

# Sunscreen Industry Forum

**Date & Time:** 9am to 3pm (AEST), 23rd November 2022

**Location:** Herston Oral Health Centre (Lecture Theatre, Room 4401), 288 Herston Road, Herston, Brisbane  
(In-person) and Zoom (Virtual)

Time	Topic Overview	Presenter
<b>Session 1: Skin Cancer Prevention Queensland</b>		
9am – 10am	Welcome and opening (5 min)	Professor Rachel Neale <i>Co-Chair, Skin Cancer Prevention Queensland QIMR Berghofer MRI</i>
	Queensland Health’s commitment to reduce skin cancer burden (10 min)	Simone Braithwaite <i>Acting Executive Director, Prevention Strategy Branch, Queensland Health</i>
	Overview of skin cancer burden, causative role of sun exposure, ways to reduce burden, Cancer Council recommendations for daily sunscreen use (15 min)	Professor David Whiteman <i>Medical Epidemiologist, QIMR Berghofer MRI</i>
	Sunscreen regulations including advertising (20min+5min discussion)	Dr Cheryl McRae and Nicole McLay <i>Assistant Secretary, Complementary and Over the Counter Medicines / Regulatory Compliance, TGA</i>
	Skin Cancer Prevention Queensland: Skin cancer reduction targets – 2032 and 2050 (10 min)	Professor Monika Janda <i>Co-Chair, Skin Cancer Prevention Queensland University of Queensland</i>
	<b>Session 1 Discussion</b>	
<b>Session 2: Sunscreen: who is using it, why and why not?</b>		
10am – 11am	Overview of Australia’s Sunscreen Industry (20min)	Rianna Goodwin <i>Senior Associate, Regulatory &amp; Technical, Accord</i>
	Industry insights – Barriers/enablers for (daily) sunscreen use? (15 min)	Dr Fabrizio Spada <i>Immediate Past Chair Consumer Health Products (CHP) - Sunscreen Subcommittee, Ego Pharmaceuticals Pty Ltd/Consumer Health Products</i>
	Effective communication tactics to increase (daily) sunscreen use (especially for hard-to-reach groups) (15 min)	Priya Bhatti <i>Brand Manager, La Roche-Posay</i>
	<b>Session 2 Discussion</b>	
<b>11.00am – 11.30am MORNING TEA</b>		
<b>Session 3: Changing attitudes and behaviours towards daily sunscreen use</b>		
11:30am – 12:45pm	The role of the Aesthetic and Beauty Industry in sunscreen and skin cancer awareness (15 min)	Stefanie Milla and Gay Wardle <i>The Aesthetic Beauty Industry Council</i>
	Skin Deep Learning Educational Resource Program, and its role in increasing awareness of beauty therapists about skin cancer prevention through sunscreen use (15 min)	Hayley Griffiths <i>CEO, Skin Deep Learning</i>
	Sunscreen advice sought from GPs and Pharmacists (15 min)	Lynette Hunt <i>CEO, Skin Cancer College Australasia</i>
	Are prevailing community standards enough when it comes to advertising? (15 min)	Anne Gately <i>Consumer Representative – Melanoma Patients Australia</i>
	<b>Session 3 Discussion</b>	
<b>12:45pm – 1:30pm LUNCH</b>		

Session 4: Panel Discussion		
1:30pm – 3.00pm	<p>Discussion Topics:</p> <ul style="list-style-type: none"> <li>• How can we partner to improve sunscreen use?</li> <li>• Strategies to increase use among high-risk groups</li> <li>• Commitment to provide clear and consistent messaging</li> <li>• Ongoing partnering opportunities</li> <li>• Next steps</li> </ul>	<p>Professor Rachel Neale &amp; Professor Monika Janda to facilitate discussion <i>Co-Chairs, Skin Cancer Prevention Queensland</i></p> <p><b>Panel:</b> Professor David Whiteman, Dr Fabrizio Spada, Stefanie Milla, Nicole Kratzmann (<i>AKISS</i>), Dr Jeremy Hudson (<i>RACGP</i>), Anne Gately.</p>