

# SUN SAFE BEHAVIOUR SURVEY 2019<sup>1</sup>

2019 PUBLIC OPINION RESEARCH AND OTHER DATA REVEAL **POSITIVE AND WORRISOME TRENDS**

## KEY OBSERVATIONS



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



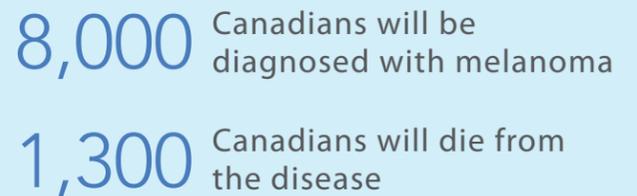
Too frequently, **Canadians FAIL TO TAKE STEPS** to reduce their risk of skin cancer, including melanoma

## MELANOMA<sup>2</sup>: An increasing threat

SINCE 1994, melanoma rates have increased:



2020 estimates indicate:



## POSITIVE FINDINGS



## FINDINGS OF CONCERN



## PROTECT YOURSELF against melanoma and other forms of skin cancer



- Wear protective clothing, a wide-brimmed hat, sunglasses, and minimum SPF 30 (or higher) sunscreen.
- Seek shade between 11 a.m. and 3 p.m.



To view the complete 2019 Sun Safe Behaviour Survey, visit [dermatology.ca/statistics](http://dermatology.ca/statistics)

<sup>1</sup> The CDA has commissioned its Sun Safe Behaviour Survey every year since 2015. The questions for the most recent survey were fielded on Ipsos's Canadian online omnibus between September 6 and 12, 2019, to a representative sample of 1,228 Canadians, age 16 and older.

<sup>2</sup> 2019 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.