



# **Greater Manchester**

**Cancer Alliance** 

## **Greater Manchester Cancer Alliance** Skin Pathway Board Sun Safety & Skin "I am going to my GP on Monday to **Cancer Awareness Campaign** get something checked on my **Targeted Event**

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As part of the Skin Pathway Board Sun Safety & Skin Cancer Awareness Campaign, we targeted an event within Greater Manchester to deliver prevention and symptom awareness messaging.

CRUK had recently reported a record high in people being diagnosed with Melanoma – with the sharpest rise in the over 55s. Cases amongst this age group have risen by 195% in the UK since the 1990s. This is reflected in Greater

## Manchester, with this group being the largest group being referred with suspected skin cancer. RHS Tatton Flower

Show was selected as an ideal fit for targeting this group in person.

#### **The Stand**

NHS

NHS

SLAPPING

skin"

NHS

The "Sun Smart" creative concept was developed into the "Sun Smart Shed" – a summer house inspired space to fit well with the gardening theme. The stand design is flexible and we hope to re-use it at future events. The wall panels were created as vinyl curtains which could be tied to the marquee frame. A set of literature, sun hats to give away and t-shirts for stand staff were also created.





**Organic Social Media** 90 posts 24,665 impressions

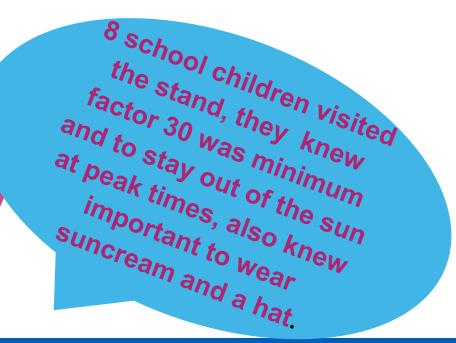
Greater Manchester Cancer Alliance @GM Cancel

Thanks to everyone who came to see us at @The RHS Flower Show at @tatton park this week - it's been great to get you all up to speed on sun safety, top up your suncream and give out sun hats! 🧴 🧶 Find sun

The stand was manned each day by clinical staff from the skin teams in Greater Manchester, Cancer Alliance staff and patient volunteers.



"I do not put SPF on my face – I'm not sure which order to apply it, but after this conversation I do now".



### Engagement

**2330 conversations** between visitors and stand staff over 5 days

## **758** engagements

Greater Manchester Cancer Alliance @GM Cancer · Jul 22 Even though it's rainy today at @The\_RHS Flower Show at @tatton\_park, we've got sunscreen and sun hats. Come and see us at stand 879 so you're ready for your next day in the garden. 🧶 🥮

#### #RHSTattonPark #WeSpeakPlant #GMSunSmart





#### 850 hats were given out

All visitors offered sunscreen top ups or samples, and literature Visitors were also encouraged to take part in daily polls with questions on sun safety (which also ran on social media) or leave written feedback notes.

#### Conclusions

- Qualitative data suggests that people we talked to at Tatton will be more inclined to take better care of their skin in future, with a number of people confirming that they would take some positive action following their visit to the stand.
- Feedback from stand staff was overwhelmingly positive with all staff agreeing that the campaign had been valuable in ensuring the public of Greater Manchester understood the key messages around sun safety and skin cancer awareness.
  - Assets (stand and social media creative) can be used in future meaning we can continue this work for relatively low cost in coming years.

