Successful Solar Exposure Campaigns and Regulation of The Use of Sunbeds: The Australian Experience

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The Big Six principles of behaviour change

Repeated and habitual behaviour is determined by extent to which a person:

1. Sees others doing it, - Modelling
2. Has the capacity to do it, - resourcing, self-efficacy
3. Wants to do it, - conscious motivation
4. Remembers to do it, - memory and prompting
5. Is rewarded for doing it, - positive reinforcement
6. Suffer losses by not doing it. - negative reinforcement

Source: Professor David Hill Cancer Council Victoria and UICC Past President
Skin Cancer in Australia

• Australia is the skin cancer capital of the world

• Every year approximately 440,000 cases of skin cancer (10,000 CMM)

• In 2008: 1,850 deaths (420 NMSC)

• Treatment cost well in excess of $300 million pa

• 2/3 of deaths are men

Melanoma Trends

Skin Cancer Prevention:

The SunSmart program consists of:

• Social Marketing Campaign
• SunSmart Schools and Childcare
• Workplace Sun Protection

Dark Side of Tanning Campaign

• Developed by Cancer Institute NSW in 2007
• Aimed at youth (13-17 years) and young adults (18-24 years)
• Television, radio and outdoor advertising (bus sides, air ads etc.)
• Aims to increase understanding of Melanoma severity, reduce pro-tan attitudes, increase knowledge of health risks and increase proportion of people using sun protection
• Campaign evaluation from WA showed that in 2009/10, 49% of adolescents liked to get a suntan - this figure is substantially lower than in previous years.
National Skin Cancer Awareness Campaign

- 2007-2010 Australia wide campaign
- Targeted teenagers (14-17 years)
- Television, radio and print advertising
- Aimed to educate about the seriousness of, and susceptibility to, skin cancer and increase the adoption and awareness of the five key sun protection behaviours:
Rowan’s Story Campaign

- Testimonial of Rowan Barrett, a 34 year old WA man who had been diagnosed and later died from advanced melanoma
- February 2008 - March 2009 - Television and radio ads
- Targeted men aged 18 - 45 years regarding sun exposure related to typical outdoor activities
- 1 in 2 males who saw the campaign reported being more likely to check their skin for early signs of skin cancer.
- Strong take up message was that it could happen to anyone

% of WA Adults and Adolescents who attempted to get a tan

% of WA Adults and Adolescents who were sunburned on the preceding weekend
What do these campaigns achieve? Check the principles..

1. **Sees others doing it?** Yes - we show famous or attractive people being SunSmart
2. **Has the capacity to do it?** Yes - we demonstrate how to be sun protective
3. **Wants to do it.** Yes - we convince them that the risk to them is real
4. **Remembers to do it?** Yes - we prompt them through various media including radio in the morning and during the day
5. **Is rewarded for doing it?** No - Harder to do via media
6. **Suffer losses by not doing it?** Yes - Generate anxiety in those who are not Sunsmart
SunSmart Schools and Childcare Centres

- Launched in 1998
- Nationally more than 2500 SunSmart primary schools and 3500 SunSmart childcare centres
- Aims to minimise student and staff exposure to UV radiation from the sun at school and during school-associated activities
- A SunSmart School must:
  - have a written sun protection policy meeting minimum standards relating to curriculum, behaviour and the environment;
  - be working to increase shade and reschedule outdoor activities to lower UV times of the day
  - teach children about sun protection.

Skin Cancer & Outdoor Workers

- 34% of Australian workers are exposed to direct sunlight during working hours
- Outdoor workers generally receive five to 10 times more (UV) exposure per year than indoor workers.
- Estimated 200 melanomas and 34 000 non melanoma skin cancers per year are caused by occupational exposures in Australia.
Workplace Sun Protection

Cancer Council recommends:

• Risk assessment
• Sun protection control measures
• Employee education & training
• Sun protection policy
• Monitoring program effectiveness

Australian OHS Legislation

• No national law. State based legislation shares the same general outline. Process underway to unify laws nationally.

• Employers must protect employees by providing a safe and healthy working environment that is free of health risks. This includes taking proper steps to reduce the known health risks associated with exposure to solar UVR for workers who spend all or part of their time working outdoors.

• Employees have a duty to take care to their own health and safety and cooperate with employers' efforts to improve health and safety.
Skin cancer compensation cases


- 2008: P & O Ports Vs Allan Hawkins - $60,000 for permanent impairment, $5000 for pain and suffering, medical expenses.

- 2004: Cargo Operations Pty. Ltd. Vs Albert Kenny - $4,500 for pain and suffering and medical expenses

- 2004: Roads and Traffic Authority of NSW Vs Robert Ritchie - weekly compensation and medical expenses

Energex Example

- One of Queensland’s largest employers with more than 3800 staff

- Setting the industry benchmark in ‘sun safety’ with comprehensive UV Protection Policy and workforce practices

- Employees supplied with long-sleeved work wear, tinted eyewear, broad brim hats and helmets with neck flaps, various types of sunscreen and worksite shade items, such as umbrellas, are also widely used

- Employee screening for skin cancer detection
Western Australian Workplace Research

• In 2010, 29 Western Australian workplace policies reviewed
• Industries including viticulture, construction, mining, agriculture and local government

• Findings:
  - 83% had a policy in place
  - 90% provide sun protective clothing
  - 79% have made the wearing of long clothing compulsory
  - 90% provide a sun protective hat
  - Only 37% rotate workers
  - 41% actively encourage the use of shade during breaks
  - 68% provide sunglasses

• Conclusions are that a comprehensive sun protective policy that is enforced is the most effective way for employees to engage in sun protective behaviours.

What do these programs achieve? Check the principles?

1. Sees others doing it? Yes - showing others in their setting (School or workplace) being sunsmart as the norm
2. Has the capacity to do it? Yes - making hats, sunscreen etc available and routine
3. Wants to do it? Yes - consistent with community based campaign messages
4. Remembers to do it? Yes - reminders via posters, simple presence of sunscreen, hats etc
5. Is rewarded for doing it? Yes - being a Sunsmart school or childcare centre shows they care about kids/workers
6. Suffer losses by not doing it? Yes - “no hat no play” or Occ Health and Safety action
Workplace Challenges

- Small employers
- Farmers
- Self employed
- Contractors/Sub-contractors

All harder to reach, no “OHS” structure, “lone wolves”

Solaria in Australia
Solaria in Australia

- IARC has moved Solaria to Class 1 status ‘carcinogenic to humans’

- Over 280,000 Australians used a solarium in 2006.

- Young women are the most frequent users

- A recent study estimates that in Australia, 281 new melanoma cases, 43 melanoma related deaths (in younger people) and 2572 new cases of SCC can be attributed to solaria use.

- Health care costs for these cancers alone are calculated at approximately $3 million annually

Clare Oliver Advocacy

- In 2007, weeks before dying from Melanoma, 26 year old Clare Oliver, a 26 year old woman filmed a television interview in which she stated that her melanoma was largely due to frequenting a solarium and tanning

- Raised enormous awareness in general public about the dangers of solarium use and tanning

- Her advocacy prompted the states and territories to implement their own regulations on solaria use
Australian Standard on Solaria

National Standard (AS/NZS 2635:2008) for Solaria for Cosmetic Purposes

- Restricted to people aged 18 and over
- Recommending maximum UV intensity for sunbeds be cut by 40%
- Unsupervised operations is banned and all supervision is to be done by people with appropriate training in operation and use of equipment and assessment of skin photo types
- All clients are to complete a skin type assessment and consent forms
- People with type 1 skin are to be banned
- Protective eyewear is to be worn
- No claims of non-cosmetic health benefits or that solaria use is safe are to be made
- Client records are to be kept for at least two years covering date, time of visit, skin type assessment and level of exposure

Unfortunately AS/NZS 2635:2008 is a voluntary code and relies on the compliance of Solaria operators - this has led to the implementation of state regulations

State Regulation Changes

- In 2008 Victoria, South Australia and Western Australia released regulations on the operation of solariums in their state
- ACT released regulations in 2010
- NSW looking to Ban use among under 30s
- All tanning units required to be registered
- Laws are largely based on the voluntary code laid out by AS/NZS 2635:2008
- 32% drop in solarium listings in Yellow Pages between 2006 and 2008/2009

The Big Six principles of behaviour change - **Occ/Environ cancer**

Repeated and habitual behaviour is determined by extent to which a person:

1. Sees others doing it, - *Someone needs to take start...*
2. Has the capacity to do it, - *resourcing, organisational priority*
3. Wants to do it, - *Community awareness necessary*
4. Remembers to do it, - *Reminders, becomes normal, routine*
5. Is rewarded for doing it, - *Accepted workplace culture*
6. Suffer losses by not doing it. - *Employer suffers through regulation that is enforced*

Source: Professor David Hill Cancer Council Victoria and UICC Past President

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**Key lessons**

- Effective, authoritative, communication of the risk and likely solutions is very important.
- **This however is not enough**
- Environmental, systemic, regulatory and structural reform which reinforce the key behaviors is essential
- Another key lesson is that politicians and decision makers are members of the community too.
- They are more likely to support reform (ie change their behaviour) if the principles are used.
### Community Survey - Cancer Risk Perception

Do these things increase, decrease or have no effect on cancer risk?

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<th>Event</th>
<th>Increase a lot</th>
<th>Increase a little</th>
<th>Decrease a lot</th>
<th>Decrease a little</th>
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<td>Being overweight or obese</td>
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Source: Cancer Council Research Australia