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10<sup>th</sup> July 2023

**PQ 30939/23**

**To ask the Minister for Health for details on the sun smart sun screen campaign; where it is being piloted; for how much and under what criteria it might be deemed successful and expanded; and if he will make a statement on the matter**

Dear Deputy Kehoe,

The HSE's National Cancer Control Programme (NCCP) is carrying out a SunSmart Sunscreen Dispenser Pilot across 46 locations in 2023, costing approximately €14,500. This pilot initiative is being carried out as part of the implementation of the National Skin Cancer Prevention Plan 2023-2026.

An initial pilot had been carried out in 2022 with four outdoor worker organisations and one outdoor recreation area - An Post (15 boards), Water Safety Ireland (14 boards), Irish Fisheries (15 boards) and Dublin Airport Authority (10 boards). Healthy County Wexford sent out an expression of interest to local groups and organisations to be involved in the pilot and the first five groups to respond who were interested were included in the pilot.

77% of respondents in the 2022 pilot agreed that it had increased their awareness of the importance of protecting their skin. Many noted its convenience, ease of use and accessibility.

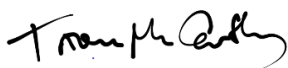
The 2023 project involves provision of a sunscreen dispenser board with a UV index display to a small number of community/voluntary groups who are involved in outdoor leisure activities. They have been asked to trial the unit for a period of 12 weeks (June-August). The objective of this pilot is to investigate its effectiveness in increasing sunscreen use by those who work outdoors and those who spend long periods of time outdoors recreationally. It is hoped that this resource will help to raise awareness and engage individuals to adopt sun protective behaviours.

Outdoor leisure groups involved in the 2023 pilot include GAA clubs, golf courses, sailing clubs, community centres, tidy town groups, walking trails and much more. It was a first come first serve basis for those who expressed an interest in the pilot and all locations selected commenced their involvement with the pilot in early June. As this is a pilot project, those involved are required to participate in the research and to give feedback on the initiative. The pilot will be evaluated and if successful we hope to expand such initiatives on sun protection in the future.

This project is just one initiative taking place as part of the implementation of the National Skin Cancer Prevention Plan 2023-2026. For example, the National SunSmart Awareness Campaign includes radio, press, social media activity, and patient advocate videos and is run on an annual basis from April to September. 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.

Further detail on skin cancer prevention initiatives can be found on the HSE website at [www.hse.ie/cancer](http://www.hse.ie/cancer)

Yours sincerely,



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