

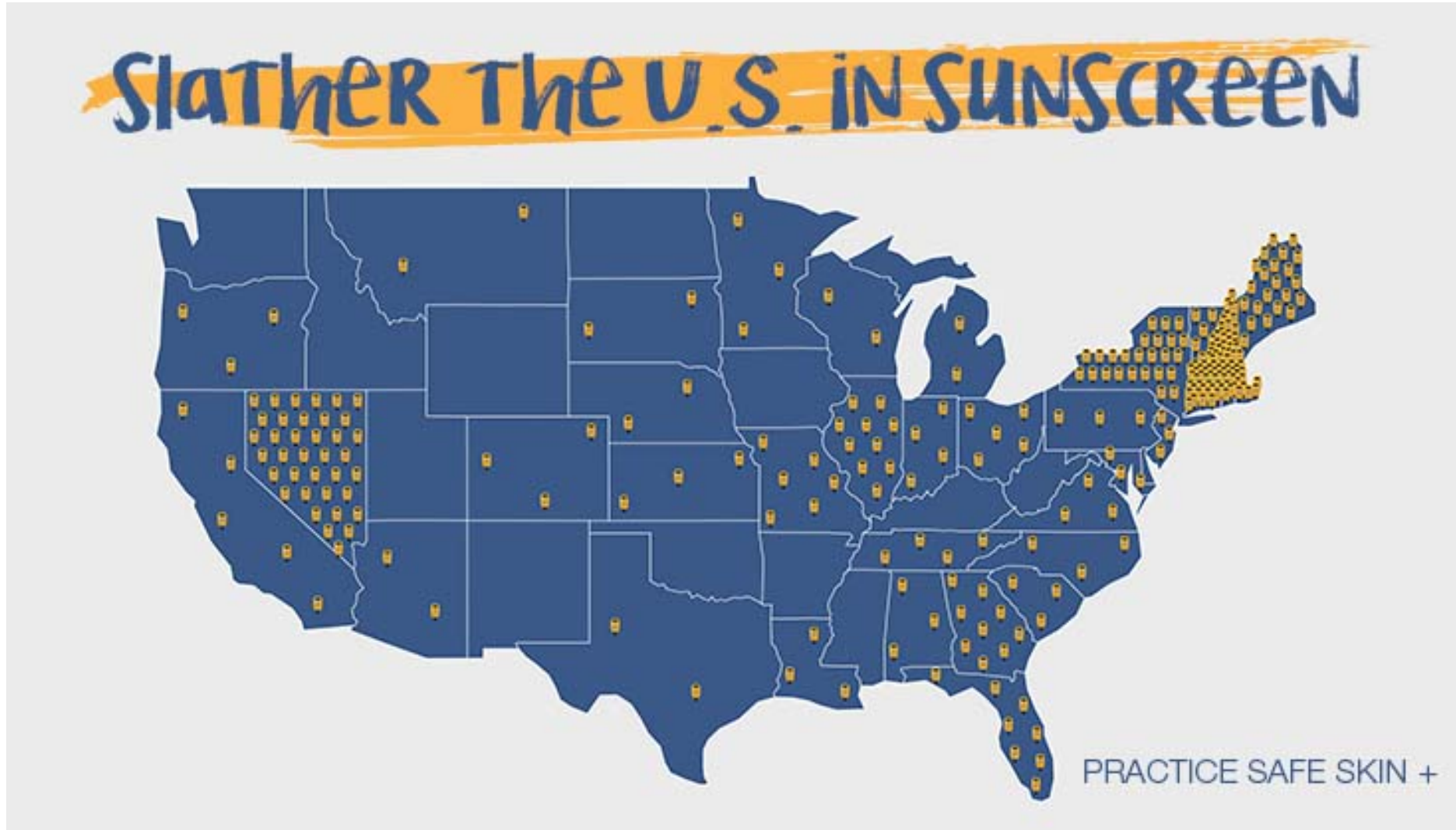


Sunscreen Use

South Carolina Baseline Study

May 2018

Practice Safe Skin: Skin Cancer Prevention



Sunscreen Use in South Carolina

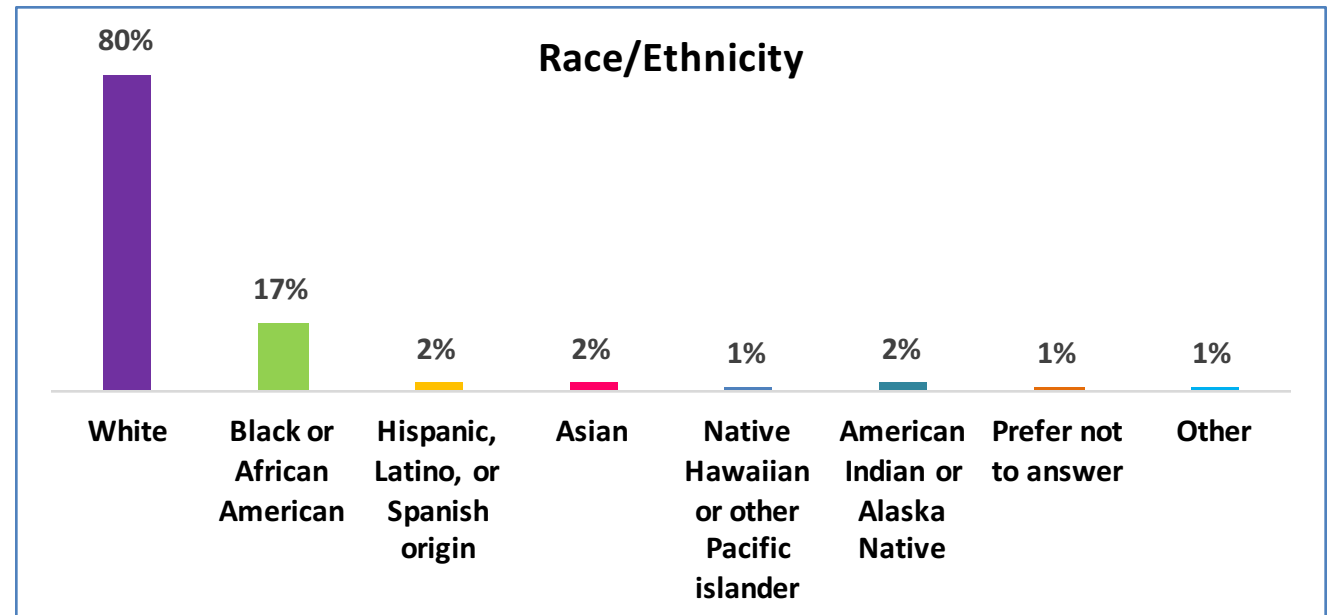
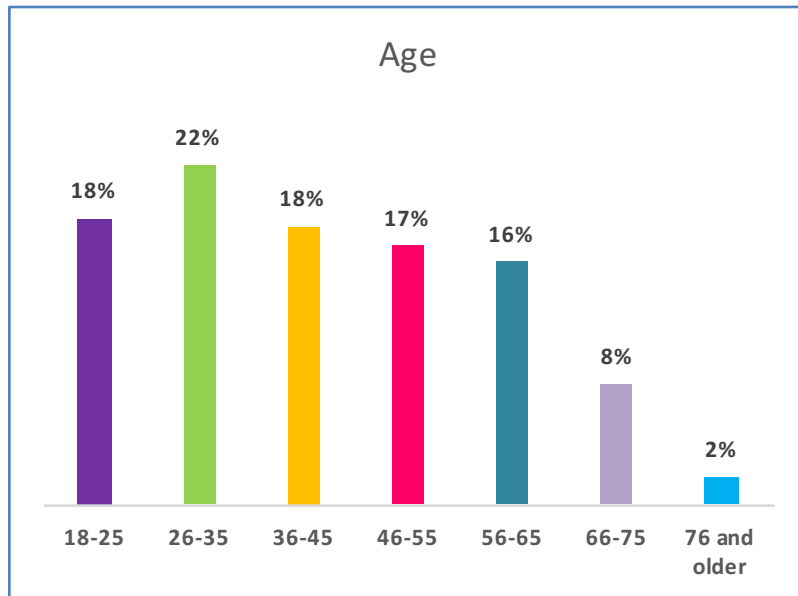
IMPACT Melanoma's Practice Safe Skin: Skin Cancer Prevention Project works with cities, towns, states, and other entities to place Bright Guard sunscreen dispensers in highly trafficked areas.

This year, IMPACT Melanoma undertakes a comprehensive evaluation program that begins by obtaining baseline data on sunscreen use and awareness in locations where expansion of the program is planned. The current study focused on the state of South Carolina.



Method and Sample

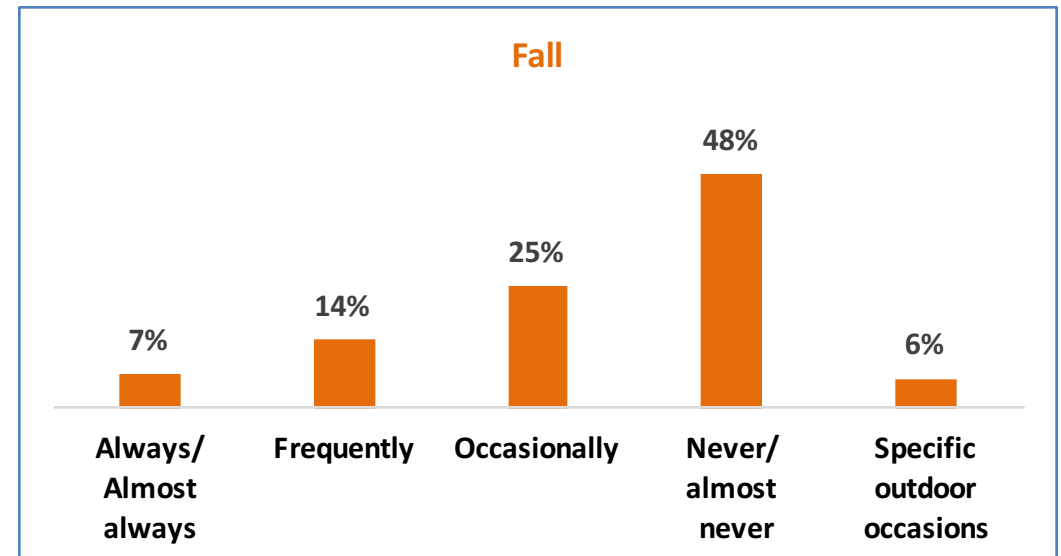
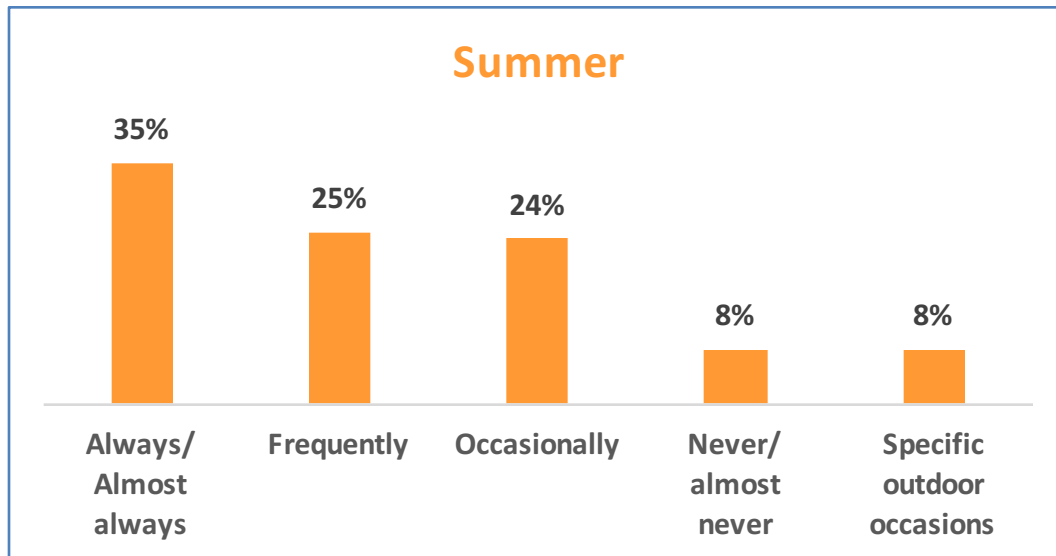
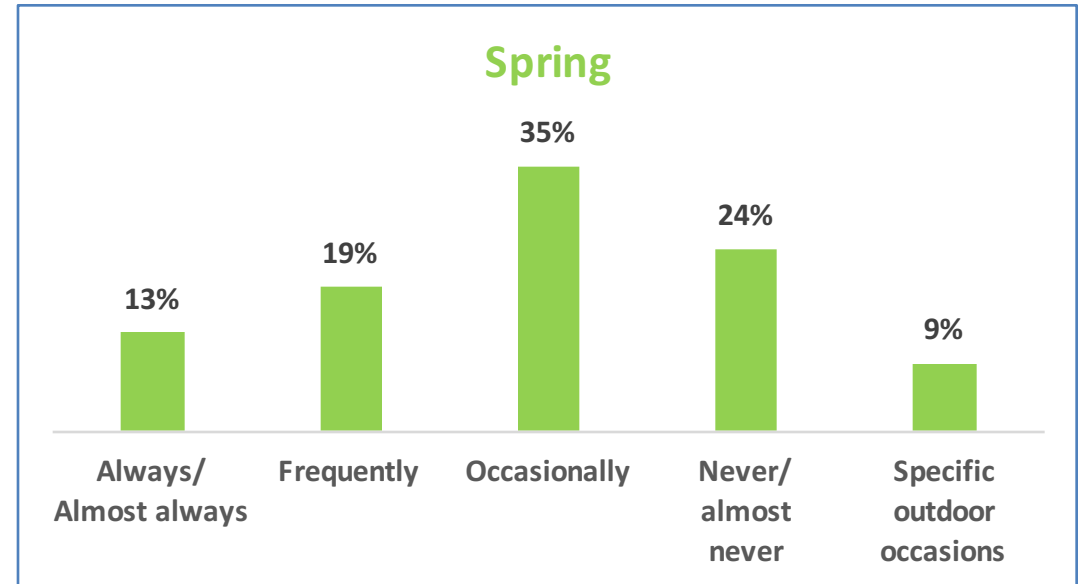
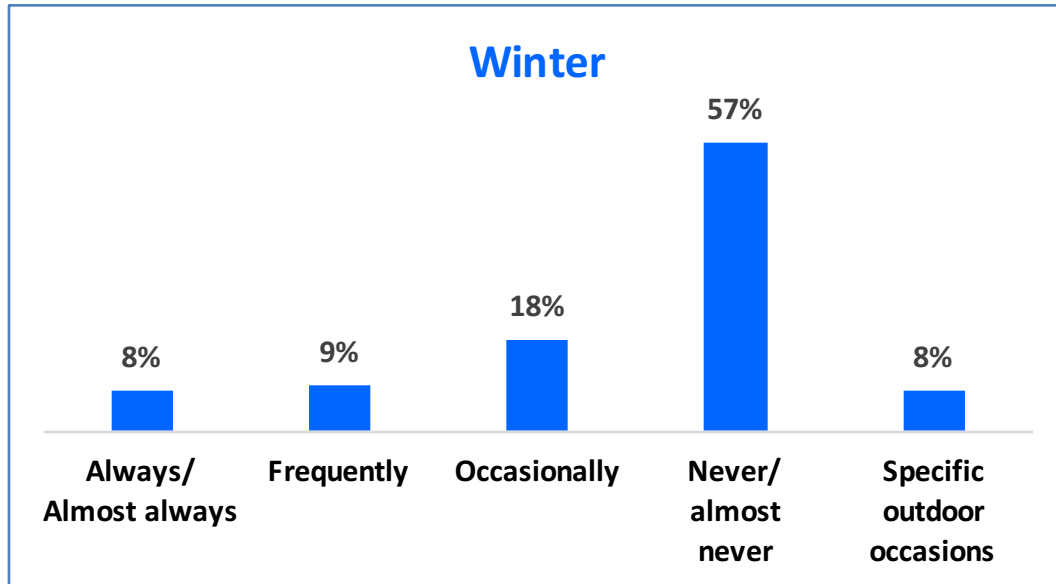
An online survey was conducted of residents of the state of South Carolina, ultimately yielding 385 completed surveys. More females (75%) than males (25%) responded to the survey. The median age was 40, and most respondents (80%) were white. 17% were African American.



*Note that percentages total more than 100% , as respondents could check more than one category.

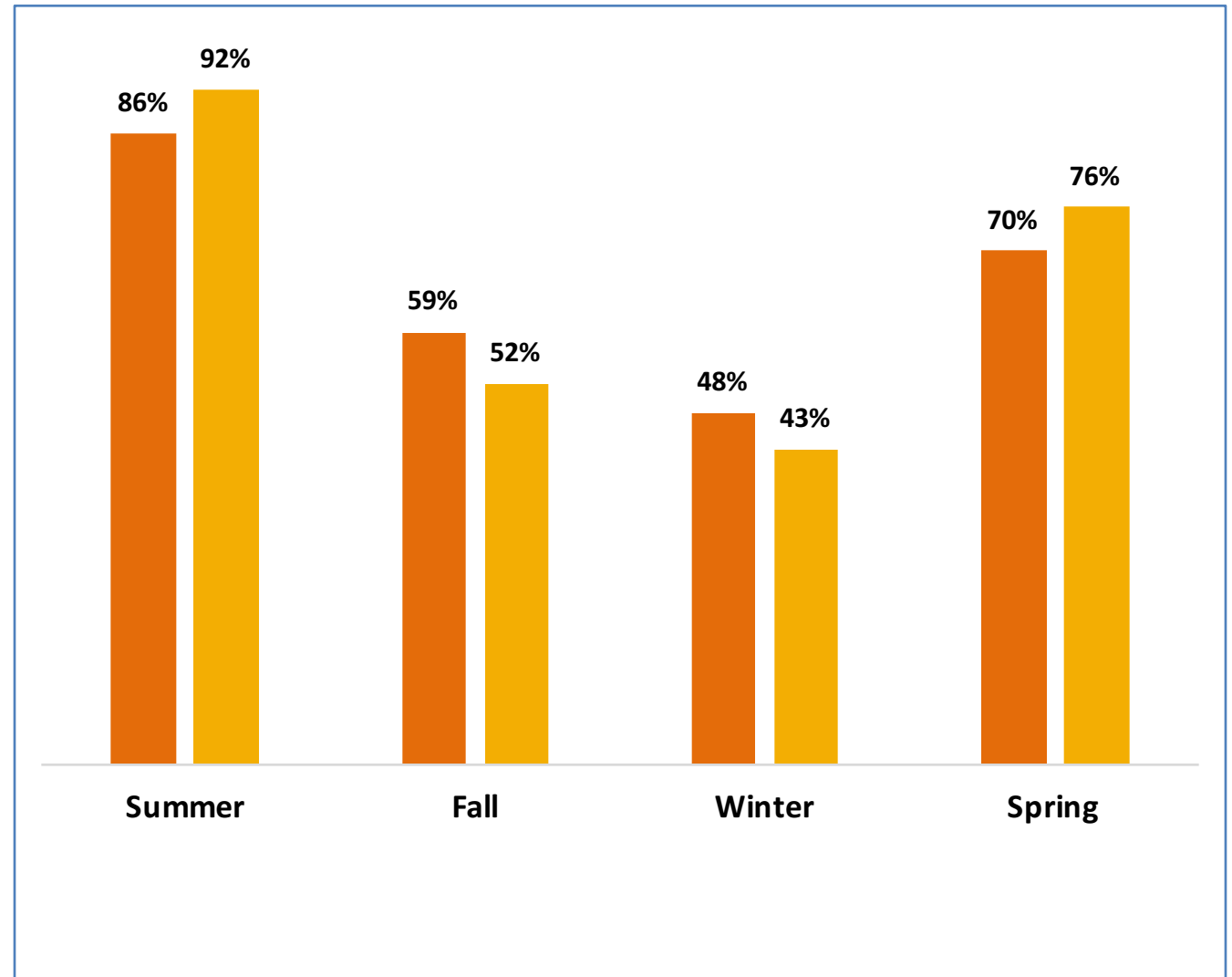
Data were also collected with respect to education, children in the home, and household income, and are available for future comparisons.

Seasonal Sunscreen Use



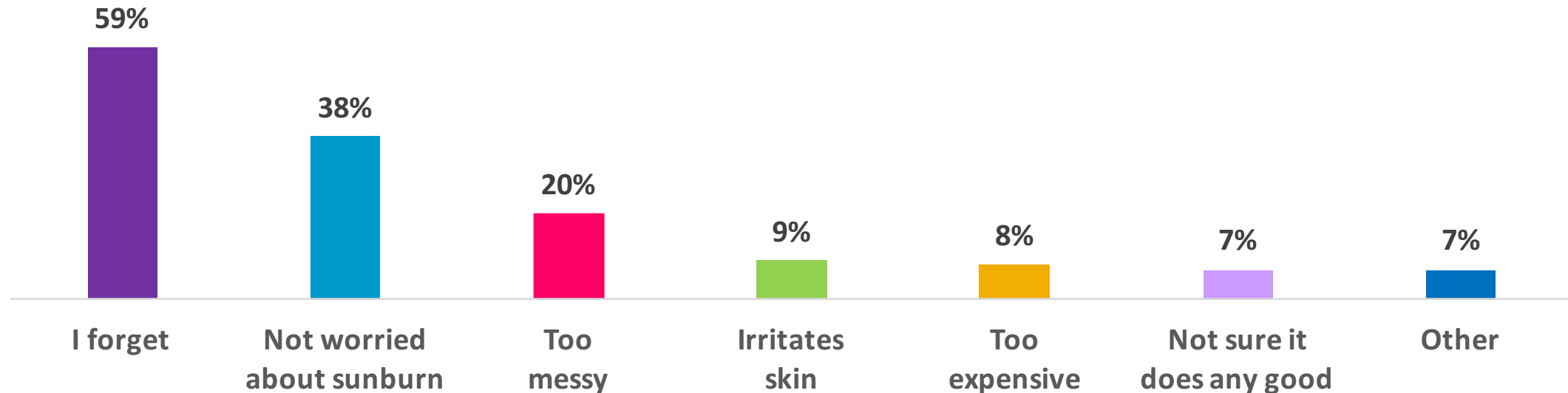
National/State Comparisons

Summer and spring sunscreen use in South Carolina compares favorably with usage reported in a recent national sunscreen study commissioned by IMPACT Melanoma (then the Melanoma Foundation of New England). In fall and winter South Carolina residents' sunscreen use is below the national figure. The chart shows percentages who use any sunscreen.



Barriers to Sunscreen Use

The most common reason for not using sunscreen when outside for more than 20 minutes is forgetting. 38% of people don't worry about sunburn, and 20% feel sunscreen is too messy.



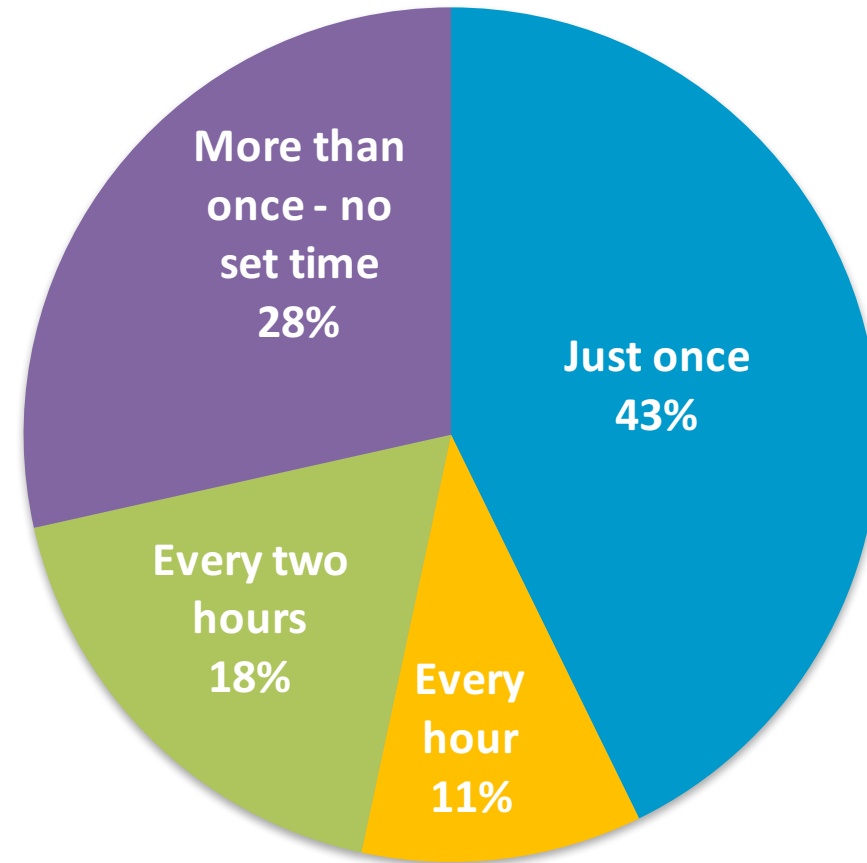
Note that percentages total more than 100% since respondents could choose more than one option. "Other" responses included not spending much time in the sun, and "I always use sunscreen."

Reapplication of Sunscreen

The highest percentage (43%) of people do not reapply sunscreen.

29% reapply it within the recommended two hours, with 11% reapplying more often than necessary.

28% know they should reapply sunscreen, but do not do so on any set schedule.



Reported Incidence of Sunburn

51% of South Carolina survey participants report having had a sunburn in the past year. (A sunburn was defined as reddened skin as a reaction to spending time in the sun.)

Of these, participants report that **70%** were painful.

I.e. **36%** of survey participants have had one or more painful sunburns in the past year.

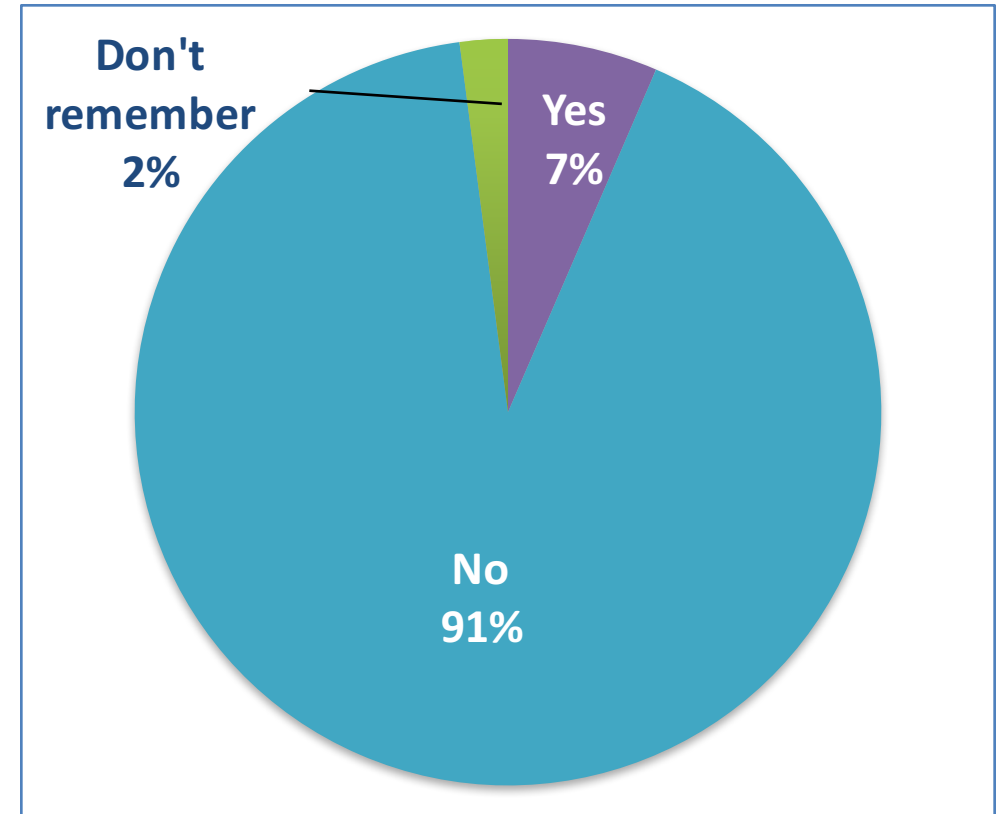


Previous Use of Public Sunscreen Dispensers

Very few survey participants – 7% – said they had previously used a public sunscreen dispenser. Another 2% don't remember.

This suggests great potential for impacting sunscreen awareness and use with the placement of sunscreen dispensers on beaches and at other locations in South Carolina.

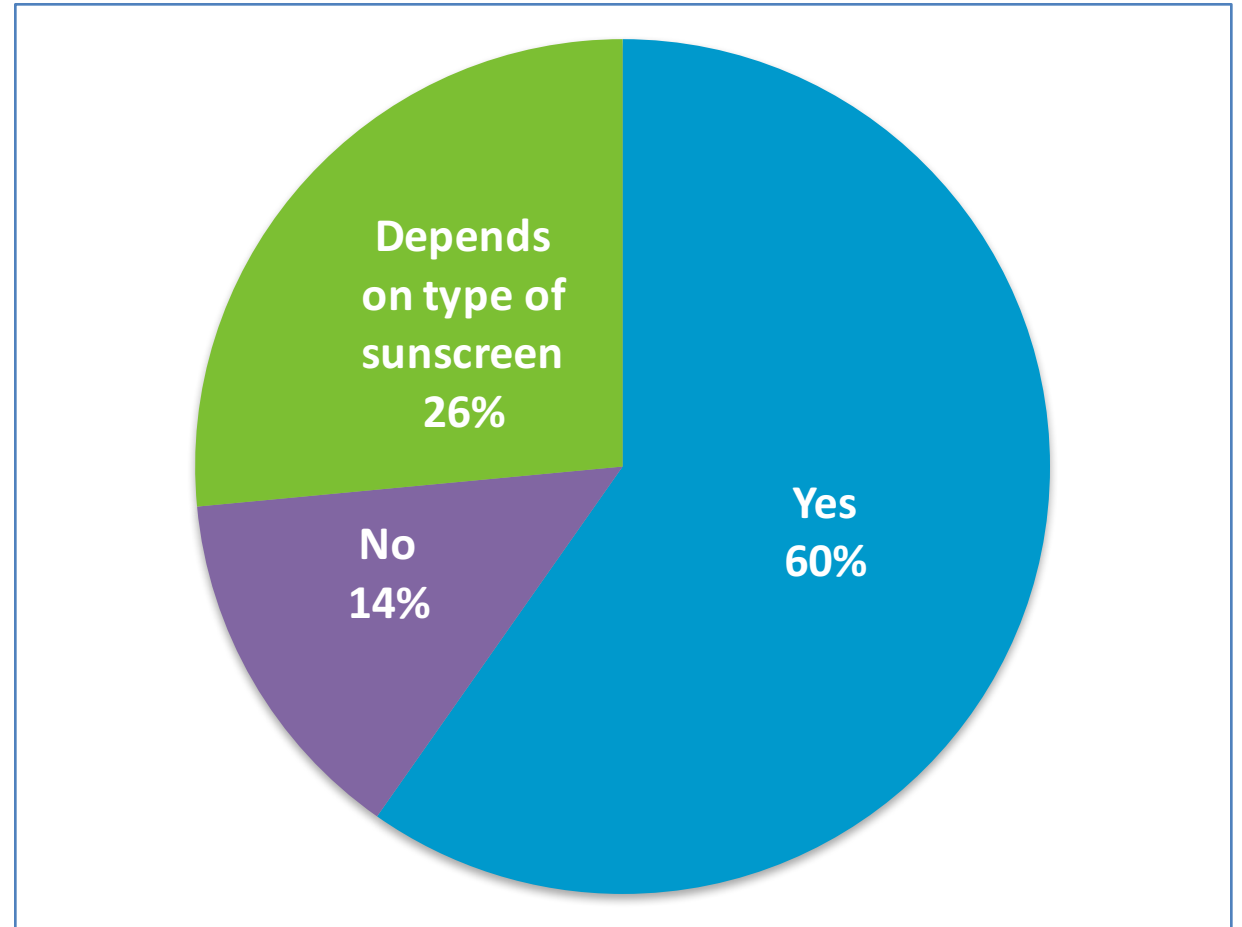
At the same time, it will be important that the dispensers have prominent educational messages, to attract people to them, to counteract the perception that they present hygiene issues, and to mitigate concerns about the sunscreen formula.



Potential Use of Public Sunscreen Dispensers

60% say they would use free public sunscreen, and an additional 25% might if they like the type of sunscreen provided.

Of the 14% who would not use it, the most frequent reason cited is “germs” or hygiene concerns. Others note general lack of trust in the quality or specific ingredients, or that they don’t need or use sunscreen.



Conclusion

Even in summer, only 35% of South Carolina residents use sunscreen “Always or almost always” while a very similar number (36%) report having had at least one painful sunburn in the previous year.

A majority fail to use sunscreen because they forget. Just 7% say they have used a free, public sunscreen dispenser, but 60% would use one if available.

Taken together, these results suggest great potential for success in reducing sunburns and future skin cancer through effective education and the ready availability of public sunscreen dispensers in highly trafficked outdoor areas.

