

Local Governments, public health, and cancer prevention.

Taking action to improve the health and wellbeing of our local communities

February 2022



**Cancer
Council**
WA

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At least one in three cancers in Australia are preventable.



The environments in which we live, work, play, and learn can encourage and facilitate healthy behaviours.

Implementing healthy public policy can reduce the risk of a number of chronic diseases, including cancer, and must be a shared responsibility among all levels of government in Australia. Local Governments are the level of government closest to the community and so are well placed to implement policies, plans, and strategies that help enable Australians to lead healthy, active lifestyles.

Many Local Governments in Western Australia (WA) are already doing a lot of important work to reduce community risk of cancer and other serious diseases. The development of Local Government public health plans to complement the [State Public Health Plan for Western Australia 2019 – 2024](#) as required under the [Public Health Act 2016](#) offers further opportunities for Local Governments to contribute to the ongoing efforts to reduce cancer in WA.

Purpose of this guide

This document is intended to be a guide for Local Governments that want to address any of the following major modifiable risk factor areas for cancer:

- curbing the rise in overweight and obesity
- making smoking history
- reducing harm from alcohol
- preventing skin cancer



This guide focuses on actions Local Governments can take to address cancer risk factors, but taking action will have broader health benefits since many risk factors are common to other chronic diseases such as heart disease and type 2 diabetes. As a cancer organisation, Cancer Council WA is committed to addressing all the modifiable risk factors. For instance, over exposure to ultraviolet radiation is the main cause of skin cancer, and Cancer Council WA would like to see sun protection as a priority for all Local Governments in WA.

Some of the key areas in this guide may be new and some may be a current focus. Most are relevant across WA, but some of the suggested actions may not be suitable for every Local Government. While this guide can be used by Local Governments to incorporate cancer prevention into formal public health planning, it can also provide guidance to those Local Governments wishing to strengthen public health policy outside the formal planning process. The guide presents examples from Local Governments across WA and points to existing resources on the four key risk factor areas.



Strategic alignment with the State Public Health Plan priorities

The evidence-based actions in this guide are consistent with the objectives of the [State Public Health Plan](#) to help empower and enable people to live healthy and connected lives, provide health protection for the community, and improve Aboriginal health and wellbeing. Implementation of these policies, plans, and strategies will assist Local Governments to address a number of state-wide priorities in the [State Public Health Plan](#) including:

- healthy eating
- a more active WA
- curbing the rise in overweight and obesity
- making smoking history
- reducing harmful alcohol use
- preventing injuries and promoting safer communities, including through the promotion of sun protection

This guide is also consistent with a number of other key guiding strategies in WA including the [Sustainable Health Review Final Report](#) and the [WA Health Promotion Strategic Framework 2017-2021](#). Importantly, the implementation of the suggested actions in this guide would complement state and federal cancer prevention policies, programs, and initiatives, including the [WA Cancer Plan 2020–2025](#).

Who is at risk?

There is a role for all WA Local Governments in cancer prevention. However, cancer is a disease that disproportionately affects those from low socioeconomic and regional areas.¹ While postcodes should not determine cancer risk, people in regional areas, for example, are more likely to be above a healthy weight,² smoke,³ drink at high-risk levels,⁴ and be diagnosed with melanoma⁵. Local Governments in these areas can help to reduce inequities and improve and protect the health and wellbeing of their communities through the implementation of evidence-based policies, plans, and strategies.

Working in partnership

Local Governments are encouraged to partner with the Health Promotion teams within [WA Health Service Providers](#) (North Metropolitan, South Metropolitan, East Metropolitan and WA Country Health Services). These teams can provide advice, support and leadership with the public health planning process in accordance with the “Agreed roles and responsibilities for public health planning support to local governments within Part 5 of the *Public Health Act 2016*”.

As part of this role the Health Promotion team can:

- produce community health profile reports
- identify opportunities for partnerships to deliver interventions (including with Cancer Council WA)

For contact details of your Health Service Provider, visit [‘Public health planning for local governments’](#) on the [WA Health website](#).

Cancer Council WA is available to work with, and provide support to, Local Governments in WA working to reduce the risk of developing cancer and other chronic diseases. Cancer Council WA delivers state-wide healthy lifestyle campaigns, including **LiveLighter®**, **Make Smoking History**, **Alcohol.Think Again**, and **SunSmart**. In our Cancer Prevention and Research Division, we have staff who are able to give advice, present to the community and Local Government staff and elected members, and provide resources (both physical and online). For further information or support, please contact:

LiveLighter® - livelighter@cancerwa.asn.au

Make Smoking History - MakeSmokingHistory@cancerwa.asn.au

Alcohol Programs Team - alcoholprograms@cancerwa.asn.au

SunSmart - sunsmart@cancerwa.asn.au

Cancer Council WA has **Regional Education Officers** who are available to assist and support regional Local Governments. Contact details for the Officers are available on the [Cancer Council WA website](#).

For information on Cancer Council WA’s cancer support and services, call **13 11 20** or visit the [Cancer Council WA website](#).



Acknowledgements

In the development of this guide, Cancer Council WA consulted with many individuals and organisations working in the Local Government and public health sectors. Cancer Council WA would like to acknowledge and thank all those that provided feedback and comment on the document during drafting.



Curbing the rise in overweight and obesity.





The issue

In recent times, the evidence linking overweight/obesity and cancer risk has strengthened. There is convincing evidence that being above a healthy weight is a risk factor for at least 13 cancer types.

Action is needed to reduce and prevent obesity in WA. Currently, just over one-quarter of children are above a healthy weight.⁶ Over two thirds of adults are above a healthy weight.⁷

Local Governments can play an active role by influencing the environments in which their community lives and works. Within the limits of the planning laws, Local Governments have the capacity to not only improve access to healthy food and drink, but to reduce access to, and promotion of, unhealthy food and drink. There are also opportunities for Local Governments to influence built environments to promote active transport and physical activity.

Community support for action

There is strong community support for policies that will help reduce rates of obesity. Eighty four per cent of Australian adults believe fast food businesses should not be able to open new outlets near schools or other children’s settings,⁸ and 58 per cent of WA adults are in favour of the government restricting junk food promotions and advertisements on public transport and at bus stops.⁹

What action can Local Governments take?

The State Public Health Plan closely aligns with the [WA Health Promotion Strategic Framework 2017-2021](#) when it comes to addressing obesity. Below are a number of policies, plans, and strategies that Local Governments in WA can adopt and implement to strengthen obesity prevention.

Objective	Action	For example
<p>Increase the provision of, and access to, healthy food and drink options, and reduce access to unhealthy food and drink.</p>	<p>Adopt and implement a workplace healthy food and drink policy for all Local Government staff and elected members, to demonstrate leadership in obesity prevention.</p>	<p>The City of Albany Workplace Healthy Catering Policy provides a framework to guide the provision of healthy food and drinks offered at meetings, events, and functions. It applies to all food and drinks served or available at the City of Albany’s internal and external meetings, functions, and events (including workshops and training) where catering is provided for staff and visitors. It also extends to food and drinks provided by the organisation for fundraising and incentive or reward purposes where possible.</p> <p>The LiveLighter® website has information on developing or updating a comprehensive healthy eating and drinking policy.</p>

	<p>Adopt and implement a healthy food and drink policy that covers all Local Government:</p> <ul style="list-style-type: none"> • owned or managed buildings and facilities (including those leased, hired, or subcontracted) • Council-operated premises and Council-provided services • sponsored, funded, or organised events. 	<p>The Town of East Fremantle Healthy Eating policy aims to ensure access to healthy food and drink choices at Council-operated facilities, services, workplaces, and Council-sponsored events. It applies to:</p> <ul style="list-style-type: none"> • internal catering and food provision e.g. meetings, workshops, training events and conferences • external catering and food provision e.g. Council's Home and Community Care program and the annual East Fremantle Festival. <p>For its 2019-20 Community Events Program, the City of Albany developed a Food Vendor Expression of Interest form to support the community to make healthier food and drink choices at events. The application form allowed the Council to prioritise catering vendors who included and promoted affordable, healthy food and drink choices on their menus.</p> <p>The Fuel to Go & Play™ program aims to create healthier food environments in community venues including sport, recreation, and entertainment venues, and play centres. The program has a range of online resources to support community venues to offer a healthier food service, including a Community Venue Health Policy template.</p> <p>The Healthier Vendor Guide, Event Organiser's Guide to Healthier Options, and Healthier Catering Guidelines from Healthway and WA School Canteen Association is available to Local Governments to provide guidance when planning community events to ensure a range of healthier food and drinks choices are available.</p> <p>The Healthy Options WA: Food and Nutrition Policy for WA Health Services and Facilities ensures that healthy options are available to everyone at WA Health hospitals, health services, and facilities. It uses a traffic light system of food and drink classification based on nutrient content and is aligned with the Australian Dietary Guidelines. Local Governments can use the Healthy Options WA policy as a guide.</p> <p>A healthy food and drink policy should cover both the provision <i>and</i> promotion of healthy food by highlighting healthier choices on menus/menu boards at Council-owned/operated facilities.</p>
	<p>Adopt and implement a policy prohibiting unhealthy food in vending machines under Local Government control.</p>	<p>The Healthy Options WA: Food and Nutrition Policy for WA Health Services and Facilities includes vending machines under the control or management of WA Health. Local Governments can look to the Healthy Options WA policy as a guide.</p> <p>WA Health has also created a fact sheet on how to apply the Healthy Options WA Policy to vending machine outlets.</p>

Reduce children's exposure to unhealthy food and drink advertising and promotion	Adopt and implement an advertising policy that prohibits advertising of unhealthy food and drink on all property owned and maintained by the Local Government, including bus stops.	See Appendix 1 for Cancer Council WA recommendations for advertising and sponsorship policies.
	Adopt and implement a healthy sponsorship policy that prohibits the promotion of unhealthy food or drink companies, brands, or products at events.	See Appendix 1 for Cancer Council WA recommendations for advertising and sponsorship policies.
Build environments that promote physical activity, increase the number of children using active transport to school, and promote access to healthy food	Adopt and implement a movement network and transport strategy that considers accessibility, connected movement network, and transport routes, including linking a variety of food retail, services, schools, recreation, and other key destinations with accessible, active transport options.	<p>The City of Perth Cycle Plan 2029 outlines the City's plan to encourage more people to cycle through:</p> <ul style="list-style-type: none"> • the creation of a strategic cycle network and complementing infrastructure for cycling • active encouragement and promotion of cycling in the City • education initiatives for all road users. <p>Prioritising pedestrian and cyclist connections between schools and surrounding residential areas in new and existing developments will help encourage the use of active transport to school. Strategic use of parking around schools will also reduce the demand for car use. Refer to the Heart Foundation's Active Travel to School - Urban Design Study for recommendations.</p>
	Adopt and implement a streetscape design policy to increase walkability and physical activity while ensuring adequate protection from UV radiation.	Refer to The Shade Handbook - A practical guide for shade development in WA and the Heart Foundation's Healthy Active by Design [®] for recommendations which are supported by Cancer Council WA.
	Adopt and implement a policy that ensures the provision of onsite bicycle parking and end-of-trip facilities in new and existing developments in the Local Government Area.	The City of Rockingham's Planning Policy 3.3.14 – Bicycle parking and end-of-trip facilities aims to ensure the provision of appropriate bicycle parking and end-of-trip facilities in all new and existing developments.
	Adopt a public open space strategy that provides a range of open and shaded spaces that contribute to the recreational, physical, and social needs of all people in the Local Government Area.	Refer to The Shade Handbook - A practical guide for shade development in WA and the Heart Foundation's Healthy Active by Design [®] for recommendations which are supported by Cancer Council WA.

What else can Local Governments do?

- Use the [Heart Foundation's Healthy Active by Design®](#) program to identify ways health and physical activity can be incorporated into the design of the built environment.
- Refer to the [Heart Foundation's Position Snapshot - Active Streets](#).
- Consider more strategic use of parking and 'Kiss and Drive' around schools to reduce the demand for car use. Parking budgets could be reinvested in local pedestrian and cyclist pathway improvements, safety infrastructure, and landscaping to make walking and bike riding more attractive.
- Work with local schools to identify potential 'Park and Walk' locations for parents who need to drive their children to school. Community buildings such as recreation centres may act as 'Park and Walk' facilities during school drop off and pick up times. See the [Your Move website](#) for general information on 'Park and Walk'.
- Encourage schools to actively promote walking and bike riding to school and sign up to the Your Move Schools program. See the Your Move website for more information on [ideas, events, and activities](#) to encourage active travel to school, as well as the [Connecting Schools grant program](#) which is aimed at improving bicycle access, wayfinding, bicycle education, and end-of-trip facilities (e.g. bike and scooter parking, bike maintenance stations) for schools that are taking part in the Your Move program.
- Investigate funding opportunities from [Healthway](#) to support the implementation of healthy food and drink policies.

More information can be found in [Pathway to Increasing Active Living - A Guide for Local Government](#) and [Pathway to Improving Food Security - A Guide for Local Government](#).





**Make smoking
history.**



The issue

While significant progress has been made in Australia to reduce smoking rates, tobacco use is still the leading cause of preventable death and disease in the country.¹⁰ This disproportionately impacts nearly all of the priority groups outlined in the [State Public Health Plan](#) such as Aboriginal people, people living in low socioeconomic circumstances, people living with a mental illness, and people living in remote and rural areas. There is still work to be done to reduce the impacts of smoking and exposure to second-hand smoke on the WA community.

Local Governments have the opportunity to play a significant role in creating smoke-free environments in WA. Smoke-free environments help to protect non-smokers from exposure to second-hand smoke and provide a supportive environment for smokers wanting to quit.¹¹ They can also have a positive impact on the physical environment by reducing litter from cigarette butts and reducing the risk of bush fires caused by discarded cigarettes.¹¹

Community support for action

There is strong community support in WA for continued action on smoking. Seventy two per cent of WA adults support creating more smoke-free spaces.¹² Around two in five WA smokers report that creating more public smoke-free outdoor areas would be helpful if they were attempting to quit smoking, with a similar number reporting that reducing the number of shops that sell tobacco products would be helpful.¹³

What action can Local Governments take?

The [State Public Health Plan](#) leans heavily on the [WA Health Promotion Strategic Framework](#) for guidance on making smoking history, which in turn reflects the Federal Government's [National Tobacco Strategy](#). Below are a number of actions that Local Governments in WA can employ to reduce tobacco use in the community in tandem with State and Federal initiatives. Local Governments must ensure policy development is safeguarded from tobacco industry interference as required as part of Australia's agreement to the [WHO Framework Convention on Tobacco Control](#).

Objective	Action	For example
Extend smoke-free environments	Adopt and implement a smoke-free policy for all Local Government-owned buildings and facilities (including those leased, hired, or sub-contracted).	The City of Armadale Smoke-free Outdoor Areas policy prohibits smoking within 5 metres of doorways and 10 metres of air intake vents of Council-owned or managed buildings. The policy notes that Council buildings that are leased, licensed, or hired by Council will have smoke-free clauses inserted into their agreements for use. Local Governments should ensure that agreements for use of Council buildings that are leased, licensed, or hired include a smoke-free clause for indoor and outdoor areas.
	Adopt and implement a smoke-free policy for Local Government staff and employees which includes smoke-free workplaces, facilities, and vehicles, and provide support for staff to quit smoking.	The Make Smoking History website has information on developing or updating a comprehensive smoke-free workplace policy.

	<p>Extend smoke-free areas to public outdoor spaces, including but not limited to:</p> <ul style="list-style-type: none"> • reserves, parks, ovals, playing fields and open spaces • beaches and waterfronts • outdoor shopping strips, malls and other frequently used outdoor spaces. 	<p>Local Governments can adopt a local law to prohibit smoking in outdoor public places within the Local Government's jurisdiction. For example, the City of Perth's <u>Thoroughfares and Public Places Local Law 2017</u> prohibits smoking within any mall reserve.</p> <p>The <u>Town of Cottesloe Local Government Property Local Law 2001</u> created smoke-free beaches by prohibiting smoking in contravention of a no smoking sign. No smoking symbols were applied to Town of Cottesloe beach access path local law signs.</p> <p>A smoke-free policy could be extended to local ovals and playing fields. For example, the <u>City of Albany Smoke-free Outdoors Policy</u> requires areas at the Centennial Park Sporting Precinct be smoke-free, including precinct ovals, playing fields, pitches, and spectator areas during organised sporting games, events, and training.</p>
	<p>Adopt and implement a smoke-free policy for all community events sponsored, funded, or organised by the Local Government, supported by signage and the promotion of smoke-free messaging throughout the event.</p>	<p>The <u>City of Albany Smoke-free Outdoors Policy</u> requires City-run outdoor events be smoke-free. Smoke-free signage is to be used to inform the community that the areas are smoke-free.</p> <p>The <u>City of Armadale Smoke Free Outdoor Areas</u> policy prohibits smoking at all Council-run events on its reserves, parks, ovals, and playing fields, and on sportsgrounds during sporting and community events. It requires appropriate signs be used to inform the community.</p>
<p>Reduce the supply of tobacco in the community</p>	<p>Amend applicable town planning schemes to prevent the establishment and development of businesses such as cigar clubs or lounges, specialist tobacconists, shisha bars, e-cigarette stores, or any other emerging business which might undermine efforts to make smoking history.</p>	<p>Local Governments can amend the Zoning Table to designate 'smoking bar/lounge' as a use that is (X) - not permitted by the Scheme in all zones.</p> <p>There are examples of Local Governments in WA rejecting change of use applications that would facilitate proposals for cigar lounges. In 2018, the City of Vincent rejected a change of use application for a commercial premises that would have permitted a cigar lounge. The City of Stirling rejected an application for change of use for a cigar lounge in 2019.</p>



What else can Local Governments do?

- Promote and encourage businesses, organisations, and community, sporting, and cultural groups within the Local Government Area to proactively adopt and implement smoke-free policies.
- Liaise with the Tobacco Control Branch, Department of Health about potential breaches of tobacco control legislation. More information can be found on the [WA Health website](#).
- Install smoke-free signage in your Local Government Area. Examples of friendly purpose-designed smoke-free signage developed by Cancer Council WA can be found on the [Make Smoking History website](#).

In addition, there are a number of programs that address smoking among priority groups including the [Make Smoking History community service program](#), the national [Tackling Indigenous Smoking team](#), and the [Quitline Aboriginal Liaison team](#).

Further information can be found in [Pathway to reducing harmful tobacco use: A guide for local government](#). For more information on smoking and Local Governments, contact the [Make Smoking History team](#) at Cancer Council WA or the [Australian Council on Smoking and Health](#).

Reducing harm from alcohol.





The issue

Alcohol-related harms are high in WA, and include injury, violence, and chronic diseases, such as cancer, stroke, and mental health issues.¹⁴ Although community awareness is relatively low, alcohol is a cause of cancer and is responsible for around 3500 cancers in Australia each year.¹⁵ Alcohol use, even at low levels, is a risk factor for cancers of the mouth, pharynx, larynx, liver, oesophagus, bowel, and breast (in women). There is no safe level of drinking when it comes to cancer risk. The more alcohol a person drinks over a lifetime, the greater their risk of developing alcohol-caused cancers.

There are a number of policies Local Governments can implement to reduce levels of alcohol-related harm, particularly in addressing access to, and the promotion of, alcohol in their local community. The evidence shows increasing the availability of alcohol in communities leads to increased levels of alcohol use and related harms,¹⁶ and exposure to alcohol marketing impacts on the drinking attitudes and behaviours of young people.¹⁷

Community support for action

Importantly, the WA community supports action on alcohol. Almost eight in 10 WA adults believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death, and related issues.¹⁸

What action can Local Governments take?

The objectives and policy priorities focused on reducing harmful alcohol use in the [State Public Health Plan](#) closely align with policy options outlined in the [National Alcohol Strategy 2019-2028](#). Below is a list of actions Local Governments can consider to help reduce harm from alcohol in their community.

Objective	Action	For example
Reduce the availability of alcohol in the community	Adopt and implement a workplace alcohol policy for Local Government staff and elected members that prevents: <ul style="list-style-type: none"> • the use of alcohol on Council property • the use of alcohol at all Council events • alcohol being given as a gift or prize. 	Cancer Council WA encourages Local Governments to be alcohol-free workplaces. For more information on alcohol in the workplace, visit the Alcohol.Think Again website .

	Amend local planning schemes, or adopt and implement a local planning policy that introduces measures to control the number of liquor outlets, as well as land use definitions of liquor outlets.	<p>City of Bayswater District Town Planning Scheme No 24, distinguishes between a small and large liquor outlet (see page 86). There is different land use permissibility for the two types of outlets.</p> <p>The Local Government Town Planning Guideline for Alcohol Outlets provides Local Government with advice on the potential use of town planning instruments and processes to help control and manage alcohol-related development through appropriate strategic planning processes and more specific development mechanisms.</p>
Reduce children’s exposure to alcohol advertising and promotion	Adopt and implement a policy that restricts alcohol advertising on all Council-owned property, including bus stops.	<p>See Appendix 1 for Cancer Council WA recommendations for advertising and sponsorship policies.</p> <p>The City of Kwinana Advertising and directional signage in thoroughfares and on local government property policy states the City will not approve any signage or advertising that in the opinion of the CEO promotes alcohol or the consumption of alcohol.</p>
	Adopt and implement a sponsorship policy that restricts alcohol sponsorship of sporting and cultural events, organisations, or participants (such as sports teams or athletes) within the Local Government Area.	<p>See Appendix 1 for Cancer Council WA recommendations for advertising and sponsorship policies.</p> <p>The City of Fremantle alcohol management policy prevents “alcohol naming rights sponsorship of music events or other cultural events that have a youth-audience focus.”</p>



What else can Local Governments do?

- Support and extend the [Alcohol.Think Again campaign](#) within your Local Government Area. The campaign promotes the National Health and Medical Research Council [Australian guidelines to reduce health risks from drinking alcohol](#).
- Organise and promote alcohol-free events and activities for residents and visitors.
- Encourage the community to voice concerns about inappropriate alcohol advertising by contacting the Alcohol Programs Team at Cancer Council WA or the Alcohol Beverages Advertising Code Scheme.
- Engage with the community and relevant stakeholders to identify local issues and solutions, and develop a coordinated response to prevent and reduce alcohol-related harms. For an example, see the [Cities of Armadale, Canning, and Gosnells Alcohol Action Plan 2019-2022](#).

There are many other ways Local Governments can help reduce alcohol-related harm. Further information on Local Governments and alcohol management can be found in [Managing Alcohol in Our Communities - A Guide for Local Government](#) and WALGA’s [Local Government Town Planning Guideline for Alcohol Outlets](#).



Preventing skin cancer.



SPF
30⁺

The issue

Australia has one of the highest rates of skin cancer in the world.¹⁹ More than 1400 melanomas were diagnosed in 2017 in WA²⁰ and more than 83,000 non-melanoma skin cancer treatments were undertaken in WA in 2014.²¹ Melanoma, the deadliest form of skin cancer, is the most common cancer in young Western Australians aged 15 to 39.²⁰

Skin cancer is largely preventable by reducing exposure to ultraviolet radiation (UVR) from the sun. UVR is a Group 1 carcinogen along with tobacco, alcohol, and asbestos. Local Governments are in a position to have a significant influence on skin cancer risk by reducing exposure to UVR in communities and promoting sun protective behaviours to residents and staff. For example, planning approval processes provide Local Governments with the opportunity to require the provision of shade in new building and development applications, as well as renovations to existing premises. There is also the opportunity when planning and designing healthy active environments to ensure communities are protected from UVR exposure.

Community support

There is strong community support for the introduction of policies that will reduce community exposure to UVR. Community surveys have identified shade as the most important feature in parks,²² and provision of shade in parks has been shown to increase their usage.²³ Ninety five per cent of respondents to Cancer Council WA's 'Shade Stories' survey say they would like an increase in the amount of shade provided across WA, with a similar number of respondents agreeing that Local Governments should use money from Council rates to provide shade.²⁴

What action can Local Governments take?

Below is a list of policies Local Governments can implement to reduce community exposure to UVR. Further details are available in Appendix 1.

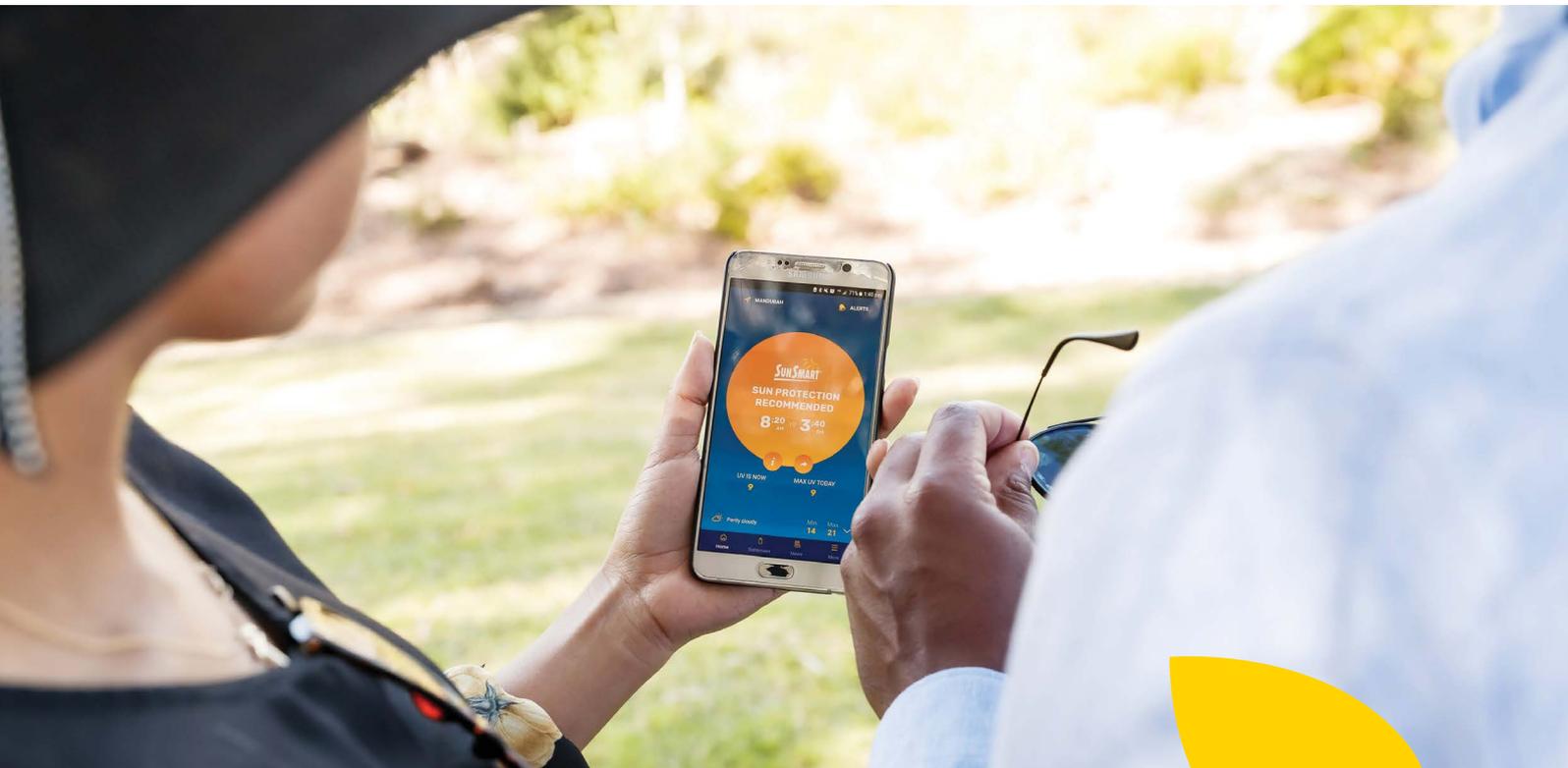
Objective	Action	For example
Reduce ultraviolet radiation (UVR) exposure in the community	Adopt and implement a comprehensive shade policy, informed by The Shade Handbook - A practical guide for shade development in WA , that covers all Local Government: <ul style="list-style-type: none"> • owned or managed buildings and facilities (including those leased, hired, or sub-contracted) • Council-operated premises and Council-provided services. 	When planning liveable active environments and all new public infrastructure, effective shade should be included in all designs. The expectation is that visitors to the area should be able to retreat from the sun if they wish to. Including shade at the planning stage results in designs that are both more cost effective and more aesthetically pleasing than retro fitted shade. Given the high ambient UVR in WA, the return on investment on shade projects will be realised for a minimum of 10 months per year. This increases to 12 months per year in all areas north of Perth. See Appendix 2 for Cancer Council WA recommendations for sun protection policies.
	Adopt and implement a sun protection policy for all Local Government sponsored, funded, and organised community events.	See Appendix 2 for Cancer Council WA recommendations for sun protection policies.

Reduce UVR exposure in staff, volunteers, and elected officials

Adopt and implement a workplace policy for staff, volunteers, and elected officials who participate in outdoor work or activities.

As a minimum, a policy would stipulate the provision of sun protective personal protective equipment (PPE) to staff, volunteers, and elected officials whose work or activities require them to be outside for the majority of their time; and require them to wear the PPE at all times.

Cancer Council's [Skin cancer and outdoor work: A work health and safety guide](#) provides information and advice to understand and implement good sun protection policies and practices in the workplace. It includes a sample UV protection policy for workplaces (page 33).



What else can Local Governments do?

- Conduct shade audits within the Local Government Area to identify the need for shade at public facilities and assess the suitability of existing shade provision (see [The Shade Handbook - A practical guide for shade development in WA](#) for further details on shade audits).
- Organise education sessions on UVR and skin cancer prevention strategies for policy and decision makers within the Local Government. Ensure relevant policy staff is familiar with the practical differences between Infrared and UV radiation (see Appendix 2 for more detail).
- Ensure all Local Government [outdoor events](#) are SunSmart. [SunSmart tips](#) are available to guide sun protection planning, and Local Governments can use the [SunSmart festivals and outdoor events checklist](#).
- Display the [UV widget](#) on Council websites and intranets.
- Use Local Government facilities and property to promote SunSmart campaign messaging.

A comprehensive approach

To have the greatest impact on the community's health, a comprehensive approach to cancer prevention by Local Governments is recommended. There are opportunities for Local Governments to create policies that address a number of key cancer risk factors. For example, Local Governments could adopt and implement:

- A workplace policy that covers healthy food and drink, alcohol use, smoking, and sun protection.
- A sponsorship policy that restricts both alcohol and unhealthy food and drink sponsorship of sporting and cultural events, organisations, or participants (such as sports teams or athletes), particularly when children and young people are likely to be exposed to the unhealthy sponsorship.
- An advertising policy that restricts alcohol and unhealthy food and drink advertising on all Council-owned property.
- A public infrastructure and open space strategy that considers appropriate shade requirements when designing open spaces or public infrastructure such as swimming pools, train stations, bus stop, as well as catering for the recreational, physical, and social needs of the community.





Appendix 1

Cancer Council WA recommendations for
advertising and sponsorship policies



For Local Governments wishing to take action on unhealthy marketing, below are some best practice recommendations from Cancer Council WA. Local Governments are encouraged to introduce policies that apply to both unhealthy food and drink and alcohol products.

Advertising Policy

The *[insert LG name]*:

- Acknowledges that marketing that promotes unhealthy foods, drinks, and alcohol has a negative impact on children's health.
- Acknowledges that *[insert LG name]* advertising spaces can be used to improve messaging to the community, enhance the customer experience, and generate commercial opportunities.
- Will ensure that advertising content displayed on *[insert LG name]* advertising spaces are consistent with *[insert LG name]* public health objectives, and do not promote unhealthy food and drink and alcohol.
- Will ensure that contracts with external advertising companies comply with the advertising policy.
- Will ensure that local businesses are advised of the existence of the advertising policy and encouraged to conform to the advertising policy.
- Will conduct advertising audits within the Local Government Area to identify unhealthy advertising and assess the need for contractual amendments to advertising arrangements.
- Acknowledges that included in scope are advertising spaces owned or operated by *[insert LG name]*, or advertising spaces positioned on land or an asset owned by *[insert LG name]* (and usually leased to a private provider). Advertising spaces also includes common areas, such as in foyers or lifts.
- Excluded from this policy are advertising spaces within a retail outlet's footprint located on *[insert LG name]* property. However, every effort must be made by all parties to comply with this policy to the greatest extent possible.

Sponsorship Policy

The *[insert LG name]*:

- Acknowledges that marketing (including sponsorship of events and individuals) which promotes unhealthy foods, drinks, and alcohol has a negative impact on children's health.
- Will ensure that applicants for sponsorship of *[insert LG name]* events are required to declare the full details of any sponsorship that may result in the promotion of food, drink, or alcohol products or brands (including those to be proposed or confirmed), in association with any program, event or activities of that organisation.
- Will undertake a process to assess the risk of any sponsorship arrangement(s) undermining the public health objectives of *[insert LG name]*.
- Will ensure, any sponsorship of a *[insert LG name]* event does not include the promotion of unhealthy food, drink, or alcohol messages or brands which undermine the public health objectives of *[insert name of LG]*.
- Will ensure that unhealthy food, drink, or alcohol or vouchers will not be provided as prizes or awards.

For the purposes of the Advertising Policy and Sponsorship Policy, unhealthy food and drink shall be as defined by the [National Interim Guide to reduce children's exposure to unhealthy food and drink promotion](#), endorsed by the COAG Health Council. The national guide is based on the Australian Dietary Guidelines and the Australian Guide to Healthy Eating and focuses on the unhealthy food and drink categories most commonly promoted.

An alcohol advertising and sponsorship policy should restrict the promotion of both alcoholic products and zero alcohol products (for example, alcohol-free beer).



Appendix 2

Cancer Council WA recommendations
for sun protection policies



For Local Governments wishing to introduce sun protection policies, below are some best practice recommendations from Cancer Council WA. It is important that prior to policy development, relevant staff within the Local Government understand the critical difference between:

- heat (infrared radiation) and ultraviolet radiation (UVR)
- direct and indirect UVR

Only UVR is related to skin cancer risk, not heat (infrared radiation). The UVR can be high even on cooler days. All sun protection policies should acknowledge UVR and infrared radiation as being separate types of solar energy that have different health effects and require different mitigation strategies. For example, the decision to supply shade at outdoor events should not be based on the expected temperature of the day; it should be the UV forecast that determines this. Sun protection policies should acknowledge the contribution of both direct and indirect UV to total UV load.

The SunSmart team at Cancer Council WA is available to work with Local Governments in developing policies and increasing understanding of the difference between infrared and ultraviolet radiation.

Shade Policy

This shade policy is aimed at reducing ultraviolet radiation (UVR) exposure across the community. The *[insert LG name]*:

- Acknowledges that UVR (ultraviolet radiation) and heat (infrared radiation) from the sun are separate parts of the electromagnetic spectrum that cause different health effects in people and that the provision of shade to mitigate heat does not necessarily reduce UV exposure effectively.
- Will ensure that protection from UVR remains available during the cooler months when heat (infrared radiation) is lower but UVR remains at damaging levels (which occurs when the UV index is above 3).
- Will ensure that the provision of shade will consider both UVR and heat mitigation whenever planning approval is sought and assessed for all new building, structure, or renovation.
- Will ensure that shade will be actively promoted as an approval requirement for both renovations to existing premises and in planning of new buildings and developments.
- Acknowledges that the provision of shade can fall to many Local Government departments and ensure that collaboration between departments in regard to shade is a priority.
- Will ensure that developers are advised of the existence of the shade policy and encouraged to conform to the shade policy.
- Conduct shade audits within the Local Government Area to identify the need for shade at public facilities and assess the suitability of existing shade provision.
- Will ensure that shade is considered when planning all public infrastructure that contributes to active liveable environments.

Sun protection policy for Local Government sponsored, funded, and organised community events

This policy is aimed at reducing ultraviolet radiation (UVR) exposure at local events. When conducting City/Town/Shire events, *[insert LG name]* will wherever practicable:

- Acknowledge that shade is the one form of sun protection that individuals cannot easily supply themselves. It is incumbent on event organisers to supply it where ever possible.
- Schedule events with the UV Index forecast in mind. UV radiation is damaging to unprotected skin when the UV Index is above 3. Consider offering shaded/indoor alternatives when there are scheduling constraints.

- Provide shade and when selecting an outdoor venue, will ensure adequate shade is available and make maximum use of existing shade. Where required, provide portable shade structures.
- Provide at no cost SPF 30+ broad spectrum, water resistant sunscreen to persons who attend the events.
- Ensure employees' role model sun protective behaviour including wearing broad-brimmed hats, sun protective clothing, sunglasses, and sunscreen.
- Encourage volunteers to role model sun protective behaviour including wearing broad-brimmed hats, sun protective clothing, sunglasses, and sunscreen.
- Encourage employees and volunteers to make use of shaded areas when feasible.
- Remind patrons to use sun protection.
- Promote the importance of personal sun protection in pre-event publicity and literature including event flyers, tickets, and programs and announce periodic messages during the event.



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All web links were correct as of November 2020.

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