

Colm Burke TD
Fine Gael
Leinster House
Kildare Street
Dublin 2

Email: colm.burke@oireachtas.ie

6th July 2023

PQ 28248/23

To ask the Minister for Health if he will ringfence funding to ensure that the provisions of the National Skin Cancer Prevention Plan 2023-2026 are implemented, in light of the fact that it is the most common cancer in Ireland; if he will engage with the relevant authorities to launch a public information campaign regarding skin cancer; and if he will make a statement on the matter

Dear Deputy Burke,

The National Skin Cancer Prevention Plan is a cross-sectoral collaboration, with implementation led by the National Skin Cancer Prevention Implementation group and co-ordinated by the HSE National Cancer Control Programme.

The first National Skin Cancer Prevention Plan was launched in July 2019 and ran to 2022. Approximately €630,000 was spent on its implementation. This included investment from the HSE National Cancer Control Programme, Healthy Ireland and Sláintecare. While the implementation of the plan to date is an example of effective cross-sectoral collaboration, sustained long-term efforts and continued investment are required to achieve a reduction in skin cancer incidence. To date, the cost of implementing the plan has increased year on year due to the increasing activity across the action areas.

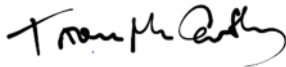
The National Skin Cancer Prevention Plan (2023-2026) launched in March 2023 and will continue to drive and support collaboration between government departments, statutory bodies, healthcare services and professionals, non-governmental organisations and public patient representatives. Engagement with a wide range of stakeholders will continue to explore ways that the actions within the National Skin Cancer Prevention Plan 2023-2026 can be aligned with organisational goals and opportunities for co-funding projects and initiatives. The aim of the National Skin Cancer Prevention Plan 2023-2026 is to build on the work already done to date in key action areas including education, media campaigns, environmental measures and policy changes across multiple settings.

NCCP bid for New Service Development funding at the beginning of each financial year through the HSE National Service Plan. Requirements for the Implementation of the skin cancer prevention plan is included in these estimates bid. Funding allocated for the implementation of the skin cancer prevention plan covers any initiatives or programmes agreed by the implementation group, and the cost of

resources used to promote awareness of skin cancer prevention. A budget of 120,000 euro (cofunded by Healthy Ireland and the HSE National Cancer Control Programme) has been allocated specifically to the Healthy Ireland Sunsmart media campaign in 2023. Funding for the overall implementation of the Skin Cancer Prevention Plan 2023-2026 will be subject to the availability of resources following the annual spending review.

The SunSmart brand is the forefront of a National SunSmart Awareness Campaign which includes radio, press, social media activity, and patient advocate videos. The campaign is run on an annual basis between April to September. During the campaign (April-September) a multidisciplinary team meets weekly to coordinate the SunSmart media campaign. The annual SunSmart media campaign aims to increase awareness of the SunSmart behaviours in the general public and among high-priority groups. Work currently underway includes local and national radio campaigns (interviews with experts and advertising), press (interviews with experts and press releases to raise awareness of campaign), social media, television etc.

Yours sincerely,



Dr Caitríona McCarthy

Consultant in Public Health Medicine (MCRN 22360), NCCP
National Cancer Control Programme

