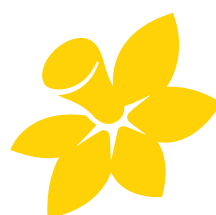


# Local Governments, public health, and cancer prevention.

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

**September 2023**



**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 have identified any of the following key areas for their public health planning:

- Support healthy eating
- A more active WA
- Curbing the rise in overweight and obesity
- Making smoking history
- Reducing harm from alcohol
- Preventing skin cancer



Local governments taking action to address these key areas are also taking action to address risk factors for cancer, and will have broader health benefits since many risk factors are common to other chronic diseases such as heart disease and type 2 diabetes, and other social and community harms.

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 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 2022–2026](#). 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.<sup>1</sup> While postcodes should not determine cancer risk, people in regional areas, for example, are more likely to have unhealthy diets and live with overweight and obesity,<sup>2</sup> smoke,<sup>3</sup> drink at high-risk levels,<sup>4</sup> and be diagnosed with melanoma<sup>5</sup>. 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 address the key areas in the guide, and 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 health promotion officers 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](mailto:livelighter@cancerwa.asn.au)

**Obesity Policy** – [ObesityPolicy@cancerwa.asn.au](mailto:ObesityPolicy@cancerwa.asn.au)

**Make Smoking History** - [MakeSmokingHistory@cancerwa.asn.au](mailto:MakeSmokingHistory@cancerwa.asn.au)

**Alcohol Programs Team** - [alcoholprograms@cancerwa.asn.au](mailto:alcoholprograms@cancerwa.asn.au)

**SunSmart** - [sunsmart@cancerwa.asn.au](mailto: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.

Note: Within Western Australia, the term Aboriginal is used in preference to Aboriginal and Torres Strait Islander, in recognition that Aboriginal people are the original inhabitants of Western Australia. No disrespect is intended to our Torres Strait Islander colleagues and community.\*

Throughout “Local governments, public health, and cancer prevention: Taking action to improve the health and wellbeing of our local communities” we use the term Aboriginal.

\*Government of Western Australia, Department of Health. 2023. Use of the term Aboriginal. <https://www.health.wa.gov.au/Improving-WA-Health/About-Aboriginal-Health/Welcome-to-Country-and-Acknowledgement-of-Traditional-Ownership> accessed 21 August 2023.







**Supporting  
healthy eating, a  
more active WA to  
help curb the rise  
in overweight and  
obesity.**







## The issue

Poor diets and living with overweight and obesity are second only to tobacco use in contributing to preventable burden of disease<sup>6</sup>. When it comes to cancer risk, healthy eating and being physically active can reduce the risk of some cancers, and living with overweight and obesity is a confirmed risk factor for at least 13 cancer types<sup>7</sup> with rates of obesity-related cancers rising in the last 30 years in Australia<sup>8</sup>. Currently, just over one-quarter of WA children (25.2 per cent)<sup>9</sup> and over two-thirds of WA adults (71.2 per cent) have overweight or obesity<sup>10</sup>.

Local governments have the opportunity to improve access to healthy food and drink (and reduce access and promotion of unhealthy food and drinks), through the food options available at local government facilities and events, advertising and sponsorship arrangements and investigating options within the planning framework to improve healthy food access. Design features in neighbourhoods such as safe, connected paths and places for play and recreation can promote active transport and physical activity.

## Community support for action

There is strong community support for policies that support healthy eating and have the potential to 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,<sup>11</sup> and 72 per cent of WA adults are in favour of governments restricting unhealthy food advertisements on public transport and at bus stops<sup>12</sup>.

## What action can Local governments take?

The State Public Health Plan closely aligns with the [WA Health Promotion Strategic Framework 2022–2026](#) when it comes to addressing healthy eating, physical activity and obesity. Below are a number of policies, plans, and strategies that local governments in WA can adopt and implement to strengthen obesity prevention. We encourage local governments to avoid the influence of commercial vested interests (unhealthy food, sugary drink and advertising industries) when it comes to developing policies that impact on community health.

Objective	Action	For example
Increase the provision of, and access to, healthy food and drink options, and reduce access to unhealthy food and drink.	Adopt and implement a workplace healthy food and drink policy for all local government staff and elected members.	<p>The <a href="#">City of Albany Workplace Healthy Catering Policy</a> 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 <a href="#">LiveLighter®</a> website has information on developing or updating a comprehensive healthy eating and drinking policy.</p>



Adopt and implement a healthy food and drink policy that covers all local government:

- owned or managed buildings and facilities (including those leased, hired, or subcontracted)
- council-operated premises and council-provided services
- sponsored, funded, or organised events
- vending machines under local government control.

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:

- 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.

The [Fuel to Go & Play™](#) program can be used by local governments to create healthier food environments in community venues including sport, recreation, entertainment venues, and play centres as well as community events.

The program has comprehensive training, case-studies, templates and promotion materials to support community venues and event organisers offer a healthier food service, including:

- [Community Venue Health Policy template](#)
- [Event Organiser's Guide to Healthier Options, and Healthier Catering Guidelines](#)
- A [Healthier Vendor Guide and Vendor Expression of Interest Form](#)

Healthway has [Healthy Venues grants](#) available to local governments to increase healthy food and drink choices at their venues. Local governments have used funding for [healthy food promotion signage](#).

The [Healthy Options WA: Food and Nutrition Policy for WA Health Services and Facilities](#) ensures that healthy options are available and promoted at WA Health Service retail outlets, vending machines, business catering and fundraising. It uses a traffic light system of food and drink classification to guide what foods can be offered and displayed. Local governments can use the Healthy Options WA policy as a guide.

WA Health has a [fact sheet](#) on how to apply the Healthy Options WA Policy to vending machines.

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, active travel, and promote access to healthy food	Adopt and implement a movement network and transport strategy that considers accessibility, safety, connected movement network, and transport routes, including linking a variety of food retail, services, schools, recreation, and other key destinations with active transport options.	<p>The <a href="#">City of Perth Cycle Plan 2029</a> outlines the City's plan to encourage more people to cycle through:</p> <ul style="list-style-type: none"> <li>• the creation of a strategic cycle network and complementing infrastructure for cycling</li> <li>• active encouragement and promotion of cycling in the City</li> <li>• education initiatives for all road users</li> </ul> <p>Work with local schools to prioritise walking and cycling considering safety infrastructure, traffic calming measures and strategic use of parking around schools.</p> <p>The <a href="#">WA Department of Transport, Active Transport</a> has a number of resources and programs to support safe, well-designed and connected networks.</p>
	Adopt and implement a streetscape design policy to increase walkability and physical activity while ensuring adequate protection from UV radiation.	Refer to the Heart Foundation's <a href="#">Healthy Active by Design</a> <sup>®</sup> and <a href="#">The Shade Handbook</a> 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 <a href="#">City of Rockingham's Planning Policy 3.3.14 – Bicycle parking and end-of-trip facilities</a> 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 Heart Foundation's <a href="#">Healthy Active by Design</a> <sup>®</sup> and <a href="#">The Shade Handbook</a> 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.
- 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.<sup>13</sup> This disproportionately impacts nearly all of the priority groups outlined in the [State Public Health Plan](#) such as Aboriginal people, people experiencing socio-economic disadvantage, people living with a mental illness, and people living in remote and rural areas. There is no safe level of exposure to tobacco smoke. There is still work to be done to reduce the impacts of smoking and exposure to second-hand smoke on the WA community.

The past few years have seen a rapid increase in the use of e-cigarettes (often called ‘vapes’), particularly among young people<sup>14</sup>. Vaping is harmful to health and is a gateway to tobacco use<sup>15</sup>. There is evidence that e-cigarette emissions may harm human health<sup>16</sup>. For the first time since the mid 1990s, teen smoking rates are increasing, tripling between 2018 and 2023<sup>17</sup>. There has also been dramatic growth in the number of vape stores in WA<sup>18</sup> and the widespread availability of e-cigarettes with unknown nicotine content and chemical composition. Public health organisations are calling on the State and Federal Governments to do more to strengthen our laws and improve enforcement in relation to e-cigarettes. Please see the Joint Statement – [WA Government action to address vaping \(June 2023\)](#) by way of background.

## Legislative context

The *Tobacco Products Control Act 2006 (WA)* and the *Tobacco Products Control Regulations 2006 (WA)* are central parts of the legislative framework in respect of tobacco control in WA.

The *Tobacco Products Control Act 2006 (WA)* is an Act to:

- prohibit the supply of tobacco products and smoking implements to young persons.
- regulate the sale and promotion of tobacco products.
- prohibit the sale of products that resemble tobacco products.
- reduce the exposure of people to tobacco smoke from tobacco.

Further information is located at: [Smoke-free WA \(health.wa.gov.au\)](#)

## Smoke-free and vape-free environments

A range of WA legislation limits the environments in which smoking is currently permitted. For example, smoking is currently prohibited:

- In an area that is between the flags or other markers placed on a beach for the purpose of indicating a patrolled swimming area<sup>19</sup>;
- Within 10 metres of children’s playground equipment<sup>20</sup>;
- Outdoor eating areas (unless the place in which the person is smoking is a smoking zone in liquor-licensed premises)<sup>21</sup>;
- In enclosed public places<sup>22</sup>;
- Within five metres of a public entrance to the enclosed public place<sup>23</sup>;
- Within 10 metres of an air intake for air conditioning equipment that is in or on the enclosed public place<sup>23</sup>; and
- In enclosed workplaces<sup>24</sup>.

Evidence shows that increasing smoke-free environments results in many benefits, including protecting non-smokers from exposure to second-hand smoke, supporting current smokers to quit and reduce relapse, and supporting the denormalisation of smoking that reduces uptake among young people<sup>25</sup>. Smoke-free environments 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.

Smoke-free environments can be extended to be vape-free environments in certain circumstances by way of regulation, local laws and policies. Local governments have a role in extending smoke-free environments to capture vaping. This is important so that non-vapers are not exposed to e-cigarette aerosols.

## Community support for action

There is strong community support in WA for continued action to reduce smoking and vaping. An overwhelming majority of WA adults (87 per cent) support creating more smoke-free places in WA<sup>26</sup>, while 83 per cent of WA adults support making all outdoor public places completely smoke-free<sup>27</sup>. There are similarly high levels of public support for making specific WA locations smoke-free, with more than 70 per cent of adults in favour of making Kings Park (73 per cent), Elizabeth Quay (73 per cent) and Yagan Square (72 per cent) completely smoke-free<sup>27</sup>. The WA community supports extending the prohibition of smoking to vaping, with 81 per cent of WA adults of the view that vaping should not be permitted in public places where smoking is banned<sup>27</sup>.

## 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. Below are some examples of actions that a local government in WA can employ to reduce smoking and vaping 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](#)<sup>28</sup>.

Objective	Action	For example
Extend smoke-free and vape-free environments	<p>Use <b>signage</b> at key locations within local government areas to encourage people to refrain from smoking or vaping in the area. For example, signage can be used at:</p> <ul style="list-style-type: none"><li>• bus stops</li><li>• playgrounds</li><li>• skate parks</li><li>• shopping precincts.</li></ul>	<p>Install smoke-free and vape-free signage to encourage people not to smoke or vape at key locations in your local government area. Examples of friendly purpose-designed smoke-free and vape-free signage developed by Cancer Council WA can be found on the <a href="#">Make Smoking History</a> website.</p> <p>Talk with your area Health Service Provider. They may be working on smoke-free and vape-free areas with hospitals or shopping centres in your area and may be able to partner with them.</p> <p>Examples of this partnership approach in relation to smoke-free areas includes:</p> <p><a href="#">Shire of Murray</a> and <a href="#">Town of East Fremantle</a> installed smoke-free signage to some key playgrounds after audits were conducted by South Metro Health Service (SMHS).</p> <p>City of Kwinana partnered with SMHS on their project to make <a href="#">Kwinana Marketplace Shopping Centre Smoke Free</a>.</p>

Adopt and implement a **smoke-free and vape-free policy for all local government-owned buildings, facilities and areas** (including those leased, hired, or sub-contracted).

This may include:

- libraries
- recreation centres
- sporting clubs
- youth centres
- community centres.

The [City of Armadale Smoke-free Outdoor Areas policy](#) prohibits smoking within five 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 can adopt a smoke-free policy which can extend to local ovals and playing fields. For example, the [City of Albany Smoke-free Outdoors Policy](#) requires that areas at the Centennial Park Sporting Precinct are smoke-free, including precinct ovals, playing fields, pitches, and spectator areas during organised sporting games, events, and training.

Local governments may wish to ensure that agreements for use of council buildings, facilities and areas that are leased, licensed, or hired include a smoke-free and vape-free clause for indoor and outdoor areas.

Provide for smoke-free and vape-free areas by way of **local law**, including but not limited to:

- local government facilities
- reserves, parks, ovals, playing fields and open spaces
- beaches and waterfronts
- outdoor shopping strips, malls and other frequently used outdoor spaces.

Adopting local laws to prohibit smoking and vaping, facilitates enforcement of smoke-free and vape-free areas.

WALGA are currently developing suitable local law template provisions to assist local governments that are keen to formally manage smoke-free and vape-free areas.

In 2022 the [City of Vincent](#) introduced Smoke-Free Town Centres Initiative which began as an action in their [Public Health Plan](#). The City of Vincent adopted the Local Government Property Local Law 2021 which has enabled the creation of smoke-free town centres in five different locations. Smoking and vaping is not permitted in those locations. The City of Vincent's comprehensive approach which is outlined on their website includes extensive consultation and strong focus on communication and community education.

Other examples from WA include:

The [City of Perth's Thoroughfares and Public Places Local Law 2017](#) prohibits smoking within any mall reserve.

The [Town of Cottesloe Local Government Property Local Law 2001](#) allows for a determination to be made that a person is prohibited from smoking on specified local government property in contravention of a sign that prohibits smoking. A determination was made in relation to banning smoking on all beaches and foreshore reserves west of Marine Parade and Curtin Avenue. Signs prohibiting smoking were installed as part of the approach.

The [City of Armadale Local Government Property Local Law](#) provides that smoking is prohibited on local government property and vaping is not permitted in any area on the local government property where smoking is prohibited. This local law amendment was a response to community concerns about vaping around the City's Fitness and Aquatic Centre, and was supported by signage and information.



	<p>Adopt and implement a smoke-free and vape-free policy for all <b>community events</b> sponsored, funded, or organised by the local government, supported by signage and the promotion of smoke-free and vape-free messaging throughout the event.</p>	<p>Examples of smoke-free policies include:</p> <p>The <a href="#">City of Albany Smoke-free Outdoors Policy</a> 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 <a href="#">City of Armadale Smoke Free Outdoor Areas policy</a> 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>Adopt and implement a smoke-free and vape-free policy for <b>local government staff and employees</b> which includes smoke-free workplaces, facilities, and vehicles, and provide support for staff to quit smoking.</p>	<p>The <a href="#">Make Smoking History</a> website has information on developing or updating a comprehensive smoke-free workplace policy which includes Quit smoking support. The <a href="#">City of South Perth Employee Code of Conduct 2021</a> provides (in part) that “providing a safe work environment includes providing a smoke-free workplace. This means the use of all tobacco products, including anything that resembles a tobacco product (including e-cigarettes) is prohibited in/on City facilities, buildings, properties, workplaces and within 10 metres of an entrance or window/air conditioning intake”.</p>
<p>Reduce smoking-related premises in the community</p>	<p><b>Amend applicable local planning schemes</b> to prevent smoking-related uses.</p>	<p>Local governments can review and amend their local planning schemes to designate smoking-related uses as a class X use (a use not permitted).</p> <p>The City of Subiaco has designated “restricted premises” as a class X use throughout the City of Subiaco. In the City of Subiaco’s Local Planning Scheme No.5, “restricted premises” means “premises used for the sale by retail or wholesale, or the offer for hire, loan or exchange, or the exhibition, display or delivery of –</p> <p>...</p> <p>(c) smoking-related implements”.</p>
	<p>Create a <b>local planning policy</b> that addresses smoking-related uses within the local government area.</p>	<p>The City of Vincent has adopted the <a href="#">Local Planning Policy: Restricted Premises – Smoking</a>. The purpose of the policy is stated to be “to provide guidance on the exercise of discretion on the operations and location of businesses whose primary purpose is the sale of smoking-related implements or the use of tobacco and tobacco-related products on site”. This local planning policy addresses the location, signage and business operations for uses coming within the scope of the policy.</p>

<p>Reduce the visibility smoking-related uses</p>	<p><b>Create a local planning policy that restricts unhealthy advertising.</b></p>	<p>The City of Vincent has adopted the <u>Local Planning Policy: Signs and Advertising</u> that restricts the signage that may be used in relation to shops where the primary purpose is a smoking-related use.</p> <p>Please note the <i>Tobacco Products Control Act 2006 (WA)</i> and the <i>Tobacco Products Control Regulations 2006 (WA)</i> contain certain provisions in relation to advertising. Similarly, the <i>Tobacco Advertising Prohibition Act 1992 (Cth)</i> and <i>Tobacco Advertising Prohibition Regulation 1993 (Cth)</i> also address advertising.</p>
<p>Report potential breaches of tobacco control legislation</p>	<p>Liaise with the Tobacco Control Branch, WA Department of Health (as appropriate) regarding potential <b>breaches</b> of tobacco control legislation. More information can be found on the <u>Tobacco Products Control Act 2006</u> (<a href="http://health.wa.gov.au">health.wa.gov.au</a>).</p>	



## What else can local governments do?

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 [Aboriginal Quitline](#).

Cancer Council WA have some further [resources](#), including signage templates, that can help local governments get started. The WA Department of Health provides information about the [Pathway to reducing harmful tobacco use: A guide for local government](#).

For more ideas, the [City of Melbourne](#) have the most comprehensive smoke-free and vape-free areas in Australia, with the aim of making the entire Melbourne CBD smoke free. The City of Melbourne has also developed a [step by step guide for local governments](#) that want to develop a smoke-free and vape-free areas.

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, including several types of cancer, stroke and mental health issues.<sup>29</sup> Alcohol is a cause of cancers of the mouth, pharynx, larynx, liver, oesophagus, bowel, and breast (in women). Alcohol is responsible for around 3,500 cancers in Australia each year.<sup>30</sup> There is no safe level of drinking when it comes to cancer risk. The more alcohol a person drinks, the greater their risk of developing alcohol-caused cancers.

There are a number of policies and initiatives 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,<sup>31</sup> and exposure to alcohol marketing impacts on the drinking attitudes and behaviours of young people.<sup>32</sup>

## Community support for action

Importantly, the WA community supports action on alcohol. Seventy-six per cent of WA adults believe that more needs to be done to reduce the harm caused by alcohol, including illness, injury, and death.<sup>33</sup>

## 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. We encourage local governments to avoid the influence of commercial vested interests (alcohol and advertising industries) when it comes to developing policies that impact on community health.

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"> <li>• the use of alcohol on Council property</li> <li>• the use of alcohol at all Council events</li> <li>• alcohol being given as a gift or prize.</li> </ul>	Cancer Council WA encourages local governments to be alcohol-free workplaces.

	<p>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>	<p><u>City of Bayswater District Town Planning Scheme No 24</u> distinguishes between a small and large liquor outlet (see page 87). There is different land use permissibility for the two types of outlets.</p> <p>The <u>Local Government Town Planning Guideline for Alcohol Outlets</u> provides local governments 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>
<p>Reduce children’s exposure to alcohol advertising and promotion</p>	<p>Adopt and implement a policy that restricts alcohol advertising on all Council owned property, including bus stops.</p>	<p>See Appendix 1 for Cancer Council WA recommendations for advertising and sponsorship policies.</p> <p>The <u>City of Kwinana Advertising and directional signage in thoroughfares and on local government property policy</u> 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> <p>The City of South Perth Councillors have <u>voted</u> to commence a procurement process for the supply, installation, and maintenance of bus shelters with advertising space that includes restrictions on the promotion of alcoholic products and the consumption of alcohol.</p>
	<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>	<p>See Appendix 1 for Cancer Council WA recommendations for advertising and sponsorship policies.</p> <p>The <u>City of Fremantle alcohol management policy</u> prevents “alcohol naming rights sponsorship of music events or other cultural events that have a youth-audience focus.”</p>
	<p>Set clear standards in tender specifications, contracts, and agreements with external advertising companies (or other relevant agencies) to restrict alcohol advertising material.</p>	<p>Contact the Alcohol Programs Team (<a href="mailto:alcoholprograms@cancerwa.asn.au">alcoholprograms@cancerwa.asn.au</a>) for suggested wording to include in tenders, contracts and agreements.</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 2023–2026](#).

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  
50<sup>+</sup>



## The issue

Australia has one of the highest rates of skin cancer in the world.<sup>34</sup> More than 1,400 melanomas were diagnosed in 2020 in WA<sup>35</sup> and more than 117,000 non-melanoma skin cancer treatments were undertaken in WA in 2022.<sup>36</sup> Melanoma, the deadliest form of skin cancer, is the most common cancer in young Western Australians aged 15 to 39.

Skin cancer is the most common and costly cancer to treat in Australia.<sup>47</sup> Skin cancer is largely preventable by reducing overexposure to ultraviolet radiation (UVR) from the sun. UVR is a Group 1 carcinogen along with tobacco, alcohol, and asbestos. Local governments can have a significant impact on reducing skin cancer risk by reducing overexposure 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 good quality, adequate shade (both long term and short term requirements) 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 overexposure to UVR.

## 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,<sup>38</sup> and provision of shade in parks has been shown to increase their usage.<sup>39</sup> 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.<sup>40</sup>

## What action can local governments take?

Below is a list of policies local governments can implement to reduce community overexposure to UVR. Further details are available in Appendix 2.

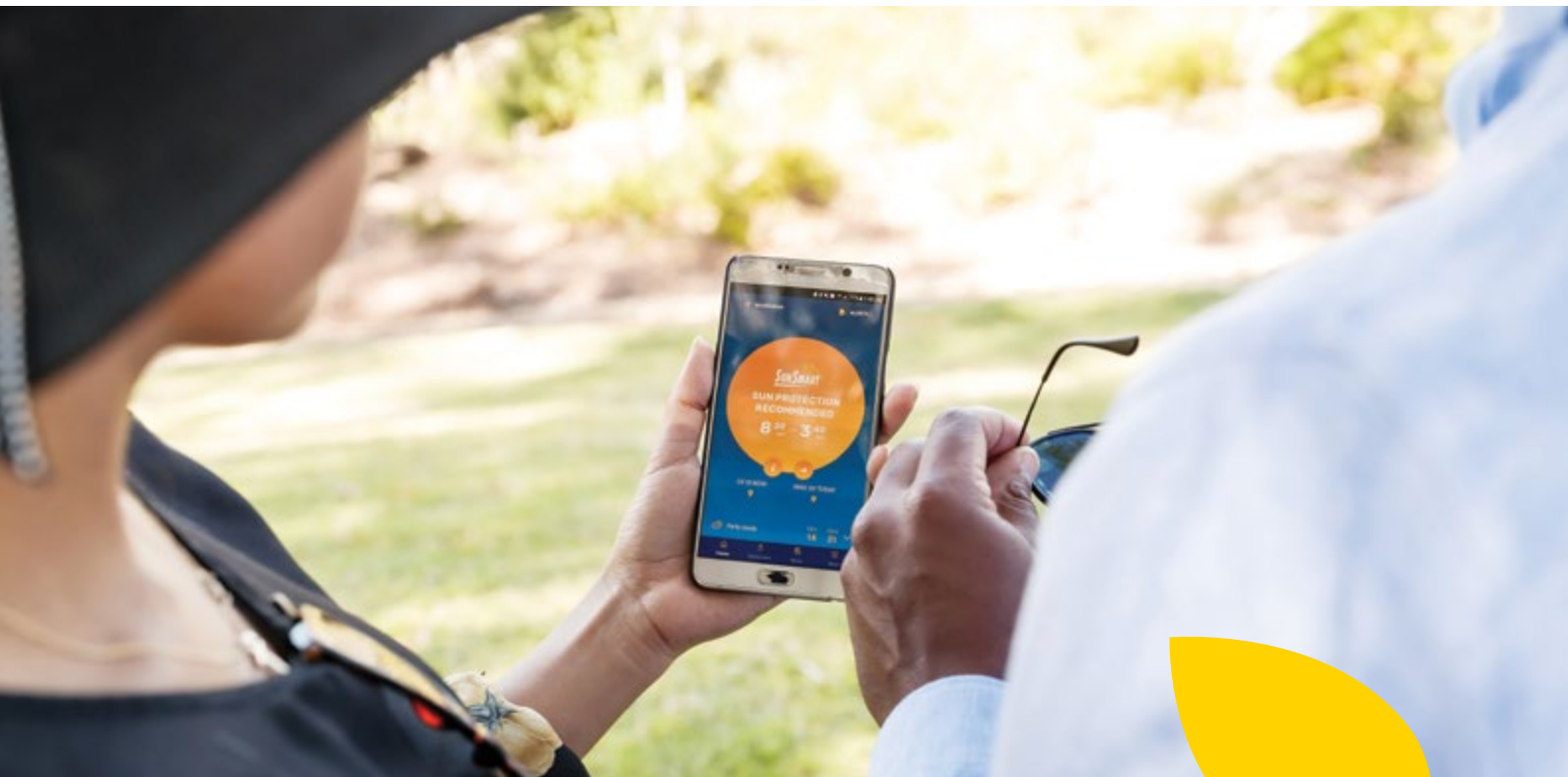
Objective	Action	For example
Reduce ultraviolet radiation (UVR) overexposure in the community	Adopt and implement a comprehensive shade policy, informed by <a href="#">The Shade Handbook - A practical guide for shade development in WA</a> , that covers all local government: <ul style="list-style-type: none"> <li>owned or managed buildings and facilities (including those leased, hired, or sub-contracted)</li> <li>council-operated premises and council-provided services.</li> </ul>	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 overexposure 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).
- Gain insights from the [ShadeSmart](#) program which aims to support landscape architects and other built environment professionals to improve awareness and understanding of quality shade for UV and heat protection.
- 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, Cancer Council WA recommends local government take a comprehensive approach to the key areas outlined in this guide. 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 addresses the provision of healthy food and drink, supports physical activity, restricts alcohol use, smoking and vaping, and supports 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 provide health 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 *[insert LG name]* 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 unhealthy 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 LG name]*.
- 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, zero alcohol products (for example, alcohol-free beer or wine that often share branding with alcoholic products, and alcohol retailers) and alcohol retailers.



# 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

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) overexposure 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 short and long term 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 LG 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) overexposure 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 wherever 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 50+ 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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Level 1, 420 Bagot Road  
Subiaco WA 6008

**W:** [cancerwa.asn.au](http://cancerwa.asn.au)

**T:** 08 9212 4333