

AN INTERNATIONAL SURVEY ON SUN EXPOSURE AND SKIN CANCER PREVENTION

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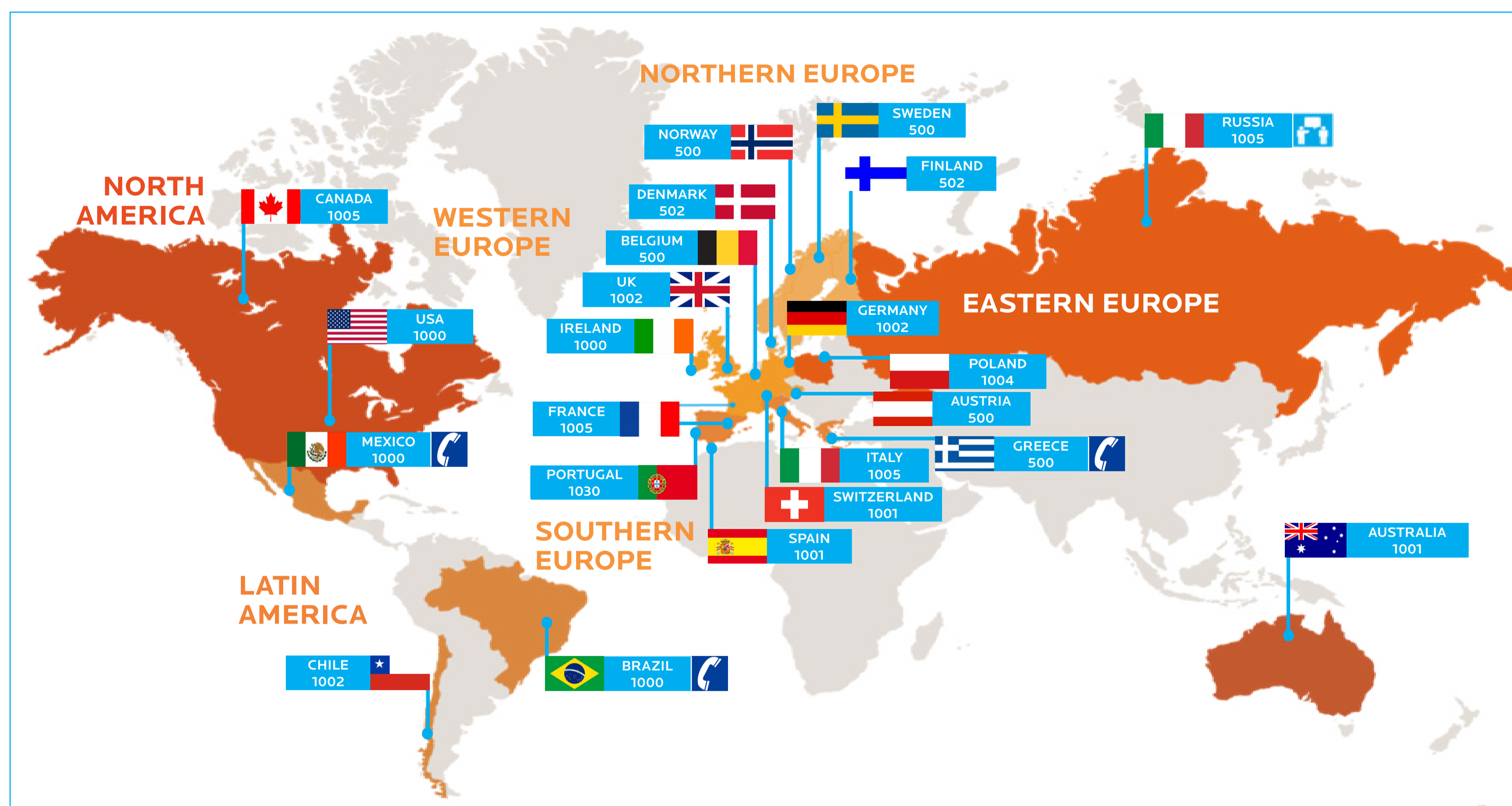
INTRODUCTION

The incidence rate of melanoma has doubled since 1973 and sun exposure is a known risk factor for melanoma. The objectives of this survey, carried out between December 2014 and January 2015 in 23 countries and covering 19 569 persons, was to describe sun exposure behaviours and skin cancer prevention habits all around the world.

MATERIAL AND METHODS

During this survey, a sample of 19 569 persons representative of each national population of 23 different countries, was questioned on their sun exposure prevention habits, perception of sun, knowledge of the risks and signs of sun exposure and dermatologist visit habits for a skin examination.

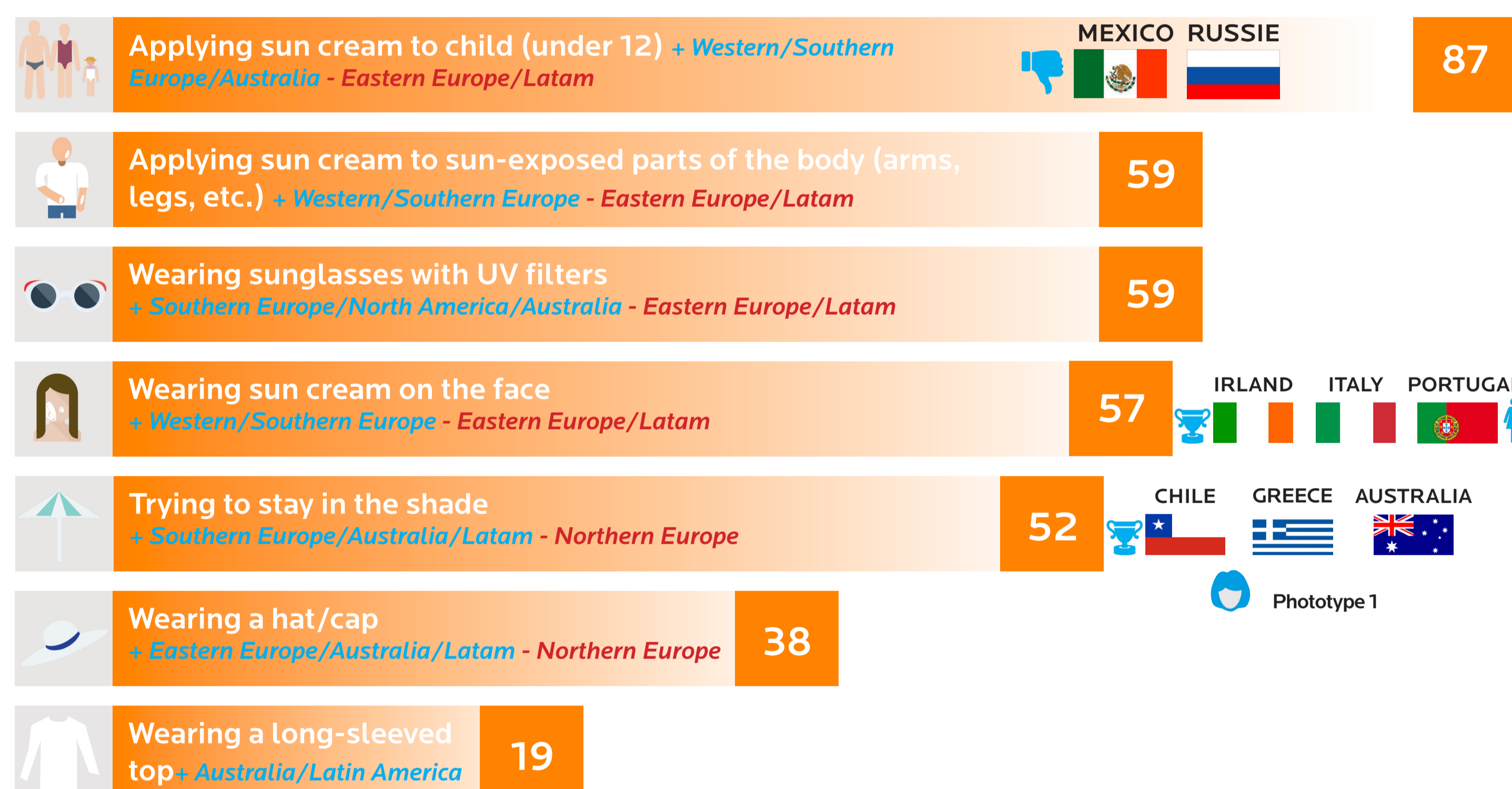
19 569 INTERVIEWS, 23 COUNTRIES



RESULTS

Sunscreens and sun-glasses are the most common measures of prevention, far ahead of the using clothes or seeking shade. Protection of children under 12 with sunscreen is the most widespread habit.

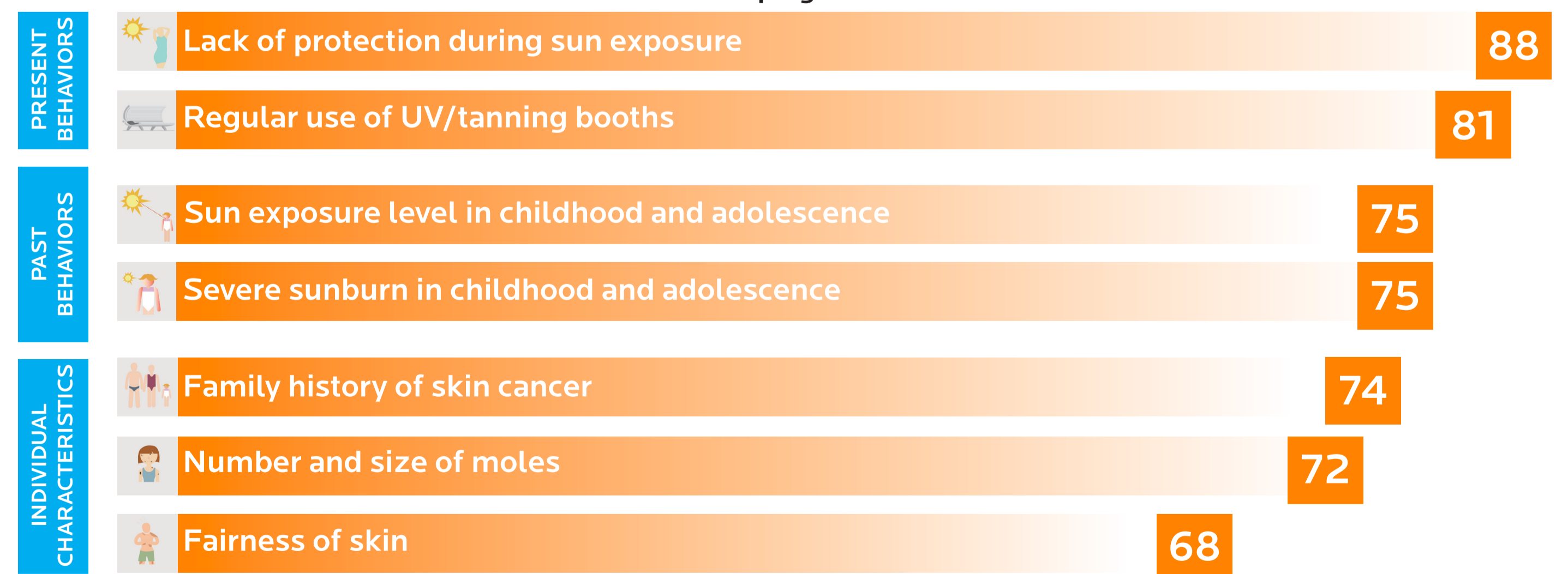
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There is no country singularity on sunscreen usage; the champions are Southern Europe for the face and Western Europe for the body. In Latin America, sun avoidance is preferred; Australians have a greater diversity of sun safe behaviours; and a more systematic protection is noticed in at risk regions such as Southern Europe and Australia.

A variable level of sun-protection was noted by education level and Socio-Professional Category (SPC), gender, skin type and age.

IN-DEPTH KNOWLEDGE OF RISKS... The risk of developing skin cancer is linked to...



The knowledge level of sun exposure risks and signs of skin cancer is generally high. The risks identified are primarily those related to current behaviour (sun-exposure or frequent use of tanning booths), more so than past behaviour (childhood) or the inherent characteristics of the individual (skin colour, number and size of moles). Women appear slightly better informed than men and the level of information increases with age, SPC and education level.

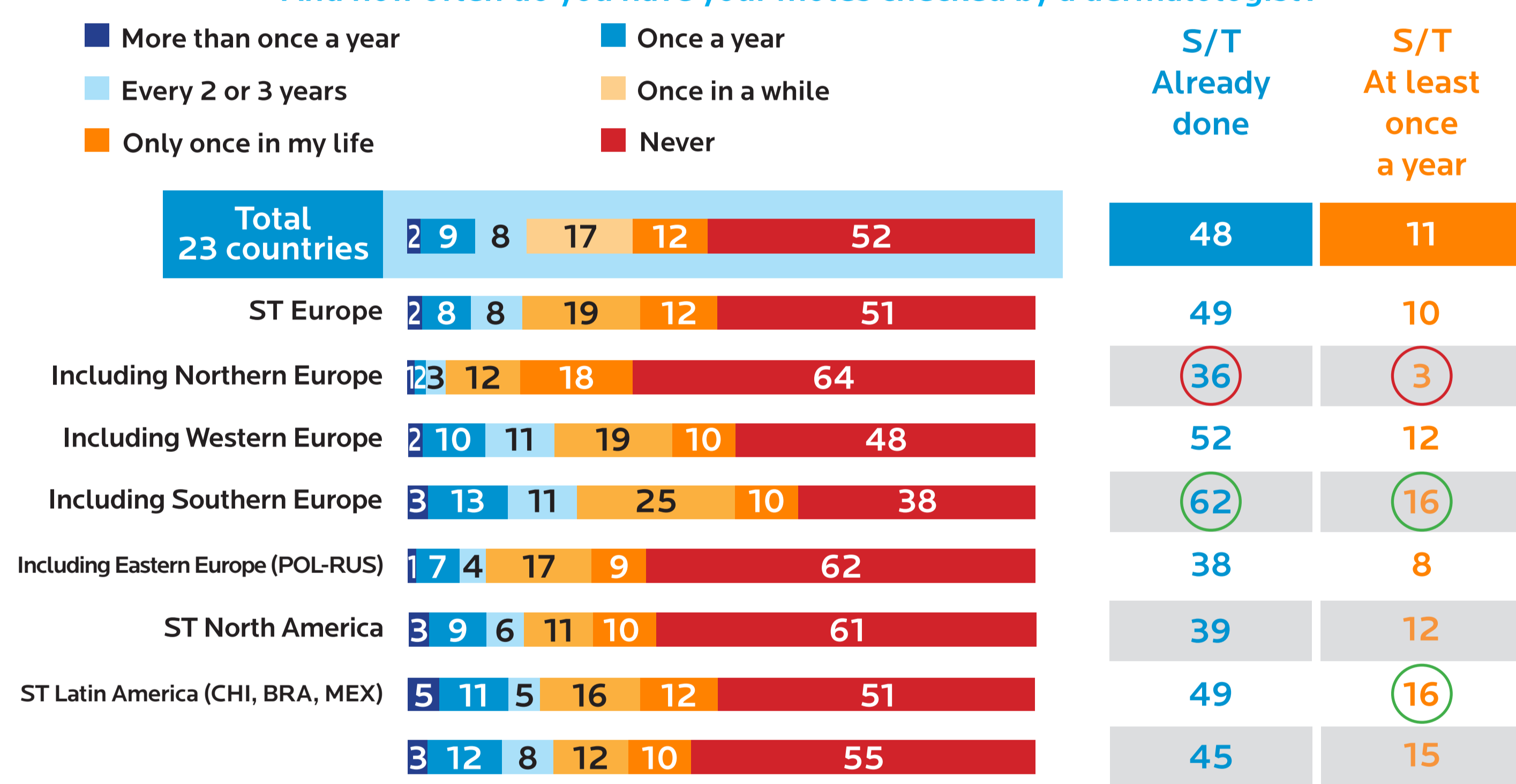
CONCLUSION

In regards to skin cancer prevalence and screening initiatives, this survey provided new insight regarding the behaviors related to sun exposure habits, measures of prevention and early detection via skin examination in 23 different countries. The results clearly indicate that despite global awareness regarding the risks of sun exposure, sun safe behaviours (including regular skin checks) are still low. Related ongoing education is still required!

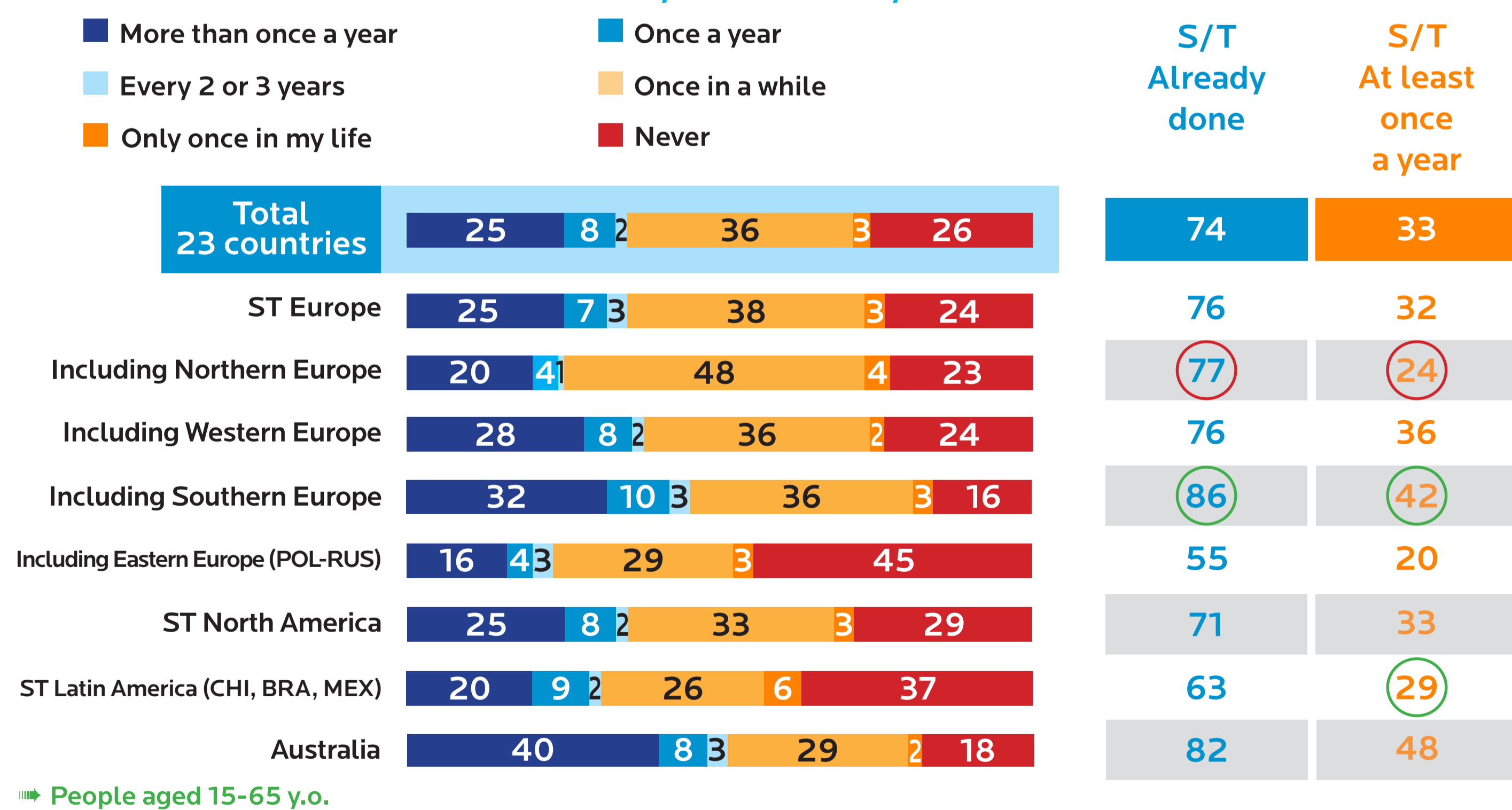
Australia and the UK stand out with above average knowledge (both on the risks and signs of skin cancer); Russia and Mexico show a higher information deficit. Italy is also down in terms of knowledge of the risks.

The level of skin check (whether a self-check or a dermatologist consultation) too often remains below the recommended frequency of at least once a year.

And how often do you have your moles checked by a dermatologist?



How often do you self-check your own moles?



People aged 15-65 y.o.

Consultation rate and self-monitoring are more frequent for women and also progress with age. The proportion of those that do one once a year at least is similar in all age groups (around 10-11%). They clearly progress with SPC and education level. Dermatologist consultation and self-examination rates are also linked to the skin phototype (even if less than the photoprotection) with a peak for phototype I. In terms of region, Australia and southern Europe are also ahead, followed by Western Europe. Latin America is close to the average but North America and Northern Europe are more below the average and even more Eastern Europe (particularly Russia).