National Skin Cancer Action Week 2014

Media Coverage Report

National and local activity

Cancer Council Australia coordinated communications for National Skin Cancer Action Week in 2014, working with the Skin Cancer Committee, Cancer Council Media Managers and Australasian College of Dermatologists.

Our campaign, ‘Your Summer, Your Skin, Your Story,’ targeted adolescents, using personal stories and experiences to bring to life the real impact of skin cancer in Australia.

Data from the National Sun Protection Survey was used to help generate media coverage. The research released demonstrated an improvement in the attitude of teenagers to tanning over the past 10 years, alongside the most recent teenager sunburn figures.

We organised a press conference at Bondi Surf Life Saving Club. Professor Olver presented at the event and was our key media spokesperson, alongside Associate Professor Stephen Shumack, President of the Australasian College of Dermatology. Cancer Council Ambassador Stephanie Rice also attended, with a number of skin cancer case studies who were interviewed for TV.

Vanessa Rock, Chair of Cancer Council Australia’s Skin Cancer Committee completed additional media interviews.

A number of Cancer Councils adapted our template release for local use.

Other activities for the week:

- We recorded and distributed audio grabs from Professor Olver and Dr Patricia Lowe from the Australasian College of Dermatologists to radio networks across Australia
- We developed a suite of digital content for use by state and territory Cancer Councils and sharing online, including:
  - two skin cancer case study videos and a number of written skin cancer stories
  - Facebook and Twitter cover photos
  - sponsored Facebook posts targeting adolescents and young adults
  - web banners
  - email signatures
  - two infographics focusing on skin cancer incidence and the latest National Sun Survey stats
  - a blog from Dr Lowe on skin cancer treatment
State and territory activity

State and territory Cancer Councils also developed their own media activity, including:

- local case study and ‘advocate’ in WA
- state-based melanoma incidence statistics for NT
- localised national media release in Victoria
- localised national media release in SA
- localised media release focusing on Merkel cell carcinoma from Cancer Council Queensland along with state-based statistics on teen tanning.

A number of state and territory offices also shared our digital content online.

Media highlights

In total, National Skin Cancer Action Week activity from Cancer Council Australia and state and territory Cancer Councils generated over 120 media items across a wide range of outlets.

<table>
<thead>
<tr>
<th>Radio*</th>
<th>64 items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>23 items</td>
</tr>
<tr>
<td>Television</td>
<td>14 items</td>
</tr>
<tr>
<td>Online</td>
<td>20 items</td>
</tr>
</tbody>
</table>

*Figures exclude syndication

A breakdown of media coverage highlights is provided below.

Television

- Channel 7 (syndicated)
  - Sunrise
  - The Morning Show
  - Early/Late News
- Channel 9 (syndicated)
  - National Nine Morning News
  - Today
- NITV
- Channel 10 Perth
  - Eyewitness News
- SBS
  - World News Australia
- WIN (syndicated)
- GEM Canberra
Radio

Our Radio Release grabs were used across at least 24 radio networks. Our grabs along with other radio stories saw us receive 64 items of radio coverage, including:

- 6PR Perth
- Triple M Adelaide
- NOVA Brisbane
- 2day FM Sydney
- ABC Radio
- 2GB Sydney
- 3AW Melbourne

Print (major metro):

Print media coverage included:

- Herald Sun
- Courier Mail
- Adelaide Advertiser
- West Australian
- mX Brisbane

---

The Weekend West

Brother's cancer battle spurs crusade

Rebecca O’Donovan

A WA man who lost his brother and two close friends to skin cancer is on a mission to save lives.

Scott Roodager had to watch as his 30-year-old brother, Gau, a tradie, and former army recruit, deteriorated from the inside out.

It brought me to my knees and I thought I was a pretty tough person, he said. As a professional, that’s not like. That’s not right.

He was diagnosed with advanced melanomas in April last year.

He has lost his battle six months later.

Scott Roodager recently approached the Cancer Council, asking how he could help spread the sun smart message.

The Moorabbin man said he was willing to do whatever it took.

We need to make a change, Mr Roodager said. I don’t want to go to more funerals for friends and family for this.

He has started his mission by visiting tradesmen on site, offering them sunscreen, hats and sharing his personal story.

I’d like to help young blokes realise it’s cool to have sunscreen slapped on your nose and it doesn’t matter what you look like. But it’s not cool to have to go to hospital and have cancer, Mr Roodager said.

Working in the building industry for all his working life has made Mr Roodager particularly keen to get the message out to young tradesmen.

I know loads of young blokes who think that they’re invincible and are more interested in being cool than wearing a hat or shirt in summer, he said.

Cancer Council WA director of education and research Terry Shriv said two out of three Australians would be diagnosed with skin cancer by the time they reached 70.

This is a serious disease, he said. It’s not a serious burden, not only on our health but on our purses.

It’s getting close to costing us nearly a million dollars, that’s the estimate for next year.

The latest report from the WA Cancer Registry shows 6.8 per cent of men were diagnosed with melanoma in 2012, compared with 4.4 per cent.

In that year, 45 men died from melanoma, compared with 23 women.

Tomorrow marks the start of National Skin Cancer Action Week.

---

Herald Sun

Decline in teen tanning

KATRINA STOKES

THE "bronzed Aussie" look is falling out of favour with teens but they’re still not doing enough to protect themselves from the sun, a study shows.

The Cancer Council’s annual National Sun Protection Survey reveals teenagers are developing healthier attitudes towards tanning.

The survey of 3449 Australians, including more than 1000 people aged 12 to 17, found almost 40 per cent of adolescents like to get a sun tan, compared to 60 per cent a decade ago.

Just 17 per cent say they attempted a tan this season compared with 32 per cent in 2003-04, while 16 per cent believe a tanned person is ‘more healthy’ compared to 19 per cent 10 years ago.

Cancer Council South Australia chief executive Professor Brenda Wilson said it was encouraging teens were moving away from the “bronzed Aussie” look.

It is wonderful to see teenagers understanding that a tan isn’t the hallmark of health that it was once made out to be, she said.

Despite this, 23 per cent of teens still get sunburnt on weekends in summer — no improvement in the past decade.

---

Adelaide Advertiser

Teens turn their back on old-school sun-worship

Melissa Cole, 22, of Brighton, knows first hand about the damage skin cancer can do after she discovered a basal cell cancer had developed on her cheek.

I’m really grateful how I got it sorted so it was very proactive when it comes to the sun and would always apply sunscreen and wear long sleeves, she said.

Nowadays, Ms Cole likes to lie down and enjoy the beach and doesn’t want to feel guilty checking.

Tell us how can we help you with your skin and sun-worship.

The Weekend West

SUN SMART MESSAGE

Brother’s cancer battle spurs crusade

Rebecca O’Donovan

A WA man who lost his brother and two close friends to skin cancer is on a mission to save lives.

Scott Roodager had to watch as his 30-year-old brother, Gau, a tradie, and former army recruit, deteriorated from the inside out.

It brought me to my knees and I thought I was a pretty tough person, he said. As a professional, that’s not like. That’s not right.

He was diagnosed with advanced melanomas in April last year.

He has lost his battle six months later.

Scott Roodager recently approached the Cancer Council, asking how he could help spread the sun smart message.

The Moorabbin man said he was willing to do whatever it took.

We need to make a change, Mr Roodager said. I don’t want to go to more funerals for friends and family for this.

He has started his mission by visiting tradesmen on site, offering them sunscreen, hats and sharing his personal story.

I’d like to help young blokes realise it’s cool to have sunscreen slapped on your nose and it doesn’t matter what you look like. But it’s not cool to have to go to hospital and have cancer, Mr Roodager said.

Working in the building industry for all his working life has made Mr Roodager particularly keen to get the message out to young tradesmen.

I know loads of young blokes who think that they’re invincible and are more interested in being cool than wearing a hat or shirt in summer, he said.

Cancer Council WA director of education and research Terry Shriv said two out of three Australians would be diagnosed with skin cancer by the time they reached 70.

This is a serious disease, he said. It’s not a serious burden, not only on our health but on our purses.

It’s getting close to costing us nearly a million dollars, that’s the estimate for next year.

The latest report from the WA Cancer Registry shows 6.8 per cent of men were diagnosed with melanoma in 2012, compared with 4.4 per cent.

In that year, 45 men died from melanoma, compared with 23 women.

Tomorrow marks the start of National Skin Cancer Action Week.
Online Media

A summary of online media coverage is included below.

<table>
<thead>
<tr>
<th>Source</th>
<th>Date</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>JewishCare NSW</td>
<td>20/11/2014</td>
<td>National Skin Cancer Action Week 2014</td>
</tr>
<tr>
<td>Hospital + Healthcare Bulletin</td>
<td>11/11/2014</td>
<td>National Skin Cancer Action Week</td>
</tr>
<tr>
<td>Skin &amp; Cancer Foundation</td>
<td>17/11/2014</td>
<td>Attitudes to tanning improve, but sun protection neglected</td>
</tr>
<tr>
<td>ABC Mildura-Swan Hill</td>
<td>17/11/2014</td>
<td>Stay skin safe, Sunraysia</td>
</tr>
<tr>
<td>The Retiree</td>
<td>17/11/2014</td>
<td>Consider your skin’s health during Skin Cancer Action Week</td>
</tr>
<tr>
<td>CairnsLife</td>
<td>5/11/2014</td>
<td>Cairns Skin Cancer Clinic</td>
</tr>
<tr>
<td>Alive Australia</td>
<td>09/2014</td>
<td>Skin cancer – prevent and diagnose it early</td>
</tr>
<tr>
<td>Business Insider Australia</td>
<td>17/11/2014</td>
<td>The bronzed Aussie is no longer something to aspire to</td>
</tr>
<tr>
<td>The Warrnambool Standard</td>
<td>22/11/2014</td>
<td>Warrnambool surgeon shines light on dangers of skin cancer</td>
</tr>
<tr>
<td>SBS</td>
<td>17/11/2014</td>
<td>Too many teens still have deadly obsession with tanning, survey reveals</td>
</tr>
<tr>
<td>Body + Soul</td>
<td>17/11/2014</td>
<td>Australia becoming more sun smart</td>
</tr>
<tr>
<td>Daily Mail</td>
<td>17/11/2014</td>
<td>Teens turn their backs on tanning!</td>
</tr>
<tr>
<td>PostScript</td>
<td>20/11/2014</td>
<td>Do teens want a tan?</td>
</tr>
<tr>
<td>NewsMail</td>
<td>21/11/2014</td>
<td>Aussie teens are turning down the tanning</td>
</tr>
<tr>
<td>Adelaide Advertiser</td>
<td>17/11/2014</td>
<td>New Cancer Council study shows teens take sun safe message but they’re still getting burnt</td>
</tr>
<tr>
<td>Herald Sun</td>
<td>17/11/2014</td>
<td>Fewer Aussie teens getting suntans</td>
</tr>
<tr>
<td>Courier Mail</td>
<td>17/11/2014</td>
<td>Fewer Aussie teens getting suntans</td>
</tr>
<tr>
<td>Health Direct</td>
<td>11/2014</td>
<td>Skin Cancer Action Week</td>
</tr>
<tr>
<td>Central Advocate</td>
<td>26/11/2014</td>
<td>Spreading melanoma message</td>
</tr>
<tr>
<td>Dolly</td>
<td>12/11/2014</td>
<td>Sun smarts</td>
</tr>
<tr>
<td>Cleo</td>
<td>16/12/2014</td>
<td>“I got skin cancer at 23”</td>
</tr>
<tr>
<td>Compare the Market</td>
<td>17/11/2014</td>
<td>National Skin Cancer Action Week</td>
</tr>
</tbody>
</table>
Social Media

Facebook:

Cancer Council Australia worked alongside the state and territory members to generate significant Facebook activity, ensuring the campaign had a strong social media presence to reach our adolescent target audience.

In total, Cancer Council Australia Facebook activity reached almost 260,000 people, generated over 550 shares and over 1200 likes.

A cover image was created for the campaign, featuring Kim Brien, one of our case studies. State and territory Councils also utilised the image on their pages.

We posted on Cancer Council Australia’s Facebook 12 times, making use of our suite of digital content which included videos, case studies and blogs.

<table>
<thead>
<tr>
<th>Date</th>
<th>Item</th>
<th>Likes</th>
<th>Comments</th>
<th>Shares</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/11</td>
<td>NSCAW Cover Photo</td>
<td>23</td>
<td>4</td>
<td>11</td>
<td>658</td>
</tr>
<tr>
<td>10/11</td>
<td>Richie Benaud announces he has skin cancer</td>
<td>29</td>
<td>2</td>
<td>7</td>
<td>1,757</td>
</tr>
<tr>
<td>11/11</td>
<td>Next week is NSCAW – Kim’s story (case study)</td>
<td>69</td>
<td>5</td>
<td>3</td>
<td>11,464</td>
</tr>
<tr>
<td>16/11</td>
<td>Today is the start of NSCAW – Sam’s story (video)</td>
<td>124</td>
<td>8</td>
<td>90</td>
<td>39,264</td>
</tr>
<tr>
<td>17/11</td>
<td>Ian on the Today Show (media video)</td>
<td>28</td>
<td>2</td>
<td>3</td>
<td>677</td>
</tr>
<tr>
<td>17/11</td>
<td>Steph Rice helps us launch NSCAW</td>
<td>49</td>
<td>0</td>
<td>4</td>
<td>1,133</td>
</tr>
<tr>
<td>18/11</td>
<td>New data on teens’ attitudes to tanning (infographic)</td>
<td>28</td>
<td>1</td>
<td>5</td>
<td>1,489</td>
</tr>
<tr>
<td>18/11</td>
<td>Nick’s story (case study)</td>
<td>26</td>
<td>1</td>
<td>5</td>
<td>1079</td>
</tr>
<tr>
<td>20/11</td>
<td>Think treating skin cancer is easy? – Dr Patricia Lowe, ACD (blog)</td>
<td>18</td>
<td>1</td>
<td>4</td>
<td>730</td>
</tr>
<tr>
<td>20/11</td>
<td>Kyle’s story (case study)</td>
<td>77</td>
<td>0</td>
<td>4</td>
<td>8,108</td>
</tr>
<tr>
<td>21/11</td>
<td>Australian adolescents have the highest incidence of malignant melanoma (infographic)</td>
<td>32</td>
<td>1</td>
<td>29</td>
<td>1,661</td>
</tr>
<tr>
<td>21/11</td>
<td>Michael’s story (video)</td>
<td>69</td>
<td>7</td>
<td>55</td>
<td>27,168</td>
</tr>
</tbody>
</table>

We also used our Daffodil Day and Australia’s Biggest Morning Tea Facebook pages to promote the campaign and its messages. Eight posts went out over the course of the week:

<table>
<thead>
<tr>
<th>Date</th>
<th>Daffodil Day</th>
<th>Likes</th>
<th>Comments</th>
<th>Shares</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>17/11</td>
<td>Melanoma in young Australians infographic</td>
<td>312</td>
<td>13</td>
<td>258</td>
<td>79,066</td>
</tr>
<tr>
<td>18/11</td>
<td>Michael’s story</td>
<td>118</td>
<td>8</td>
<td>50</td>
<td>48,022</td>
</tr>
<tr>
<td>19/11</td>
<td>Teen tanning infographic</td>
<td>95</td>
<td>0</td>
<td>20</td>
<td>12,885</td>
</tr>
<tr>
<td>20/11</td>
<td>Kim’s story</td>
<td>77</td>
<td>0</td>
<td>14</td>
<td>15,161</td>
</tr>
<tr>
<td>Date</td>
<td>Item</td>
<td>Likes</td>
<td>Comments</td>
<td>Shares</td>
<td>Reach</td>
</tr>
<tr>
<td>-------</td>
<td>--------------------------------------------------------</td>
<td>-------</td>
<td>----------</td>
<td>--------</td>
<td>---------</td>
</tr>
<tr>
<td>17/11</td>
<td>Melanoma in young Australians infographic</td>
<td>21</td>
<td>0</td>
<td>5</td>
<td>2279</td>
</tr>
<tr>
<td>18/11</td>
<td>Teen tanning infographic</td>
<td>31</td>
<td>1</td>
<td>3</td>
<td>6690</td>
</tr>
<tr>
<td>19/11</td>
<td>Teen tanning infographic</td>
<td>14</td>
<td>2</td>
<td>1</td>
<td>1161</td>
</tr>
<tr>
<td>20/11</td>
<td>Kim's story</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>1100</td>
</tr>
</tbody>
</table>
State and territory Cancer Councils also used a number of our Facebook materials.
Twitter:

Our Twitter header photo was changed to a campaign-themed image for the duration of the week. We tweeted 10 times about the campaign.
We encouraged others to tweet using the hashtag #SKINweek to further encourage conversation on social media. We also arranged for Cancer Council Australia ambassador Stephanie Rice to tweet about the campaign.

@ItsStephRice
Today kicks off National Skin Cancer Action Week @cancercounciloz 2 in 3 Aussies will have skin cancer by 70. So put your skin first

@DrSaxonSmith
#SKINweek #skincancer #melanoma huge #publichealth issue #Australia. Cumulative UV exposure contributes. UK different risk factors @smh

@666canberra
Did you tan as a teen? RT @hsnACT: #SunSmart about to chat with Adam on Drive @666Canberra about teens and tanning #skinweek

@emma_hannigan
#skinweek. The Cancer Council found that teenage attitudes towards tanning have improved @SBSNews @CancerCouncilOz

@hsnACT
This week is National Skin Cancer Action Week #C8R. Melanoma is the most common cancer in young Aussies. ow.ly/V7e1W #skinweek

---

**Melanoma is the most common cancer diagnosed in Australians aged 15-29**

- Non-Hodgkin Lymphoma: 105
- Hodgkin's Lymphoma: 172
- Testicular (males only): 176
- Melanoma: 233
- Other cancers: 401

To find out more, visit cancer.org.au/skinweek
Aussie teens are turning off tanning, but 23% still get sunburnt on summer weekends. @news_mail has more: bit.ly/1p4kUhc.

Kimberly was just 14 when she was diagnosed with a melanoma. Read her story at bit.ly/1EXxKSe. #SkinWeek

Melanoma is the most common cancer diagnosed in Australians aged 15 - 29. bit.ly/110BeMe #SKINWeek

A reminder to all Australians that sun protection saves lives. bit.ly/110BeMe #SKINweek
Instagram:

SunSmart Victoria and Cancer Council NSW used Instagram to share campaign messages and materials.