

YOUR TAKE ACTION FACT SHEET

Remove VAT from SPF 30+ sunscreen and educate the nation to save lives.



SKIN CANCER STATISTICS - A GROWING CONCERN:



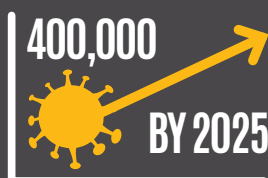
Skin cancer is more commonly diagnosed than all other malignancies combined.



1 in 4 men 1 in 5 women will be diagnosed with skin cancer at least once in their lifetime.



It causes over 3,500 deaths annually and is one of the biggest killing cancers in young adults.



Rates are rising faster than any other cancer, predicted to reach 400,000 pa by 2025.

THE EVIDENT NEED FOR INTERVENTION:



The annual burden on our NHS to diagnose and treat skin cancer is in excess of £500 million.



Up to 90% of cases are preventable by using sun protection measures, which includes high SPF sunscreen.



Over half (57%) of UK adults consider sunscreen expensive (before the cost of living crisis!)



Almost a third (29%) of UK adults would wear sun protection daily if it were more affordable.

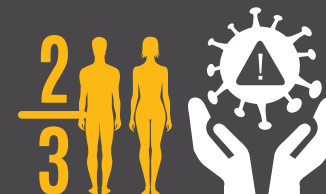
HOW YOU CAN HELP AND WHY YOU SHOULD:



Removing VAT would cost less than 10% of the annual burden and make sunscreen more affordable.



A dual approach to include awareness and education will aid prevention - with proven results in Australia.



Two thirds (66%) of UK adults think that the Government could do more to help prevent skin cancer!



Positive policy messages:
Making the right long-term investments; Supporting our NHS; Saving patient's lives; Helping to tackle the cost of living crisis.



Amy Callaghan MP (SNP-East Dunbartonshire) is a melanoma survivor, diagnosed at the age of 19 and again at 21. Amy is passionate about preventing such suffering for others and her excellent work through her VAT BURN campaign has raised this policy proposal to national politics. The campaign is supported by SKCIN alongside other charities, melanoma patients, cross-party politicians and clinicians. To support Amy and find out more about the VAT Burn Campaign visit: www.amycallaghan.scot/vat-burn



Chris Bryant MP (Labour-Rhondda) was diagnosed with stage 3 melanoma in 2019 and has shared his journey openly with the public. Chris is passionate about raising awareness of skin cancer and is a huge advocate for educational intervention, particularly when it comes to preventing skin cancer for our future generations. Chris is pictured (left) with SKCIN's CEO, Marie Tudor and Co-founder Kathryn Clifford at a drop in event at Westminster where SKCIN raised awareness of the importance of prevention and early detection and our significant work in this arena.

Many other MPs past and present have either suffered a cancer diagnosis or lost loved ones to this largely preventable disease. Last year, Maggie Throup (Conservative MP for Erewash) and Luke Pollard (Labour MP for Sutton and Devonport) both spoke openly about their diagnosis to raise awareness of the importance of prevention and early detection.

ABOUT SKCIN

Established in 2006 in memory of Karen Clifford (represented by the KC in our name) SKCIN are the UK's leading skin cancer charity, specialising in the prevention and early detection of skin cancer through educational intervention for public benefit. Our mission is to save lives and suffering from melanoma and non-melanoma skin cancer, to prevent the disease, improve patient outcomes through early diagnosis and reduce the significant burden on our NHS. We work nationally with key 'at risk' and 'influential' public and industry sectors, to engage, educate, empower and equip communities nationwide.

We train beauty industry professionals



masced.uk

We train Allied Healthcare Professionals



pro.masced.uk

We train employers and outdoor workers



sunsafeworkplaces.co.uk

We teach early learners and work with pre-schools



sunsafenurseries.co.uk

We teach children and work with primary schools



sunsafeschools.co.uk

We provide bespoke resources for public benefit



app.skcin.org | shop.skcin.org

For further information or to get in touch please contact:
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SKCIN: Registered Charity number 1150048



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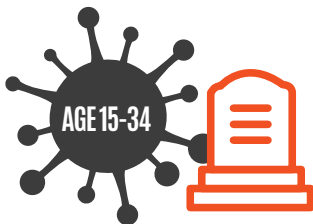
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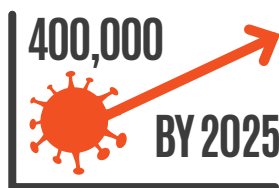
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Research shows over half (57%) of UK adults consider sunscreen expensive and 19 million don't wear it.

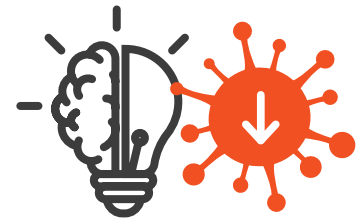


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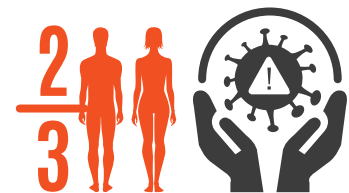
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