



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

# **A TOOLKIT FOR RECREATIONAL ORGANISATIONS**

## **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

## **RECREATION SPECIFIC CHALLENGES**

- Sun protective behaviours of adults and children during recreation activities are poor
- Only 5 out of 67 local councils have a sun protection policy
- Limited shade at many recreation 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

Local councils are influential within their communities. By sharing these messages through your networks, you can help:

- Raise awareness of sun safety in recreation settings
- Promote the importance of prevention
- Support the adoption of sun-smart policies in local councils
- Plan for the implementation of shade in recreational spaces, such as playgrounds, sports grounds and outdoor swimming pools

## TIPS FOR SHARING

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



# Example Newsletter:

**Subject Line:** Creating Sun-Safe Spaces: New Strategy for Protecting our Communities

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 leaders within local councils, we have both an opportunity and responsibility to protect our communities from excessive UV 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 [[Recreation: Skin Cancer Prevention & Early Detection](#)] that brings the Strategy to life and demonstrates how local councils can make a real difference in preventing skin cancer.

# Example Social Media Content:

## Facebook Posts:

Local councils have the power to protect our communities from skin cancer. NZ has the world's highest melanoma death rate, but up to 90% of skin cancers are preventable. Watch how we can prioritise sun safety in recreational spaces: [[Recreation: Skin Cancer Prevention & Early Detection](#)] #SunSafeCommunities #Prevention"

☀️ Preventing skin cancer starts with safer recreation spaces. Local councils can help create sun-safe environments for everyone. Learn more: [[Recreation: Skin Cancer Prevention & Early Detection](#)] #SunSafeCommunities #Prevention"

## Instagram Posts:

[Image suggestion: Children playing in shaded playground]

Creating sun-safe spaces ☀️

- NZ's melanoma death rate is highest globally
- Local councils play a crucial role in sun protection
- Prevention is key to protecting our communities health

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

#SunSafeCommunities #Prevention #RecreationSpaces

# Example Social Media Content:

## **X (Twitter) Posts:**

Local councils can lead the way in skin cancer prevention. Watch how we can create sun-safe recreation spaces: [\[Recreation: Skin Cancer Prevention & Early Detection\]](#)

#SunSafeCommunities #Prevention

## **LinkedIn Post:**

Local councils have an important role in preventing skin cancer by promoting sun protection in public recreational spaces. The new Skin Cancer Prevention and Early Detection Strategy 2024-2028 shows that:

- Only 5 out of 67 local councils have sun protection policies
- New Zealanders often aren't well protected from the sun when engaging in outdoor recreational activities
- Good quality shade can reduce harmful ultraviolet radiation by up to 90%

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

#LocalGovernment #Prevention # SunSafeCommunities