

Greater Manchester Cancer Alliance Skin Pathway Board Sun Safety & Skin Cancer Awareness Campaign Targeted Event

Authors: Dr Stephanie Ogden, Jane Cronin, Alison Foxley, John Newsham, Neil Cutler, Lorraine Burgess, Kelsey Simpson, David Harnett



"We never used suncream as kids, now we have it in face cream".

"I am going to my GP on Monday to get something checked on my skin"

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
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.



"I will wear this hat at the cricket".

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



"I have to nag him to put sunscreen on"

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

8 school children visited the stand, they knew factor 30 was minimum and to stay out of the sun at peak times, also knew important to wear sunscreen and a hat.

Organic Social Media
90 posts
24,665 impressions
758 engagements

Greater Manchester Cancer Alliance @GM_Cancer
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 safety advice 📄 sun-smart.co.uk #RHSTattonPark #GMSunSmart



Engagement

- 2330 conversations between visitors and stand staff over 5 days
- 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.

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



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.

