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MEETING MINUTES

Friday, March 9, 2018

9:30 a.m. to 11:30 a.m.

Canadian Cancer Society Ontario Division

55 St. Clair Avenue West

St. Clair Room – 5th Floor

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| **Attendees** | Amal Osman, Cathy Therrin, Charlene Hally, Cheryl Rosen, Cindy Gignac, George Kapelos, Georgeanne MacGregor-Fox, Grita Yashpal, Jennifer McWhirter Loraine Marrett, Maria Chu, Melanie Martin, Natalie McKenna, Shannon Carney, Sonya Muntwyler, Susan Flynn, |
| **Not present** | Alexa Cain, Annette Cyr, Chantal Courchesene, Cheryl Peters, Gloria Rachamin, Jennifer Beecker, John Atkinson, Kasthuri Paramalingam, Kim Beregon, Lynn From, Ralph Chou, Sami Qutob, Suzanne Joyal, Thomas Tenkate, |

1. **Welcome**

* Introduction of Grita Yashapl, WECHU. Jennifer introduced Grita. Cindy and Sasha are moving into other roles, so Greta will be representing Windsor-Essex County Health Unit on the OSSWG moving forward.

1. **Chair:** Jennifer McWhirter (University of Guelph)

**Minute Taker:** Susan Flynn (Canadian Cancer Society)

1. **Review and approval of last meeting minutes** – Jennifer

No comments or clarification from members regarding the minutes from the previous meeting.

* **Actions arising from Minutes:** (1)Skin Cancer Messaging Project; (2) CDA nomination; (3) new members/reps from Environment Canada and Ontario MOHLTC
* Discussion of Action 1: The Skin Cancer Messaging Project has completed its activities in this the current OSSWG strategy. Discussed next steps for this working group. Agreed that an activity to review the fact sheets would be considered in the OSSWG next strategic plan 2018-2021.
* Discussion of Action 2: Nomination to CDA award program. Discussion on what OSSWG initiative to nominate. Agreed to nominate the fact sheets and presentations that were developed following the national skin cancer messaging consensus project. **Cheryl Rosen to submit nomination to CDA on Mon, March 12.**
* Discussion of Action 3: Chantal from Environment Canada has stepped off the OSSWG, but we would like to get another representative from this organization. We would also like a member from MOHLTC. As none of the members came forward with contacts at these organizations, **Thomas to reach out to EC and MOHLTC about joining the OSSWG.**

1. **Goal 1: Promote healthy behaviours and advocate and evaluate policies and regulations to reduce sun/UV radiation exposure**

4.1 Bill 30 Evaluation Plan/Project (Jennifer, Kim, Cathy T, Jennifer, Loraine) (10 mins)

* Skin Cancer Prevention Act online survey launched March 1 and will be open for 8 weeks until April 26. At least 6 PHUs have already completed. Takes between 12-35 mins to complete
* Natalie mentioned there is a new MOH in Ottawa who may not have received the survey request. **Natalie to send contact information to Susan/Jennifer**
* Shannon requested the survey and background materials be sent to her**. Jennifer to send.**

4.2 Government Policy Sun/UVR Scan (Alanna Bridgman, Amal, Thomas, Jennifer M, Loraine, Cheryl R, John, Maria, Susan)

* Alanna overviewed goal. Sent out initial outline of scan and working group will meet to review later today

1. **Goal 2: Lead or support sun/UV radiation research and initiatives**

5.1 Research funding submissions update (5 mins)

* Jennifer reported that there is currently no suitable prevention funding available through the Prevention Research Grant or other CCS grant streams
  1. International UV conference, Spring 2018 – (Thomas, George) (5 mins)
* George reported that the conference program is finalized
* There are currently 130 delegates registered. Conference has capacity for 150 so members are encouraged to register soon if planning to attend and/or share with relevant colleagues/networks who may wish to attend.
* The closing session of the conference will be a Community of Practice event. The event will be on Friday, May 4 at noon. The session will be open to the public and is an opportunity to raise awareness of the importance of sun safety/UVR by using narratives of those personally involved with skin cancer. George is working with Alannah Brigman, CCS, CDA and the Melanoma Network to organize.
* Panelists confirmed to present include Emilie van Deventer from WHO, Cheryl Rosen from CDA, John Atkinson/Shawn Chirrey from CCS. CDA is finding a skin cancer survivor to round out the panel
* The UVR working group is hosting a pre-conference workshop (“Bootcamp on Shade”). This workshop will feature many of the shade experts attending the conference. The workshop is being supported by Toronto Society of Architects, Ontario Association of Architects and the Ontario Provincial Planners Institute.
* This workshop will focus on creating shade, its value, and how it can be affected in a community, among other things. It will be a daylong event on Tuesday, May 1. The cost will be $100 plus tax and include a lunch. Promotion and registration will begin week of March 12. Those with an interest in shade are encouraged to attend. Can register through conference webpage or by contacting George next week
* Registration to the conference is not necessary to attend either the Bootcamp or Community of Practice. **George to send details to the OSSWG next week.**
* There were questions regarding registration discounts for OSSWG members and/or the option to purchase a one-day registration. There are no plans for either of these options at the moment. **George to follow up with organizing committee to enquire further.**
  1. Raising profile of OSSWG at UV Conference
* Susan asked group for suggestions on how to increase awareness of the OSSWG and our work at the conference. Suggestions endorsed by group members include having an OSSWG slide in all member presentations, adding OSSWG logo to conference posters, and having an OSSWG ‘ad’ on the conference website. There will also be an opportunity to overview the work of the OSSWG at the Communities of Practice event and to add the logo to Bootcamp promotional materials. **Susan to draft a slide for members to use as part of their presentation.**
* Shannon asked about how the conference would be promoted and followed on social media. There has been some exposure through sponsors Klein Blundell however tools shared by the conference organizers like a dedicated hashtag, sample posts, and a social media calendar would help PHU’s promote the conference through their networks. **George to find out more about social media before and during the conference. Cheryl to follow up with CDA about their conference social media plans.**

1. **Goal 3: Support development and delivery of consistent public health approaches.**

6.1 Skin Cancer Prevention Messaging Project (Cathy, Cheryl R, Jennifer M, Maria, Sonya, Thomas) (5 mins)

* Discussion regarding this project were held at the beginning of the meeting. This working group has completed their activities as outlined in the current strategic period.
* A process to ensure these resources are reviewed and updated when necessary will be added to planning for next strategic plan (2018-2021)
* At the February 2 meeting, Thomas reported that the Sun Safety at Work group were looking at refining occupational sun exposure messaging using a similar approach to this OSSWG messaging project by applying same strategy to new settings. Talking with Carex Canada about this. Cheryl said they will model the messages after this project, too. Thomas was not at the meeting to provide an update on this spin off project. **George to provide update at April 20 meeting.**
* Melanie asked group members about the possibility of collaborating on the production of a tool, for example lip balm, to help raise awareness of sun safe messages in toolkit. Acknowledged that this was a good idea. It would require each member getting budget approval from their health unit for this initiative. This is an initiative that could be pursued in the future and discussed as part of the 2018-2020 workplan strategy development.
  1. Shade Toolkit (On-Hold)
* no updates/not discussed

1. **Goal 4: Increase profile of OSSWG as a credible source of sun/UV radiation information and support**

**7.1 Sun Awareness opportunities 2018**.

* Group continued discussion from last meeting on plans for Melanoma Monday, May 9; Sun Awareness Week, Monday May 28 to Sunday June 3; and Skin Cancer Prevention Month, May.
* Shannon shared that TPH was launching their 2018 Sun Screen Dispenser initiative with 50 dispensers available along the Lakeshore. The ED of David Cornfield Melanoma Fund, a sponsor of the project will be presenting on the project at the UV conference. TPH also hoping to have sun safe messages on TTC bus shelters.

**7.2 Using Social Media to increase profile of OSSWG**

* Susan asked group for input on how social media can be used to help promote the OSSWG. The group discussed having a twitter account and creating a working group to develop a social media twitter strategy including the development of content/creative, and a posting schedule. Group members and other followers will like retweet/share posts with their networks. Events such as Sun Safety week and Melanoma Monday will be leveraged. Working group members will be, (Cheryl R, Jennifer, Maria, Melanie, Natalie, Shannon, Susan) **Susan to plan first meeting for early April.**

**7.3 Skin Cancer Tool Kit online**

* A request was made to move the tool kit contents from the dropbox to the website to increase accessibility for those who may not be able to use Dropbox. **Susan to move tool kit contents to webpage**
* A discussion was had on how to measure uptake and use of the Skin Cancer Tool-kit. **Susan to look at how many times the link from the website has been used to access the dropbox containing the tool kit.**

1. **Goal 5: Raise awareness of the effects of solar and artificial UVR on human health (No current projects)  
   -** not discussed
2. **New Business and updates** (30 mins)

9.1 Member updates  
**Amal** – no updates

**Cathy –** Working with Fleming College Trades and Technologies students to integrate sun safety education into their health and safety program. Uptake will be monitored through pre- and post-survey to monitor.Also, the Shade Working group is working with Education Studies students at Trent University to collaborate on tree inventory project.  
**Cheryl R** – CDA sun awareness group had an abstract accepted to UVSC.   
**George** – Chair of TCPC, Fiona Nelson has resigned. Anne Wordsworth is the new chair.

**Georgeanne –** no update

**Charlene –** no update

**Cheryl R** Working to finalize submission to CDA awards program  
**Jennifer M** – No update  
**Loraine** – No update   
**Maria** – No Update

**Melanie** – No Update

**Nathalie** – Winter Sun Safety messages sent out. Cheryl Rosen presented on Sun Safety on a website for parents.   
**Sonya** – continuing to be the resource person with parents, school children, and workplace sun related safety at their PHU. Interested in Australia campaign called “UV it all adds up” by Cancer Council Victoria– something we might consider as a theme. Planning meetings with Halton parents group to promote through a parenting blog and twitter account  
**Shannon** – There will be 50 sun screen dispensers this summer in Toronto. Shared toolkit with school RNs and has target to reach 4 school this calendar year. Pregnancy to parenting blog related to sun screen and babies in development.

**Susan** – No Update

**Next scheduled meeting is April 20th at 9:30am, Sami to take minutes.**

**Meeting adjourned at 11:10am**

**Next Meetings:**

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| **When:** | **Chair** | **Minute Taker** |
| April 20, 2018 | Thomas Tenkate | Health Canada |
| June 1, 2018 | Jennifer McWhirter | Melanoma Network of Canada |
| September 7, 2018 | Thomas Tenkate | Middlesex-London PHU |
| October 19, 2018 | TBD | Northwestern Health Unit |
| December 7, 2018 | Thomas Tenkate | Ontario MoL |