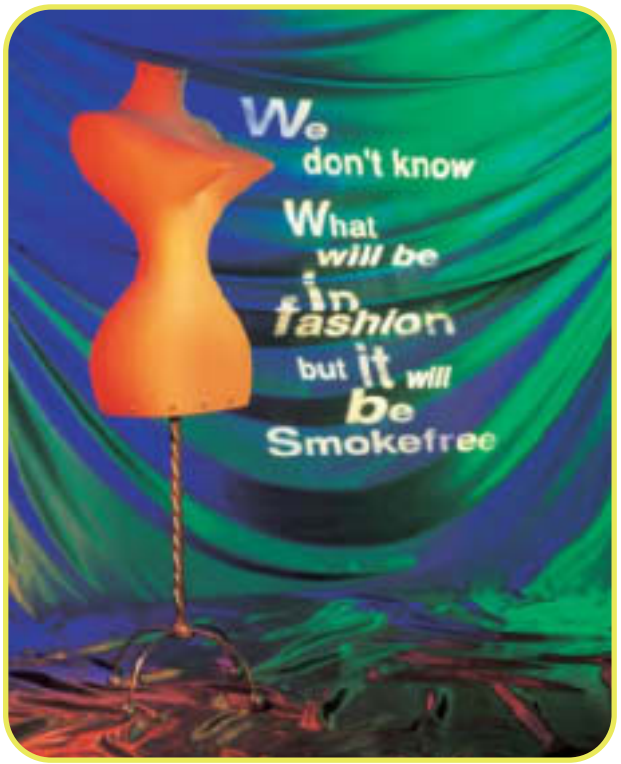
Te Rōpū Whakatairanga Hauora
Health Sponsorship Council

Marketing
Social Change

Health Sponsorship Council

Contents

Health Sponsorship Council - Marketing Social Change



Smokefree Fashion Awards ~ 1996 - 1998

How it all began

The Health Sponsorship Council was established in 1990, under the Smoke-free Environments Act, to promote health and encourage New Zealanders to enjoy healthy lifestyles. Initially, our role included replacing tobacco sponsorship with positive health messages. This required comprehensive marketing to ensure positive health messages were positioned in the minds of people who had previously been influenced by tobacco marketing. Over time we have succeeded in diminishing the social presence and acceptability of tobacco images and the anomaly of having these messages associated with sport, arts and cultural events has disappeared.

Life after tobacco replacement

Our core business is now focused on being a social change agent, marketing social messages to New Zealanders. We use all communication tools available, including sponsorship, to promote our health brands and communicate our messages. Ultimately, we seek to influence thinking and action among at-risk audiences.

The Council has developed four health brands (Smokefree, Auahi Kore, SunSmart and Bike Wise) within our social marketing stable and promotes these through selected sponsorships, promotions and educational programmes and resources. As ill health from tobacco use is the number one health issue facing New Zealand, our initial focus was on the development of the Smokefree and Auahi Kore (encouraging Smokefree lifestyles among Maori) brands. From there we launched SunSmart and Bike Wise, allowing us to match activities more appropriately with health messages eg. Bike Wise Kiwi Cycling, SunSmart Tennis, SunSmart Surf Life Saving.

Governed by a board of six appointed members, and managed by a core staff of 10 marketing and support staff, the Council is funded through a contract with the Ministry of Health and is ultimately accountable to the Government through the Minister of Health.

So, what is social marketing?

The Health Sponsorship Council is one of the few organisations in New Zealand dedicated to using social marketing to promote health messages.

Social marketing influences attitudes and behaviours on social and personal issues by promoting desirable attitudes and encouraging positive behavioural change. It is a social change tool that aims to increase the acceptability of specific social behaviours and practices. Social marketing involves the application of marketing principles and techniques to social issues. It involves communicating social messages to an audience in a credible way, with the aim of influencing their thinking and actions.

> ***"The reasons for negative health attitudes and behaviours are complex, therefore, social change requires the application of a complex range of strategies and tactics."***

Sponsorship is a key marketing tool used by the Council. Unlike the marketing of most products or services, social marketing is not based on promoting tangible objects eg. promoting a particular make of car - in fact, there is usually little or no tangible aspect to the message being presented. By associating the Council's brands with something that exists (such as an event or programme), the brand itself takes on associated values and characteristics, allowing the message to be communicated more effectively and meaningfully.

Social marketing does not change social behaviour on its own, however. Rather, it is a tool that complements a comprehensive approach to tobacco control. This includes the legislative, policy, enforcement and health promotion approaches employed by other health agencies in New Zealand.

The Health Sponsorship Council's Strategies	Expected Outcomes
• budget	• attitude and behaviour change
• contracts	• policy change (Smokefree, Auahi Kore, SunSmart, Bike Wise)
• public relations activities	• environmental change (Smokefree areas)
• media (TV, radio, print, internet etc)	• communications channel to audiences (Maori, teens etc)
• policy advice	• role model endorsement
• merchandise	• positive brand positioning
• posters/brochures	• audience loyalty and ownership
• signage/branding	• broad community awareness
• image/message development	• visibility (through media)
• collaboration with other national organisations	• education
• liaison with regional agencies	• joint action and community development
• research and evaluation	

The reasons for negative health attitudes and behaviours are complex, therefore, social change requires the application of a complex range of strategies and tactics.

Like any commercial organisation, we need to show a return on our investments. As shown in the diagram above, Council's operating framework entails contributing more than financial resources in return for outcomes that go beyond raising awareness.

The importance of partnerships

Wherever possible, Council favours a collaborative approach, working closely with government, business and community organisations to further the reach and maximise the effectiveness of our sponsorships and campaigns. The impact of the health messages is significantly enhanced through these partnerships. Partners include the Ministry of Health, Cancer Society of New Zealand, Te Hotu Manawa Maori, New Zealand Police, Land Transport Safety Authority, public health units and private companies.

By working in conjunction with others we provide a consistent message for national promotion. For example, many public health bodies working in the area of tobacco control now use the Smokefree and Auahi Kore brands (logos), developed by Council. Having a consistent concept gives clarity of message. In a relatively small country like New Zealand it makes sense to have one consistent message used by all. This co-operative approach is mirrored in SunSmart and Bike Wise.

Consultation is a common thread through all Council activities. We pride ourselves on talking to people about what they want from our health messages and then delivering on their suggestions.

Where are we at now and where are we going?

smokefree

The issue

Smoking is the number one preventable cause of death in New Zealand. Every year, 4,700 New Zealanders die from tobacco-related diseases - more than murder, suicide, alcohol, AIDS and car accidents combined. In addition, tobacco is the only legally available product that, if used as intended, kills half its consumers. It is, therefore, essential that New Zealanders are given information and techniques to enable them to enjoy the alternative – healthy, Smokefree lifestyles.

Since Smokefree legislation was introduced in the early 1990s we have come a long way. Smoking in the workplace is less acceptable, we are protecting our youth from smoking, and there is greater awareness of the impact of second hand smoke. Ultimately, smoking rates are dropping. However, there is still much work to be done before we realise our dream of a Smokefree New Zealand.

"Check it out, two moons." Smokefree Rally Campaign 1995-1997

Trends in smoking over the past few years are briefly summarised below.

Cigarette smoking prevalence (Adults aged 15+)

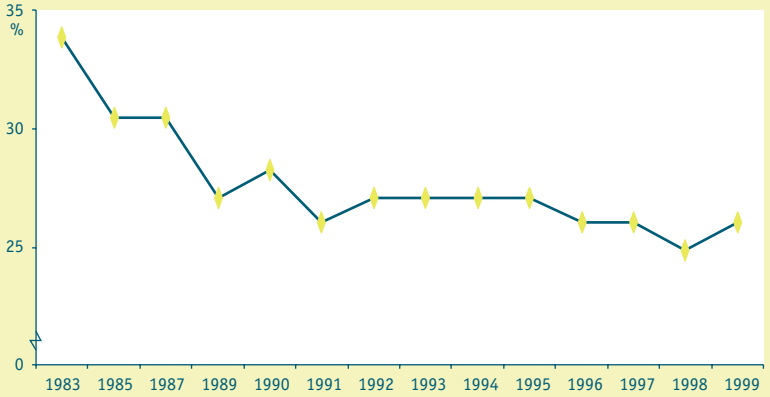


Fig 1 - Source: Tobacco Statistics 2000 - Cancer Society of New Zealand (Inc)

Smoking prevalence (the percentage of smokers in the adult population) has decreased slightly since 1990 (Figure 1). In addition, those who are smoking are smoking fewer cigarettes (Figure 2).

Cigarettes per day per smoker aged 15+

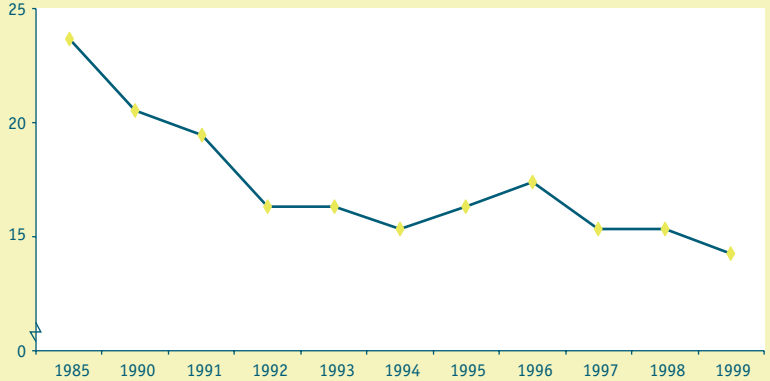


Fig 2 - Source: Tobacco Statistics 2000 - Cancer Society of New Zealand (Inc)

Tobacco products consumed per adult

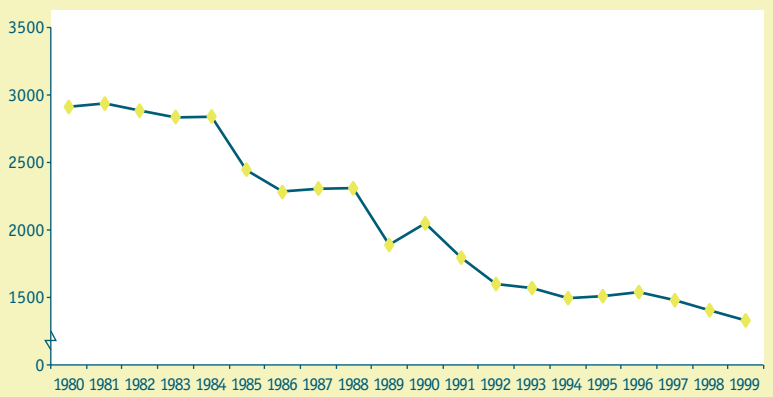
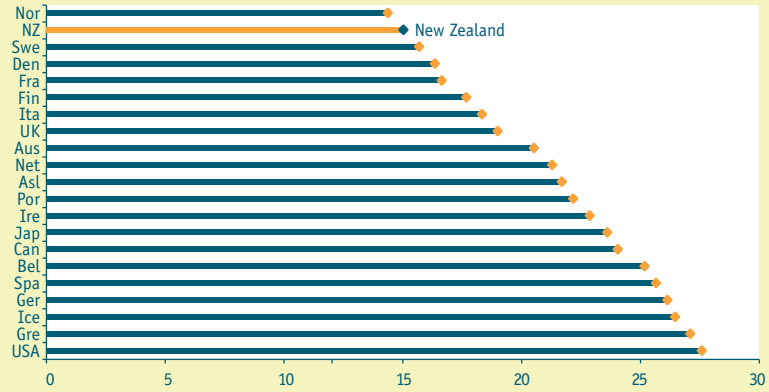


Fig 3 - Source: Tobacco Statistics 2000 - Cancer Society of New Zealand (Inc)

These two factors result in a steady and significant reduction in the amount of tobacco consumed (Figure 3).

When this is put into an international context it can be seen that New Zealand is among those countries doing the best. Figure 4 (facing page) shows tobacco product consumption per adult (OECD countries), while Figure 5 indicates that there has indeed been significant change. However, there is still much to be done in this important area.

Cigarette consumption per smoker per day, OECD Countries, 1995



Includes hand-rolled cigarettes, counting 1 gram of tobacco as one cigarette.

Fig 4 - Source: Tobacco Statistics 2000 - Cancer Society of New Zealand (Inc)

Tobacco products consumption per adult, OECD countries, rate of change, 1985-95

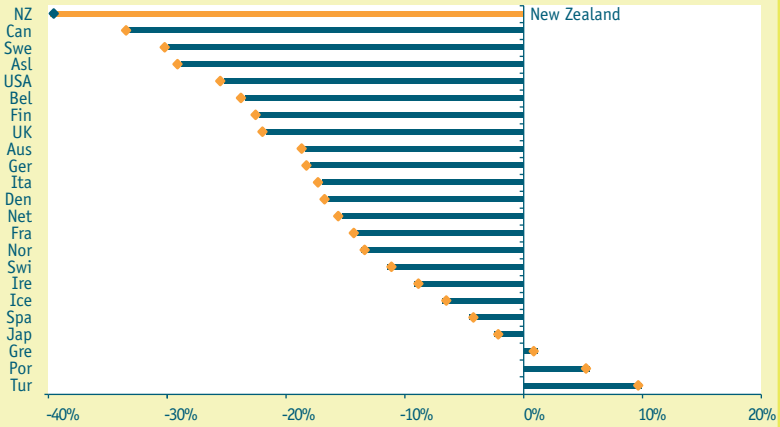


Fig 5 - Source: Tobacco Statistics 2000 - Cancer Society of New Zealand (Inc)

What we do

Establishing a Smokefree ethos in key aspects of New Zealand culture sends a powerful message to New Zealand as a whole. Smoking is not normal and we all have a right to grow up in an environment free of smoke.

> ***"Smoking is not normal and we all have a right to grow up in an environment free of smoke."***

Environments that people live in or frequent often have a strong influence on a person's behaviour. Through Smokefree and Auahi Kore we aim to increase the number of Smokefree environments and settings. Priority settings and environments are identified (eg. sports events and clubs, arts settings, marae) that have a strong social aspect and potential to influence attitudes about being Smokefree/Auahi Kore. Accentuating the positives about becoming Smokefree helps motivate people to make permanent changes to these settings.

As tobacco control is such an important issue, and because we have a diverse audience, we have developed a number of approaches. These are Making Sport Smokefree, Smokefree arts, Smokefree teens, and three-way partnerships (local initiatives involving Council and local public health providers).

Making Sport Smokefree

The sport sector offers us an excellent opportunity to increase the number of Smokefree environments. By working in environments that are largely unregulated in terms of smoking we can achieve structural change, make Smokefree a normal part of every day life, and have the advantage of using the images and passion of sport to communicate positive Smokefree messages.

Promotional poster for Smokefree Capital Shakers - 2000

A number of national sporting organisations have declared their support for a Smokefree New Zealand. As the first sport to declare itself Smokefree, netball is a good example of what can be achieved when Council works in conjunction with sporting bodies. Netball's national office made a commitment to Smokefree in May 1996 by signing the Smokefree charter. Since then they have promoted the Smokefree message to netball players throughout the country by erecting Smokefree signage and supporting Smokefree policies at courts. In addition, they ensure all Netball New Zealand events held indoors are held in Smokefree venues and put up Quit (stop smoking) and Me Mutu (Maori Quit) signage in smoking areas (thereby using tactics to deal with smoking rather than giving a 'health lecture'). By removing smoking from their Saturday morning experience we and Netball New Zealand are indicating to thousands of young New Zealanders that smoking and sport don't mix.

When entering a relationship with a sport we are looking for opportunities that provide good access to our key audiences of pre-teens, teens and Maori. The sporting code needs to have a good 'fit' with the Smokefree brand image and ideals, and those involved need to understand and accept the Smokefree kaupapa (philosophy). We are looking for a partnership, where our support may help promote their event or activity and they in turn embrace and understand our requirements. For example, as a bare minimum we expect events to be exactly what our name says – smoke free. In recognition of the significance of the behaviour change we expect, we work closely with sponsored sports to help make the transition to a Smokefree status seamless. We acknowledge that smoking is an addictive habit and that some activities, events, or teams we sponsor may include smokers. We are not anti-smoker, but we are anti-smoking. We ask that people respect our brand and its kaupapa and resist the urge to smoke when wearing Smokefree apparel or when taking part in Smokefree sponsored events.

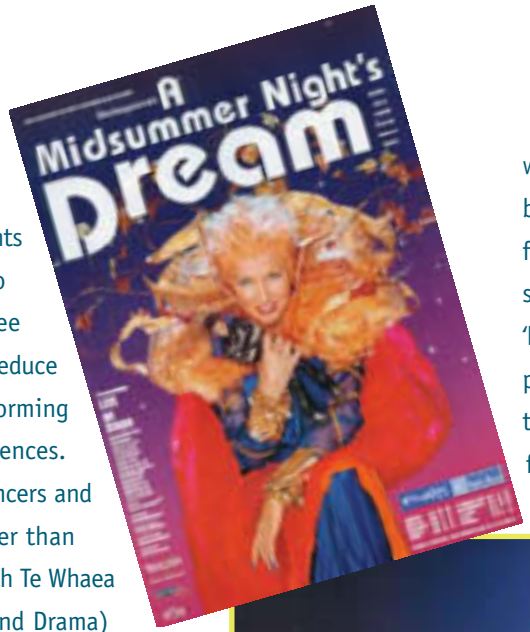
"By removing smoking from their Saturday morning experience we and Netball New Zealand are indicating to thousands of young New Zealanders that smoking and sport don't mix."

World Smokefree Day

Council has been a driving force behind the jointly promoted and celebrated World Smokefree Day since 1996. With our partners (Cancer Society of New Zealand, Te Hotu Manawa Maori, Quit and the National Heart Foundation), we agree on the best way to promote the internationally set annual theme. We believe that working together leads to a consistent and coherent approach and maximisation of resources.

Smokefree arts

Through sponsorship of arts events and activities Council's aim is to increase the number of Smokefree environments and settings and reduce smoking prevalence among performing arts practitioners and their audiences. As an example, young actors, dancers and technicians smoke at rates higher than average. Smokefree arts works with Te Whaea (the National School of Dance and Drama) to eliminate smoking from the students' working environment and to illustrate that there are viable alternatives to smoking.



Smokefree teens

Through teen events we aim to create a 'youth culture' that does not include smoking. Embedded within this is encouraging young people to make decisions about their health, namely being Smokefree. A range of approaches including education, marketing, legislation and enforcement are used to positively 'persuade' decision-making.

A key part of youth culture is music, so Council has chosen contemporary music as its key theme for teens, thus ensuring our programmes stay relevant to teenagers' lives. For example, Council has been involved with smokefreerockquest (a 'battle of the bands' event for secondary school students) for more than 10 years. In that time we have seen it develop from an event reaching 640 'hard out' rock musicians into one with 2,500 participants, all keen to get up and perform their own music in front of their peers and friends. The Smokefree message is synonymous with this event through Smokefree venues, Smokefree declarations for performers and Smokefree promotions at events. Examples of musicians who had their first taste of performing at smokefreerockquest include Anika Moa, Bic Runga, Julia Deans from Fur Patrol, Zed (played in the 1996 rockquest as Supra), and some of the members of Tadpole. These role models ensure the Smokefree message is relevant and accepted in this music setting.

"A key part of youth culture is music, so Council has chosen contemporary music as its key theme for teens, thus ensuring our programmes stay relevant to teenagers' lives."

Smokefree Pacifica Beats, focusing on emerging Pacifica sounds is an exciting extension of the rockquest concept and reflects our commitment to making our events relevant to New Zealand youth.

The Press *Christchurch Rugby Club goes Smokefree with the help of Council and Crown Public Health*

Three-way partnerships

Local initiatives involving Council and local public health staff have resulted in many sports clubs attaining Smokefree status. Where it is appropriate, Council provides the fee, merchandise and contract and the local people manage the projects. We work closely with local public health workers to meet mutual Smokefree objectives. The more sports clubs and organisations that adopt Smokefree policies the closer we all are to achieving the long-term aim of a Smokefree New Zealand.

Making New Zealand Smokefree

- Around 25% of adult New Zealanders smoke - that means that the vast majority of adults are Smokefree.
- 4,700 New Zealanders die every year from tobacco-related diseases.
- One in two smokers die of a tobacco-related disease. On average, they die 14 years earlier than their non-smoking counterparts.
- 94% of lung cancer patients are either smokers or former smokers.
- Research suggests that around 400 New Zealanders die each year as a result of exposure to second hand smoke.
- A non-smoker living with a smoker is twice as likely to die from lung cancer as a non-smoker who lives with non-smokers.
- Children exposed to their parents' smoke are more likely to suffer from asthma, bronchitis, pneumonia and glue ear.
- Almost 15% of year 10 (14-15 years) students smoke daily.
- The most 'at risk' period for youth starting to smoke is ages 10 to 13.
- About 95% of youth have friends and/or family that smoke.

The issue

Research suggests that nearly half (45.5%) of all Maori adults are current smokers, compared to 23.2% of non-Maori. The main smoking group among Maori are females aged 25-44 years. Lung cancer rates among Maori females are among the highest in the world (four times that of non-Maori New Zealanders). While smoking rates have been decreasing among Maori over the past 20 years a marked disparity in smoking rates continues to exist between Maori and non-Maori.

The Auahi Kore brand has been developed as a counter to these disturbing trends. Auahi Kore is seen as the ally to Smokefree. While both aim to achieve similar goals – reducing smoking prevalence and consumption – they achieve this using different processes. Auahi Kore aims for a Smokefree Maori culture. To achieve this Auahi Kore seeks to develop a strong relationship between being 'Maori' and being 'Auahi Kore'.

What we do

Auahi Kore is the main brand that provides a rallying point for tobacco control for Maori. By having the same device (or logo) as Smokefree we aim to have a bicultural brand, which increases the reach and effectiveness of both. As with Smokefree, Auahi Kore is a national brand, available for use by any health agency trying to get the 'Smokefree' message into Maori communities.

Through the Auahi Kore programme we aim to increase the number of Maori settings that are Smokefree eg. marae and whanau gatherings, and Maori-dominant sports events.

One of our long-term partnerships has been with traditional Maori performing arts. We have been involved with the national festival for many years and have seen this develop from an event with a large number of smokers to one where smoking is not allowed in the main viewing areas. A key part of this is that performers and the audience have embraced Auahi Kore, meaning the Smokefree areas are largely self-policed. This support for the Auahi Kore kaupapa, particularly in an environment where half the many thousands of participants are likely to be smokers, is encouraging and positive and shows what can be achieved through partnerships.

Through partnerships with traditional Maori activities such as performing arts and waka ama we support the fact that, traditionally, Maori were a non-smoking people. As we progress we will continue relationships with organisations that strongly support the Auahi Kore kaupapa.

Both Smokefree and Auahi Kore are about making changes, even small ones. For example, we suggest that an excellent first step towards encouraging

Aotearoa Traditional Maori Performing Arts National Festival

acceptance of the Auahi Kore kaupapa is to not smoke around your children. In response to this concept we developed the "Light up their eyes" promotion (see poster). By using Maori in the images and Te Reo (they are available in both English and Maori) we aim to make the posters particularly relevant and eye catching for Maori.

"By using Maori in the images and Te Reo we aim to make the posters particularly relevant and eye catching for Maori."

Kia Auahi Kore Ai Te Ao Maori (Making our culture Smokefree)

- Almost one half of Maori smoke compared to nearly a third of Pacific Islands and one fifth of Europeans.
- Maori, both men and women, have lung cancer rates that are among the highest in the world.
- In 1996 the lung cancer death rate for Maori women was four times higher than that of non-Maori women.
- Arterial disease is associated with smoking and kills more people than cancer does.
- Research suggests that Maori start to smoke at an earlier age compared to non-Maori.
- Awareness of the Auahi Kore brand and its message is growing and there is general support for the Auahi Kore kaupapa.
- More than 80% of Maori think that schools, Kohanga Reo and Kura Kaupapa should be totally Smokefree.
- More than 58% think there should be no smoking at all, in town/community halls, in rental cars, and on marae, with a further 36% believing that smoking on marae should be restricted to set areas.

Quit Me Mutu

The issue

A logical extension of our work in the areas of Smokefree and Auahi Kore is the inclusion of the Quit (stop smoking) message. Through the Quit Group (comprising Council, Cancer Society of New Zealand, and Te Hotu Manawa Maori), we created a national Quitline (0800 778 778) and adjacent media campaign. This involvement enables us to be directly involved in a project with the aim of decreasing the number of smokers and, therefore, ultimately the number of tobacco-related deaths.

Quit Fix

- Within one year of quitting you have halved your chances of heart disease, in five years it is nearly back to normal.
- Two hours after stopping, all nicotine is out of your system. In about two days, all the nicotine by-products have gone.
- Within a few hours of quitting, the carbon monoxide is out of your system. After a few months, your lungs work better with less effort and you can do more before you run out of breath.
- Most people who successfully quit smoking have made several attempts.
- After three weeks without smoking exercising will be easier, because your body needs less oxygen and more air is getting into your lungs.

> *"Our involvement in Quit enables us to be directly involved in a project with the aim of decreasing the number of smokers."*

What we do

Our contribution to the Quit campaign is through the work of the Quit Trust and includes financial servicing, research and communication, and general collaboration.

Looking ahead, we are forecasting that the reach of services offered by the Quitline will expand. For example, in late 2000 a nicotine replacement service (where moderate to heavy smokers could access nicotine replacement therapy) was added to the Quitline service. This is the first time in the world such a service has been managed from a national call centre. Nearly 90,000 calls were logged in the first two months – more than for the entire first year – a phenomenal result!

With our Quit Group partners we will work to ensure the Quit campaign, and other services the Quit Group provides, continue to evolve to meet the needs of smokers in this country.

The issue

Bike Wise (previously Street-Skills) is a cycle skills and safety brand focused on 8-12 year olds.

In New Zealand an average of 18 cyclists are killed and hundreds are injured every year. Of these, 11-year-olds have the highest rate of cycle injuries, followed closely by 12-year-olds. Pre-adolescents appear to be more receptive to education about safer behaviours than their teenage counterparts, making Bike Wise a potentially effective programme.

In conjunction with other agencies of the Cycle Steering Committee (see below) we encourage safe and skilled behaviour by cyclists including wearing a helmet, ensuring they know the road rules (and follow them), looking after their bike, and wearing bright clothing. In addition, we encourage motorists to see cyclists as legitimate road users who should be treated with respect and regard.

The secondary focus for Bike Wise is the cycling public. Promotions such as National Bike Wise Week aim to lift the profile of cycling and encourage more people to take up the activity as an integral part of an active lifestyle. The ultimate aim is to see an increase in the number of cyclists and increasing numbers of New Zealanders enjoying healthy lifestyles.

What we do

In 1997 Council was instrumental in establishing the Cycle Steering Committee, a group comprising Council, New Zealand Police, Land Transport Safety Authority, Bicycle Industry Association of New Zealand, Cycling New Zealand, Cycling Support and ACC. The group pools ideas and maximises intellectual and financial resources.

This collaborative approach has recently been extended to the point where the Police, Land Transport Safety Authority and Council have agreed to use the Bike Wise brand for all government cycle safety promotions.

addition, we will work together to develop a national communications plan for cycle safety, with each of the government agencies contributing separate components. This will ensure coherency of the cycle safety message with common messages being broadcast by the individual agencies.

Through 'Bike Wise Kiwi Cycling' cycle skills and safety messages are delivered to thousands of our children. They are educated about bike maintenance and safety and given practical skills to help make them better riders. With resources developed with the help of New Zealand Police and Land Transport Safety Authority, and with many of the Kiwi Cycling regional co-ordinators also involved, we are confident that the 5,000 children who participate annually in Kiwi Cycling receive a high quality message and experience.

On Your Bike

- In 2000, 19 people died as a result of cycling. Of these, nine were under the age of 15.
- It is estimated that there are now more than 750,000 bikes in this country.
- Up to 600,000 (80%) of these are ridden on a regular basis, with approximately 250,000 being used daily.
- Eighty-seven percent of children aged 8-14 have a bike. Of this, three-quarters are cycling at least once a week.
- About 93% or New Zealanders wear a bike helmet. Wearing a helmet is compulsory for cyclists on New Zealand roads. About three-quarters of all cycling deaths are caused by head injuries – injuries that may have been prevented by a cycle helmet.
- We undertake about 111 million bike trips a year, totalling 284 million kilometres. And this does not include any off-road biking!
- Two-thirds of all driving trips are under 6 kilometres – an easy cycling distance.
- Just under half of all cycling distance (and 60% of cycling time) is done by children and teenagers.
- Peak times for cycling are 8-9am and 3-4pm, reflecting the influence of school trips.
- Cycling is safer than perceived – the years gained outweigh life lost by a factor of 20 to one.
- Regular cycling will:
  - Reduce coronary heart disease, obesity, cholesterol levels and blood pressure.
  - Reduce depression, fatigue and aggression.
  - Increase fitness – regular cyclists have a fitness level equivalent to a person 10 years younger.
  - Reduce cardiovascular mortality by an estimated 43%.
- In the period 1988-1997, 202 riders of bicycles died and 3858 were seriously injured in New Zealand. But this represents only the tip of the iceberg. There is evidence that for every hospitalised injury there may be hundreds of non-hospitalised injuries that require medical care.

The issue

New Zealanders spend a lot of time outside - whether at the beach, on playing fields, in the garden, on the farm or building site, or just outdoors. The sun in New Zealand is fierce, and strong UV rays and a thin ozone layer provide an instant formula for serious risk. Often people aren't aware that even a short amount of time in the sun can result in extensive skin damage.

New Zealand has the highest melanoma-related death rate in the world. Safety in the sun is, therefore, a very real issue for all New Zealanders.

What we do

Introduced in 1993, SunSmart was developed to encourage New Zealanders (and 12-17 year olds in particular) to adopt smart behaviours in the sun, with a focus on prevention rather than detection. The objective is to encourage New Zealanders to enjoy being outside, but to do so in a manner that minimises the risk of suffering sunburn.

In the time since the programme was launched we have witnessed an increase in SunSmart brand awareness and knowledge of sun safety behaviours.

However, this knowledge has not resulted in significant change to safer sun behaviour among teenagers and young adults.

Research suggests that there is a large amount of information in circulation regarding sun safety. However, there are considerable inconsistencies in people's perceptions of sun safety behaviour. There appears to be confusion regarding:

- What sun safety is and the potential benefits.
- What the risks are regarding sun exposure (including the onset of negative health effects).
- Whether people are making informed decisions regarding safe sun behaviour.
- Sun safe jargon, eg. burn indexes.

A major issue is that this confusion can lead to a rejection, by some, of the necessity to adopt healthy SunSmart behaviours.

As long as the sun continues to shine, the ozone hole continues to grow and people's lifestyles continue to change there will be

"As long as the sun continues to shine, the ozone hole continues to grow and people's lifestyles continue to change there will be a continuing need for safe sun programmes."

a continuing need for safe sun programmes.

SunSmart's communication challenge is to clarify the information and reduce the confusion that currently exists. People need to clearly understand what being SunSmart is - what behaviours they need to undertake to ensure they are safe in the sun.
We need to move them from being aware of, and understanding, SunSmart messages to a point where they will take the steps to make basic behaviour changes.

To achieve this Council will continue to work with other agencies in this market, particularly the Cancer Society and public health units. By working with these groups we should achieve consistency of messages and delivery mechanisms across the country. And by reducing the plethora of messages all agencies should enjoy the results of receiving consistent reactions from our audiences.

A major focus for SunSmart partnerships is with sports and other groups that by their very nature mean that participants are exposed to the sun eg. tennis, cricket, surf life saving, surfing. In addition, along with the Cancer Society, we are the key promoters of SunSmart Week – a week-long promotion held at the beginning of summer and designed to remind people of the key messages related to SunSmart.

Sun Watch

- Melanoma is the commonest cancer in New Zealanders 20-39.
- About 1,800 new cases of melanoma are reported each year (7% in people under 30, 21% in people aged under 40).
- New Zealand leads the world in melanoma-related death rate.
- Melanoma is the fourth most common cancer in men and third most common in women.
- The cost of melanoma to the New Zealand health system is about $33 million annually.
- Each year about 200 people die from melanoma and another 50 die from other preventable skin cancers.
- Statistics show that while males and females get melanoma at the same rate, more males than females die as a result. This suggests that females may seek medical help earlier.
- Most melanoma and skin cancers are completely curable if they are treated in their early stages.
- Sun exposure is the leading controllable causal factor in melanoma and over 50% of sun exposure happens in childhood and adolescence.
- The best prevention is to stop skin being sunburned throughout life.

The future

As we move further into the 21st century Council will continue to contribute to the areas of tobacco control, bike safety and sun safety.

With the skills, networks, knowledge and experience we have accummulated, we are in a good position to contribute to emerging health issues and social change.

Te Rōpū Whakatairanga Hauora
Health Sponsorship Council

Quit

Me Mutu

Bike wise

smokefree

auahi kore

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