



Sun habits of the Danes during the summer in Denmark 2015

*The Danish Cancer Society and TrygFonden smba (TryghedsGruppen smba) June 2016.
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Summary

In 2007 the Danish Cancer Society and TrygFonden launched the campaign "Reduce your sun between 12 and 3 pm" (the sun safety campaign). This campaign is designed to reduce Danes' exposure to UV radiation and over time reduce the proportion of Danes affected by skin cancer and melanoma.

This report summarises the sun habits of the Danes in the Danish summer 2015 and the development in the sun habits of the Danes between 2007 and 2015.

SUN HABITS OF ADULT DANES IN THE SUMMER IN DENMARK (15-64-YEARS-OLD)

Sunbathing

5% of 15-64-year-old Danes took every opportunity to sunbathe, while 18% often sunbathed on sunny days off during the Danish summer in 2015. More women than men and more young people than old people often sunbathed or took every opportunity to sunbathe. The proportion who take every opportunity to sunbathe has fallen from 15% in 2007 to 5% in 2015. There is no significant difference between the sunbathing behaviour of Danes in 2012 and 2015 respectively, but the proportion who sunbathed in 2015 was lower than the proportion in 2013 and 2014.

Sunburn

23% of Danes aged 15-64 were sunburned during the Danish summer in 2015. More young people than older people are sunburned. The proportion of people who are sunburned during the Danish summer has fallen from 30% in 2011 to 23% in 2015. Danes are most often sunburned in the garden or yard and 70% state that they were doing something *other* than sunbathing when they were sunburned. 78% of Danes know that sunburn increases the risk of cancer.

Danes' knowledge of the sun safety advice and its prioritisation

The Danish Cancer Society and TrygFonden's sun safety campaign recommends following the sun safety advice below during the summer in Denmark when the UV Index is 3 or above:

- 1) Shade: Seek shade between 12 & 3 pm.
- 2) Sunhat: Wear a sunhat and clothes that cover the body, over arms and thighs.
- 3) Sunscreen: Use factor 15 sunscreen on skin not covered by clothes.

17% of Danes can name all three pieces of sun safety advice unprompted, while 54% can remember all three when they are presented with them.

The sun safety advice is prioritised so that "Shade" is the most important piece of advice followed by "Sunhat" (hat and clothes to cover up) and then "Sunscreen". Almost one in four Danes (22%) knows that the pieces of sun safety advice should be prioritised in a certain order, and 12% of Danes know that shade is the most important piece of sun safety advice.

Danes' use of the sun safety advice

The sun safety pieces of advice on shade and sunscreen are most often followed by Danes. 36% of Danes often or always sought shade between noon and 3 pm on sunny days off; 34% often or always used sunscreen; 27% often or always wore clothes to cover up; and only 9% often or always wore a sunhat. Shade and sunscreen were the most widely used pieces of sun safety advice among both men and women, but more women than men used shade and sunscreen while more men than women wore sunhats and clothes to cover up.

71% of Danes aged between 15-64 always or often followed at least one of the pieces of sun safety advice or were always or often indoors on sunny days off during the Danish summer.

Awareness of the UV Index

89% of Danes have heard of the UV Index, but only 24% know that sun protection is necessary if the UV Index is three or above.

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

Sunbathing among children and young people according to their parents

According to their parents, 15% of young people aged 12-17 often sunbathed or took every opportunity to sunbathe on sunny days off during the Danish summer 2015.

Sunburn among children and young people – according to their parents

11% of children and young people aged 0-17 were sunburned during the Danish summer 2015. More young people aged 12-17 were sunburned compared to children aged 0-11 (14% compared with 9%)

Use of sun safety advice by children and young people – according to their parents

Sunscreen was the most widely used form of sun protection among children and young people aged 0-17. All of the pieces of sun safety advice were followed more by children aged 0-11 than by young people aged 12-17.