SunSafeBC

our agenda

DEVELOP A SET OF ACTIONS
TO INCORPORATE INTO OUR WORKPLAN
PRIORITIES + GOALS

BC CANCER'S ROLE

- Research
- Access to data
- Public Health
- Coordination
- Equity
- Link to Resources

SKIN CANCER IS THE MOST COMMON CANCER IN CANADA

CHILDHOOD EXPOSURE sets the stage for higher rates later in life

LEARNING FROM OTHERS

- SUNSMART NEW ZEALAND
- SunSmart SASKATCHEWAN
- SunSafe NOVA SCOTIA
- National Skin Cancer Prevention
- SUNSMART AUSTRALIA
- ALBERTA
- ONTARIO SUN SAFE WORKING GROUP

BRAINSTORMING

PROPOSED ACTIONS

QUALITY OF SHADE IN PARKS + PARKETS VARY

CLIMATE ADAPTATION LINKS

THERE ARE OTHER CAUSES OF SKIN CANCER + OTHER HEALTH IMPLICATIONS OF UV EXPOSURE

CHANGE ATTITUDES KNOWLEDGE + BEHAVIOUR AROUND SUN SAFETY

SHADE

SOCIAL MEDIA IS POWERFUL!

CULTURALLY SAFE

NEW ACTION?

CAPACITY BUILDING FOR CITY PLANNERS

STRENGTHEN CAPACITY AMONG PRIORITY POPULATION SERVICE PROVIDERS AND EDUCATORS

ADD PRINCIPLES THAT CUT ACROSS ALL FOUR ACTIONS

FILL GAPS + NEEDS + EFFICIENCIES

BE POSITIVE! IN CAMPAIGNS

CREATE SUPPORTIVE ENVIRONMENTS TO LIMIT EXPOSURE TO UVR EXPOSURE

BC BUILDING CODE

FOCUS ON SHADE STRUCTURES

SEEK TO INFLUENCE SUN SAFE POLICIES ADVANCING TOWARD PROVINCIAL POLICY CREATION OR AMENDMENTS WHEN AND WHERE POSSIBLE

SUN SAFE POLICIES

REQUIREMENTS FOR EMPLOYERS?

SEE PEOPLE THAT LOOK LIKE YOU IN CAMPAIGNS

HOW ARE WE GUIDING YOUTH?

HARM REDUCTION

TARGET POPULATIONS

- New parents
- Indigenous specific campaigns
- Youth
- Transplant recipients
- Young + New workers
- Active outdoor recreators
- childcare providers

SCHOOL

LINK TO SCHOOLS + LINK TO HEAT STRESS

SOAR ANALYSIS

STRENGTHS
- VARIOUS MEMBERS + EXPERTISE
- INTEREST IN THE SUBJECT
- UNIFIED ON COMMON VISION & MISSION

OPPORTUNITIES
- YOUTH CENTERED VOICES
- INCLUDE WORKSAFE BC
- PATIENT VOICE
- CARE PROVIDERS OF YOUNG CHILDREN
- ALIGN WITH OUTDOOR PLAY ACTIVITIES
- BRING EVIDENCE IN (fight misinformation)
- MOVE KNOWLEDGE TO ACTION

ASPIRATIONS
- GUIDING PRINCIPLES
- SHARING KEY MESSAGES
- PLAIN LANGUAGE GUIDE

RESULTS
- DATA SHOWING PROGRESS
- INCREASING SHADE
- LOGIC MODEL OF GOALS
- UV MONITORING
- CHANGES IN A PRIORITY POPULATION
- AWARENESS / KNOWLEDGE

PRIORITIES

- Targeted promotion campaigns
- Align with outdoor sports and recreation
- Measure and monitor changes in sun safety behaviour
- Targeted knowledge translation products
- Evidence-based shade recommendations
- Sun safe policies in early childhood settings
- Occupational policies
- Community mapping/ shade inventory
- Sunscreen dispensers
- SunSense BC roll out