



University of the
Highlands and Islands
Oilthigh na Gàidhealtachd
agus nan Eilean

Dr Gill Hubbard **University of the Highlands and Islands**

Study funder: Melanoma Focus

Study co-investigators:

- Stephan Dombrowski, University of Stirling
- Richard Kyle, Edinburgh Napier University
- Richard Neal, University of Leeds

Study collaborators:

Sheena Dryden, Skin cancer specialist nurse, NHS Lothian

Jack Brodie, patient advisor

Elspeth Banks, patient advisor

Presentation

- Study rationale
- Intervention description
- Study aims
- Study methods
- Headline findings
- What next?



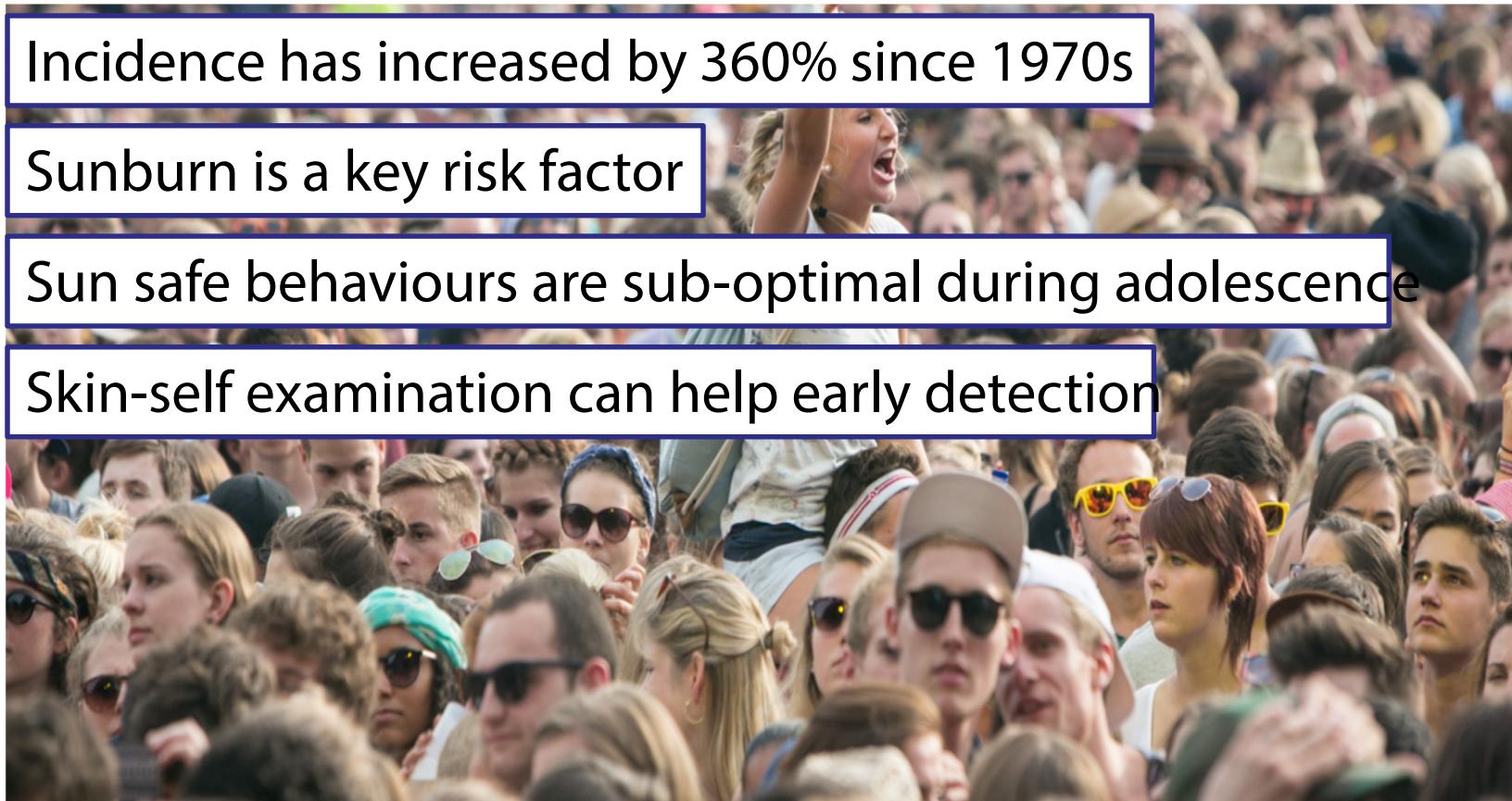
Study rationale

Incidence has increased by 360% since 1970s

Sunburn is a key risk factor

Sun safe behaviours are sub-optimal during adolescence

Skin-self examination can help early detection



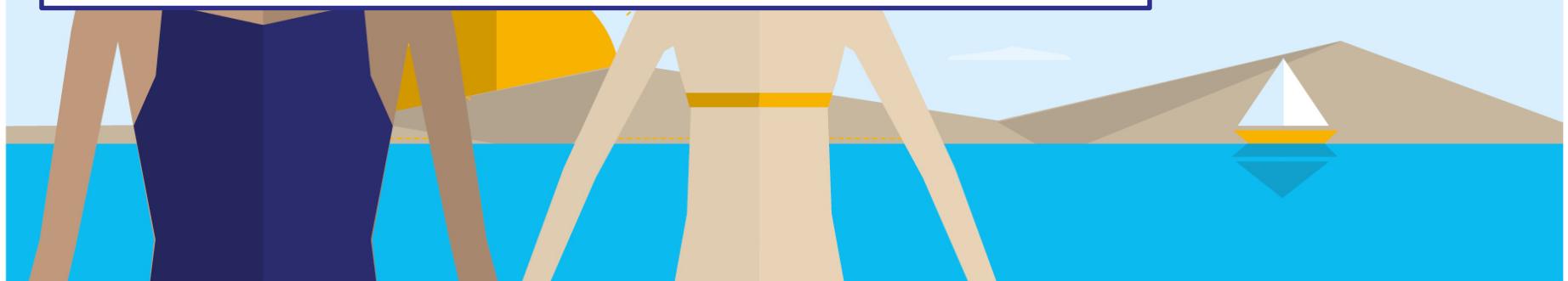
Intervention target group



Intervention delivery method

50 minute presentation delivered by specialist nurse in schools
accompanied by a young person who was diagnosed with melanoma

Booklet with sun safe and skin self examination
exercises to complete at home



Intervention theory

Social cognitions – risk perceptions and illness representations

- beliefs about the causes of skin cancer
- perceived ability, confidence and relevance to control for skin cancer risk at their age

SKIN TYPE 1

SKIN TYPE 2

SKIN TYPE 3

Intention – behaviour gap

- Behavioural intentions translated into action if **plans** are made

SKIN TYPE 4

SKIN TYPE 5

SKIN TYPE 6

5

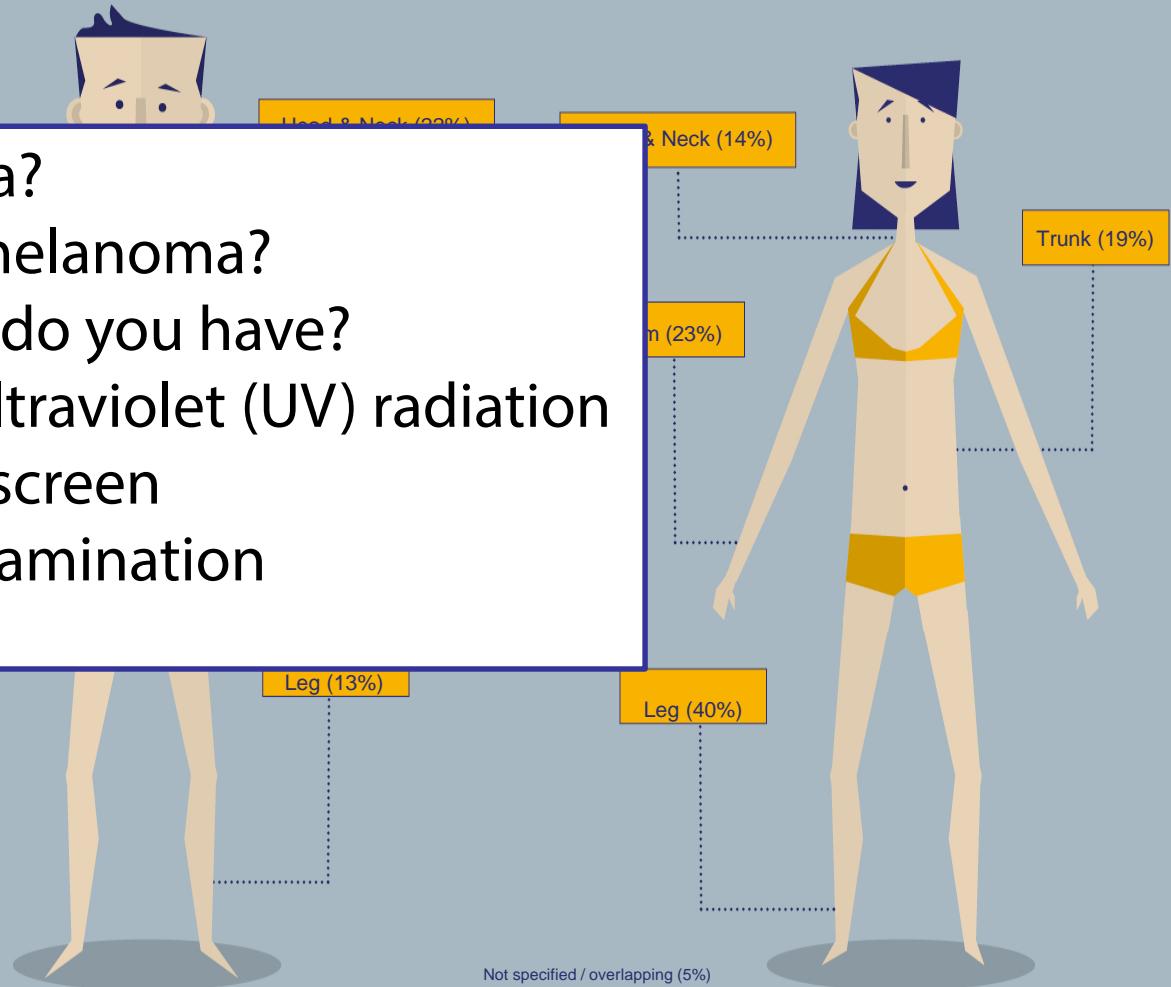
6



Intervention topics

- What is melanoma?
- How do you get melanoma?
- What type of skin do you have?
- Protection from ultraviolet (UV) radiation
- How to apply sunscreen
- Doing skin self-examination

Most common areas where
skin cancer is found



Study aims and methods

Is a trial of the intervention feasible?

Methods

- School recruitment rate
- Student consent rate
- Nos students receiving the intervention
- Nos students completing the homework
- Focus groups to explore opinions about the intervention



Study aims and methods

**Does the intervention
work as intended?**

Methods

- Quasi-experimental study design
- Measures of variables pre- and post-intervention:
 - Sunscreen use intentions and planning
 - SSE behaviour, intention and planning
 - Illness perceptions
 - Talk about skin cancer



Trial feasibility

- 4 intervention group schools and 1 control group school
- No parent opted their child out of the study
- No child was unwilling to participate
- 639 (81%) received the presentation
- 148 (33.8%) reported doing the homework



Importance of personal stories

I liked the, from like the younger guy who'd experienced it [skin cancer] himself, that was the best bit. I think that was the most impactful bit, because he was just like a normal guy, only a little older than us, I think that was like stuck in your memory most.



Opinions about sunscreen

- *That stuff stinks though.*
- *I hate the texture of sun cream.*
- *And it sticks to your clothes as well.*
- *I hate how it just like lies on your skin, you just kind of feel a bit 'minging' lying there.*



Sunscreen use intention increased

The number of adolescents intending to use sunscreen in schools that received the intervention increased significantly* after the intervention (59.2% to 66.8%) but decreased in the school that did not have the intervention (54.3% to 48.1%).



SSE intention increased

The number of adolescents intending to examine their skin regularly in schools that received the intervention increased significantly after the intervention (16.5% to 30.1%) but did not increase in the school that did not have the intervention (8.8% to 8.6%).



Talk about skin cancer increased

The number of adolescents talking about skin cancer in schools that received the intervention increased after the intervention (9.2% to 53.5%). Talk about skin cancer also increased in the school that did not have the intervention (8.7% to 14.6%) but not as much.



Did it work as theorised?

Sunscreen use was associated with beliefs that skin cancer:

- would negatively affect their life
- would be painful

SSE was associated with beliefs that:

- SSE was relevant to do at their age
- Skin cancer can be prevented



Planning

Sunscreen use and SSE
was associated with
planning



What next?

- Increase the strength (dose) of the intervention
- Use objective measures
- Bring health and education policy closer

