

ENGAGING WITH PRIMARY HEALTH CARE TO PROMOTE SKIN CANCER PREVENTION MESSAGES

Author: Bhama Rajiv

Co-authors: Wayde Beckman

The New Zealand Skin Cancer Primary Prevention and Early Detection Strategy 2014 to 2017 (the Strategy) identifies five intervention pathways for reducing incidence, impact and inequalities with respect to skin cancer including primary prevention and early detection. Based on recommendations from the New Zealand Skin Cancer Primary prevention and Early Detection Steering Committee, primary health care was identified as a priority setting for primary prevention activities.

The Health Promotion Agency (HPA) has initiated a project to develop tools and resources on skin cancer and its prevention to assist primary health care professionals to provide accurate and consistent advice to their patients. For the first phase of this project, HPA is developing resources to support general practitioners (GPs), nurses and pharmacists.

This session will discuss the various approaches being trialled to support the effective communication of evidence-based advice for primary health care professionals, and initial feedback on the tools and resources that are currently being developed.