SUN EXPOSURE AND ASSOCIATED RISKS IN 17 COUNTRIES: RESULTS AMONG «AT-RISK» POPULATION

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INTRODUCTION :

This survey investigates knowledge and behaviors regarding sun exposure among at risk-population compared to population without any medical skin history.

METHODS :

The survey (N= 17,001) was conducted online in 17 countries (5 continents) from 28 September-18 October 2021. Automated selection from the Ipsos online Panel ensured samples of 1,000 individuals/country fit the quotas method based on gender, age, employment status, and country regions. Data covered demographics, phototype, exposure habits and practices, knowledge and understanding of risks. "At-risk" sub-population was defined as individuals with a history of melanoma/non melanoma skin cancer, pre-cancerous lesions, photodermatosis, or currently on photosensitive or immunosuppressive drugs.

RESULTS :

The at-risk population (n=2114) comprised 52% men, average age was 48 years (SD:16.9) and 56% were of phototype 1-2. The population without any past medical skin history in comparison were slightly younger (44.1 years; SD:16.1) and less represented in phototype 1-2 (46%). In terms of medical monitoring, 49% of at-risk population had their moles checked at least once a year by a dermatologist vs 12% of the population without any past medical skin history.

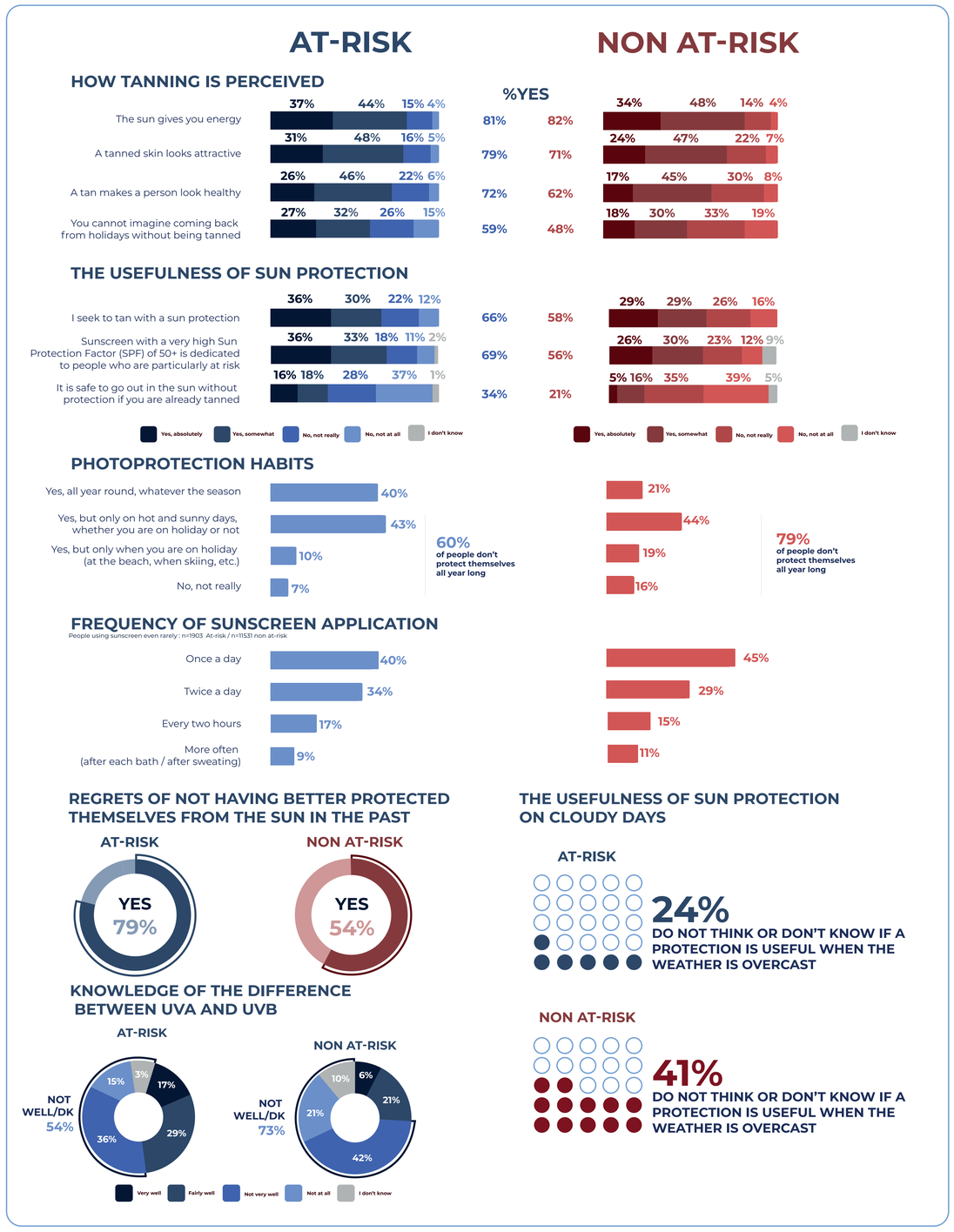
Despite their medical history, 59% of at-risk population cannot imagine coming back from holidays without being tanned (vs 48%). Besides, they are more likely to say that a tan makes a person healthy (72% vs 62%). However, 90% of at-risk population were aware of sun-related skin-health issues (vs 88%). Similarly, at-risk population were more aware of the skin aging risk (87% vs 81%).

In terms of photoprotection, 40% of at-risk population said they protected all year round, vs 21%. During sun exposure, 27% of at-risk population systematically/often used all protections measures vs 10%. Nevertheless, among those who applied sunscreen, only 26% of at-risk population applied every two hours or more often, this low frequency habit was exactly the same among population without any medical skin history. At-risk population have expressed more regret compared to the population without medical skin history: 79% regretted not having previously used better protection in the past vs 54%.

At-risk population shows better knowledge in sun rays: however, still 54% did not understand the difference between UVA and UVB vs 73%. Furthermore, at-risk population have acknowledged the relationship between photoprotection behaviors and the risk of developing skin cancer: the lack of protection during sun exposure (83% vs 75%), chronic exposure (82% vs 73%) and severe sunburns during childhood or adolescence (77% vs 60%).

CONCLUSION :

Although at-risk individuals had better knowledge and sun protection practice, this survey provides insight into the need for additional photoprotection education.



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