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| **Title of Research Presentation**  A burning hole in New Zealand health policy: Key informant views on the barriers holding back skin cancer prevention |
| **Maximum 2500 characters (including spaces but excluding title)**  **Background/Objectives**  Skin cancer is the most common cancer in New Zealand (NZ), accounting for over 80% of total cancer cases. Although skin cancer is highly preventable, NZ appears to invest less into primary prevention activities than comparable countries such as Australia. This study aimed to explore the barriers to skin cancer prevention in NZ and strategies to help strengthen prevention activities in this area.  **Methods**  Open-ended interviews were conducted with 20 key informants with expertise in policy processes or skin cancer prevention, including politicians, researchers, and government officials in health, recreation, sport and education. The main line of questioning related to the barriers to skin cancer prevention and strategies to increase policy support for prevention activities. Interviews were recorded, transcribed and coded according to emerging themes.  **Results**  All participants thought more should be done to prevent skin cancer in NZ with most citing the high preventability of skin cancer and its high health and economic burden as reasons. The main barriers to prevention cited included the lack of involvement of the Ministries of Health and Education in skin cancer prevention, a lack of funding for SunSmart measures, and the unalarming nature of skin cancer (attributed mostly to the delay between sun damage and disease onset). Health sector participants noted that skin cancer was less likely to attract the attention of policy makers because it is not an equity issue in terms of Māori health. Participants suggested several ways to increase support for prevention activities, including: 1) Highlighting the economic burden of skin cancer to policy makers; 2) Advocating for legislation supporting sun protection (e.g. Australia’s commercial sunbed ban and sunscreen standards); and 3) Reinforcing SunSmart messages through social marketing campaigns and increased guidance for councils, schools and outdoor recreation facilities.  **Discussion**  Skin cancer prevention activities are well supported by evidence, but funding such efforts in New Zealand is stymied by a number of social and political barriers. Highlighting the cost burden and preventability of skin cancer to policy makers would appear to be a useful first step to strengthen work in this area.  **Keywords**  Skin cancer; Prevention; Health policy; New Zealand; Sun Protection |