

NSW Skin Cancer Prevention Strategy 2023–2030

Vision: To reduce the incidence of skin cancer in NSW

Goals

- 1** To embed skin cancer prevention across the public sector, private sector and community.
- 2** To improve access to quality shade at work, school, play and in public places as part of a healthier built environment.
- 3** To increase the adoption of sun/UV protection behaviours among those with low sun protection behaviours, those at high risk of skin cancer, and the broader community.

Strategies

Goal 1

- Build capacity and leadership of the public sector, private sector, and community partners to implement skin cancer prevention in their respective settings.
- Continue to develop, share, and promote adoption of evidence-based sun/UV protection policies and procedures.
- Align skin cancer prevention with actions focused on complementary benefits of sun/UV protection.

Goal 2

- Take strategic action across priority settings with public sector, private sector and community partners to improve the availability of quality shade.
- Engage key stakeholders to improve awareness and understanding of quality shade at population level and in public infrastructure and green spaces.
- Measure and monitor the availability of quality shade in priority settings.

Goal 3

- Work together to ensure the community receives skin cancer messaging that is consistent, informed by evidence, and tailored for priority populations.
- Promote positive change in sun/UV protection knowledge, attitudes and behaviours at population level and among priority populations.
- Assess the impact of public education campaigns and other interventions that support sun/UV protection behaviours.

Priority settings

- Community
- Education
- Workplaces
- Sport
- Recreation
- Healthcare

Priority populations

- Children
- Adolescents
- Young adults
- Men 40 years+
- Outdoor workers

Guiding principles

- Reduce inequity
- Build on strategic partnership
- Share responsibility
- Monitor progress and adjust activities