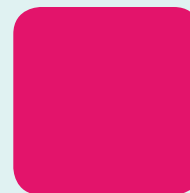




# Love Your Skin Support Guide for Tutors

## Skin cancer prevention: my job?

Yes



No



I  love  
your  
skin  
support guide

-  home
-  skin cancer facts
-  love your skin explained
-  learning outcomes
-  success checklist
-  contacts



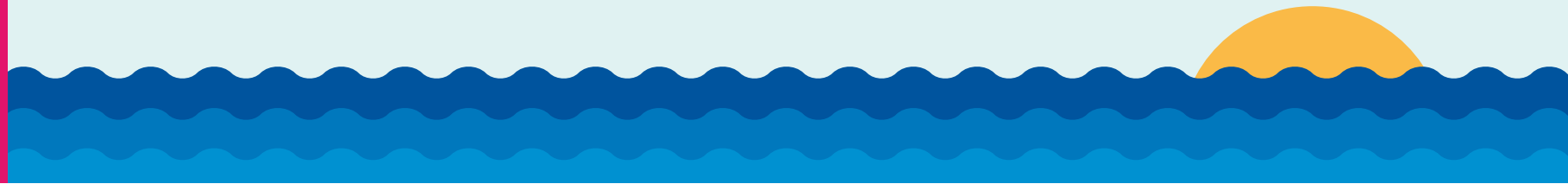
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You're right – everyone has a role to play in skin cancer prevention. Tutors or teachers who work with teenagers can raise awareness and change attitudes by running a Love Your Skin campaign.

This support guide will tell you more and give you the tools and knowledge you need to run a successful intervention and make a difference.

[more](#)

-  [home](#)
-  [skin cancer facts](#)
-  [love your skin explained](#)
-  [learning outcomes](#)
-  [success checklist](#)
-  [contacts](#)





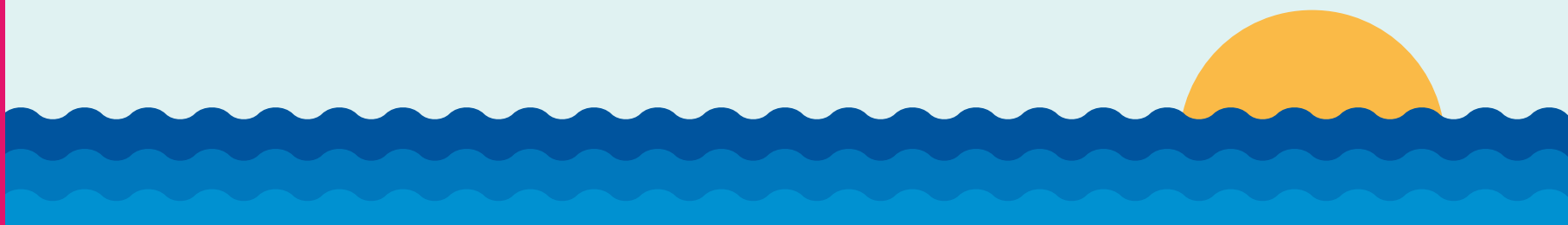
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skin  
support guide

Even if it's not part of your job description, everyone has a role to play in skin cancer prevention. It is the fastest growing cancer in the UK and the second most common cancer in 15-34 year olds. But 80% of skin cancers could be prevented through avoiding overexposure to ultraviolet radiation. Love Your Skin is a fun, easy and cheap campaign that you can run with teenagers.

This support guide will tell you more and give you the tools and knowledge you need to run a successful intervention and make a difference.

[more](#)

-  [home](#)
-  [skin cancer facts](#)
-  [love your skin explained](#)
-  [learning outcomes](#)
-  [success checklist](#)
-  [contacts](#)



# skin cancer facts

- There are two main types of skin cancer:
  - ☀ Malignant melanoma – the most serious type of skin cancer
  - ☀ Non-melanoma – more common and easily treated
- Rates of melanoma have quadrupled in the last forty years
- Malignant melanoma is the second most common cancer in 15-34 year olds
- The South West has the highest rates of skin cancer in the UK
- 80% of skin cancers could be prevented through avoiding overexposure to ultraviolet radiation



“The Love Your Skin campaign is fun, easy and interactive. By making an appearance-based appeal, not just health-based, the students are more likely to take the messages on board, which makes it very effective.”

Nick Bridge, Chair of Healthy  
FE South West

Are you interested?

Yes, tell me more



I love  
your  
skin  
support guide

- ☀ home
- ☀ **skin cancer facts**
- ☀ love your skin explained
- ☀ learning outcomes
- ☀ success checklist
- ☀ contacts

# Love Your Skin explained



Love Your Skin is a skin cancer prevention intervention that raises awareness about skin cancer with teenagers and encourages safe sun behaviours.

It is a peer-led, 'mini skin consultation', beginning with the use of a UV facial scanner to reveal early signs of sun damage, followed by personal advice based on skin type, skin protection tips and a fake tan demonstration.

Teenagers are a sun-loving group and associate having a tan with being attractive. However, their behaviour can change if you appeal to their concerns about appearance, not just health – ie by explaining that sun exposure causes premature ageing, wrinkles and leathery skin and by offering fake tan as an alternative way to look tanned.

## How much does the campaign cost?

- The UV scanner can cost as little as £170 to buy.
- South West FE Colleges can borrow a scanner from Nick Bridge at Exeter College. Email him at:

[nickbridge@exe-coll.ac.uk](mailto:nickbridge@exe-coll.ac.uk)

- SunSmart, the national skin cancer campaign, produces free leaflets and posters. Go to: [www.sunsmart.org.uk](http://www.sunsmart.org.uk)
- If you have a beauty faculty, they may be able to get you free samples of sunscreen/fake tan.



I love  
your  
skin  
support guide

- ☀ home
- ☀ skin cancer facts
- ☀ **love your skin explained**
- ☀ learning outcomes
- ☀ success checklist
- ☀ contacts



# learning outcomes

Whether the intervention is delivered in the classroom or on campus, the learning outcomes for participants include:

- To know their skin type (this is important). You need to know your skin type to know how at risk you are.
- To know that UV exposure causes premature ageing and wrinkling
- To protect their skin: cover up with hat/sunglasses/t-shirt, relax in the shade and use at least SPF 15 sunscreen
- To avoid burning
- To avoid using sunbeds (illegal for under-18s anyway)
- The aim is for knowledge and awareness to result in changed behaviour both in the short term and the long term

If the intervention is delivered by beauty students it may count towards their core curriculum too.

"This project has made me extremely aware of the effects of UV light on my skin and I wouldn't have thought about skin damage unless I had taken part."

Student, Exeter College



I love  
your  
skin  
support guide

- ☀ home
- ☀ skin cancer facts
- ☀ love your skin explained
- ☀ **learning outcomes**
- ☀ success checklist
- ☀ contacts



# success checklist



✓ step one: prepare your resources

[more](#)

✓ step two: train your skin cancer champions

[more](#)

✓ step three: plan your campaign time, date and location

[more](#)

✓ step four: know how to use the UV scanner

[more](#)



I  ve  
y  ur  
s k i n  
support guide

-  home
-  skin cancer facts
-  love your skin explained
-  learning outcomes
-  **success checklist**
-  contacts

# step 1: prepare your resources

- South West FE Colleges can borrow a scanner from Nick Bridge at Exeter College. Email him at:

[nickbridge@exe-coll.ac.uk](mailto:nickbridge@exe-coll.ac.uk)

- If you are buying a scanner, search online for 'Pro Facial Skin Scanner' or ask Nick for information on suppliers.
- Download your **evaluation questionnaire**.
- Download the **skin consultation resource**, designed by Exeter College.
- Download the NHS Devon **template powerpoint** for the training session.
- Download the **certificate** to give to your skin cancer champions.
- Order free leaflets and posters from [www.sunsmart.org.uk](http://www.sunsmart.org.uk)
- If you have a beauty faculty, ask them if they can get free samples of sunscreen/fake tan.



Order resources to arrive in plenty of time for your campaign.

step 2  
→



I love  
your  
skin  
support guide

- ☀ home
- ☀ skin cancer facts
- ☀ love your skin explained
- ☀ learning outcomes
- ☀ **success checklist**
- ☀ contacts

## step 2: train your skin cancer champions

- Skin cancer prevention fits well with the curriculum for students studying beauty, biology or sports – but you could train any students who are interested. The team should also be supported by a lead tutor/college nurse.
- Take time to share with them why skin cancer is important, the aims of the project and the key messages (see the powerpoint resource for more)
- Practice using the scanner – let everyone have a go.
- You may know someone with personal experience of skin cancer. If they are happy to share their story, this can be very powerful. Or use the videos on [www.sunsmart.org.uk](http://www.sunsmart.org.uk)
- Keep messages positive, fun and appearance-based.
- Agree who will do what on the day. You need some people to man the scanner, some to provide freebies, information and advice, some to demonstrate fake tan application and some to supervise filling in the evaluation forms.
- The evaluation questionnaires are really important for showing that the intervention has raised awareness and changed behaviour. Use them on your team in the training and then make sure your team supervises the clients filling them in during the campaign.



Provide everyone who took part with a certificate for their CV.



Brief your team on the day to remind them of key messages and debrief them to see what worked well or could be improved.

step 1



step 3



I love  
your  
skin  
support guide

- ☀ home
- ☀ skin cancer facts
- ☀ love your skin explained
- ☀ learning outcomes
- ☀ **success checklist**
- ☀ contacts

# step 3: plan the time, date and location of your campaign

- Run your campaign by Easter at the latest – people will be starting to expect warmer weather, and you can avoid exams/revision time. March is ideal.
- Run the training just before the campaign, so that the messages are still fresh in your team's minds.
- Lunchtime drop-in sessions can generate lots of interest – just make sure you advertise well and run it in an area of high footfall.
- Classroom-based sessions give you the opportunity to go into the topic in more depth. They are more time-consuming but may make it easier to communicate the key messages effectively.



Let staff take part too – they may provide good examples of premature ageing!



Offer the free samples and leaflets in exchange for the completed questionnaire.



You'll need tables, chairs and access to a power socket.

step 2  
←

step 4  
→



- ☀ home
- ☀ skin cancer facts
- ☀ love your skin explained
- ☀ learning outcomes
- ☀ success checklist
- ☀ contacts

# step 4: practice using the UV scanner



- Check that the client is not sensitive to light.
- The scanner works best if clients are not wearing make-up – have wipes on hand.
- Only let clients keep their eyes open for a maximum of two minutes inside the scanner – this should be plenty of time.
- If you can't see much obvious damage, still give the messages about skin type and encourage protection to avoid premature ageing.
- Try to have someone on hand who can answer questions about skin cancer. If not, take the contact details of anyone who has queries and get back to them as soon as possible.  
Signpost  
[www.sunsmart.org.uk](http://www.sunsmart.org.uk)  
or their local GP for more information.

The scanner is commonly used in the beauty industry to show up skin conditions; the UV light allows you to see deeper layers of the skin. The fluorescent lightbulb emits UVA light and filters out UVB and UVC.

The client can look in the mirror while they are inside. The trained champion can look through the lens and describe what they see.

The scanner does not diagnose skin cancer or other medical skin conditions. It simply shows up sun damage/skin type more clearly.

## Common signs to look out for:

### Brown spots/freckles

Combination of freckles and pigmentation caused by overexposure to the sun, will become visible to the naked eye as client gets older. The nose is often visibly damaged as it is more exposed to the sun. Freckles are partly a sign of sun exposure, and partly a sign that the client is naturally fair-skinned, and needs to take extra care in the sun.

### Fluorescent orange/pink dots

Oily pores

### Purple (often under eyes)

Dry/thin skin

### White patches (often under eyebrows, nose/round hairline, upper lip, chin)

Healthy skin, less exposed to sun

### White flecks

Dry, dead cells (exfoliate to remove)

step 3



I love  
your  
skin  
support guide

- ☀ home
- ☀ skin cancer facts
- ☀ love your skin explained
- ☀ learning outcomes
- ☀ success checklist
- ☀ contacts



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s k i n  
support guide

## editors

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Ruth Dale, NHS Devon Social Marketing Manager

## contact

This resource was developed as part of the Devon Skin Cancer Prevention Strategy, which is available at [www.devonpct.nhs.uk](http://www.devonpct.nhs.uk)

If you have any questions about skin cancer prevention in Devon, please contact Steven Brown, NHS Devon Assistant Director of Public Health, on 01392 267 783.

We would welcome your feedback on this resource. Please contact Ruth Dale on 01392 267748.

For more information on South West Healthy FE Colleges, contact Nick Bridge at:

[nickbridge@exe-coll.ac.uk](mailto:nickbridge@exe-coll.ac.uk)

-  home
-  skin cancer facts
-  love your skin explained
-  learning outcomes
-  success checklist
-  **contacts**