



SkinCheck at Lend Lease Europe





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Lend Lease is a world-leading international property and infrastructure group, working with communities, clients and colleagues to create positive legacies – from funding a project, right through to developing and constructing state-of-the-art buildings and infrastructure, including hospitals, roads and bridges.

52% of us don't adequately protect ourselves in the sun

Between May and August 2014, the European arm of the company offered a skin cancer screening programme for its employees in partnership with Check4Cancer. Gemma Bourne, Head of Social Sustainability and Lend Lease Foundation (Europe) talks about the implementation and impact of the programme.

How and why did the offer of skin cancer screening come about?

We recently had a significant proportion of our workforce go for a health check which included a lifestyle assessment. The results of the lifestyle assessment showed that 52% of us don't adequately protect ourselves in the sun. Given that skin cancer rates are increasing this is an alarming statistic and we appreciated it was an issue we could do something about.

Had you offered screening before?

In the past we'd had basic skin checks offered through the Lend Lease Foundation, but they were limited in detail and individuals had to pre-select the moles that they wanted to have checked. Whilst this was still a great initiative the majority of us don't have the specialist knowledge to determine which moles we need to have checked versus those that don't. We wanted to provide a much more thorough examination and that's why we chose Check4Cancer. The nurse undertakes a full body check looking at every mole and freckle and a follow-up letter is sent to your GP. Another of the deciding factors in selecting our supplier was the imagery. We were keen to show that sun protection is needed to also avoid long-term skin damage.



How were the screenings implemented?

The checks took place in our offices and on our construction projects throughout Europe. We designated meeting rooms and made them private through privacy screens and Check4Cancer provided all of the equipment. It was a very flexible service and that was a key thing for us. Providing this type of service on a construction project can be quite challenging.

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Presumably that means it's just minutes out of an employee's day?

A consultation lasted 30 minutes from beginning to end, as it was on location it made it easy for everyone to fit it in to their working day. Timing was also key. We also made sure we offered the checks before peak holiday season.

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How many were offered the checks?

Checks were offered to the entire region on a first come first served basis. In total, 35% of our employees had the checks, part way through we had to double the number available as demand was so high. Due to the popularity and feedback we'll make more appointments available when we provide the service again next year.

Why do you think the uptake was so high?

This isn't something that's available on the High Street and where it is available it's costly and time consuming. Being able to access a service like this for free and with the convenience of it being at your place of work is of huge benefit. Through this we were able to offer a service as close as possible to seeing a professional dermatologist.

So, is this now a regular feature for your employees?

For the foreseeable future it will become a regular feature. A key part of skin cancer prevention is monitoring.

What was the detection rate?

About 10% of us were referred for immediate treatment, with a further 10% referred for further GP checks. A number of the referrals are still ongoing which has resulted in surgery for some people.

What does the company itself get out of this?

We care about our employees, and it's a way of showing that we care.

What feedback have you had from your employees?

Overall feedback has been absolutely fantastic, with many colleagues praising the thorough examination, the flexibility and that it could be incorporated into a working day.

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