



Sun habits of the Danes during the summer in Denmark 2014

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Summary

Up to 90% of all incidences of skin cancer can be directly attributed to UV radiation. Therefore, there is great preventative potential in inspiring Danes to take care in the sun. In 2007 the Danish Cancer Society and TrygFonden launched the campaign "Reduce your sun between 12 and 3 pm" (the sun safety campaign), designed to reduce Danes' exposure to UV radiation.

This report summarises the sun habits of the Danes in the Danish summer 2014 and the development in the sun habits of the Danes between 2007 and 2014.

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

Sunbathing¹

3% of Danes took every opportunity to sunbathe while 25% often sunbathed in the summer in Denmark in 2014. More women than men, and more young people than older Danes, often sunbathed or took every opportunity to sunbathe.

The proportion who took every opportunity to sunbathe has fallen from 15% in 2007 to 3% in 2014.

Sunburn

More than one fifth (22%) of Danes were sunburned during the summer in Denmark in 2014. More young people than old people were sunburned. The proportion of those sunburned during the summer in Denmark has fallen from 30% in 2011 to 22% in 2014. In other words, 27% fewer Danes were sunburned in the summer of 2014 compared with the summer of 2011.

Danes were most often sunburned in the garden or yard, and typically when they were sunbathing or gardening.

Danes' knowledge of the sun safety advice and its prioritisation

The Danish Cancer Society and TrygFonden's sun safety campaign recommends that the following pieces of sun safety advice are followed during the summer in Denmark when the UV Index is 3 or above.

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

¹ Sunbathing is defined as "lying or sitting in the sun with few clothes on – to get a tan".

24% of Danes can name all three pieces of sun safety advice unprompted, while 57% 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 that cover up) and then "Sunscreen". One in four Danes knows that the pieces of sun safety advice should be prioritised in a certain order, and 13% know that shade is the most important piece of sun safety advice.

Danes' use of the sun safety advice

Shade is the piece of sun safety advice that most Danes often or always used during the Danish summer 2014 (44%). Slightly fewer used sunscreen (36%), while only 27% wore clothes to cover up, and only 11% often or always wore a sunhat. Among both men and women, sunscreen and shade were the pieces of sun safety advice that were most followed, but more women than men used shade and sunscreen and more men than women wore sunhats and clothes to cover up.

Awareness of the UV index

Over 90% of Danes have heard of the UV Index, but only 26% 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

Almost one quarter (22%) of young people aged 12-17 sunbathed often or at every opportunity during the summer in Denmark in 2014. In particular, young girls sunbathed.

Sunburn among children and young people

8% of children aged 0-17 were sunburned during the summer in Denmark in 2014. More 12-17-year-olds than 0-11-year-olds were sunburned (14% compared with 5%).

Use of sun safety advice by children and young people

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