

**National Institute for Health and Clinical Excellence**

**PUBLIC HEALTH INTERVENTION- RESOURCES AND ENVIRONMENTAL CHANGES  
TO PREVENT SKIN CANCER**

**Consultation on the Evidence from Wednesday 7<sup>th</sup> July to Wednesday 4<sup>th</sup> August 2010  
Comments and additional evidence to be submitted by 5pm at the very latest on  
Wednesday 4<sup>th</sup> August 2010**

**Stakeholder Comments Form**

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1. Please put each new comment in a new row.
2. Please insert the **Document name (and number if relevant)** in the 1<sup>st</sup> column. If your comment relates to all of the documents, please put **general** in this column
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<b>Name</b>	Skin Cancer Prevention Committee, c/o Nina Goad		
<b>Organisation</b>	British Association of Dermatologists		
<b>Document Name and Number</b> <i>(e.g. Evidence review 1, Economic Review, etc)</i>	<b>Section number</b> <i>Indicate <b>section number</b> or <b>'General'</b> if your comment relates to the whole document</i>	<b>Page Number</b>	<b>Comments</b> <i>Please insert each new comment in a new row.</i>

<p><b>Expert paper 2: national campaigns (UK and worldwide)</b></p>	<p>General</p>	<p>1-4</p>	<p>There is a significant lack of information on the other, non-SunSmart national campaigns that are listed. The information outlined in this summary is extremely limited, given the large scale of work provided by these organisations. For example, the summary of the work by the Teenage Cancer Trust is limited to the partnership with Superdrug rather than the key messages and outcomes of the campaign, which has been extremely high profile in recent years.</p> <p>While it is acknowledged that SunSmart is currently the only campaign to receive DH funding, the other organisations listed should perhaps have been asked to provide detailed information about their campaigns' aims and objectives, evolution and target audiences, components of the campaign and key successes and outcomes as per the data listed on SunSmart, to allow for a more comprehensive overview of all national campaigns, as per the paper's title.</p>
<p><b>As above</b></p>		<p>4</p>	<p><i>"Sun Awareness (including Sun Awareness Week in May) is the British Association of Dermatologists' annual campaign to raise awareness of skin cancer and to encourage people to check their skin regularly (focused over one week in the year)."</i></p> <p>The Sun Awareness campaign actually runs throughout the summer (April to September) with Sun Awareness Week as its official launch. Activity is not confined to this one week.</p>
<p><b>As above</b></p>		<p>4</p>	<p><i>"(http://www.bad.org.uk/site/574/DesktopDefault.aspx)"</i></p> <p>Please list the links to the BAD's campaigns as <a href="http://www.bad.org.uk/sunawareness">www.bad.org.uk/sunawareness</a> and <a href="http://www.ultimateskincare.org">www.ultimateskincare.org</a></p>
<p><b>As above</b></p>		<p>4</p>	<p><i>"Sun protection is not a central point of their work given that they focus on all skin diseases; however there is some information on their website which predominantly supports messages from the BAD."</i></p> <p>There is no mention here of the media and public awareness work that the British Skin Foundation does around skin cancer prevention.</p>

As above		4	<p><i>“British Skin Foundation receives industry funding from pharmaceutical companies in addition to public donations.”</i></p> <p>The British Skin Foundation does not in fact receive industry funding, but raises money for research through donations from the British Association of Dermatologists, the public and corporate donations. Additionally, if commercial partnership, be it financial or for awareness purposes, is to be outlined for other national campaigns, this should be done also for Cancer Research UK.</p>
As above		4	<p><i>“According to an ONS SunSmart survey analysis of trends from 2003-2008 amongst UK adults, there has been a significant trend towards increased awareness of the importance of protecting children (5.2% in 2003 to 12.4% in 2008), checking moles (3.3% in 2003 to 11% in 2008), seeking medical advice about moles and avoiding sunburn (0.3% in 2003 to 2.5% in 2008)... Whilst it is unknown if these results can be directly attributable to the SunSmart campaign, it is encouraging to see such increases which also reflect key SunSmart campaign messages.”</i></p> <p>We agree that these increases are encouraging and also agree that it is not possible to attribute such outcomes to any one campaign. Realistically, many of these outcomes will be attributable to the other national campaigns listed; For example, increased awareness of the need to check moles and seek medical advice about moles will have been influenced by campaigns that focus specifically on early detection, rather than primarily on prevention, such as work by the British Association of Dermatologists and various NHS dermatology departments.</p>

<p><b>As above</b></p>		<p>5</p>	<p><i>“It is recommended to place an emphasis on partnership working across UK organisations delivering skin cancer prevention campaigns to avoid duplication of work and to align messages to minimise public confusion.”</i></p> <p>We strongly agree with this view, as confusion does exist among the public. For example, until 2010, certain campaigns, including SunSmart, were at odds with other national bodies regarding advice on the minimum level of SPF to be used. Likewise, organisations policies on vitamin D were, until recently, varying. We welcome the recent work by CRUK to include research and views of other expert organisations to provide conjoined messaging on such issues, and where possible, consensus statements that can be adhered to by all relevant bodies.</p>
<p><b>As above</b></p>		<p>5</p>	<p>We agree with the authors conclusion, summary of gaps in available evidence base and recommendations.</p>

<p><b>As above</b></p>		<p>6-7</p>	<p><i>“There is no official nationally coordinated skin cancer prevention campaign in the US.”</i>  In fact, since 1995, the American Academy of Dermatology has conducted an extensive media relations campaign during the month of May (National Melanoma/Skin Cancer Detection &amp; Prevention Month), with a launch on Melanoma Monday (the first Monday in May, <a href="http://www.melanomamonday.org">www.melanomamonday.org</a>). The AAD also conducts an ongoing national melanoma/skin cancer screening program through which dermatologists have conducted more than 2 million free screenings since its inception in 1985. In 2006, AAD members set the Guinness World Record for the most skin cancer screenings in a single day. Additionally, since 2000, AAD has funded a shade structure program, providing grants to more than 200 non-profit organizations for permanent shade structures which protect nearly 158,000 people every day (<a href="http://www.aad.org/public/sun/grants.html">www.aad.org/public/sun/grants.html</a>). Furthermore, AAD produces and distributes PSA campaigns (<a href="http://www.aad.org/psa">www.aad.org/psa</a>) to educate the public about the dangers of natural and artificial UV radiation. AAD also develops significant public education materials and websites about skin cancer prevention, detection and treatment (<a href="http://www.skincarephysicians.com/skincancernet/index.html">www.skincarephysicians.com/skincancernet/index.html</a>; <a href="http://www.kidsskinhealth.org">www.kidsskinhealth.org</a>, <a href="http://www.aad.org/public/publications/pamphlets/sun_skin.html">www.aad.org/public/publications/pamphlets/sun_skin.html</a>). AAD has conducted public surveys of knowledge, attitude and behaviour about skin cancer prevention and has promoted the results through extensive media relations (<a href="http://www.aad.org/suntelligence">http://www.aad.org/suntelligence</a>).</p>
<p><b>As above</b></p>		<p>6</p>	<p><i>“the American Academy of Dermatology hosts the National Coalition for Sun Safety database on its website.”</i>  Should read: <del>%s</del> as a public resource, AAD also hosts a sun-safety database on its website+ (not National Coalition).</p>

As above		8-9	<p>As per the declaration of interestsq three authors of this paper are staff members of Cancer Research UK and responsible for the delivery of the SunSmart campaign, while the remaining two authors from the University of the West of England have been commissioned by Cancer Research UK to conduct the trend analysis report for 2003-2009 and sunburn surveys which are referenced in this paper.</p> <p>Perhaps the lack of information relating to both national and international campaigns on prevention, stem from the authorsq knowledge bias towards the campaign on which they work. Assigning this paper to authors independent of any one campaign would have been preferable. The other national organisations and international associations working on prevention messages should be asked to provide information about the objectives and outcomes of their campaigns to allow for a more comprehensive, accurate review.</p>

Please add extra rows as needed

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