

Skin Cancer prevention

ECO Prevention meeting, 28th of May,
Euroskin, Brigitte Boonen



5th INTERNATIONAL UV & SKIN CANCER PREVENTION CONFERENCE 2021

Virtual Conference

Tuesday 7 – Thursday 9 September 2021

EUROSKIN CONFERENCE TEAM

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Euroskin

- ❖ Independent non-profit scientific society
- ❖ reduce the incidence and mortality of skin cancer through the promotion & co-ordination of collaborative actions between European professionals active in the fields of primary and/or secondary prevention.
 - ❖ promote and develop solar UVR monitoring programmes
 - ❖ promote scientific studies
 - ❖ develop, promote and evaluate effective information & strategies
 - ❖ promote a harmonized approach & application of guidelines & information programs throughout Europe
 - ❖ promote population-based skin cancer registration, harmonization of classification and other activities essential to the evaluation of secondary prevention



Brigitta Boonen

Conference Co-chair
President,
EUROSKIN



Dr. Rüdiger Greinert

Conference Chair
Secretary General,
EUROSKIN

Skin Cancer in Europe is breaking records

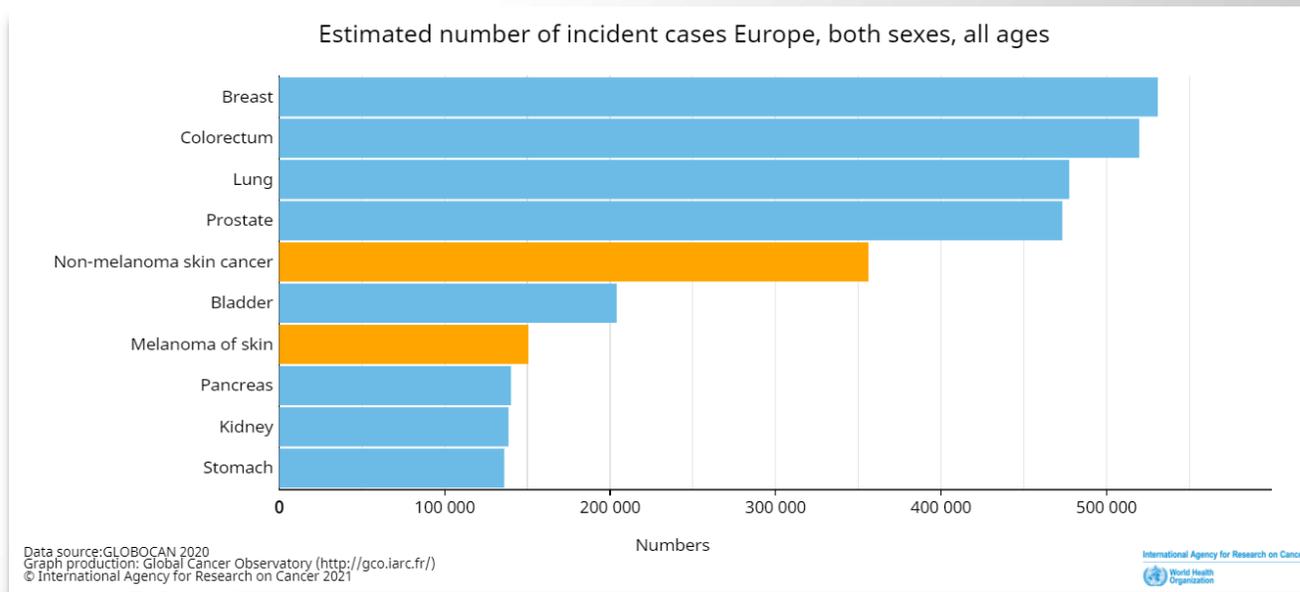
The most **prevalent** cancer:
more than 500 k invasive SC
each year
27,4 per 100.000 inhabitants

The **fastest rising** cancer:
almost double every 10 year

The **most preventable**
Cancer :
PP= > 75%

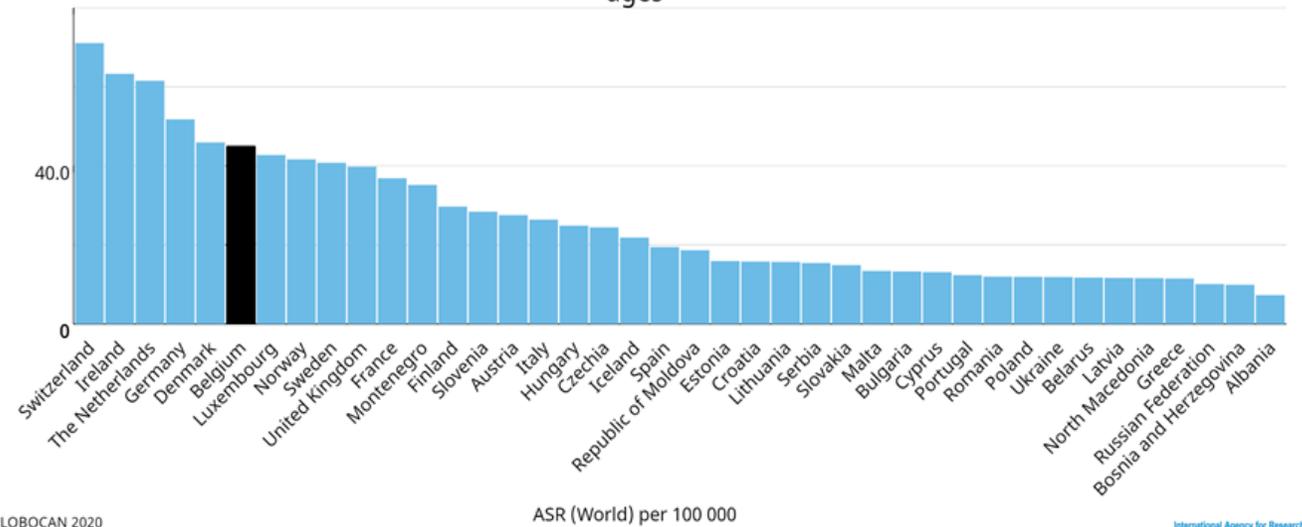
The **most underexposed**
Cancer:
underregistration
low mortality but high costs,
multiple cancers not counted

Number 3 Cancer in Europe (Non-Melanoma + Melanoma)



Skin Cancer incidence rates (ASR)

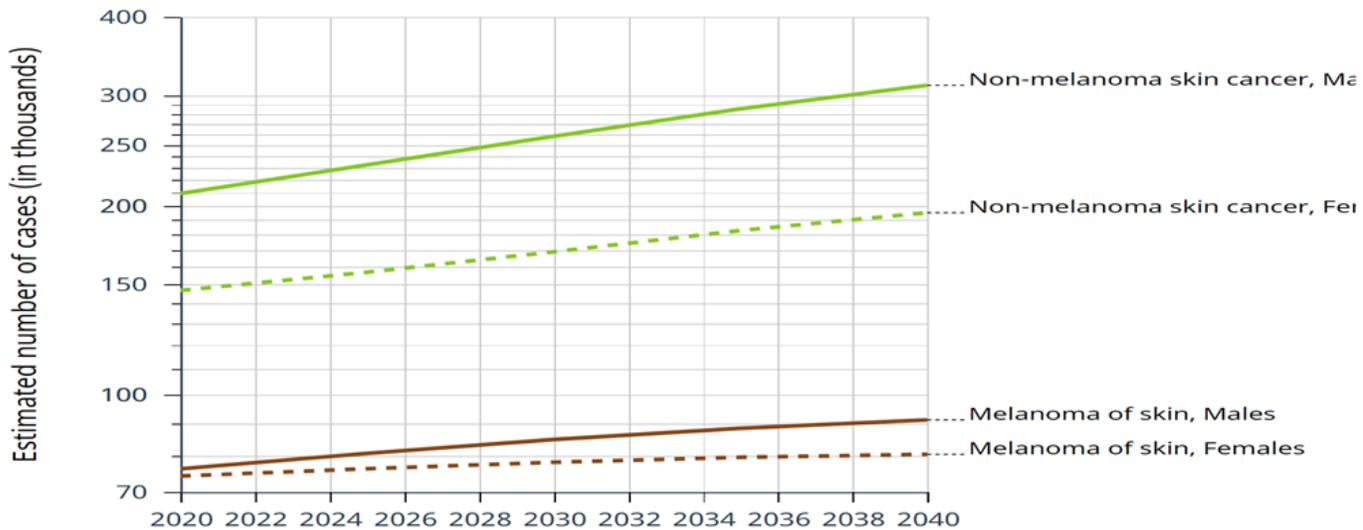
Estimated age-standardized incidence rates (World) in 2020, melanoma of skin, non-melanoma skin cancer, both sexes, all ages



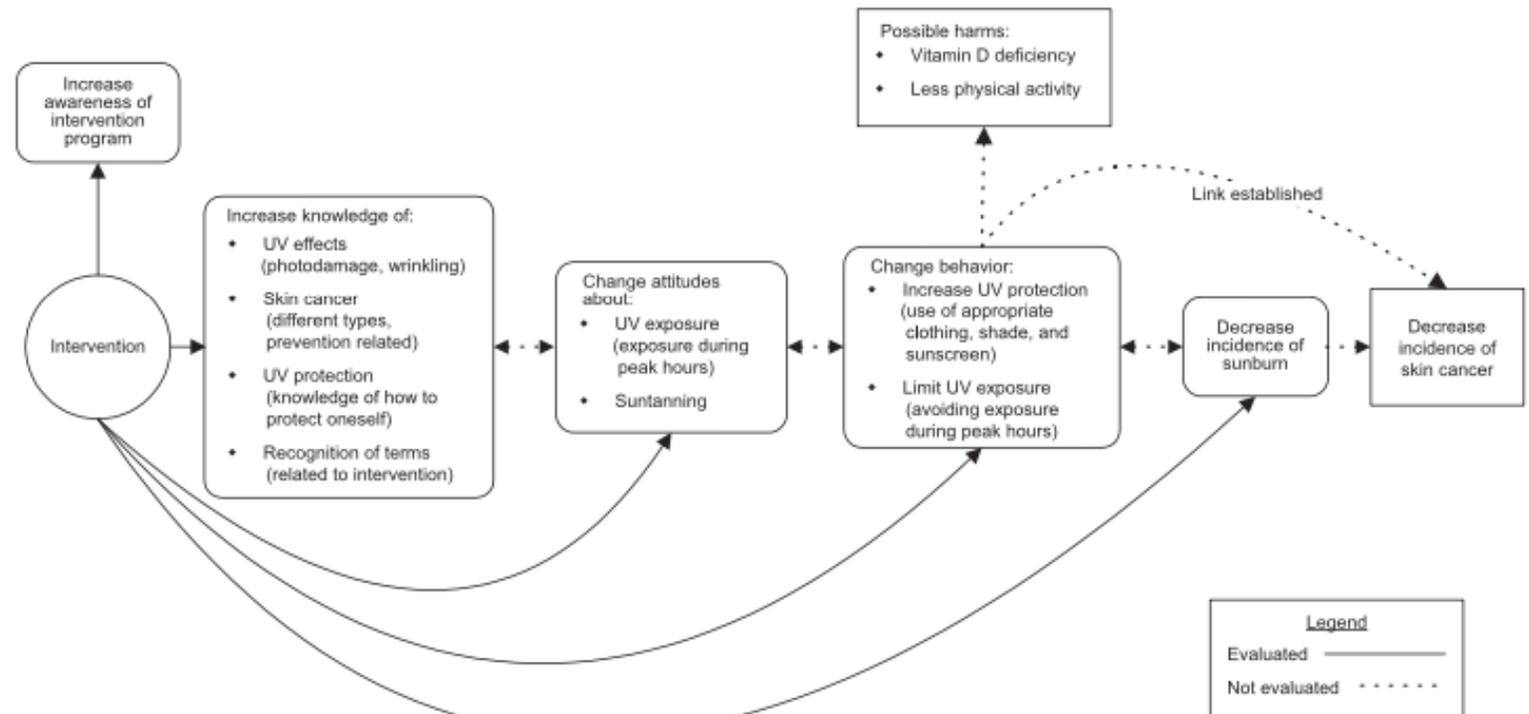
Data source: GLOBOCAN 2020
Graph production: Global Cancer Observatory (<http://gco.iarc.fr/>)
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ASR (World) per 100 000

Prediction of skin Cancer in Europe



Conceptual framework



Principles

- ❖ Evidence based strategies
- ❖ Monitor and evaluate
- ❖ Cooperation public - private



objectives

- ⑩ Reduce the impact of Skin cancer
- Less incidence
- Lower mortality
- Improved detection
- Better treatment



Strategies

- Stimulate individual protective behaviour
- Stimulate shadow and sunscreen provision
- Stimulate and implement policies
- Improve early detection
- Use data & research to monitor & improve quality



Priority groups

- Increased risk- Exposure
- Kids
- Adolescents
- Outdoor Sportsmen
- Sunbed users
- Tourists
- Outdoor workers
- Male + 40j



Priority Channels/ settings

- Direct
 - Companies
 - Schools
 - Communities
 - Recreation
 - Media
- Indirect Partners
 - Health care workers
 - Governments
 - Intermediates



Intervention methods

- Inform
- Educate
- Change risk perception
- Change social norm
- Support
- Design
- Control
- Ban
- ⑩ incentive
- ⑩ Disincentive
- ⑩ Active or passive

Evidence based Strategies to reduce the impact of skin cancer

How to prevent cost-effectively?

Control

- Rules Requirements Monitoring Enforcement
Police Regulate Legislate Treat screen
Incentives dis-incentives

Inform

- Communicate Advise Highlight Signal Make
Aware Remind Trigger

Design

- Physical environment Systems Policy Service
Technology Products

Educate

- Engage Motivate Inspire Mobilize Build Skills
Teach Critical consciousness

Support

- Assist provide service Care Support Advice
Advocate Nurture



How to prevent cost-effectively?



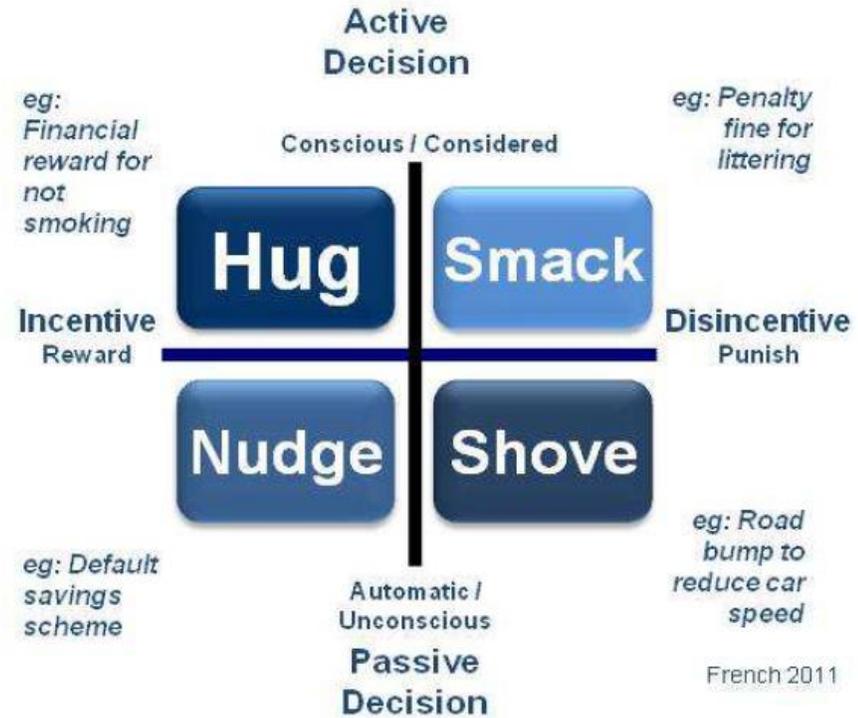
Priority Target groups = risk groups

- Kids
- Sportsmen
- Outdoor workers
- Sunbed users
- Tourists & recreation

Figure 1: Exchange Matrix (four forms of exchange)

We need to change

Exchange Matrix (Four Forms of exchange)



Skin Cancer Prevention works

www.thecommunityguide.org

The Guide to Community Preventive Services
THE COMMUNITY GUIDE
What Works to Promote Health

WHAT WORKS

Cancer Prevention and Control: Skin Cancer Prevention

What Works to Promote Health

TASK FORCE FINDINGS ON SKIN CANCER PREVENTION

The Community Preventive Services Task Force (Task Force) has released the following findings on what works in public health to prevent skin cancer. These findings are compiled in The Guide to Community Preventive Services (The Community Guide) and listed in the table below. Use the findings to identify strategies and interventions you could use for your community.

Legend for Task Force Findings: ● Recommended ◆ Insufficient Evidence ▲ Recommended Against (See reverse for detailed descriptions)

Intervention	Task Force Finding
Education and Policy Approaches	
Child care center-based interventions	●
Healthcare settings and providers	◆
High school- and college-based interventions	◆
Interventions in outdoor occupational settings	●
Interventions in outdoor recreational and tourism settings	●
Primary and middle school-based interventions	●
Interventions Targeting Children's Parents and Caregivers	
Interventions targeting children's parents and caregivers	◆
Community-Wide Interventions	
Mass media	●
Multicomponent community-wide interventions	●

Visit the "Cancer Prevention and Control" page of The Community Guide website to find summaries of Task Force findings and recommendations on skin cancer prevention from the systematic reviews, included studies, evidence gaps, and journal publications.

The Centers for Disease Control and Prevention provides administrative, research, and technical assistance to the Community Preventive Services Task Force.

ECL SUN SAFETY RECOMMENDATIONS¹

Excessive UV exposure causes premature skin ageing and skin cancer!

- #### LIMIT TIME IN THE MIDDAY SUN

Avoid direct sun exposure when the sun is the strongest, typically between the hours of 11:00 and 15:00 but can be longer depending on where you are.
- #### SEEK SHADE

Seek shade between the hours with most intense UV-radiation. Even in the shade, be aware of reflections from surroundings such as water, sand, and snow, as these can increase UV-exposure.
- #### WEAR PROTECTIVE CLOTHING AND SUNGLASSES

Wear clothing to cover your arms and legs. Wear a hat with a wide brim to shade your face and neck. Wear sunglasses that absorb UV/r to reduce the risk of eye damage. Tightly-woven fabrics offer more protection against UV rays.
- #### USE SUNSCREENS

No sunscreen can provide complete protection. Sunscreens should be used in conjunction with shade, clothing, hats and sunglasses, not instead of them. Never use sunscreen to prolong your exposure to the sun. Use sunscreens with at least SPF 30, with both UVA and UVB filters. Apply generously 30 minutes before sun exposure. Reapply every 2 - 3 hours. Do not forget sensitive areas such as lips and ears.
- #### PROTECT CHILDREN

Apply all above recommendations with extra care to children. The younger you are, the more vulnerable you are. Infants under 6 months of age should be kept out of the sun.
- #### KNOW HOW YOUR SKIN REACTS IN THE SUN

For example, if you are fair-skinned, red-haired or freckled, you are most sensitive to the rays of the sun.
- #### USE THE UV INDEX (UVI)² TO PROTECT YOURSELF

Find out the UV Index through official sources.³ Be aware that skin damage occurs when the UV Index radiation level is at 3 (moderate) and higher.
- #### DO NOT USE SOLARIUMS / SUNBEDS

Sunbeds increase the risk of skin cancer and cause premature ageing of the skin and harm to the eyes. There is no such thing as a "healthy" or "safe" tan. Tanning on a sunbed does not provide a better base for later additional tanning in the sun.
- #### KNOW YOUR SKIN

Check your skin regularly and be aware of any changes, moles that change size, shape or colour, or new moles. If you notice any changes, consult a health professional.

Cancer Council Western Australia **SUN SMART**

SunSmart Report Card WA Primary Schools

Uniforms	A+	97% of schools use collared shirts
Hats	B	84% have sun protective hats, but 16% still use caps
Sunscreen	C	51% have sunscreen in all classrooms
Shade	C	Only 49% of schools have enough shade
Occupational Health and Safety	C	Only 45% of schools report all teachers wear hats on duty
Policy	B-	68% of schools have a sun protection policy

Comment:
Many schools do a great job with sun protection! Room for improvement with sunscreen and shade. Replacing caps with sun protective hats is an easy way to improve the grade. Let's see more teachers wearing hats!

What is
needed?

- **European plan and harmonized guidelines & communication**
- **EU behavior monitoring survey**
- **Sunbed ban**
- **UV prevention policies in all settings communities, schools, companies**
- **Evaluation and approval of new technologies for detection & prevention**