

5 MONITORING

An integral component of skin cancer prevention programs is monitoring and evaluation of both the strategies employed and the program as a whole. In order to increase our understanding of the processes involved in effective skin cancer prevention, activities must be carefully documented and their impact assessed.

Frequently, financial and staffing constraints mean that evaluation of programs may be compromised. The limited health promotion resources available may be optimally employed if regional and state level monitoring of programs in the priority settings are co-ordinated.

During the period 2001 to 2005, The Cancer Council and NSW Health Department propose to monitor changes in structural and environmental support for sun protection by monitoring organisational capacity to promote sun protection, policy and practices among peak groups and in a sample of organisations throughout NSW in each of the priority settings nominated by the Strategic Plan.

Area Health Services are encouraged to continue their thorough Process Evaluation of programs through careful documentation of their activities. Where possible, it is hoped that they may also be able to synchronise area-wide monitoring of sun protection policy and practices in the priority settings with the timing of statewide surveys outlined in this plan.

This section of the Strategic Plan will outline proposed monitoring of skin cancer prevention programs in NSW from 2001 to 2005:

- Tables in Sections 5.1.1 to 5.1.3 list the proposed methods, key indicators, timing and responsibility for priority population and settings monitoring for the term of the Strategic Plan
- Section 5.2 summarises the timeframe for proposed population and settings monitoring

5.1 Proposed population and settings monitoring 2001–2005

5.1.1 Children

Population/ settings	Method	Key indicators	Frequency/timing	Responsibility
Population	<p>NSW Sun Protection Campaign Tracking Studies 1998, 1999, 2000 The Cancer Council/ NSW Health</p> <ul style="list-style-type: none"> → Telephone surveys of parents and carers of children (0–11 years), 800 in each survey → Questions may be modified or added to tailor to new campaign or other strategy message(s) 	<p>Sun protection knowledge, attitudes, behaviour (actions taken by parents and carers for their children and for themselves)</p> <p>Awareness of sun protection campaign or strategy message(s)</p>	<p>To be determined. Dependent on strategies used for this population. If mass media campaign is run, monitoring will be pre and post each campaign.</p>	<p>The Cancer Council, NSW Health, National Centre for Health Promotion</p>
Settings	<p>NSW Child Health Survey 2001 NSW Health</p> <ul style="list-style-type: none"> → Telephone interview of main carer of children (0–12 years), 500 in each Area Health Service 	<p>Sun protection attitudes and behaviour (actions taken by parent or carer for their child)</p> <p>Frequency of child's sunburn over previous summer</p>	<p>To be determined</p>	<p>NSW Health</p>
Settings	<p>Document capacity, policy or plan and, where possible, observe practices relating to reducing children's UVR exposure in a sample of organisations in selected priority settings:</p> <ul style="list-style-type: none"> → Early Childhood → Primary Schools → Outdoor Sport & Recreation → Local Government 	<p>In each setting:</p> <ul style="list-style-type: none"> → Self-reported organisational capacity, policy or plan, and practices relating to sun protection for children, staff and visitors → Documented evidence of organisational capacity, policy and observed sun protection practices 	<p>Statewide survey every three years from 2002:</p> <ul style="list-style-type: none"> → Sport & Recreation (includes junior sport) <p>Ongoing regional surveys using standard questionnaire:</p> <ul style="list-style-type: none"> → Early Childhood → Primary Schools → Sport & Recreation <p>Formative research to examine sun protection issues relating to children:</p> <ul style="list-style-type: none"> → Local Government 	<p>The Cancer Council, NSW Health, Area Health Services in consultation with appropriate partners in each sector</p>
Settings	<p>Monitor infrastructure support for sun protection among peak organisations in</p> <ul style="list-style-type: none"> → Early Childhood, Primary Schools, Outdoor Sport & Recreation and Local Government sectors 	<p>Documentation of legislation, licensing, accreditation or funding criteria supportive of policy implementation in each setting</p>	<p>Ongoing</p>	<p>The Cancer Council in consultation with appropriate organisations in each sector</p>

5.1.2 Adolescents

Population/ settings	Method	Key indicators	Frequency/timing	Responsibility
Population	<p>Australian School Students' Alcohol and Drugs Survey (ASSAD) 1993, 1996, 1999/2000 The Cancer Council/ NSW Health</p> <ul style="list-style-type: none"> → Self-completion survey conducted in sample of NSW Secondary Schools → Questions may be modified or added according to messages carried by current strategies targeting this age group 	<p>Knowledge, attitudes and behaviour of adolescents (12-17 years)</p> <p>Awareness of messages carried by strategies targeting this group</p>	Next survey 2002 and then every three years	The Cancer Council, NSW Health in partnership with NSW Department of Education and Training and NSW Secondary Schools
Settings	<p>Document capacity, policy or plans and, where possible, observe practices relating to reducing UVR exposure among adolescents in a sample of organisations in selected priority settings:</p> <ul style="list-style-type: none"> → Secondary Schools (survey of sample of Head Teachers) → Outdoor Sport & Recreation → Local Government 	<p>In each setting:</p> <ul style="list-style-type: none"> → Self-reported organisational capacity, plan or policy and practices relating to sun protection → Documented evidence of organisational capacity, plan or policy and observed sun protection practices 	<p>Next statewide survey in 2002 and then every three years:</p> <ul style="list-style-type: none"> → Secondary Schools → Sport & Recreation* <p>Ongoing regional surveys using standard questionnaire:</p> <ul style="list-style-type: none"> → Secondary Schools → Sport & Recreation <p>Formative research to examine sun protection issues relating to adolescents:</p> <ul style="list-style-type: none"> → Local Government* 	The Cancer Council, NSW Health in consultation with appropriate organisations in each setting
	<p>Monitor infrastructure support for sun protection for among peak organisations in Secondary Schools, Outdoor Sport & Recreation and Local Government settings</p>	<p>Documentation of legislation, awards, funding criteria supportive of and advocacy for policy implementation in each setting</p>	<p>Ongoing</p> <p>*Same research as noted in 5.1.1 for Children</p>	The Cancer Council in consultation with appropriate organisations in each setting

5.1.3 Adults

Population/ settings	Method	Key indicators	Frequency/timing	Responsibility
Population	<p>NSW Health Promotion Survey 1994, NSW Health Surveys 1997, 1998 NSW Health</p> <ul style="list-style-type: none"> → Telephone surveys of NSW residents aged 18 years or over (1994), 16 years or over (1997/8) → Results available by Area Health Service 	<p>Sun protection behaviour (use of sunscreen, hats, clothing)</p> <p>Ease of finding and use of shade in local sporting areas and outdoor swimming pools</p> <p>Number of checks for skin cancer in last 12 months</p>	<p>Next survey proposed for latter half of 2001. Surveys to be conducted on a rolling yearly basis thereafter.</p>	NSW Health
	<p>Estimate NMSC incidence in NSW using same methodology as next national survey (yet to be determined)</p>	<p>Estimated incidence of NMSC</p>	<p>Coordinated with National NMSC Surveys (previously conducted in 1985, 1990, 1995)</p>	NSW Health and The Cancer Council
	<p>Document sun protection knowledge, attitudes and self-reported behaviour among adults in sample of NSW households using CATI assisted telephone interview on series of Mondays during summer (as per ACCV Summer Weekend Surveys)</p>	<p>Sun protection knowledge, attitudes and self-reported practices when outdoors on previous week-end</p>	<p>Coordinated with National Summer Week-end Surveys</p>	NSW Health and The Cancer Council
Settings	<p>Document capacity, policy and, where possible, observe practices in a sample of organisations in selected priority settings:</p> <ul style="list-style-type: none"> → Outdoor Sport and Recreation → Local Government → Workplaces 	<p>In each setting:</p> <ul style="list-style-type: none"> → Self-reported organisational capacity, policy and practices relating to sun protection → Documented evidence of organisational capacity, policy and observed sun protection practices 	<p>Next statewide survey in 2002 and then every three years:</p> <ul style="list-style-type: none"> → Sport & Recreation* (includes adult sport) <p>Ongoing regional surveys using standard questionnaire:</p> <ul style="list-style-type: none"> → Sport & Recreation <p>Formative research to examine sun protection issues relating to adults:</p> <ul style="list-style-type: none"> → Local Government → Workplaces 	<p>The Cancer Council and NSW Health in consultation with appropriate organisations in each setting</p>
	<p>Monitor infrastructure support for sun protection for among peak organisations in:</p> <ul style="list-style-type: none"> → Outdoor Sport and Recreation → Local Government → Workplaces 	<p>Documentation of legislation, awards, funding criteria supportive of and advocacy for policy implementation in each setting</p>	<p>Ongoing</p>	The Cancer Council
			<p>*Same research noted in 5.1.1 and 5.1.2</p>	

5.2 Summary: Monitoring

5.2.1

Proposed timeframe for statewide population and settings monitoring 2001-2005

		Previous	Last	2001	2002	2003	2004	Next	
Population	Children	1999	2000	✓	.	.	.	tbd	
	Adolescents (ASSAD)	1996	1999/2000	.	✓	.	.	2005	
	Adults								
	NSW Health surveys	1997	1998	✓	✓	✓	✓	2005	
	NMSC data	tbd	
Summer week-end survey	tbd		
Settings	Childcare								
	Regional surveys	1999	2000	ongoing.				2005	
	Statewide surveys	.	1997	tbd.				tbd	
	Primary Schools								
	Regional surveys	1999	2000	ongoing.				2005	
	Statewide surveys	.	.	tbd.				tbd	
	Secondary Schools								
	Regional surveys	1999	2000	ongoing.				2005	
	Statewide surveys	.	.	.	✓	.	.	2005	
	Sport & Recreation								
	Regional surveys	1999	2000	ongoing.				2005	
	Statewide surveys	1997	1999	.	✓	.	.	2005	
	Local Government								
					Formative research on sun protection issues for Local Government				tbd
	Workplace								
				The focus of workplace monitoring will be in the Local Government sector. Formative research as above.				tbd	

tbd denotes 'to be determined'



