LA ROCHE POSAY
LABORATOIRE DERMATOLOGIQUE

GLOBAL SURVEY REVEALS DEMAND FOR ADDITIONAL **PHOTOPROTECTION EDUCATION** IN AUSTRALIA[1]

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INTRODUCTION

Skin cancer rates

Skin cancer is one of the most common types of cancers diagnosed, and rates have been increasing rapidly over the last decade.[2] Australia experiences some of the highest rates of skin cancer worldwide, with 2 in 3 Australians developing skin cancer before the age of 70.[3]

Sun exposure

Skin cancer prevalence is directly correlated with sun exposure.[4] UV rays present in sunlight can penetrate the skin and result in DNA damage. Australia ranks second worldwide for the highest ultraviolet radiation.[5]

Photoprotection education

Despite being highly preventable, skin cancer prevalence continues to be a major burden on the healthcare system.[3] Lack of photoprotection education underpins this widespread prevalence and improvement to education practices is crucial to changing behaviours and attitudes towards photoprotection.[6]

AIM

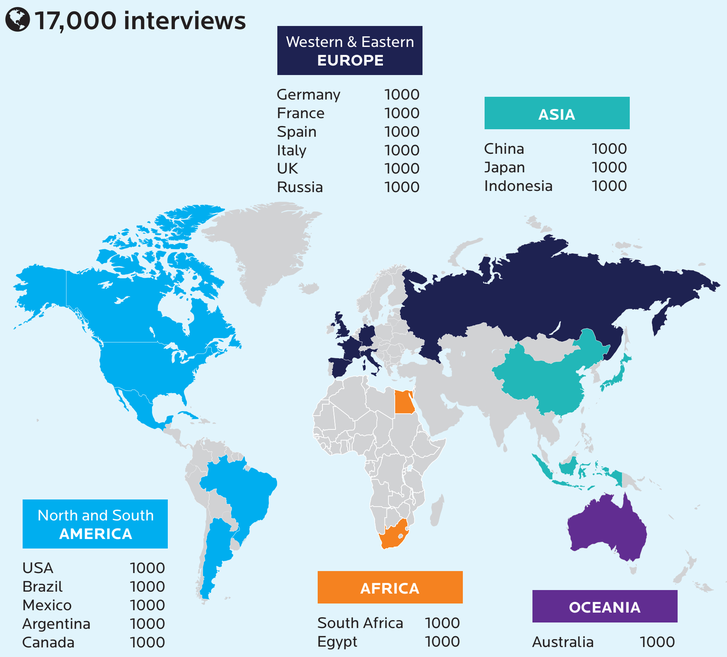
This survey investigates knowledge and behaviours regarding sun exposure in Australia.

METHODS

Individuals surveyed

Survey conducted in 17 countries among representative samples of the population aged between 18-75 years in each country.

TARGET: GENERAL POPULATION
A SURVEY CONDUCTED IN 17 COUNTRIES
17,000 interviews



Coverage:
USA, Brazil, Mexico, Argentina, Canada, Germany, France, Spain, Italy, UK, Russia, South Africa, Egypt, China, Japan, Indonesia, Australia.

Methodology

Online interviews were conducted via Ipsos Access Panel. The quota method was applied to gender, age, occupation, region and market size to ensure equal distribution of subjects surveyed.

Data collection

The survey ran between September 28 & October 18, 2021. Data was then compiled and analysed by the Ipsos team.

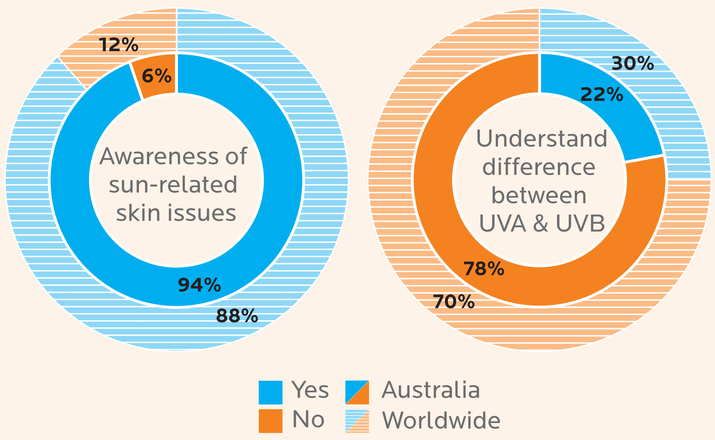
RESULTS

Awareness of sun-related skin issues

- On average, more Australians appear to be aware of sun-related skin issues, compared to the rest of the world.
- However, fewer Australians (22%) understand the difference between UVA and UVB rays, relative to the other nationalities assessed (30%).

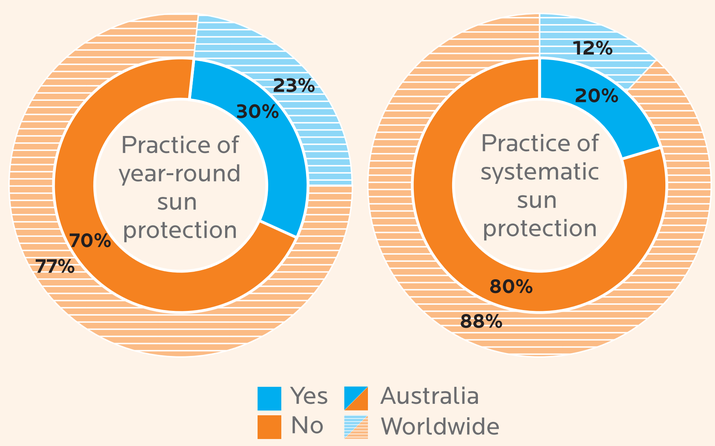
Attitudes towards tans

- Australians have distinct attitudes towards tans, compared to the other nationalities surveyed in this study.
- Fewer Australians believe a tan looks healthy compared to worldwide opinion. More of them maintain photoprotective behaviours when tanned and fewer believe that unprotected sun exposure when tanned is safe, relative to worldwide opinion.



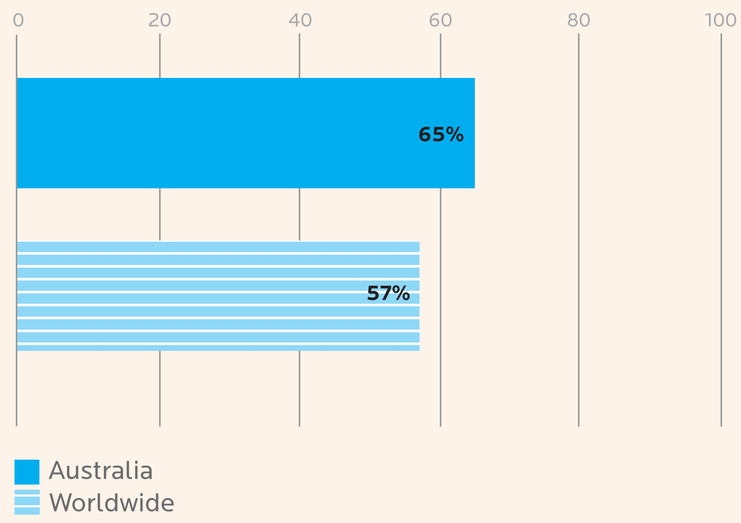
Sun protection behaviours

- On average, Australians are more likely to engage in photoprotective behaviours compared to the worldwide population, with more Australians practicing year-round sun protection, even on overcast days. More Australians practice systematicmeasures, such as using hats and sunglasses with UV filters.



Regret over past practices

- More Australians expressed remorse over past practices, wishing they had maintained 'better practices' to protect themselves from the damage of sun exposure.



DISCUSSION & CONCLUSION

Discussion

- While more Australians are aware of sun-related skin issues, Australians are less likely to be aware of the specifics behind the damage sun exposure. This indicates a gap in systematic education about sun exposure among the Australian population.
- Although more Australians on average practice year-round, systematic sun protection relative to the rest of the surveyed worldwide population, more Australians expressed regret over past practices. This suggests a lack in early education regarding sun exposure and photoprotective practices.

Conclusion

- In conclusion, the results of this survey show that while Australians perform better in terms of photoprotective behaviours, there is a need to improve photoprotection education, and optimise timing of education to occur in early life to prevent sun damage and consequent regret over past practices.

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