



## Sun habits of the Danes during the summer in Denmark 2013

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Danish title: "Danskernes solvaner i den danske sommer 2013 – en kortlægning"

### Summary

There is a clear link between UV radiation and the development of skin cancer and malignant melanoma. Up to 90% of all incidences of skin cancer and malignant melanoma can be directly linked to UV radiation. Therefore, informing Danes about taking care in the sun has great preventative potential. In 2007 the Danish Cancer Society and TrygFonden launched the campaign "Reduce your sun between 12 & 3 pm" (the sun safety campaign), designed to reduce Danes' exposure to UV radiation.

Each year the sun safety campaign evaluates the Danes' sun habits during the summer in Denmark, on holiday in sunny destinations abroad and from sunbeds to get an impression of the amount of UV radiation Danes are exposed to and to assess focus areas for future campaign initiatives.

This report summarises the sun habits of Danes during the 2013 summer in Denmark. The report is based on data from an online survey carried out among 4,022 Danes aged 15-64. The survey was carried out by the research agency Userneeds, and data are nationally representative in terms of gender, age and region. Those surveyed were asked about their own sun habits during the summer in Denmark, and respondents with children aged under 18 living at home were also asked about the sun habits of their children. Where possible and relevant, this report illustrates development in the sun habits of Danes between 2007-2013.

### SUN HABITS OF ADULT DANES DURING THE SUMMER IN DENMARK (AGED 15-64)

#### Spending time in the sun during the summer in Denmark

73 % of Danes aged 15-64 spent more than half an hour in the sun between noon and 3 pm on *days off* during the summer in Denmark 2013. By far the majority of Danes are therefore in the sun in the middle of the day on days off for long enough to make sun protection necessary. At the same time 47% of Danes aged 15-64 state that they spent more than half an hour in the sun between noon and 3 pm on *weekdays* during the summer in Denmark. This also makes it relevant for many people to consider sun protection during the week.

#### Danes' awareness, prioritisation and use of the sun safety advice

The Danish Cancer Society and TrygFonden's sun safety campaign recommends that the following sun safety advice is followed during the summer in Denmark when the UV-index is three or above:

- 1) *Shade (siesta): Seek shade between 12 and 3 pm*
- 2) *Sunhat: Wear a sunhat and clothes that cover the body, upper arms and thighs*
- 3) *Sunscreen: Use factor 15 sunscreen where clothes do not cover the skin*

Almost two thirds (64%) of survey respondents could name unprompted at least one of the pieces of advice above, while a quarter (26%) could name all three pieces of advice. From 2012 to 2013, unprompted awareness of the sun safety campaign’s advice has increased. When respondents are presented with the sun safety advice, 92% can recall having heard at least one of the pieces of advice before, while 65% can recall having heard all three.

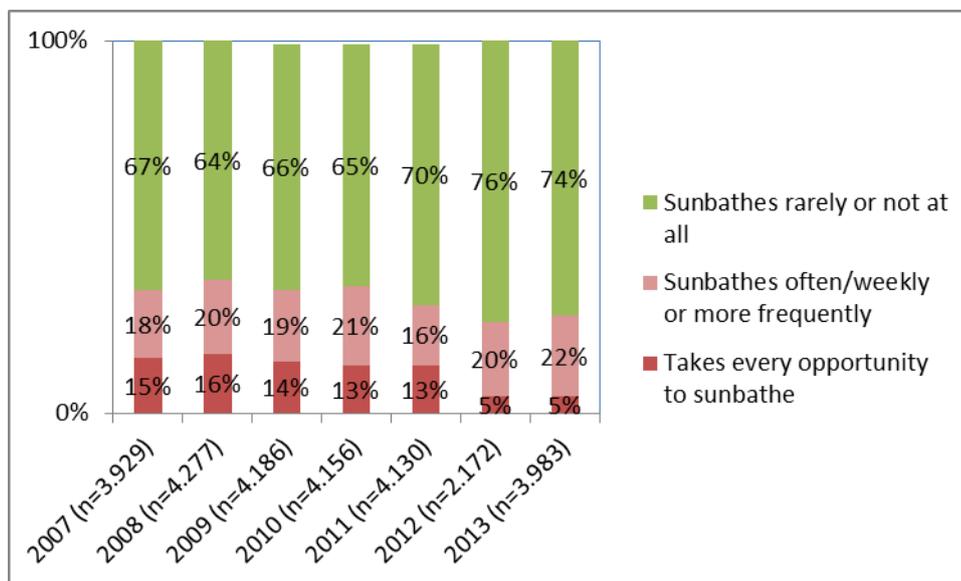
According to the sun safety campaign, the sun safety advice is prioritised so that “Shade” is the most important piece of advice followed by “Sunhat” and “Sunscreen”. One in five aged 15-64 (22%) knows that the sun safety advice should be prioritised while 68% believe that all the pieces of sun safety advice are equally important.

“Shade” and “Sunscreen” are the most widely used pieces of sun safety advice between noon and 3 pm on days off when the sun is shining in Denmark. In particular, Danes use the sun safety advice to avoid redness and sunburn.

### Sunbathing

Almost one in four of those aged 15-64 (23%) sunbathe<sup>1</sup> often or take every opportunity to sunbathe on days off when the sun is shining during the Danish summer. More women than men sunbathe and younger respondents sunbathe more than older respondents. The proportion of those who take every opportunity to sunbathe has fallen from 16% in 2008 to 5% in 2013.

*Development in sunbathing habits of the Danes 2007-2013<sup>2</sup>*



<sup>1</sup> Sunbathing is defined as “lying or sitting in the sun with few clothes on in order to get a tan”.

<sup>2</sup> Some of the columns do not exactly total 100% because of rounding up.

### **Sunburn and other negative consequences of the sun**

The proportion of Danes aged 15-64 who are sunburnt<sup>3</sup> in Denmark has fallen from 30% in 2011 to 25% in 2013. Most sunburn occurs in the month of July and the most frequently cited reason for sunburn is forgetfulness: Two thirds (67%) of respondents who had been sunburnt state that they were sunburnt because they forgot sun protection. Respondents state that they were sunburnt in particular in the garden/apartment courtyard, on the beach/swimming by the harbour and on outings.

### **Perception of pale and deeply tanned appearances**

If a person is not tanned, the majority think that it signals delicate skin/skin that does not tan, that the person looks after his skin, and/or that the person spends a lot of time indoors.

If a person is deeply tanned, the majority think that it signals an artificial appearance, that the person prioritises appearance above health, and/or that the person does not care about his skin.

### **SUN HABITS OF CHILDREN AND YOUNG PEOPLE DURING THE SUMMER IN DENMARK (AGED 0-17) – ACCORDING TO THEIR PARENTS**

#### **Time spent in the sun by children and young people**

According to parents, six out of ten (60%) children and young people aged 0-17 spend more than half an hour in the sun in the middle of the day *on days off*, and half (49%) are in the sun for longer than half an hour in the middle of the day *on weekdays*.

Children aged 0-11 spend almost equal amounts of time in the sun on days off and weekdays, while young people aged 12-17 spend much longer in the sun on days off than on weekdays.

#### **Use of sun safety advice by children and young people**

According to parents, "Sunscreen" is the most widely used piece of sun safety advice among children and young people aged 0-17.

Both children aged 0-11 and young people aged 12-17 use the sun safety advice "Shade" to an equal degree, but the other pieces of sun safety advice ("Sunhat" and "Sunscreen") are used more by those aged 0-11 than those aged 12-17.

#### **Sunbathing among 12-17-year-olds**

According to parents, six out of ten (64%) young people aged 12-17 either took every opportunity to sunbathe, sunbathed often or sunbathed rarely during the summer of 2013.

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<sup>3</sup> Sunburn is understood to mean "Any form of redness, discomfort, pain or blistering of the skin that lasts longer than 12 hours following time spent in the sun".

The proportion of young people aged 12-17 who often sunbathe or who take every opportunity to sunbathe has risen from 18% in 2012 to 25% in 2013. Sunbathing is most widespread among girls aged 12-17.

According to their parents, more than one in ten (12%) young people aged 12-17 who sunbathed in the summer of 2013<sup>4</sup>, was five-years-old or younger the first time they sunbathed.

### **Sunburn among children and young people**

According to parents, 11% of those aged 0-17 were sunburnt in Denmark between September 2012 and September 2013. This proportion does not differ significantly from the proportion in 2012. Young people aged 12-17 were sunburnt more than children aged 0-11.

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<sup>4</sup> Young people aged 12-17 sunbathed during the 2013 summer if their parents stated that their child aged 12-17 took every opportunity to sunbathe, often sunbathed or rarely sunbathed during the Danish summer of 2013.