

Take care in the sun

STAY IN THE SHADE
BETWEEN 11AM & 3PM

USE SUN PROTECTION
WITH AT LEAST SPF 15
AND UVA 4 STARS

WEAR SUNGLASSES
WITH 100% UV
PROTECTION

WEAR A BROAD-BRIM HAT

COVER UP

Community Pharmacy
Living Well
Campaign

The Care in the sun campaign aimed to encourage people to adopt sun safe behaviours and to raise awareness about exposure to ultraviolet (UV) radiation. The campaign ran throughout June 2023 and July 2023.

“A lady who had been diagnosed with cancer, had been advised by the cancer centre that she should wear SPF50 everyday as she was going through chemotherapy. She was asking advice on what range she should go for as there is such a variety. We helped her select the best cream for her skincare needs and also provided her with a leaflet.”

“I have been working in pharmacies for over 20 years. This is the first year I haven't received a request for a low factor sun cream (<SPF15). I think this shows an increasing awareness of using a higher factor. Our request, on average, was for SPF30 for adults and 50+ for younger children which again highlights changing behaviours.. We have also noticed increased demand for information on UVA ratings. We are seeing patients starting to base their decisions on UVA star ratings (and SPF factor).”

“I referred a gentleman to GP with a spot above his eyebrow that wouldn't heal. The GP said it was a precancerous growth and immediately started him on treatment.”

“A patient hadn't realised they should be protecting skin from sunlight whilst on doxycycline. They thought it was just bright sunlight and sunbeds. Staff recommended daily SPF usage with reapplication.”



“A patient was referred due to concerns with moles. One turned out to be cancerous and patient thanked the staff for their intervention.”

“Patients requesting us to look at moles/ non-healing abrasions . It was a great help to sign post them to the Action Cancer bus instead of trying to get a GP appointment as patients classed it as 'non-emergency' and did not want to contact their GP.”

“Families who previously only brought SPF 15 to SPF30 sun cream abroad with them on holidays due to lack of understanding on risks now will change to SPF 50.”

“We had quite a lot of patients taking doxycycline during the heatwave and high UV days. We counselled on the importance of protection and this also led to discussion surrounding the risks associated with sun beds.”

“A customer came in with a dry scaly lesion on his forehead. He had had the lesion for 3 weeks and had been putting cream on it with no improvement. He asked if I could recommend a different cream? I asked did he spend a lot of time outdoors and he said he would do gardening. I said that sun exposure can sometimes cause these lesions and he should get checked by a doctor as in some cases they can turn cancerous. I asked did he use sun protection whilst outside and he said he didn't. I counselled him on the importance of wearing sunscreen, at minimum SPF 30 daily and I advised him to have the lesion checked by his GP. A week later the patient came in to say he had been referred to a dermatologist and had the lesion removed as a precaution. Patient was appreciative of advice given.”

“A patient, who has issues with medicine misuse, saw our information for the Action Cancer screening program and contacted them to organise a check. It's great to see him taking action to look after his personal health.”

“Children were really engaged when we were reading 'Piglet in the Sun'. They remembered the sun messages on questioning.”

“After referral of a patient to their GP, the patient was sent to a consultant dermatologist and the mole was removed as it was pre-cancerous.”

“A patient came into pharmacy asking for advice on sun care as they were going on holiday. The staff felt they were much more informed this year to provide information compared to previous years as a result of the campaign.”

“A gentleman asked me to look at a mark on his face. I referred him on to his GP for further investigation. He came back several weeks later to inform me that after attending the hospital it was confirmed that it was a melanoma and was going to receive treatment for it.”

“A patient (male elderly farmer) had a mole/pigmentation on the side of his face. I referred to his GP immediately. The patient had the area removed as it was a melanoma.”

“We arranged for Cancer Focus to attend the pharmacy to offer 'UV damage testing of the face' for our local community.”

“During this time we had a number of people who needed advice on treating sunburn. One lady in particular did not expect to get sun burnt with the weather here, unlike being abroad. One of the members of staff was able to advise her the importance of using SPF at home and while away to protect the skin.”

“This campaign allowed patients to begin an open dialogue with our pharmacists, asking lots of questions regarding skin damage, sores, new and changing moles which resulted in a few GP referrals via the ABCDE approach as well as putting a lot of patients' minds at ease.”

“One patient had a skin lesion on his nose and had requested to speak to the pharmacist, I spoke to him about the lesion, his past medical history and risk assessment for skin cancer. I referred the patient to his GP for urgent assessment. He came back two weeks later and had advised that he had been diagnosed with skin cancer and was going to receive treatment. I used this opportunity to remind him of the need for using total sun block and that due to his current condition he would need to use SPF 50 everyday.”

“A patient presented to the pharmacy asking for advice from the pharmacist about a new mole. On speaking to the patient I determined this patient would normally have moles on their skin, but had developed a new mole on an area of the skin which had previously been sunburnt. I referred this patient to the Action Cancer Skin Cancer Detection Service to be seen by a skin cancer specialist nurse.”

“Several customers requested consultations with the pharmacist regarding moles and areas of skin that have changed recently. One customer was unsure whether to speak to his GP regarding a mole they had had for a while. Through questioning, they said that it was bleeding regularly and had changed shape and colour. The pharmacist advised the patient to speak to her GP as changes in mole appearance can be a sign of skin cancer. In the meantime, she was recommended a high SPF and regular top-ups of sunscreen on holidays to ensure maximum protection.”

“A patient who frequently used sun beds had noticed that one of their moles had become irritated. I referred them onto their GP. They decided to stop using sunbeds!”

“A parent with a small infant presented without sun cream and was successfully encouraged to use SPF50 on child as opposed to SPF15 as a result of staff intervention.”

“Elderly farmers who would not be aware of the risk of sun exposure were open to the discussion on the benefits of SPF.”

“A teenager presented asking for tanning oil or SPF 2 because they were going on holiday and wanted to get a good colour. I advised that this was not a good idea and after explaining the risks of sunburn and skin cancer they purchased SPF30 and knew to take other precautions such as limiting time spent in the sun.”


“After seeing the poster in the window a patient asked to speak to me about a mole she was concerned about. Its had changed shape recently and she had suffered from a bad burn. I referred her to her GP for assessment as soon as possible.”

The information used to develop this report is from our submissions of pharmacy team evaluation surveys from 98% of Living Well contracted community pharmacies.

Evaluation figures are an estimation provided by contracted community pharmacies.

Over 63,050 patients were engaged with through 518 pharmacies on campaign messages.

Over 68,400 leaflets were distributed.



445 pharmacies reported the public's feedback to the campaign to be positive or very positive.

486 pharmacies felt campaign resources supported them to answer queries or know where to signpost patients to.

The main age group provided with campaign information were those aged 31-50 years old.

The main queries addressed were in relation to **'sunscreen', 'sunscreen application', 'skin cancer signs and symptoms', 'babies/ children and sun care'**.

309 pharmacies handed leaflets to individual patients that you knew could benefit from it.

244 pharmacies reported that during the campaign, patients and members of the public most commonly requested **SPF50**.

231 pharmacies reported an increase in requests for advice, during the campaign period, on sun protection factor (SPF) compared to previous years.

313 pharmacies signposted patients to **'[Care in the sun](#)'** and **106 pharmacies** signposted patients to **'[Be cancer aware](#)'**.

141 pharmacies referred patients to other healthcare professionals.

18 pharmacies referred to the Action Cancer "Big Bus" skin screening service.

How did pharmacy engage?

- 364** verbally informing patients
- 279** Provided leaflets alongside prescriptions
- 86** Via social media or their website
- 66** Created visual displays in windows and instore
- 61** Via their delivery driver

Number of pharmacies that provided campaign information to the following:

- 440** Young families
- 389** Elderly
- 269** Those with long term health conditions
- 174** Socially isolated
- 123** Housebound
- 122** Those where English is not their first language