

S24. Emerging Issues in Skin Cancer Control

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In recent years, there has been heightened scientific and media interest relating to the benefits of vitamin D, particular in relation to cancer risk. In addition to this, artificial tanning sunbeds continue to be popular despite their risks. Both issues are having a significant impact on the effectiveness of skin cancer prevention campaigns worldwide.

The evidence is accumulating that Vitamin D may have an impact on the rates of cancer for the prostate, breast, colon and non-Hodgkin lymphoma. While the weight of evidence does not yet appear to be conclusive, the publication of articles relating to the virtues of vitamin D in terms of reducing cancer risk continues to gain considerable media attention. This could have an

impact on the future of public health advice related to skin cancer prevention campaigns. This presentation will explore from a public health perspective, how we should manage new information that is emerging in relation to the link between vitamin D and cancer risk and whether the public messages in relation to skin cancer prevention need to be modified.

In addition to this, the continued growth of commercial sunbed operations does not appear to be abating, yet the weight of evidence showing a link between sunbed use and skin cancer is not diminishing. Key public health issues related to sunbeds will be discussed and whether we should be advocating for legislation or self-regulation of the sunbed industry.