The Impact of a visual sun protection campaign on sun-related attitudes and behaviours of Healthcare Workers - A Nursing Initiative

> Evelyn Power, Skin Cancer CNS Dermatology Department University Hospital Limerick 10<sup>th</sup> November 2022



Skin cancer is the most common cancer. But it can be treated if caught early. Learn how to detect it at euromelanoma.org

### Skin Cancer in Ireland -Rising Rapidly

- Between 2015 and 2045, it is predicted that the number of cases of melanoma per year among males will increase to 1,678 (+207%), and for females to 1,400 (+140%)<sup>1.</sup>
- The number of people diagnosed with NMSC over the same time period is predicted to increase to 16,623 (+177%) for males and 13,503 (+189%) for females .



Reference: 1. National Cancer Registry. Cancer incidence projections for Ireland 2020-2045. Cork: National Cancer Registry; 2019





An Roinn Sláinte Department of Health

Skin Cancer Prevention Plan 2019-2022



### UL Hospitals Group SunSmart Campaign

- Collaboration with Irish Skin Foundation, the NCCP & NMPDU
- 5 videos aimed at 4 High Risk Groups
  - Outdoor Workers
  - Children and Young People
  - Sunbed Users
  - Those who pursue outdoor leisure activities



#### UL Hospitals Group SunSmart Campaign

 Videos to be shown across 6 hospitals in ULHG with a staff of 4500

 Aim: Questionnaire pre-launch of Videos-May 2021
Video Launch-June 2021
2<sup>nd</sup> Questionnaire post videos-September 2021



## UL Hospitals Group SunSmart Campaign

#### ULHG SunSmart Campaign 2021

#### Staff Survey and Competition



- Visits to all 6 hospitals of ULHG, use of poster with link to questionnaire
- Those taking part could enter into raffle for prizes
- Use of #ULHG SunSmart Campaign on twitter and hospital social media





#### UL Hospitals Group SunSmart Campaign

- Videos shown on display units across the 6 hospitals of ULHG in
  - Patient waiting areas, outpatients, xray department
  - At lifts
  - Staff canteens
  - Hospital entrances
- Videos launched Nationally on Irish Skin Foundation, HSE, Healthy Ireland and NCCP websites
- Media coverage both nationally and locally on radio and print media

#### Results

- 857 Staff completed Pre-video questionnaire
- 704 staff completed the post video questionnaire in September
- 177 completed both questionnaires
- 90%- Female
- Nursing 40%, Admin-25%
- 79% aged 25-54 with 71% reported skin types I-III



#### Results

- Survey questions were related to attitudes and behaviours related to sun exposure
- Utilised the validated Sun Exposure and Protection Index (SEPI)questionnaire
- The changes in the SEPI scores for matched participants were not statistically significant



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SEPI Part 1: Sun-related habits Higher scores reflect higher risk behaviour	Survey 1 (n=857)	Survey 2 (n=704)	Change
How many times have you been <b>sunburnt</b> during the last 12 months?	0.7	0.7	0
When in the sun, how often do you use sunscreens?	0.8	0.7	-0.1
How often do you <b>sunbathe</b> with the intention to get tanned?	1.1	1.1	0
How long do you usually <b>stay in the sun</b> between <b>11</b> am and 3 pm on a typical day off?	1.3	1.1	-0.2
How often do you take a holiday with the intention of spending <b>more time in the sun</b> ?	1.5	1.3	-0.2
When in the sun, how often do you use <b>covering clothing</b> for sun protection?	1.8	1.7	-0.1
How often do you stay <b>indoors or in shade</b> in order to protect yourself from the sun?	1.8	1.5	-0.3
When in the sun, how often do you use a <b>sun hat or cap</b> for sun protection?	1.9	1.8	-0.1
SEPI Part 2: Propensity to increase sun protection Higher scores reflect lower readiness to improve behaviour	Survey 1 Score	Survey 2 Score	Change
Using sunscreens	0.6	0.5	-0.1
Seeking shade	1.5	1.3	-0.2
Reduction in sunbathing	1.8	1.6	-0.2
Wearing covering clothes	1.8	1.6	-0.2
Wearing a sun hat or cap	1.8	1.7	-0.1

*Table 1.* SEPI questionnaire items and mean scores for surveys 1 and 2 for all (unmatched) participants. Each item has a maximum possible score of 4.

## Limitations(Complications!)

- HSE Cyber Attack on the day of the launch of the 1<sup>st</sup> Questionnaire- no computer or email access for several weeks.
- May include the short duration of the campaign

• Or results may represent a challenge to change attitude's and behaviour of staff in ULHG.



#### **Results in Non-matched Groups**

#### **Barriers to Sun Protection**

- 33%-Forgetting to protect skin
- 33%-Dislike of covering clothing in warm weather
- 25%- Preference to tan
- 19%-Dislike of sunscreen sensation
- 15%-Inconvenience

- 64% Campaign improved how they protect their skin
- 79% -Raised their awareness of skin cancer
- 65%- Influenced them to discuss sun protection with others



# Why HealthCare Workers?

- Health Professionals- Promoting SunSmart behaviour
- 'Make every contact count'
- Uniquely positioned to help patients and their own families
- Build on this campaign every year
- Videos rolled out in other hospitals in Cork, Dublin, Roscommon and Galway
- Measure impact again in 2024





