

NSW Skin Cancer Prevention Strategy 2023–2030

Vision: To reduce the incidence of skin cancer in NSW

Goals

- 1 To embed skin cancer prevention initiatives across the public sector, private sector and community.
- 2 To improve access to adequate shade at work, school, play and in public places as part of a healthier built environment.
- 3 To increase the adoption of sun 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 of the public sector, private sector, and community partners to enact skin cancer prevention in their settings.
- Continue to develop, share, and promote adoption of evidence-based sun protection policies and procedures.
- Align skin cancer prevention with action focused on complementary benefits of sun protection so that skin cancer prevention becomes routine across priority settings.

Goal 2

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

Goal 3

- Work together to ensure that the community receives skin cancer messaging that is consistent, informed by evidence, and tailored for priority populations.
- Promote positive change in sun 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 protection behaviours.

Priority settings

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

Priority populations

- Children
- Adolescents
- Young adults
- Outdoor workers

Guiding principles

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