



National Skin Cancer Prevention Plan 2023-2026

Implementation Review 2024

Background

The second [National Skin Cancer Prevention Plan 2023-2026](#)¹ continues to raise awareness of the actions we can all take to reduce the risk of developing skin cancer, and builds on the work already done with the first National Skin Cancer Prevention Plan 2019-2022. The key action areas include education, media campaigns, environmental measures and policy changes across multiple settings.

Skin cancer is the most common form of cancer in Ireland with over 11,000 cases diagnosed each year². Skin cancer can be classified into two main groups: non-melanoma skin cancer (NMSC) and melanoma skin cancer. The number of people being diagnosed with skin cancer in Ireland is rising rapidly. The National Cancer Registry of Ireland (NCRI) projections suggest that the average number of cases diagnosed each year may double between 2015 and 2045³. However, skin cancer is largely preventable by protecting skin from ultraviolet (UV) radiation. UV radiation is emitted naturally from the sun and also comes from artificial sources such as sunbeds. Following the Healthy Ireland SunSmart 5 S's can protect against skin cancer (Figure 1).



Figure 1 Healthy Ireland SunSmart 5 S's

¹ Department of Health and HSE National Cancer Control Programme (2023). National Skin Cancer Prevention Plan 2023-2026. Dublin: Department of Health.

² National Cancer Registry Ireland (2023) Cancer in Ireland 1994-2021: Annual statistical report of the National Cancer Registry. NCRI, Cork, Ireland.

³ National Cancer Registry of Ireland. (2019). Cancer incidence projections for Ireland 2020-2045. www.ncri.ie

National Skin Cancer Prevention Plan Implementation

Consistent with the previous plan, the vision of the National Skin Cancer Prevention Plan 2023-2026 is to increase awareness and adoption of skin cancer prevention behaviours, in order to reverse the rising incidence of skin cancer in Ireland.

An overarching cross-sectoral advisory group guides and implements the plan. The plan uses a multi-strategy approach which includes education, public awareness and behavioural change campaigns, environmental measures, and policy changes. The plan aims to:

- Increase awareness of skin cancer prevention
- Improve adoption of skin cancer preventative behaviours
- Monitor change and evaluate the plan's effectiveness

Aligning with the recommendations from the National Cancer Strategy 2017-2026⁴, Slaintecare vision and the establishment of the HSE health regions, the HSE National Cancer Control Programme has partnered with HSE Health & Wellbeing to fund six regional Senior Health Promotion & Improvement Officer – Cancer Prevention (SHP&IO-Cancer Prevention) positions. To date, five of these posts are filled, with one still remaining to be filled. The SHP&IO-Cancer Prevention posts are located in the HSE Health and Wellbeing Division within the relevant HSE health regions. The SHP&IO-Cancer Prevention's remit is to work with their local Health Promotion and Improvement team to implement health and wellbeing initiatives which seek to reduce cancer risk, improve awareness of cancer symptoms and support timely help-seeking among target populations in the region with skin cancer prevention as a key priority area.

This document provides a review on the implementation of each of the thematic areas for 2024.

⁴ Department of Health. (2017). National Cancer Strategy 2017-2026. www.gov.ie

National Skin Cancer Prevention Plan Implementation Review 2024

Status	Ref.	Action	Lead	Summary Update
Action Area 1: Improve skin cancer prevention awareness and behaviours				
Ongoing	1.1	Ensure that skin cancer prevention messaging is evidence based and in line with best practice.	NCCP	<ul style="list-style-type: none"> Evidence review of skin cancer prevention messaging in people of colour completed April 2024.
Ongoing	1.2	Develop resources to increase awareness of skin cancer prevention	NCCP, HI	<ul style="list-style-type: none"> Sun protection information reviewed and included in HSE Be Summer Ready booklet 2024. SunSmart poster in A3 developed Employee info sheet - protecting your skin when working outdoors leaflet (Feedback to Construction Safety Partnership Advisory Committee resource) Poster on sunscreen developed for sunscreen pilot SunSmart resources added to SunSmart hub and added to healthpromotion.ie 5 resources developed on dangers of sunbeds and sun protection for young people Webinar on Be SunSmart: Sunscreen Myths and Facts held 22nd May 2024 with 475 registered attendees. Webinar recording added to NCCP YouTube channel Webinar on 'Sunbed use and risk to health awareness webinar' held 4th June 2024 with 103 registered attendees. Webinar recording added to NCCP YouTube channel Farmer leaflets, posters and social media assets developed.
Ongoing	1.3	Provide avenues to support and work with stakeholders to implement skin cancer prevention awareness raising activities	NCCP, HI	<ul style="list-style-type: none"> SunSmart merchandise provided to skin cancer nurse for sun awareness days planned in May 2024 in UHL SunSmart banner and signage provided to skin cancer nurse for awareness day in Mater Hospital 2024 Sunscreen dispenser boards provided to Marie Keating Foundation for Bloom and the Mobile Information Units 30th May 2024 Sunscreen dispenser boards provided to Pavee Point for Men's Health day in the Phoenix park - 12th June 2024

				<ul style="list-style-type: none"> • Workshop held with GAA Cúl Camp County Coordinators June 2024 • Sunscreen dispenser boards provided to the GAA for Croke Park and provincial locations • The Irish Skin Foundation (ISF), NCCP, and the National Cancer Registry of Ireland partnered in press release highlighting the importance of protecting skin from overexposure to the sun's UV rays. • NCCP provided feedback on ISF updated 'Holidays at home or abroad infographic' which launched in June 2024. • NCCP provided funding to ISF towards creation/further extension of the SunSmart video series in 2024/2025
Ongoing	1.4	Develop and deliver an annual SunSmart communications plan to raise awareness of skin cancer prevention behaviours.	NCCP, HI	<ul style="list-style-type: none"> • Communications plan 2024 delivered including radio and digital audio campaign, social media, media coverage both in press and TV and Out of Home adverts on Dublin Bus and DART • Evaluation of 2024 SunSmart campaign completed through post campaign survey • SunSmart campaign wins Best Public Information Campaign at PRCA Awards June 2024 • Regional SHP&IO-Cancer Prevention engaged with relevant stakeholders regionally to promote SunSmart campaign including local radio interviews, articles in local newspapers and social media.
Ongoing	1.5	Integrate skin cancer prevention education into existing educational and training avenues for health and social care professionals.	NCCP	<ul style="list-style-type: none"> • Tallaght nursing education included info on skin cancer prevention in 2023 and 2024 • Skin cancer prevention and sunbeds topic covered on the HSE Talking Health and Wellbeing podcast with Dr Breeda Neville, NCCP and Bernie Rice, skin cancer prevention advocate • Train the trainer in person event on SunSmart for outdoor workers held March 2024 • Sunbed use and risk to health awareness webinar for health and social care professionals ran June 2024 • Information stand and abstract submitted at Irish Melanoma Forum conference May 2024 • Webinar delivered to CHO4 staff on sun safety and sunscreen dispenser boards and resources distributed to HSE worksites in CHO4 • SHP&IO – Cancer Prevention webinar 'Integrating cancer prevention and early diagnosis into health promotion' held in November 2024

				<p>included ways skin cancer prevention has been integrated into their work throughout 2024</p> <ul style="list-style-type: none"> • Marie Keating Foundation, as stakeholder with the NCCP, includes skin cancer prevention in its evaluated schools programme for 1st – 2nd year students. • Marie Keating Foundation highly trained oncology nurses present on skin cancer prevention in several organisations nationally to include, but not limited to family resource centres, men’s sheds, marts, farmers markets, community settings, Travelling community, Syrian and Ukrainian refugees, prisons and corporate organisations
Ongoing	1.6	Identify opportunities to include primary prevention messages in work to improve early diagnosis of skin cancer, and vice versa.	NCCP, HI	<ul style="list-style-type: none"> • Application submitted and funding awarded from Department of Agriculture, Food and the Marine for the development of resources, education materials and social media assets on skin cancer prevention and early diagnosis of skin cancer for farmers and the farming community • SunSmart Toolbox Talk for Outdoor Workers adapted for farmers
Started	1.7	Continue engagement with Met Éireann to provide accurate and location specific UV Index readings through the Met Éireann website and app.	Met Éireann	<ul style="list-style-type: none"> • Met Éireann recruiting a UV researcher autumn 2024 to evaluate new technologies and procedures to improve Met Éireann’s UV monitoring. • Met Éireann are updating new website and app in 2024/2025
Ongoing	1.8	Continue to collaborate with Met Éireann to deliver ongoing UV protection messaging to the public.	NCCP, HI	<ul style="list-style-type: none"> • Press release sent out in collaboration with Met Éireann as part of SunSmart campaign in 2024 • Met Éireann assigned a spokesperson for the 2024 SunSmart campaign • UV index action cards utilised by Met Éireann on social media channels • Met Éireann included UV index on weekly weather forecast and ad hoc on other weather readings depending on forecast as part of 2024 SunSmart campaign
Action Area 2: Children (0-12 years)				
Ongoing	2.1	Involve parents/guardians and parent groups in the development and promotion of skin protection resources for babies and children.	NCCP, Implementation group	<ul style="list-style-type: none"> • Research Proposal and draft survey sent to marketing agencies August 2024. Tender awarded September 2024. Fieldwork complete. Report due January 2025
Started	2.2	Engage ELC’s to communicate up to date messages and advice about skin protection.	NCCP, Implementation group	<ul style="list-style-type: none"> • SunSmart partner pack 2024 disseminated to key stakeholders working with children

Ongoing	2.3	Identify opportunities to include messages about skin protection for children and parents.	Implementation group	<ul style="list-style-type: none"> Evaluation report on Little Baby Bundle Scheme received and reviewed. Sunhat well received with some recommendations for adaption along with changes to leaflet. Leaflet updated and new design of hat completed and sent to DCEDIY as part of 2025 budget submission
Ongoing	2.4	Continue to develop and disseminate resources in relation to skin protection for use in primary schools.	NCCP, Implementation group	<ul style="list-style-type: none"> Developed recommendation for inclusion of a wide-brimmed hat in primary school uniform guidance doc with Department of Education and circulated April 2024. SunSmart lesson plans promoted among the regional cancer prevention officers throughout 2024. A SunSmart School Toolbox and case study resource currently under development for primary and post primary schools.
Ongoing	2.5	Scale up a SunSmart competition to promote messages and advice about skin protection for children	NCCP, HI	<ul style="list-style-type: none"> The Get SunSmart Children's Art Competition 2024 had roughly 2,700 entrants. This year for the first time a pre-schools category was included. The winners and runner's up have been notified and their prizes have been sent out.
Started	2.6	In line with the updating of the Quality and Regulatory Framework/s for ELC settings, include current messages and advice about skin cancer prevention for young children.	Implementation group	<ul style="list-style-type: none"> Full revision of the Quality Regulatory Framework for ELC setting has been delayed. Tusla are making some minor amendments this year and will include the skin cancer prevention elements when the full revision commences
Status	Ref.	Action	Lead	Summary Update
Action Area 3: Adolescents and Young Adults (13-24 years)				
Ongoing	3.1	Develop resources to increase awareness of UV risk and skin protection for adolescents and young adults using findings from previous research.	Implementation group	<ul style="list-style-type: none"> Videographer commissioned to develop SunSmart Video on UV risk and skin protection for adolescents and young adults. 17 videos developed, used as part of 2024 SunSmart campaign and added to NCCP YouTube channel.
Ongoing	3.2	Engage with relevant partners to ensure sun safety is included in curricular resources for post-primary school students.	NCCP, HI	<ul style="list-style-type: none"> Submission submitted on the consultation on Draft Specification for Leaving Certificate Climate Action & Sustainable Development. Online submission was sent to include health impacts of climate change in Strand 1: Earth & Planet and include UV radiation and skin cancer in April 2024. NCCP made a submission in 2024 to have skin protection and sunbed use included in the Draft specification for Senior Cycle SPHE. Curriculum Specification for Senior Cycle SPHE published July 2024 and sun protection is not included. Shared information resources and videos on the dangers of sunbeds which NCCA are reviewing with the hope they

				will be added to the SPHE Resource Toolkit as an option for LO 1.2 and self-care LO 3.1
Ongoing	3.3	Identify and engage with stakeholders who work with adolescents and young adults to develop initiatives for young adults.	NCCP, HI	<ul style="list-style-type: none"> • SunSmart partner packs disseminated to key adolescent and young people stakeholders for 2024 campaign. • Pilot SunSmart School with transition year students in Castleisland Community College completed. Transition year Students in Castleisland Community College, Kerry were crowned winners of the Young Social Innovators 2024 for their skin cancer awareness project called the 'Sun Smarties'. • Collaborated with Spunout.ie for the creation of some related fact sheets connected to skin cancer. Added to Spunout.ie website
Ongoing	3.4	Develop and disseminate resources in relation to skin protection for use in post primary schools, colleges and universities.	Implementation group	<ul style="list-style-type: none"> • Exploring SunSmart Campus with Healthy UL Coordinator and SHP&IO-Cancer Prevention Officer CHO3. • Development of a SunSmart School Toolbox and case study resource currently underway for primary and post primary schools. • SunSmart messages included in the new 'Healthy Habits' resource for parents of primary and post primary schools in CHO4
Status	Ref.	Action	Lead	Summary Update
Action Area 4: Outdoor Workers				
Ongoing	4.1	Continue to identify and pursue opportunities to raise awareness of UV risk and skin cancer prevention among outdoor workers through the development of training and education.	Implementation group	<ul style="list-style-type: none"> • Sunscreen dispensers provided to Pavee Point for annual Men's Health Day which engages Traveller and Roma men nationally for a day of sport and health checks in the Phoenix Park in 2024. • NCCP presented on Skin Cancer Prevention for Outdoor Workers at the Local Government Management Agency national health and safety conference in Cork on 11th September 2024. • An in person train the trainer event on why integrating UV protection into workplace practice is in important for outdoor workers took place on 13th March 2024 for outdoor worker organisations. • Article on SunSmart for Farmers in Today's Farm magazine May 2024 • Health & Safety Authority (H&SA) newsletter article about sun exposure, picked up by various national media • SHP&IO-Cancer Prevention in CHO 3 worked with county councils. Has delivered session to 165 outdoor working staff in 2024. 610 members of the county Clare farming community connected with on prevention and

				<p>early diagnosis of skin cancer. 45 lifeguards in Clare County Council received an in-person skin cancer prevention and early diagnosis education session. HSE Mid-West Outdoor workers across 5 work sites received an in person skin cancer prevention and early diagnosis session with a SunSmart pack for all and sunscreen dispenser boards for installation on site.</p> <ul style="list-style-type: none"> • The HSE Health Promotion Team in Wexford partnered with the Wexford County Council Wellbeing Breakfast Briefings for Outdoor Workers on SunSmart • SHP&IO-Cancer Prevention in CHO 4 linked with the Water Safety Officers in Cork County Council to provide online skin cancer awareness session to all lifeguards for 2024 season. Met with lifeguards and delivered SunSmart Sunscreen boards to Youghal, Fountaintown & Garretstown beaches. Provided sun smart merchandise to all lifeguards. Follow up survey planned
Ongoing	4.2	Promote resources to support employers to adopt policies for UV risk and skin cancer prevention for outdoor workers.	Implementation group	<ul style="list-style-type: none"> • SunSmart Toolbox Talk for Outdoor Workers developed and promoted. 222 orders completed up to the end of 2024. • Information resources and social media assets developed as part of funding received from DAFM for farmer health, safety and wellbeing projects. NCCP will roll out as part of 2025 SunSmart campaign.
Started	4.3	Incorporate skin cancer prevention messaging and behaviours into healthy workplaces initiatives.	HI	<ul style="list-style-type: none"> • SunSmart resources and events for outdoor workers promoted on www.healthyworkplace.ie webpage
Ongoing	4.4	Continue to partner with relevant stakeholders to develop skin cancer prevention best practice in the workplace	Implementation group	<ul style="list-style-type: none"> • SunSmart partner packs disseminated to key outdoor worker stakeholders for 2024 campaign. • Sun protection advice included in farm health & wellbeing inspection campaign via H&SA • SHP&IO-Cancer Prevention in CHO 2 involved in a joint initiative, funded by Spark, between Health Improvement, Public Health, HSE West and North West in collaboration with Galway City and County Council called Be SunSmart at the seaside. Data analysis underway November 2024. • Engagement underway in 2024 with Bord Bia who are planning on developing a project with farmers on skin cancer in 2025. • The SHP&IO -Cancer Prevention CHO 5&6 engaged with the Kilkenny County Council Health and Safety Officer to review outdoor workers

				and SunSmart in the workplace. Wexford County Council Workplace wellness road show had SunSmart information stand at 5 countywide events for 400 outdoor workers.
Action Area 5: Sport, Recreation and Tourism				
Ongoing	5.1	Promote evidence informed messages on skin cancer prevention for those who participate in, or spectate at, outdoor sport, physical activity or leisure activities including tourism.	Sport Ireland, Implementation group	<ul style="list-style-type: none"> • SunSmart partner packs disseminated to sport, recreation and tourism stakeholders in 2023 and 2024 • SunSmart campaign partnered with GAA Cul Camps in 2023 and 2024 to provide information on SunSmart to parents of children attending camps. • 1000 training bibs with the SunSmart messaging were provided to Sport Ireland in 2024. The bibs were distributed to Physical Activity for Health officers for use as part of their programmes, predominantly aimed at those with chronic health conditions.
Ongoing	5.2	Work with sports organisations to engage officials, coaches and sportspeople to champion UV protection behaviours and encourage skin protection among participants in recreation and community settings.	Implementation group	<ul style="list-style-type: none"> • Ran workshop with GAA Cúl Camps county coordinators the end of May 2024. Ran an education session. Ran some activities with the co-ordinators to show simple ways to integrate the Healthy Ireland SunSmart safety behaviours for children. Training bibs and SunSmart resources given out to each coordinator for use. • Sunscreen boards were sent to GAA May 2024 – 6 to Croke Park and 12 distributed across 8 county grounds. • Dermatology registrar in Beaumont Hospital working in conjunction with the NCCP and RCSI on a survey assessing outdoor and indoor sun tanning habits amongst athletes. • SHP&IO- Cancer Prevention CHO3 delivered education sessions to 3 Local Sports Partnership teams on skin cancer prevention • SHP&IO-Cancer Prevention CHO2 delivered education sessions to Mayo Local Sports Partnership team on skin cancer prevention
Ongoing	5.3	Work with groups responsible for management of outdoor recreation areas to identify means of maximising skin protection including shade structures.	HI	<ul style="list-style-type: none"> • 200 sunscreen dispenser boards piloted in 92 outdoor sport, recreation and tourism locations in 2024. Evaluation completed
Ongoing	5.4	Engage with local authorities to increase opportunities for sun protection in outdoor settings.	Implementation group	<ul style="list-style-type: none"> • All county councils contacted to review beach signage, remove old signage and offered t SunSmart 5 S's poster. 14 out of 18 county councils completed a review of beach signage.

Status	Ref.	Action	Lead	Summary Update
Action Area 6: Sunbeds and other artificial UV sources				
Ongoing	6.1	Further raise awareness of the risk of sunbed use through education and communication channels	NCCP, HI, HSE Communications	<ul style="list-style-type: none"> The 2024 SunSmart partner packs were disseminated to key stakeholders who work with sunbed users. The SunSmart campaign included images and messaging relating to the dangers of sunbed use. Videos, and information leaflets were developed specifically for adolescents and young people which included messaging on the dangers of using sunbeds. SunSmart campaign info shared with key stakeholders on sunbeds through various media outlets including local newspapers and radio. A webinar ""Sunbed use and risk to health awareness"" was held in June 2024, which included not only information on the dangers of sunbed use but also on tanning products e.g. Melanotan. Educational slides developed for a train-the-trainer event for community organisations, in relation to the dangers of sunbeds. Press release highlighting that it is never safe to use a sunbed issued June 2024 to coincide with the 10th anniversary of Public Health (Sunbeds) Act 2014 Sunbed literature distributed at various events throughout CHO3 (e.g. Southill Family Resource Centre Community day, GAA Healthy Club etc.)
Ongoing	6.2	Review the health information provided to sunbed users as set out in Public Health (Sunbeds) (Health Information) Regulations 2015 (S.I. No. 50 of 2015).	DOH (FEHU)	<ul style="list-style-type: none"> An evidence review in relation to the health effects of the use of sunbeds for cosmetic purposes has been conducted by the NCCP as part of action area 6.2. This will inform the DoH's review of the health information provided to sunbed users as set out in S.I. No. 50 of 2015.
Ongoing	6.3	Develop, disseminate, and evaluate education and community outreach initiatives tailored to population groups where usage of sunbeds is highest.	Implementation Group	<ul style="list-style-type: none"> Train-the-trainer webinar held June 2024 for those who engage with sunbed users to understand the risks associated with sunbed use and Melanotan II. SHP& IO- Cancer Prevention CHO3 worked with Traveller Programme Coordinators and with Traveller Health Peer Support Workers with a focus on sunbed use. 45 peer workers across Clare and Limerick received a 45 minute in person talk and a SunSmart information pack.

				<ul style="list-style-type: none"> • SHP&IO- Cancer Prevention CHO 5&6 engaged with the Traveller Health Unit CHO 5 and supported the Regional Traveller Health Nurses to facilitate sessions on Sunbed use with young Traveller women and the Community Traveller Health Workers. Also worked with CEART Wicklow Traveller Group – Primary Healthcare Project Workers on dangers of sunbed use. Posters on dangers of sunbeds shared in GAA club Waterford. • SHP&IO- Cancer Prevention CHO 2 is leading on a project with A5 easy read leaflet co-produced with Travellers in Galway and feedback coming from CEART Wicklow and the Traveller Health projects in CHO 5. • SHP&IO- Cancer Prevention CHO4 delivered presentation to Cork Traveller Visibility Group on sunbed use and skin cancer awareness. Also provided sunscreen dispenser boards and resources for the building
Ongoing	6.4	Conduct research on sunbed use, characteristics, and motivations for tanning among the Irish population.	NCCP	<ul style="list-style-type: none"> • Development of baseline survey underway on sunbed use among patients attending dermatology clinic and will be rolled out in Tallaght Hospital, Dublin • Research underway with Institute of Public Health and NCCP on sunbeds, report due April 2025. • NCCP submitted proposal for sun protection/sunbed module to be included in Healthy Ireland Survey 2025. Submission submitted April 2024. Nov 2024 notified sun protection module not included in the 2025 Healthy Ireland Survey. Brief under development for inclusion to the Healthy Ireland survey 2026.
Ongoing	6.5	Monitor and review implementation and enforcement by the HSE Environmental Health Service of the Public Health Sunbeds Legislation.	DOH (FEHU)	<ul style="list-style-type: none"> • In 2024, 386 sunbed establishments were notified to the Health Service Executive (HSE) and a total of 492 inspections were carried out by the HSE National Environmental Health Service. There were 10 Fixed Payment Notices served, and 4 prosecutions concluded under the Public Health (Sunbeds) Act 2014.
To commence	6.6	Update review on other emerging artificial sources of UV	Implementation Group	
Ongoing	6.7	Explore feasibility of evidence-based fiscal measures on sunbeds in Ireland.	Implementation Group	<ul style="list-style-type: none"> • NCCP representatives sit on Cancer Sub-Group of the Expert Group on Public Health relating to Action 18: Explore measures to prevent exposure to ultraviolet radiation including from sunbeds in the Europe’s Beating Cancer Plan.

				<ul style="list-style-type: none"> This action will be further reviewed by the Implementation Group when the proposed EU Recommendation is published.
Action Area 7: Oversight, monitoring, research and evaluation				
Complete	7.1	Re-establish an implementation group with key stakeholders	NCCP, HI	<ul style="list-style-type: none"> Cross-sectoral advisory group re-established, governance and terms of reference agreed
Ongoing	7.2	Report on implementation of this plan through National Cancer Strategy (NCS) 2017-2026.	NCCP, HI	<ul style="list-style-type: none"> Report submitted on skin cancer prevention work completed to date to NCS in 2023 and 2024
Ongoing	7.3	Identify, collate and conduct research to monitor changes in skin cancer prevention awareness and behaviours.	NCCP, HI	<ul style="list-style-type: none"> NCCP submitted proposal for sun protection/sunbed module to be included in Healthy Ireland Survey 2025. Submission submitted April 2024. Nov 2024 notified sun protection module not included in the 2025 Healthy Ireland Survey. Brief under development for inclusion to the Healthy Ireland survey 2026. Omnibus survey conducted on the 2024 SunSmart campaign NCCP commissioned Amárach to undertake research on parent's attitudes, behaviours, knowledge and awareness of sun protection. Work commenced in October 2024, report due January 2025
Ongoing	7.4	Undertake annual review of implementation of plan and evaluate as appropriate the impact of targeted initiatives and interventions.	NCCP, HI	<ul style="list-style-type: none"> Annual review of work completed in 2024 underway
Ongoing	7.5	Assess the impact of an annual SunSmart communications campaign to ensure alignment with best practice, including tracking awareness, knowledge and behaviour change	NCCP, HI	<ul style="list-style-type: none"> Evaluation of SunSmart 2024 campaign completed.
To commence	7.6	Conduct research and an evaluation to assess the use and effectiveness of shade in a range of settings in Ireland.	NCCP	

Implementation Group Members

Department of Health (Health and Wellbeing Unit)

Breakthrough Cancer Research

HSE Dermatology Clinical Programme

HSE Communications

HSE Health & Wellbeing

Institute of Public Health

Irish Cancer Society

Irish Dermatology Nurses Association

Irish Skin Foundation

Marie Keating Foundation

National Cancer Control Programme

NCCP Skin Cancer Leads group

National Screening Service

Patient Public Representative (Melanoma Trust)