

# IRELAND'S NATIONAL SKIN CANCER PREVENTION PLAN 2019-2022



TYPE  
STATUS

Phased implementation with various actions fully implemented, piloted or planned

LAST  
UPDATE

FEBRUARY 2021

IRELAND • NATION-WIDE  
Skin cancer

## PROBLEM & OBJECTIVE

**PROBLEM** Skin cancer is the most common cancer in Ireland. Melanoma skin cancer is the fourth most common invasive skin cancer (excluding non-melanoma skin cancer) in men and women and the rate continues to rise.

**OBJECTIVE** The aim of the National Skin Cancer Prevention Plan is to develop and implement evidence-based strategies through cross-sectoral collaboration, which will increase awareness and facilitate adoption of skin cancer prevention behaviours.

## CONTACT

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## KEY COMPONENTS / STEPS

- Phase One: Developed National Skin Cancer Prevention Plan, published May 2019
- Phase Two: Identified key partners and established structure for implementation of National Skin Cancer Prevention Plan utilising the Irish Cancer Prevention Network and the Healthy Ireland network, commenced October 2019
- Phase Three: On-going implementation of National Skin Cancer Prevention Plan. Initiatives are population-wide, with a focus upon targeting high risk groups: children and young people, outdoor workers, those who pursue outdoor leisure activities and sunbed users
- Through targeted implementation strategies including education, environmental measures and policy changes across multiple settings, the plan aims to: increase awareness of skin cancer prevention; improve adoption of skin cancer preventative behaviours; monitor change and evaluate plan effectiveness.

## KEY CONTEXTUAL FACTORS

- Development of the plan was led by Healthy Ireland. Healthy Ireland aims to improve health and wellbeing for all, through collaboration to implement evidence based policies at Government, sectoral, community and local levels.
- The National Cancer Control Programme (NCCP) is the health service body responsible for implementation of the National Cancer Strategy and is leading on implementation of the Skin Cancer Prevention Plan. The NCCP is a member of the Irish Cancer Prevention Network, a partnership with other key organisations seeking to reduce the population's risk of cancer

## MAIN IMPACTS / ADDED VALUE

- The established Healthy Ireland "whole of government", "whole of system" approach, reduces barriers in reaching and engaging target populations.
- Empowering target populations to work together contributes to social participation and connectedness.
- Involvement of Irish Cancer Prevention Network members ensures a sustained approach and a consistent message to the public on risk reduction.
- Benefit to individuals (personal value), is reduced risk of developing skin cancer and need for cancer treatment, therefore positively impacting individual health and quality of life.
- Reversing the rising incidence of skin cancer will reduce burden for skin cancer treatment on the healthcare system and healthcare staff.

## LESSONS LEARNED

- Engagement with key stakeholders to formulate the National Skin Cancer Prevention Plan secured "buy-in" from the start and identified named organisations within the plan to complete actions.
- Ensuring a single point of contact, a named coordinator, aids implementation of actions moving the project continually forward. It also provides a contact point from communication between sub-groups to strengthen cross-group work and avoid duplication.
- Establishing target annual objectives ensures focused initiatives and maximizes resource efficiency.

## REFERENCES & DOCUMENTATION

- [National Skin Cancer Prevention Plan](#)

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