

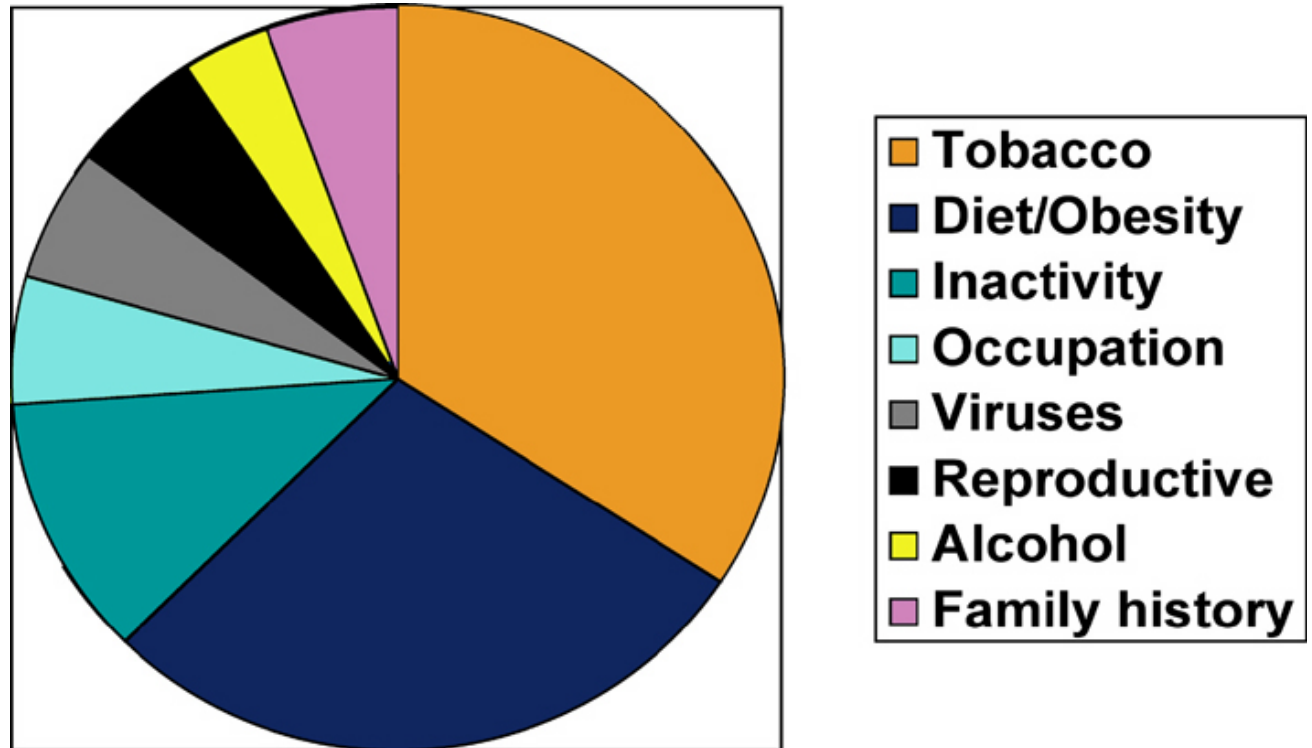


The Role of Health Promotion in Cancer Control

Carolyn Watts

Health Promotion Programme Manager

Cancer Causes



From Graham Colditz's presentation at Eat & Run Conference 2002

What is Health Promotion?

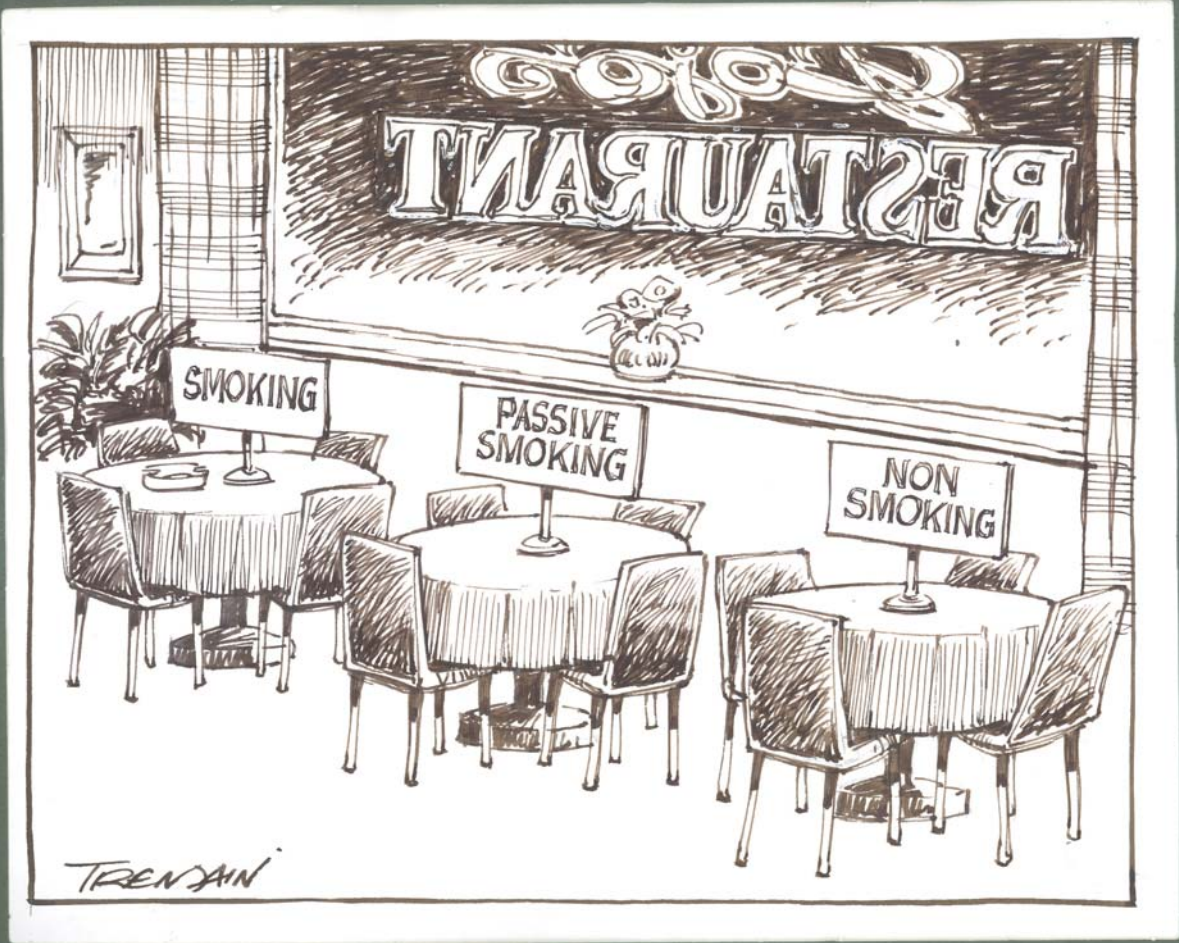
"Health promotion is the process of enabling people to increase control over, and to improve, their health" (Ottawa Charter)

Health promotion has two goals:

- Improving health
- Tackling inequalities in health







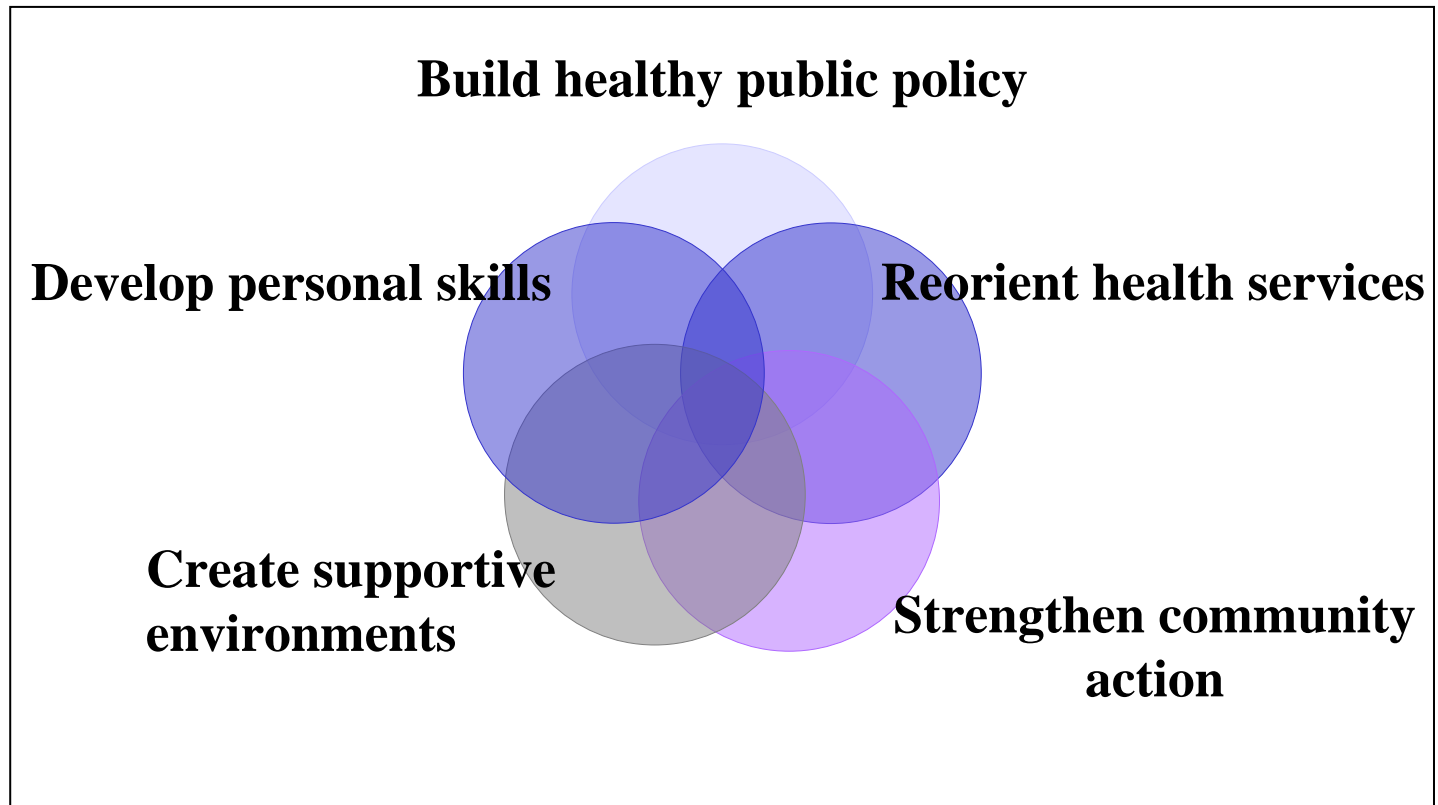
Cancer
Society

Cancer Society Health Promotion Priorities

- Tobacco Control
- Skin Cancer Control
- Nutrition, Physical Activity and Obesity
- Information
- Screening and Early Detection
- Social and Behavioural Research



World Health Organisation Ottawa Charter for Health Promotion *Advocate – Enable - Mediate*



Focus on Reducing Inequalities

“Unfortunately participants in health promotion activities are often those who need them least” (Glasgow, 1999)

- Unequal distribution of the determinants of cancer causes inequalities in cancer incidence and mortality
- Focusing on those currently experiencing poor health has the potential to reduce inequalities in health and improve the health and wellbeing of the whole population
- Build equity lens into work
- Ask who will benefit from this intervention?
- Assess needs of all groups, particularly those less privileged
- Focus efforts on those less privileged
- Evaluate interventions for progress in tackling inequalities.



Skin Cancer Control

- Skin cancer is by far the most common cancer in New Zealand
- 3rd most common cancer for females and 4th most common for males
- Direct costs to health care in excess of \$NZ 33 million annually
- Most skin cancers could be prevented with effective health promotion and environmental strategies

New Zealand Health Information Service, 2004

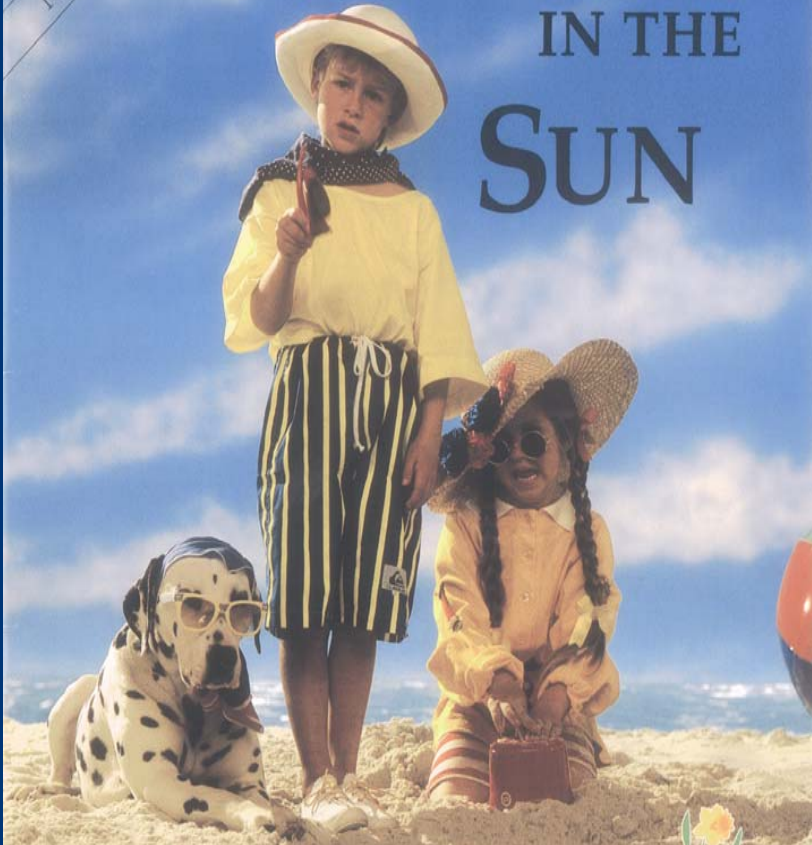
O'Dea D. The costs of skin cancer to New Zealand. Cancer Society of New Zealand. Wellington, 2000.

Cancer Council Australia. National Cancer Prevention Policy. Canberra, 2004.



NEW EDITION

SENSE IN THE SUN

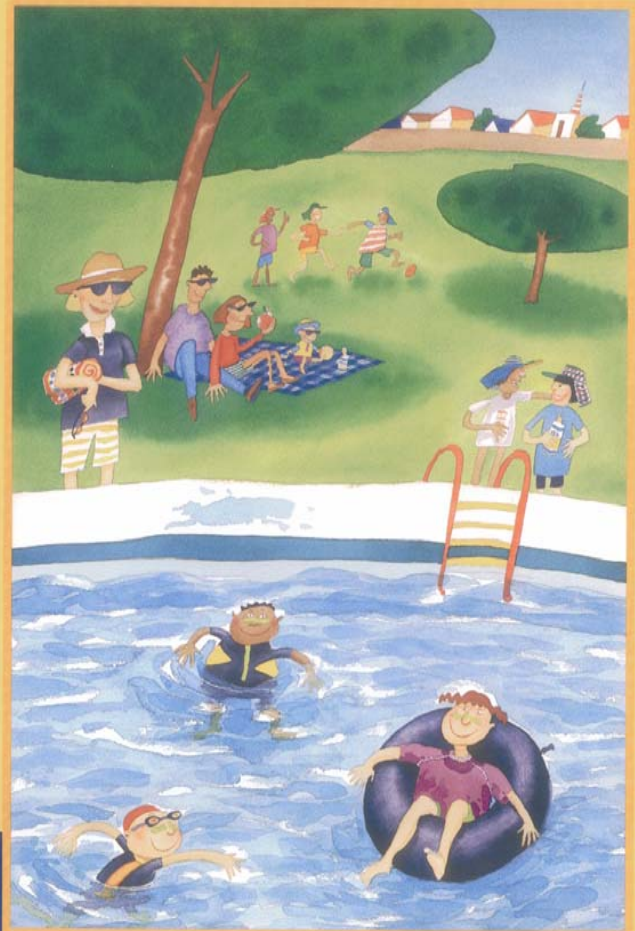


IT'S COOL TO COVER UP



Caring for the Body · Health Education Theme · For Middle School

Play Safe in the Sun



A resource about taking care in the sun for Junior Primary students.



Cancer
Society

SunSmart Campaign



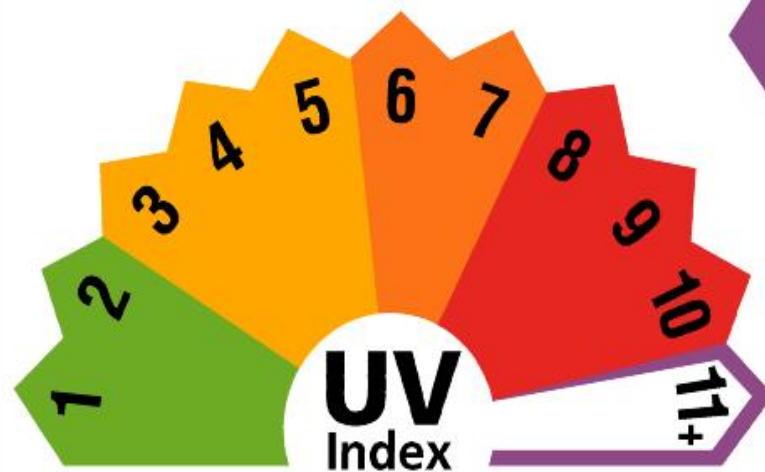
SLIP into a shirt and slip into some shade – especially between 11am and 4pm when the ultraviolet rays are most fierce

SLOP on some sunscreen before going outdoors

SLAP on a hat with a brim or a cap with flaps.

WRAP on a pair of sunglasses





15 EXTREME

Reschedule outdoor activities for early morning & evening. Shade essential between 11am and 4pm. Re-apply sunscreen regularly.

The UV Index is an international, scientific measure of the level of Ultraviolet radiation from the sun. The higher the level, the greater the risk of skin damage.



Endless Summer + \$20,000!

Promotion closes 05/03/04.
Special conditions apply. See packs for details.

Auckland

7 HIGH

Protection essential.
Slip, Slop, Slap and Wrap.

The UV Index is an international, scientific measure of the level of Ultraviolet radiation from the sun. The higher the level, the greater the risk of skin damage.

Napier

6 HIGH

Protection essential.
Slip, Slop, Slap and Wrap.

The UV Index is an international, scientific measure of the level of Ultraviolet radiation from the sun. The higher the level, the greater the risk of skin damage.

Wellington

5 MODERATE

Protection required when spending long periods in the sun.

The UV Index is an international, scientific measure of the level of Ultraviolet radiation from the sun. The higher the level, the greater the risk of skin damage.

Sun Rise/Set

High



The low-down on the Ultraviolet Index

"Hi, Tiger the SunSmart Spokesprawn here. This is SunSmart Week... so start thinking about sun safety. The UVI can help. It's an international, scientific measure of the level of Ultraviolet radiation from the sun. The higher the level the greater the risk of skin damage. Be especially careful when the UVI is at 6 or above."



The UVI (Ultraviolet Index) is a measure of the intensity of Ultraviolet radiation (UVR) in our environment. The larger the number the more intense the UVR. UVR causes damage to our skin and leads to skin cancer - which kills about 260 New Zealanders each year.

When the UVI is at 6 or more we need to protect ourselves. This happens almost daily between October and March, and can happen in winter especially at high altitudes and in snow.

Even when the temperature is not hot the UV levels can be dangerous so temperature is not a good indicator of the need to protect yourself.

- 1 AND 2 GREEN** LOW - Low protection required. You can safely stay outside.
- 3 TO 5 YELLOW** MODERATE - Protection required when spending long periods in the sun.
- 6 AND 7 AMBER** HIGH - Protection essential. Slip, Slap, and Wap.
- 8 TO 10 RED** VERY HIGH - Seek shade between 11 am and 4pm. Slip, Slap, Slap and Wap. Re-apply sunscreen regularly.
- 11+ PURPLE** EXTREME - Reschedule outdoor activities for early morning and evening. Full protection essential.

Some questions you may have ...

- Can the UVI be high even when it's raining or cloudy? Yes, it sure can.
- When is sun protection needed? When the UVI's 6 or above - that's pretty much every day from October to March.
- Why has Burn Time gone west? We have lots of different skin types in NZ and Burn Time will differ for each type. The UVI is a standard measure - sort of like temperature is a standard measure for heat.
- Filled Burn Time. Can you put a time limit on being out in the sun in summer? Well, with the high levels of UV in NZ being outside without sun protection between 11 am and 4pm in summer is very risky. As little as ten to twelve minutes unprotected could see you start to burn.



The UVI index is an international scientific measure of the level of Ultraviolet radiation from the sun. The higher the level the greater the risk of skin damage.



Te Rōpū Whakaitiranga Hauora
Health Sponsorship Council

MARKETING SOCIAL CHANGE

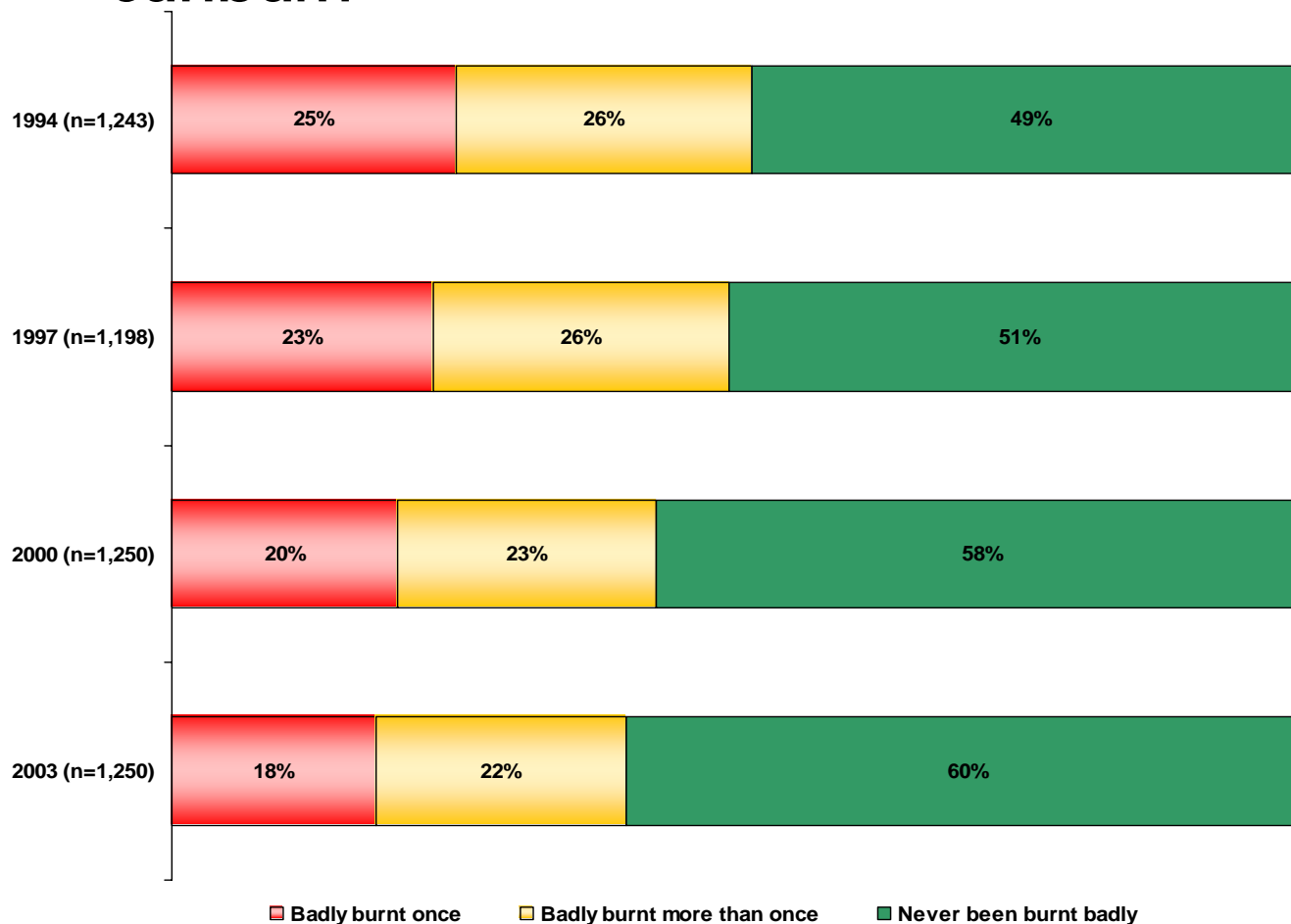


Advocacy – submissions on legislation and Government policy

- Workplace Health and Safety Strategy for New Zealand (Department of Labour)
- Building Bill (Government Administration Select Committee)
- NZ Radiation Protection Legislation – the need for legislation and regulations to control solariums (Ministry of Health),
- Draft Urban Design Protocol (Ministry for the Environment)



Previous history of moderate/severe sunburn



SOURCE: Triennial Sun Protection Survey 1994, 1997, 2000, 2003

NFO Research/Cancer Society of NZ/Health Sponsorship Council

www.livesmart.org.nz

Live Smart Home Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Refresh Print Mail Stop

Address <http://www.jericho.co.nz/smartliving/web/Default.asp> Go Links

home: EatSmart: MoveSmart: GrowSmart: staysmart:

LiveSmart

stack the odds in your favour

Welcome to the **LiveSmart** web site, the place where you can stack the odds in your favour - *against cancer*. How? By doing these 3 simple things....

Getting heaps of activity in your life
Eating lots of fruit and vegetables and...
Keeping an eye on your weight.

But we know life's busy and time's short. We all want to live a healthy lifestyle but we don't want to give up living to do it. So the Cancer Society has developed **LiveSmart** to fit into your life. LiveSmart is all about making simple and small changes that add up to a healthier lifestyle. It's made to fit into your life.

To give you all the help you need to stack the odds in your favour, we've developed the LiveSmart Coach.

The LiveSmart Coach will show you

LiveSmart Coach
sign up for your email coach, click here...

What is the LiveSmart Coach?
Your own personal email coach sent straight to you each week.

Get the latest Cancer Society research

Done Internet

start 4 Micros... 4 Intern... 4 Micros... Links Customize Links Free Hotmail 4:17 p.m.



Cancer Society

THE WEEK THAT WAS...

OK, YOUR IMMIGRATION STATUS IS FINE,
BUT HAVE YOU HAD YOUR FIVE
HELPINGS OF FRUIT & VEGES
TODAY?



Cancer
Society