

**2018 melanomaWA Community Skin Screening Week
19th -23rd November 2018
Cottesloe Beach**

Town of Cottesloe Donation Application

Changing people's behaviour one person at a time

Introduction

The melanomaWA Community Skin Screening Week is a local event that was initiated in 2014, offering the community of Perth an opportunity to have their skin screened for skin cancers, and in particular, melanoma – the most dangerous form of skin cancer. Our event also highlights National Skin Cancer Action Week – a national campaign to promote skin cancer awareness and prevention through early detection.

melanomaWA is hosting the event for a fifth year running partnering with the Lions Cancer Institute, who will provide an experienced team of skilled volunteers, to carry out the screenings.

The objectives of the 2018 melanomaWA Community Skin Screening Week event are to:

- Change people's behavior when it comes to being proactive about their health;
- Highlight the importance of early detection as a way of preventing skin cancer, and in particular, potentially deadly melanoma.
- Remove obstacles that prevent people from getting their skin screened, such as cost, low prioritising and inconvenient GP/dermatologist appointment times;
- To showcase the work that melanomaWA does in the local Western Australian community;
- To highlight National Skin Cancer Action Week.

The Importance of Melanoma Awareness

Melanoma is the most serious and life threatening form of skin cancer, and the most common form of cancer for 15-39 year olds. Australia has one of the highest rates of melanoma in the world. In 2018, more than 1,900 Australians are expected to die from

melanoma. It is preventable - early detection and UV protection are the key elements to prevent melanoma. In addressing these fundamental factors, an understanding of the daily UV Index and getting to know one's skin are paramount. Seeing a doctor when changes or suspect moles are identified is extremely important. When detected early, melanoma can be effectively treated.

Event Background

In November 2014, melanomaWA initiated the Community Skin Screening Week. The event is held at the park at the intersection of Marine Parade and Napier Street at Cottesloe Beach. This site was chosen because it is a popular Perth beach with high pedestrian traffic, great access and easy parking and represents a mix of different demographic groups in the population.

The Lions Cancer Institute provides the volunteers and the famous mobile skin screening bus for the screenings. The bus houses three clinic rooms, staffed by experienced volunteers who thoroughly screen each patient in 10 minutes. Outside, melanomaWA provide marquees for shade, a seating area for those waiting to get on the mobile skin screening bus with melanoma and skin cancer prevention literature and a sunscreen station. The bus is not equipped to treat suspicious lesions on the spot. Suspicious lesions are flagged for further investigation and referred to the participant's GP.

The 2017 event ran from Monday 20th November to Friday 24th November between the hours of 9am-3pm. Over the five days of the event's operation, 514 people were screened, 146 had never been checked and 176 suspected skin cancer lesions were found, 69 of these suspected as being melanoma (until proven otherwise with further investigation) identified. See table 1 below for full results.

Table 1: 2018 Lions Cancer Institute Skin Screening Clinic Results

Categories	Day 1	Day 2	Day 3	Day 4	Day 5	Total
People screened	106	114	109	102	83	514
- Female	49	51	58	64	48	270
- Male	57	63	51	38	35	244
Suspect lesions	26	33	35	34	48	176
- Referred on for further investigation	19	16	23	18	27	103
No. screened within last 6 months	11	13	6	12	4	46
No. screened within last 12 months	37	22	23	20	20	122
No. screened over 12 months ago	26	41	46	47	40	200
No. never before screened	32	38	34	23	19	146

Last year we finished our Community Skin Screening Week with our inaugural No FRYday for melanomaWA. We visited five primary schools including North Cottesloe to raise awareness in the Sun Smart Generation. With melanoma being the most common form of cancer in 15- 39 year olds we see the need to increase sun safe awareness and action from an early age. We are hoping to expand No FRYday in 2018.

Town of Cottesloe Sponsorship

melanomaWA and the Lions Cancer Institute bore the associated costs of the event. Both are non-profit organisations, therefore relying on the generous donations from the community to help us with our causes. In particular, for melanomaWA, these donations are used to help us create awareness campaigns about melanoma prevention, such as this melanomaWA Community Skin Screening Week and No FRYday for melanomaWA.

In order to help cover the cost of the event for 2018, we would like to apply for the Town of Cottesloe Donation to assist with financial support.

Some of the event's associated costs include:

- Event advertising cost – print and promotional signage
- Overnight security for the week
- Accommodation cost for the Lions screening volunteers to stay in Cottesloe for the week of screening
- Fuel for screening facility and generator
- Marquee hire 3mx3m. The marquee provides shade for people waiting in the queue.
- Handyman for set up and pack down
- No FRYday materials – flyers, stickers, school awareness packs

This donation will allow melanomaWA to create a worthwhile community event that has the singular end goal of reducing the impact of melanoma on our local community. This is an opportunity for Town of Cottesloe to demonstrate its commitment to reducing the impact of melanoma on the Western Australian community.

In exchange, we can offer the following:

- Town of Cottesloe will receive acknowledgment directly in association with the melanomaWA Community Skin Cancer Screening Week event through melanomaWA's website and social media channels.
- Town of Cottesloe logo will be included on marketing material; event flyers and posters
- In addition, melanomaWA CEO, Clinton Heal and Awareness Coordinator Elly Bradshaw will provide an education session on skin/sun safety and melanoma prevention to the Town of Cottesloe staff at a future date determined by Town of Cottesloe.