



**"A voice for skin care in Wales"**

**"Llais I ofal croen yng Nghymru"**

**Cross Party Group on Skin  
Tuesday 14 March 2017, 6.00 to 7:30pm  
Conference Rooms C&D, first floor, Ty Hywel, Cardiff Bay**

**Chaired by AM- Nick Ramsay**

**Meeting Minutes**

**Attendees:**

1. Nick Ramsay, AM, Chair
2. Mohammad Asghar, AM
3. Sarah Wright, Skin Care Cymru
4. Julie Peconi, Skin Care Cymru
5. Paul Thomas, Chair Skin Care Cymru
6. Jenny Hughes, Consultant dermatologist and Chair All Wales Dermatology Forum
7. Rose Bell, Skin Care Cymru
8. Girish K Patel, Consultant dermatologist
9. Robert Harmer, Almirall
10. Avad Mughal, Consultant Dermatologist
11. Rebecca Jones, Welsh Government
12. Peter Lewis, Welsh Government
13. Rachel Abbot, Consultant Dermatologist
14. Gary Jones, Abvie
15. Dominic Urmston, Psoriasis Association
16. Liz Allen, British Skin Camouflage
17. Ann Davies, Cardiff and Value UHB

18. Sharon Hulley, Cardiff and Vale UHB

19. Sarah Griffiths-Little, Ichthyosis Support Group

### **Apologies:**

Andrew Davies, ABMU; Gail Grant, Abvie; Marian Butchart, Novartis; Henrietta Spalding, Changing Faces; James Partridge, Changing Faces; Beverly Gamble; Richard Logan, ABMU; Diana Perry, ED Society; Sarah Sinstead, Almiral; Richard Oliver, Hyperhydrosis UK; Simon Oates, Mind and Skin; Rob Vine, Skin Care Cymru; Deb Vine, Skin Care Cymru; Sarah Jones, Celegene; Dai Lloyd, AM; Mayda Thomas, Skin Care Cymru, Aled Thomas, Skin Care Cymru;

## **1. Skin Care Cymru's #Dontbealobster Campaign - Paul Thomas, Chair of Skin Care Cymru**

As the plenary session over ran slightly we changed the order of the agenda and Paul Thomas started the meeting with a brief overview of Skin Care Cymru's #dontbealobster campaign. The campaign was a partnership between Skin Care Cymru, and the creative agency WCRS and the PR group MHP who donated their time pro bono to the campaign. It was in response to the rise in skin cancer rates by 63% in Wales in 10 years and a need to change attitudes toward skin cancer prevention.

Paul explained how the campaign had happened quite quickly due to the fact that his daughter was leaving WCRS. The campaign focused around the 'highjacking' of the Welsh Flag and turning the dragon into a lobster to highlight the dangers of not protecting ones' skin in Wales. Over 30 Welsh landmarks agreed to fly the new flag and there was a major online social media presence in the lead up to St David's day when it was revealed that Skin Care Cymru were behind the campaign. Paul explained that overall there had been a quite positive response to the campaign, with Nigel Owens, Jonathon Davies and Michael Sheen tweeting about it. We also had advertising at Wales/Ireland rugby game which was donated by the WRU. Nick Ramsay also had a 90 second slot in Senedd.

The response was fantastic with 46 pieces of coverage: including ITV Wales Online, BBC Wales Radio, BT Online and Yahoo Online. Total potential reach of 38,229,844 .

Next steps include erecting lobster signs on Swansea beaches and hopefully beyond.

Paul said that if anyone wants a lobster flag or wants to help promote the campaign, please get in touch with Skin Care Cymru. (info@skincarecymru.org).

## **2. Co-ordinating skin cancer prevention activities across Wales. - Dr Rachel Abbott, Consultant Dermatologist and Skin Cancer Lead, CAVUHB, Skcin Ambassador and Member of British Association of Dermatology**

Dr Abbot gave a brief presentation on skin cancer prevention in Wales. 86% of Melanoma cases are preventable. In contrast: there is no UK government/ Welsh Assembly funding for skin cancer prevention and in the Cancer Delivery Plan for Wales 2016-2020 there is no mention of skin cancer.

Dr Abbott outlined three ways in which we could prevent skin cancer in Wales:

- Outright ban on sunbeds
- Public Health Wales to co-ordinate skin cancer awareness and prevention campaigns
- Legislation to ensure compliance on recording and reporting data to the skin cancer registry

She outlined the many organisations undertaking campaigns promoting sun protection (including the British Association of Dermatologists 'Be Sun Aware Roadshow' & 'Sun Awareness week' in May and campaigns from the charities Skcin and SunSmart) She stressed the need for better co-ordination of skin cancer prevention activities across Wales. There was a suggestion of this being undertaken by Public Health Wales.

She has recently become a Skcin Ambassador and there was a discussion on local councils becoming more involved.

**Action: JP to make sure lobster animation is on the SCC website and also send the link to the CPG members.**

## **3. Welcome, apologies and previous meeting's minutes- Nick Ramsay**

Nick Ramsay had joined us by this point and apologised for the plenary overrunning. He welcomed the group and we then approved the previous meetings' minutes.

## **4. Planned Care Programme -Dr Peter Lewis, Clinical Lead for the Welsh Government's Planned Care Programme (PCP)**

Dr Peter Lewis, Clinical Lead for the Welsh Government's Planned Care Programme (PCP) presented. He confirmed that dermatology will be the next speciality in the PCP.

The purpose of the PCP is to create sustainable services and better patient experiences. The key principles of these programmes are that they are transformational, balanced, value based and that they empower the patient.

The PCP has recently put out a draft implementation plan for consultation and the inaugural Welsh Dermatology Board as part of the PCP is meeting next Wednesday.

It was suggested that the CPG on Skin may be able to help the PCP with the involving people and understanding the patient experience.

## **5. Update/discussion on dermatology services in Hywel Dda University Health Board and Discussion on the CPG's response to the Vaughan Gething, Cabinet Secretary for Health, Well-being and Sport's letter**

Despite several invitations to come to the CPG on Skin no one from Hywel Dda UHB attended. There was a brief discussion on concerns of provision of care in that large geographical area and of the historical trend of consultants leaving. We also discussed the fact that this was the third CPG on Skin meeting, yet the situation in Hywel Dda has not improved nor has anything been seen to have been done to try to rectify the situation. The message from Hywel Dda seems to be that everything is fine. However, the current level of support from ABMU is not sustainable.

We also felt that we needed to chase Vaughan Gething for a meeting or to attend the next CPG. We will table the next CPG meeting dates and send a sub group to try to meet with him to discuss the situation.

A suggestion was to use the Welsh Dermatology Board as a platform to make suggestions to policy leaders. Also, why aren't the regional AMs engaged in this issue?

Dr Avad Mughal asked about 18 Week Support, an organisation that had been called in to provide waiting list clinics in Hywel Dda. The question was asked as to why an external agency was drafted in to provide the clinics at three or four times the cost of the health board simply asking local dermatologists to do it. No comment was made on this point and nobody from Hywel Dda was there to answer.

**Action: Skin Care Cymru to initiate meeting with small subgroup on behalf of CPG to Vaughan Gething stressing the need for a face to face meeting to discuss the key issues around recruiting and retaining dermatologists in Wales and the situation in Hywel Dda UHB.**

## **6. AOB**

Dominic Urmston suggested that it might be beneficial to approach Professor Christine Bundy, who has recently relocated to Cardiff, to join the group and that he would forward on her email address. Professor Bundy is a psychologist who specialises in patients with long term conditions with particular expertise in the development of psychosocial support services for people with skin conditions.

**Action: Dominic to send Julie details and Julie to contact Professor Bundy to invite her to join the CPG.**

Nick Ramsay thanked the group for their time and their contribution to a lively discussion on the issues surrounding skin care in Wales.

The next meeting will be held in approximately 6 months' time.