

Spot a mole from a melanoma this Skin Cancer Action Week

See if you can spot the difference between a mole and melanoma, including your own, this National Skin Cancer Action Week, at a special pop-up event at Mooloolaba Beach on Thursday.

Central Queensland, Wide Bay, Sunshine Coast PHN, with support from Cancer Council Queensland, are hosting the awareness raising event, which includes the free examination of any suspicious spots by a local GP, an appearance from a local action legend, as well as free samples of Natio's Daily Defence Face Moisturiser SPF 50+.

With two in three Australians expected to be diagnosed with skin cancer by the age of 70, the PHN's General Practice Liaison Officer Dr Jon Harper said the action week is an important reminder not only to be sun smart, but of the importance of regular skin checks.

"More than 2,000 people in Australia die from skin cancer each year, despite the fact most skin cancers can be prevented by the use of good sun protection," Dr Harper said.

"I would encourage everyone to use the five forms of sun protection which include wearing sun-protective clothing, a broad-brimmed hat and sunglasses along with a broad spectrum, water resistant sunscreen of at least SPF 30, and staying in the shade if possible.

"A combination of these measures, along with getting to know your skin and regularly checking for any changes, are key to preventing and taking action against skin cancer."

Dr Harper, who runs a general practice in Buderim, will be onsite at Mooloolaba Beach between 8am and 11am to give advice on how to check moles for suspicious features, and to provide free examinations of any concerning skin spots.

He'll be joined by the founder of popular Sunshine Coast surf coaching school Go Ride A Wave, Peter Fidler.

Made famous in the 1980s as the 'Solo Man', he says attitudes towards sun safety have changed dramatically since he was sent cascading over a cliff in a raft for the iconic television commercial.

"We started doing surf lessons here on the Coast in 1987, just after the commercial came out," Mr Fidler said.

"Back then I remember one of my business partners used to like putting baby oil on to enhance his tan.

"These days, our crew all wear long sleeved 'rash' shirts, SPF 50+, and special hats made from nylon, which are secured a little tighter around the head to ensure they stay on all day, even when we duck dive under the water.

"We insist all our participants wear a long sleeved rashie for their lesson too, as well as apply SPF50+ - generally they're pretty sun smart, but there's always at least one who needs to be prompted to put on sunscreen."

Visitors to Thursday's pop-up event will also have a chance to take home their own tube of sunscreen in the form of Natio's Daily Defence Face Moisturiser SPF 50+, simply by correctly identifying the moles from the melanomas and other skin cancers as pictured on a poster.

Local residents, business owners and visitors alike are all encouraged to take part in the Skin Cancer Action Week event, at Mooloolaba Beach between 8am – 11am.

MEDIA EVENT: National Skin Cancer Action Week pop-up

MEDIA RELEASE

20 November 2019



DATE: Thursday 21 November

TIME: Media call 9am

LOCATION: Mooloolaba Beach, just north of the Surf Club
Site map attached

***** ENDS *****

**For more information contact: Jasmin Midgley, Senior Media and Communications Officer,
Central Queensland, Wide Bay, Sunshine Coast PHN on 5456 8100 or 0451 300 050.**