

# SUN SAFE BEHAVIOUR SURVEY<sup>1</sup>

## RESULTS

2018 public opinion research and other data reveal positive and worrisome trends in Canadians' attitudes towards sun exposure and sun protection. The Canadian Dermatology Association urges Canadians to adopt sun-safe practices to better protect against melanoma and other forms of skin cancer by wearing protective clothing, a wide-brimmed hat, sunglasses, sunscreen with a minimum SPF 30, and seeking shade between 11 a.m. and 3 p.m.

### KEY OBSERVATIONS

 Canadians have **MISCONCEPTIONS** about certain "sun smart" practices.

 Too frequently, Canadians **FAIL TO TAKE STEPS** to reduce their risk of skin cancer, including melanoma.

### MELANOMA:

An increasing threat FROM 1992 TO 2013, MELANOMA RATES



IN 2017,<sup>2</sup> IT IS ESTIMATED THAT:

**7,200**

Canadians were diagnosed with melanoma skin cancer

**1,250**

Canadians died from the disease

### POSITIVE FINDINGS

**59%** (53% men/65% women) are concerned about the risk of skin cancer

**77%** say using sunscreen is important

**72%** agree it is important to wear sun-protective clothing

**87%** use an SPF of 30 or higher

**58%** conduct self-examinations of their skin

**34%** ask their doctor/dermatologist to conduct skin examinations

**59%** say it is important to stay out of the sun between 11 a.m. and 3 p.m., an increase of 10 percentage points from 2017

### FINDINGS OF CONCERN

**60%** falsely believe some sun exposure without sunscreen is needed to meet vitamin D requirement, up from 52% in 2017

**18%** use sunscreen daily

**10%** of 16- and 17-year-olds use sunscreen daily

**52%** say a tan gives the impression of good health

**23%** believe getting a sunburn is the first step to getting a tan, up from 17% in 2017. Sunburn can increase the risk of melanoma

**14%** strongly agree sunscreen is safe to use, down from 25% in 2017<sup>3</sup>

**25%** agree that the dangers of sun exposure are exaggerated

**69%** say they wear sunglasses with UV protective lenses when outdoors, all year round, down from 73% in 2017, despite 90% rightly agreeing that excessive exposure to sunlight can damage their eyes

To view the complete 2018 Sun Awareness Survey, visit [dermatology.ca/statistics](http://dermatology.ca/statistics)

<sup>1</sup> The CDA has commissioned its Sun Awareness Survey every year since 2015. The questions for the most recent survey were fielded on Ipsos's Canadian online omnibus between September 5 and 11, 2018, to a representative sample of 1,204 Canadians, age 16 and older.

<sup>2</sup> Canadian Cancer Society data.

<sup>3</sup> The Canadian Dermatology Association supports the use of sunscreen as an effective and safe means to provide protection from the sun's harmful rays. There is strong scientific evidence of the adverse effects of UV exposure in contrast to the hypothetical negative effects of sunscreen on your health.