



SunSmart Outdoor Workers

Wednesday 8th July

Irish Cancer Prevention Network



SunSmart for Outdoor Workers



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Irish Cancer Society**

**Dr. Barbara McGrogan, Research Scientist,
National Cancer Control Programme**

**Lynn Swinburne, Senior Health Promotion Officer,
National Screening Service**

Aims of Webinar

- To raise awareness of outdoor workers as a key target audience for skin cancer prevention
- To provide a focused approach to skin cancer messaging in relation to outdoor workers
- To support employers and outdoor workers with consistent standardised key messages on skin cancer prevention to use in the workplace
- What workers and workplaces can do to prevent skin cancer?

Overview of Webinar

1. Setting the scene for outdoor workers and skin cancer risk
2. What workplaces can do to help prevent skin cancer?
Evidence.
3. #SunSmart Worker campaign pack
4. Questions and Answers

Skin Cancer Prevention Plan



Vision Increase awareness and adoption of skin cancer preventative behaviours
Reverse the rising incidence of skin cancer in Ireland

Collaborative effort through cross-governmental agencies, statutory bodies, healthcare professionals, non-governmental organisations, public-patient involvement and private sector

What

Increase awareness of skin cancer prevention

Improve adoption of skin cancer preventative behaviours

Monitor change and evaluate plan effectiveness

How

Conduct research into skin cancer prevention awareness

Agree evidence-based messages

Develop resources to increase awareness of skin cancer prevention

Integrate skin cancer prevention resources into existing education avenues

Establish communications plan

Conduct research into skin cancer prevention behaviours

Develop and support legislation, policy and implementation of skin cancer prevention behaviours such as:

- Protect skin when UV index is greater than 3
- Wear protective clothing, wide-brimmed hats, sunglasses
- Apply sunscreen
- Provide shade
- Eliminate sunbed use

Collate and conduct research to monitor change in awareness and behaviours

Identify and pursue research needs to support and monitor implementation of plan

Produce an annual update on progress

Review plan implementation to inform future direction

Who

Priority Populations

Children and young people

Outdoor workers

Sunbed users

Outdoor leisure activities

Action Area 4: Outdoor Workers

Outdoor workers are identified as a high risk group for the development of skin cancer. Due to the nature of their occupation they are exposed to high levels of UV radiation from the sun. Engaging with the Health and Safety Authority (HSA), farming, fishery and construction industries, and wider healthy workplaces initiatives will provide an opportunity to raise awareness and engage outdoor workers to adopt sun protective behaviours.

Ref	Action	Lead Responsibility	Partners	Timeframe
4.1	Identify and pursue opportunities to raise awareness of UV risk and protection among outdoor workers through employer bodies and employee groups and fora	Implementation group	Employer bodies, Employee representative groups, HSA	2019-2020
4.2	Develop resources to support employers to adopt policies for UV protection for outdoor workers	Implementation group	Employer bodies, Employee representative groups, HSA	2020-2021
4.3	Incorporate skin cancer prevention messaging and behaviours into healthy workplaces initiatives	DoH	Implementation group, Healthy Workplace partners	On-going

Skin Cancer Prevention for Outdoor Workers – Setting the Scene



Dr. Barbara McGrogan

Research Scientist

National Cancer Control Programme



Skin cancer is the **most common** cancer in Ireland amongst both men and women.

...But it is one of the most preventable cancers.

Main cause: UV rays from the sun

Outdoor Workers can be exposed to 2-3 times higher amounts of UV from the sun compared to indoor workers

Annual average number of melanoma and non-melanoma skin cancer (NMSC) cases and deaths in Ireland, 2014-2016

	Female	Male	Total
<u>All skin cancer cases</u>	<u>5,138</u>	<u>6,521</u>	<u>11,659</u>
NMSC cases	4,562	5,990	10,553
NMSC deaths	32	53	85
Melanoma cases	576	531	1,107
Melanoma deaths	68	89	156

Outdoor workers and skin cancer - CSO figures

- In 2018, 267 deaths in total, with 1 in 4 (26.6%) of skin cancer deaths in Ireland are from the construction, outdoor and farming industry.
- **71 deaths in Ireland related to sun exposure at work in 2018.**

How working in the sun puts you at risk of death

By Brein McGinn

NEARLY one in four skin cancer deaths in Ireland come from people working outdoors in the construction, or farming industry.

so are very vulnerable to skin cancer. We want to encourage farmers to reduce their risk of sun damage by organising their day so that they are in the shade between 11am and 3pm, and

trio of Irish organisations launched the annual SunSmart campaign to highlight the issue for outdoor workers.

OUTDOOR WORKERS MUST BE PROTECTED FROM SUN

SKIN cancer risk for farm & building staff

DANGER Working outside

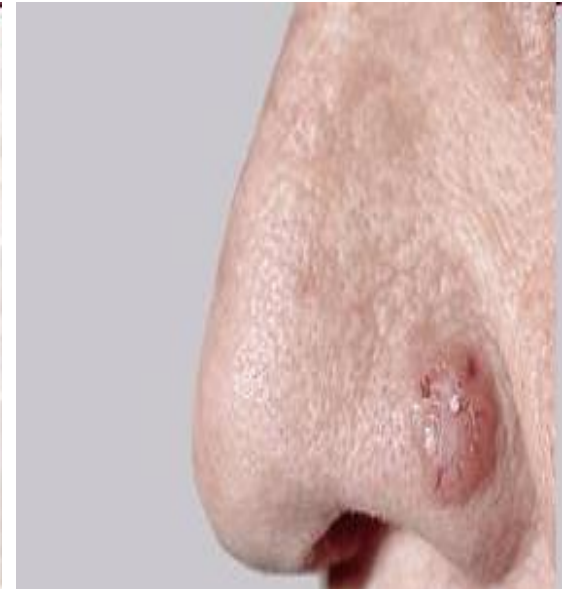
OUTDOOR WORKERS ARE AT GREATER RISK OF SKIN CANCER.

GETTING PAINFUL SUNBURN INCREASES YOUR RISK

Protect your skin	Spot cancer early
Keep your hat on	
Use the shade	
Wear sun glasses	
Use sun cream SPF 30 or higher	Get any skin changes checked by your doctor

Basal Cell Carcinoma

what it can look like



Squamous Cell Carcinoma

What it can look like:



Melanoma Skin Cancer

CAN PRESENT AS A NEW OR CHANGING MOLE

The changes to look for are changes in:

- Size
- Colour
- Shape

Moles that:

- look red or inflamed
- Are bleeding, crusting or oozing
- Start to feel different



Not all melanomas develop from moles
Speak to your doctor if you spot other skin changes that are unusual for you.

ABCDE Signs of Melanoma

Asymmetry – One side is not like the other

Border – Edges may be ragged / uneven

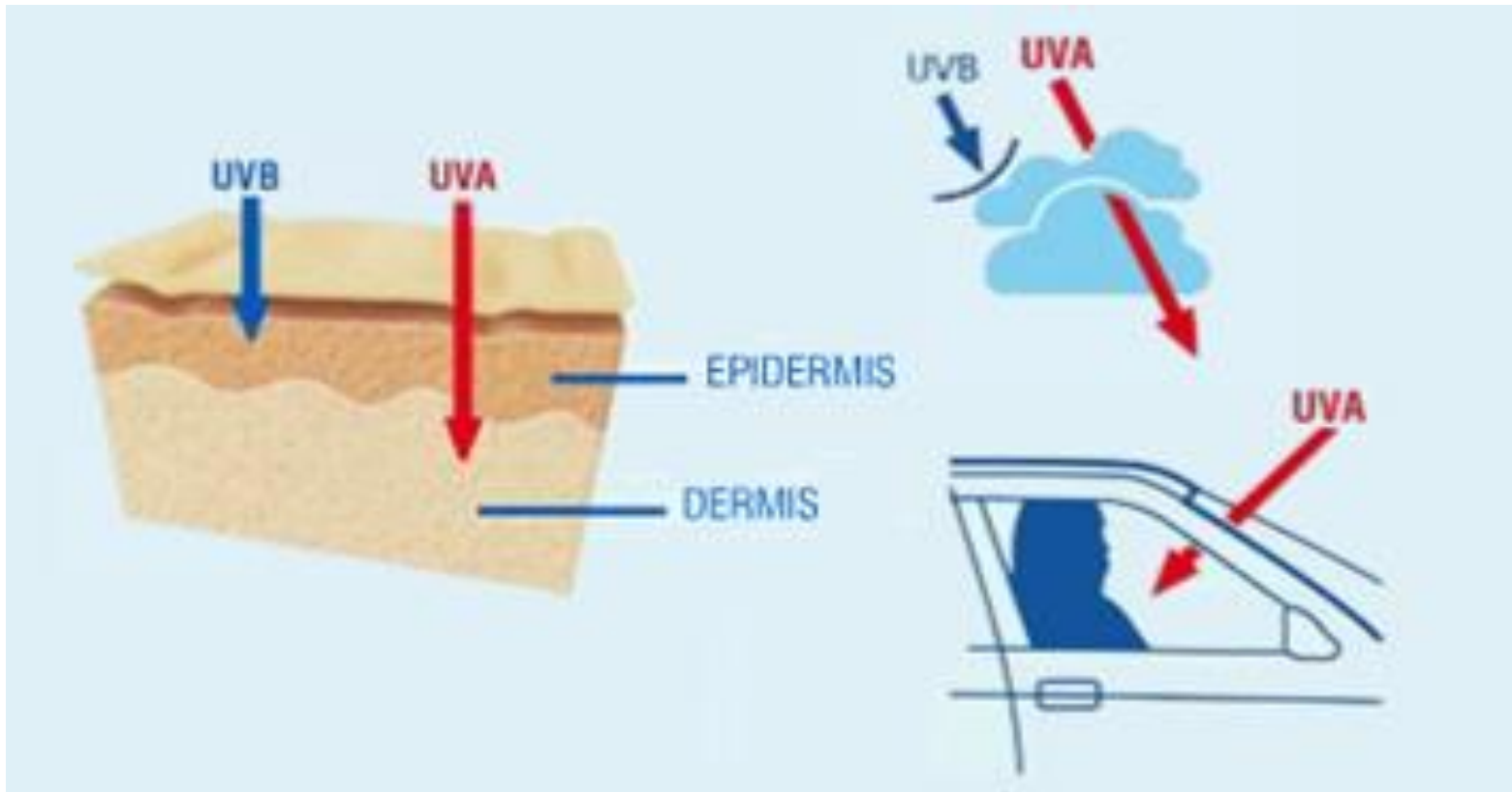
Colour – Mole may have many colours

Diameter – Mole > 6mm needs investigation, especially there are other warning signs

Evolving – Mole that is changing appearance needs investigation



UV Rays



UV CAUSES DNA DAMAGE TO THE SKIN AND CAN LEAD TO SKIN CANCER AND DAMAGE TO THE EYES

Fitzpatrick Skin Types

<https://skintype.cancer.ie/>



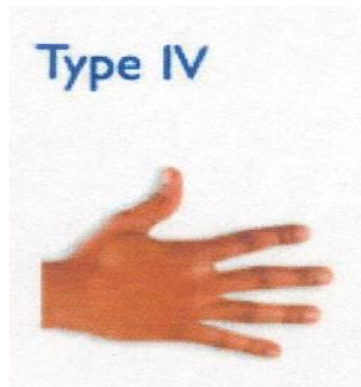
“Always burns;
never tans”



“Burns easily; tans
minimally”



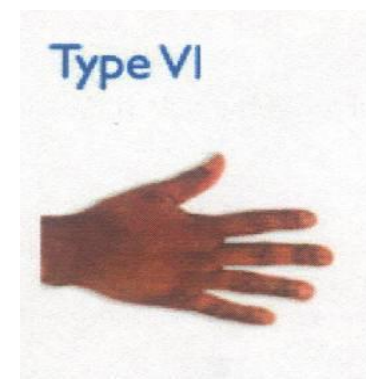
“Burns Moderately; tan
gradually to light brown”



“Burns minimally;
always tan well to
moderately brown”



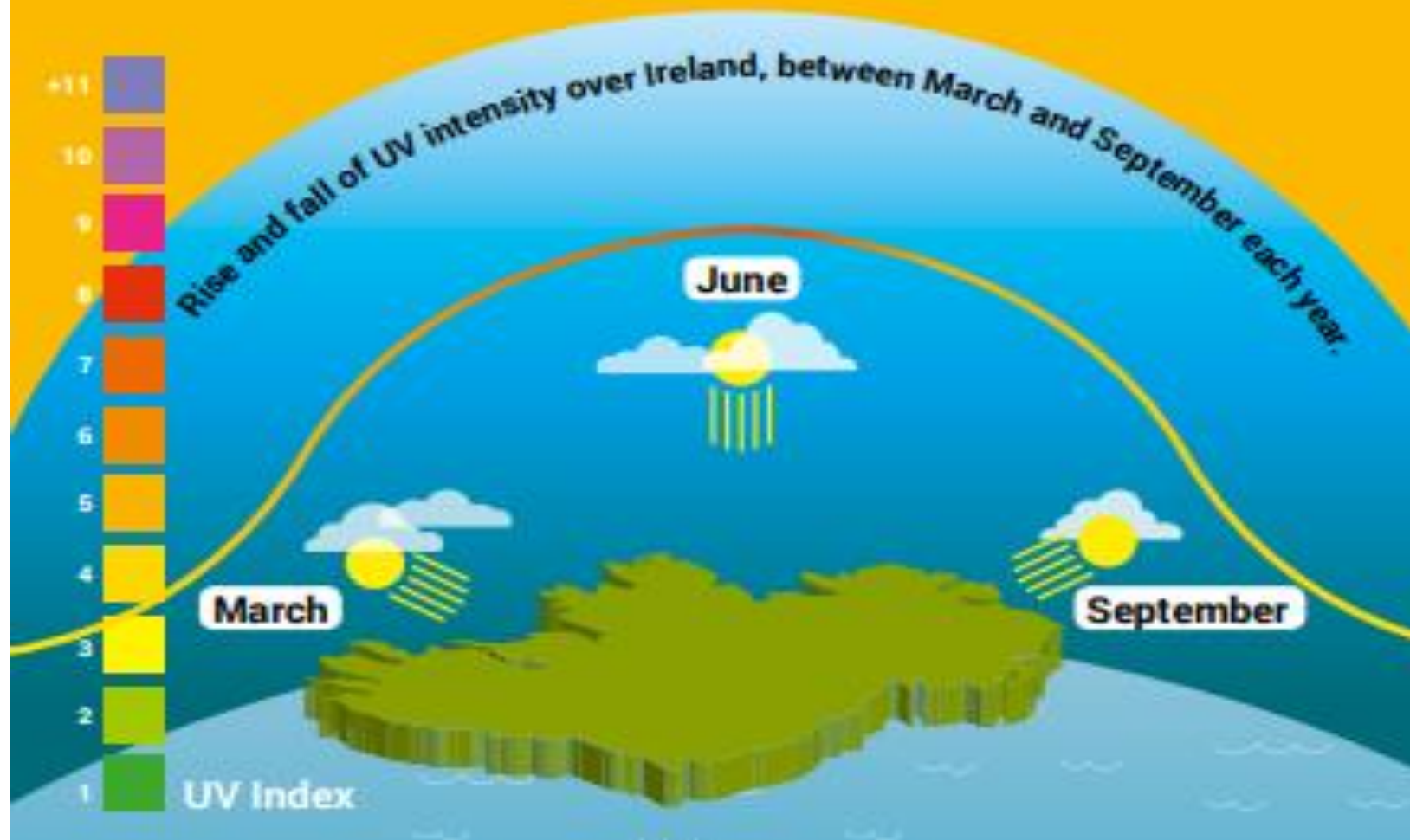
“Rarely burns; tans
profusely to dark
brown”



“Never burns; deeply
pigmented insensitive”

Know the UV index

In Ireland, make sun protection part of your daily routine particularly from April – September, when the UV index is usually 3 or above, even when it is cloudy.



Irish Skin

How UV Can Affect Outdoor Workers

Example 3

Type of work:

Lorry Driver

Incident:

Photoageing.

William McElligott: the left-hand side of the truck driver's face was exposed to the sun, the other shaded in the cab.

Photograph: The New England Journal of Medicine



How UV Can Affect Outdoor Workers

Example 2

2 Twin Sisters

Type of work:

Left – Office Worker

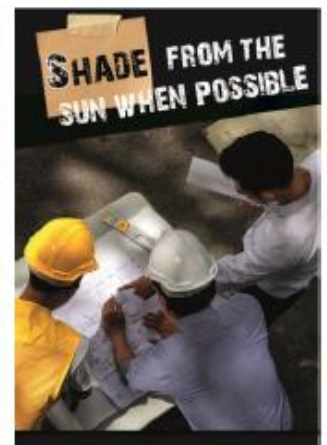
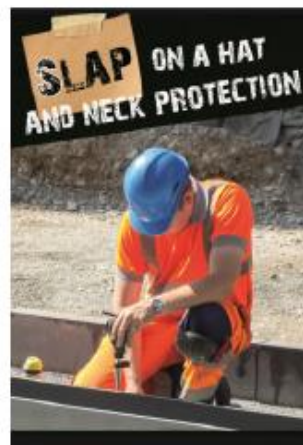
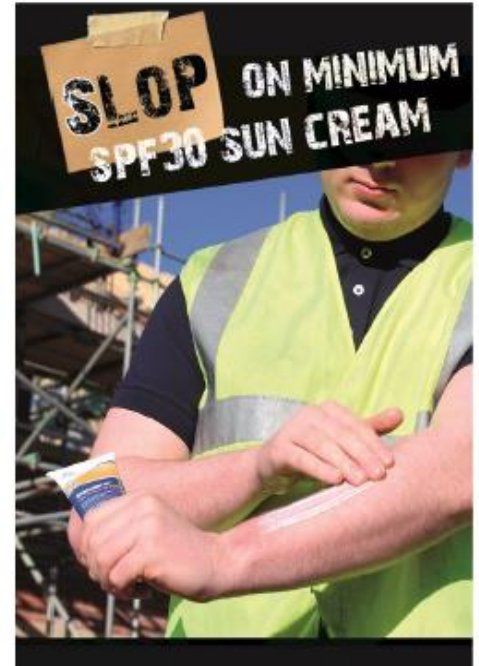
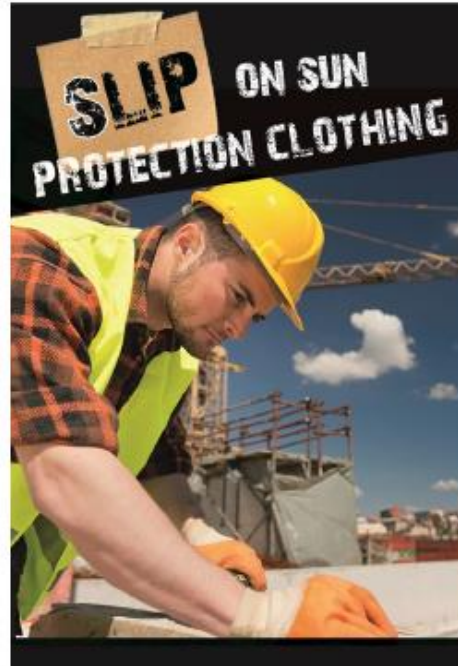
Right – Horticulture



Be SunSmart

Best Practice:
UV Protection

Follow the
'5-S'
approach:

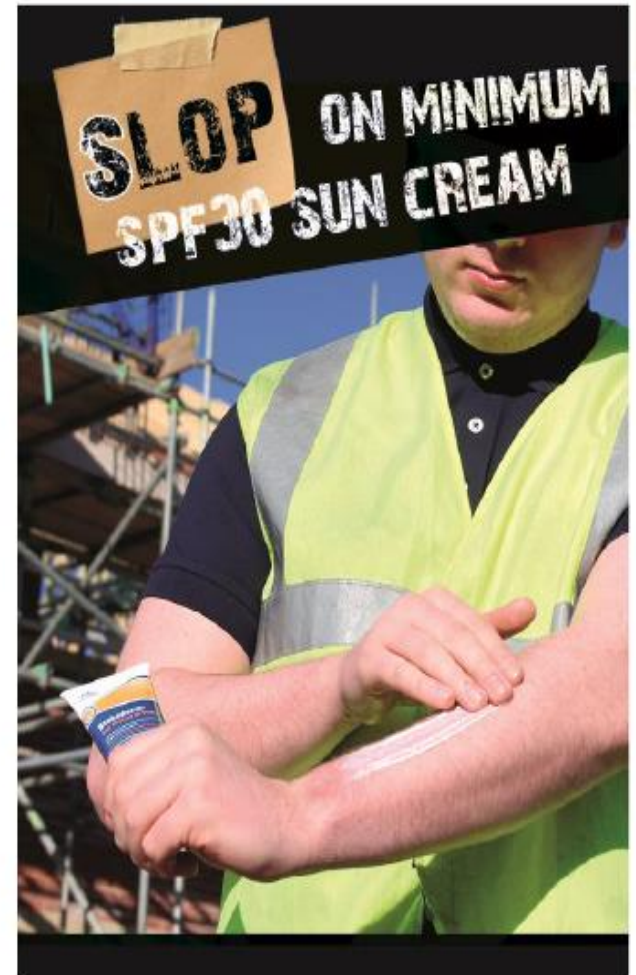


Protect Your Skin

- To help protect the skin from excessive UV light exposure, it is recommended that people apply sunscreen
- Sunscreens...
 - ...are categorised according to their Sun Protection Factor (SPF) which refers to how well the product protects against one type of UV radiation – UVB
 - ...lotions labelled “broad-spectrum” provide protection against both UVA and UVB, plus UVC where specifically formulated

REMEMBER:

UVB rays can quickly cause skin damage and are the main cause of sunburn and several types of skin cancer



Check Your Skin...

Check your skin regularly and if you notice:

- A new or changing mole
- A new growth or sore that does not heal
- A spot or sore that continues to itch, hurt, ooze, crust, scab or bleed.
- A change in sensation / how it feels
- Constant skin ulcers that are not explained by other causes



UV Protection in the Workplace

- Safety, Health and Welfare at Work Act 2005
- Assist with workplace sun protection policies
- Use Risk Assessment tools to assess risk from UV to employees
- Outdoor worker campaigns / Workplace education / industry publications etc.
- Encourage employees to check their skin regularly.



International Programmes

- **SunSmart Programme Australia** – www.sunsmart.ie
- **Sun safety at work Canada** - www.sunafetyatworkcanada.ie
- **Sun Safe Workplaces** – comprehensive policy and employee education in US





Be SunSmart

Protect your skin when working outdoors



Skin Cancer Prevention for Outdoor Workers – what works?



Lynn Swinburne










**Senior Health Promotion
Officer**



WHAT WORKS

Cancer Prevention and Control: Skin Cancer Prevention

Evidence-Based Interventions for Your Community

Intervention	Task Force Finding
Education and Policy Approaches	
Child care center-based interventions	
Healthcare settings and providers	
High school- and college-based interventions	
Interventions in outdoor occupational settings	
Interventions in outdoor recreational and tourism settings	
Primary and middle school-based interventions	
Interventions Targeting Children's Parents and Caregivers	
Interventions targeting children's parents and caregivers	
Community-Wide Interventions	
Mass media	
Multicomponent community-wide interventions	



Recommended



Insufficient evidence



Recommended against

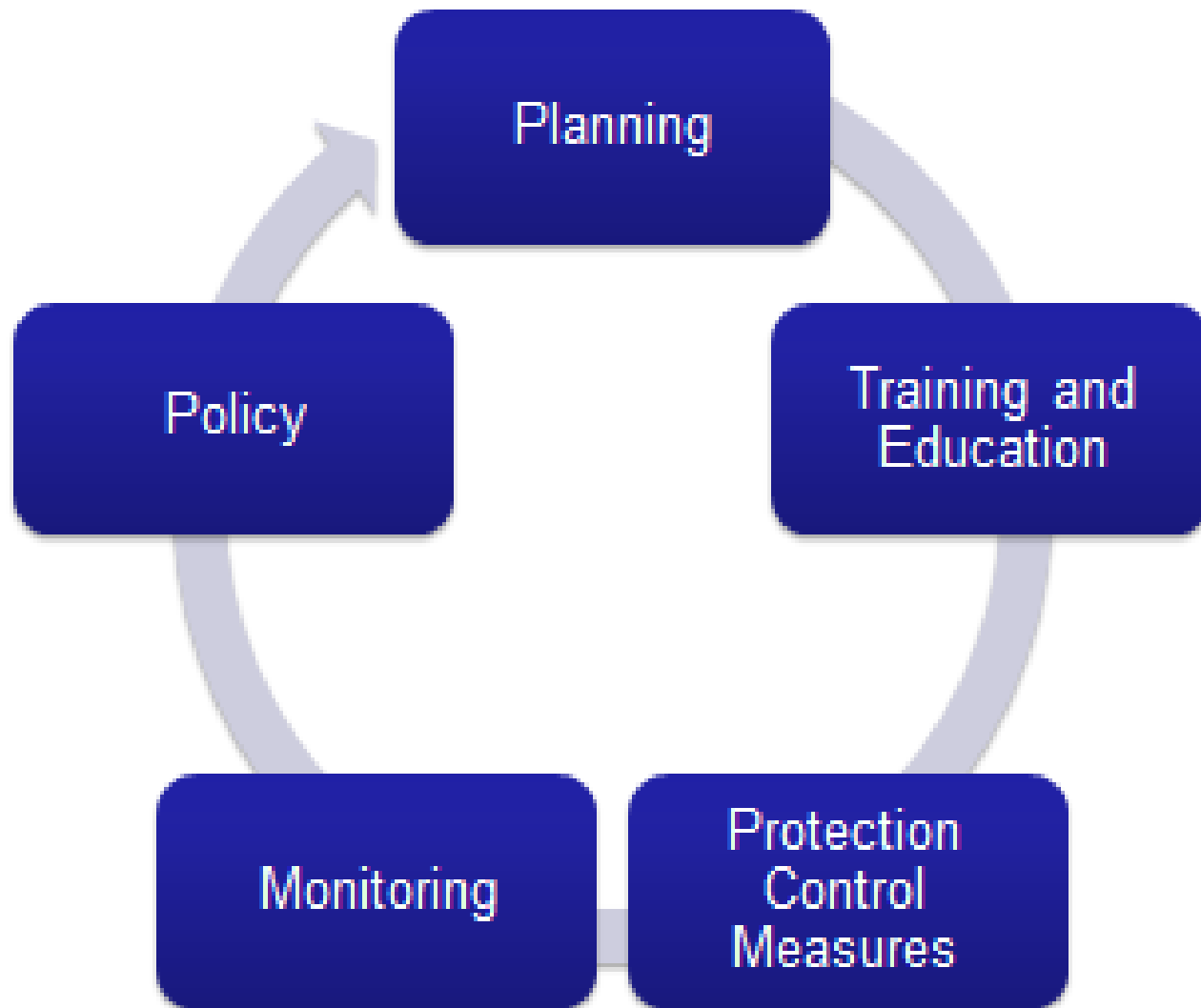
Workplaces

All workplaces should have a comprehensive skin cancer prevention framework to protect their workers.



- This should include policy development, planning, monitoring, education and training and protection control measures.
- An internal working group should be formed to oversee the framework.

Skin Cancer Prevention Framework



1. Planning

- Research skin cancer prevention in your workplace (audit)
- Carry out a risk assessment on exposure
- Collate data on outdoor workers
- Undertake a baseline survey on workers behaviours
- Engage with staff through consultation
- Develop a skin cancer prevention plan



2. Training and Education

- Training for health and safety/management/supervisors
- Training for outdoor workers
- Induction training for new staff
- Communications plan for skin cancer prevention framework
- Modelling behaviour
- Signposting for early detection



3. Protection Control Measures

- Engineering controls - shade, tinted windows, reflective surfaces
- Administrative controls - staff rotation, planned work indoors/outdoors
- Personal protective measures - hat, sunscreen, sunglasses, clothing
- Small communications - UV alerts, messaging, small media, media plan.



4. Policy

- Existing policy to review or start new
- Internal working group to draft
- Include all aspects of plan
- Include issues of non compliance
- Provide training on policy



5. Monitoring

- Internal working group
- Skin cancer prevention plan progress monitoring
- Changes in behaviour
- Budget/cost benefit analysis
- Collect data - surveys, focus groups, pre/post testing





SunSmart for Outdoor Workers Campaign

Overarching message:

**Outdoor workers can reduce their risk
of skin cancer by being SunSmart**

#SunSmartWorkers #SunSmart #cancerprevention



How employers can take part and be SunSmart?

- Develop a Skin Cancer Prevention Framework
- Include sun protection advice as part of health and safety programmes.
- Remind employees regularly about the dangers of the sun's UV rays when working outdoors
- Display posters and provide leaflets.
- Ensure that managers and supervisors act as positive role model
- Develop a UV protection policy to record how your workplace will manage your UV exposure
- Risk Assessment
- This may involve providing sun-protective clothing, shade and sunscreen.



How employers can take part and be SunSmart?

Additional support / sample materials

- Risk Assessment
- Policy Template
- Work place audit tool
- Questionnaire
- Sample Case Study

Social Media

Share messages, posting content, tweeting or retweeting,

Hashtags: **#SunSmartWorker #SunSmart**

Twitter handles: @HSELive @hseNCCP @HealthyIreland

Facebook Page: <https://www.facebook.com/HSELive/>

Instagram: <https://www.instagram.com/irishhealthservice>

Protect your skin



Know the UV index: In Ireland, the UV radiation levels are high from April to September, even when it is cloudy. Stay safe by limiting time in the sun when UV is strongest, typically between the hours of 11:00am-3:00pm.



Slip on clothing: Cover skin as much as possible, wear long sleeves, collared t-shirts, clothes made from close-woven material that does not allow sunlight through.



Slop on sunscreen. Use factor 30 for adults and 50 for kids. Apply sunscreen with a sun protection factor (SPF) of at least 30+ for adults and 50+ for children, with high UVA protection, and water resistant. Reapply regularly. No sunscreen can provide 100% protection, it should be used alongside other protective measures such as clothing and shade.



Slap on a wide brimmed hat: Protect your face, ears and neck.



Seek shade: Especially if outdoors between 11am and 3pm, and always use a sunshade on a child's buggy.



Slide on sunglasses: Guard your eyes from harm by wearing sunglasses with UV protection.



**Do not deliberately try to get a suntan. Avoid getting a sunburn.
Never use a sunbed.**





Next Steps

- Feedback on tools and draft documents.
- Support the upcoming Campaign
- Consider Skin Cancer Prevention Framework
: *Start the conversation*
- *Criteria for using the Healthy Ireland /
SunSmart Logo

SunSmart for Outdoor Workers



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Thanks to

