Detection](#) ]  
#SkinCancerPrevention #Healthcare"

Up to 90% of skin cancers are preventable. Every \$1 invested could return \$11.90 in benefits. Learn more about NZ's new Skin Cancer Strategy: [[Healthcare Professionals: Skin Cancer Prevention & Early Detection](#) ]  
#Prevention #EarlyDetection

Healthcare professionals: Watch and share this powerful video about preventing NZ's most common cancer. Together we can save lives. [[Healthcare Professionals: Skin Cancer Prevention & Early Detection](#) ]  
#HealthcareNZ #SkinCancer"

## LinkedIn Post:

New Zealand's healthcare community has a crucial role in addressing our world-leading melanoma death rates. The new Skin Cancer Prevention and Early Detection Strategy 2024-2028 shows that investing in prevention and early detection will:

- Prevent 22,122 melanomas and 395,613 non-melanoma skin cancers by 2050
- Save 1,940 lives
- Save \$699.6 million in treatment costs
- Return up to \$11.90 for every \$1 invested

Watch our compelling new video [[Healthcare Professionals: Skin Cancer Prevention & Early Detection](#) ] to learn how we can work together to create meaningful change.

#HealthcareLeadership #SkinCancerPrevention #PublicHealth  
#NewZealandHealth"