

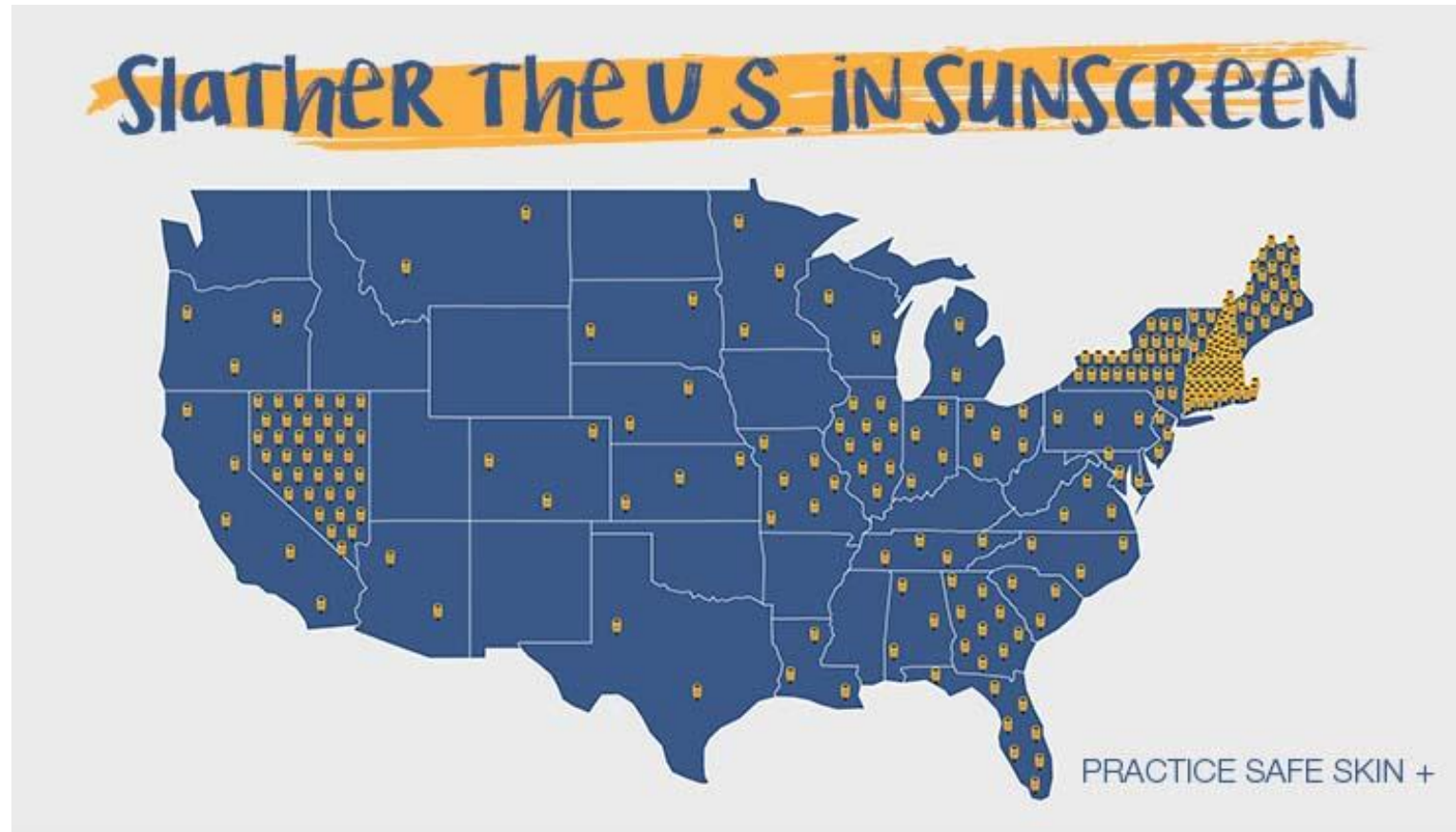


Sunscreen Use

Vermont Baseline Study

June 2018

Practice Safe Skin: Skin Cancer Prevention



Sunscreen Use in Vermont

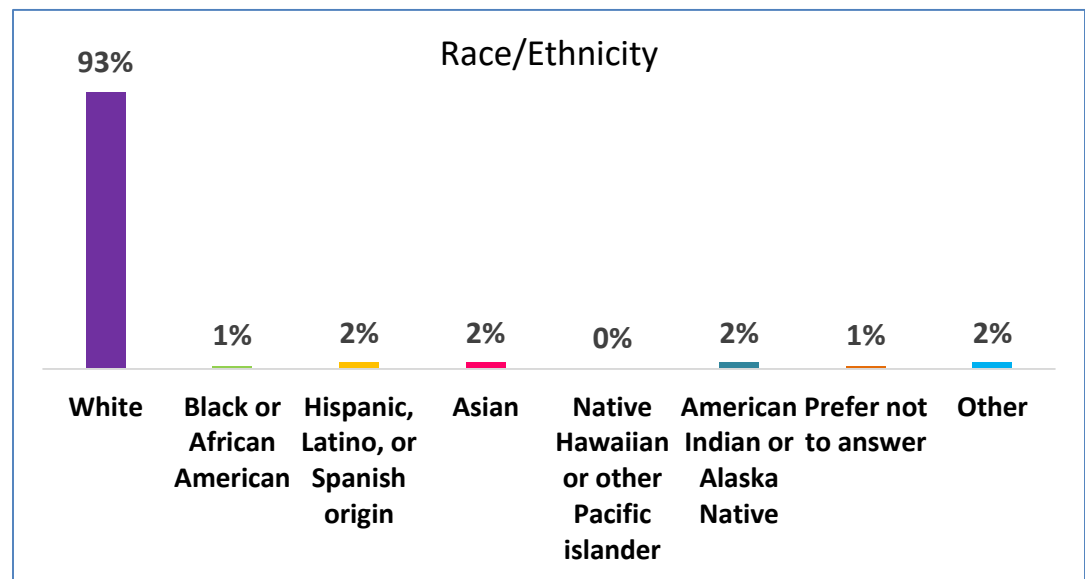
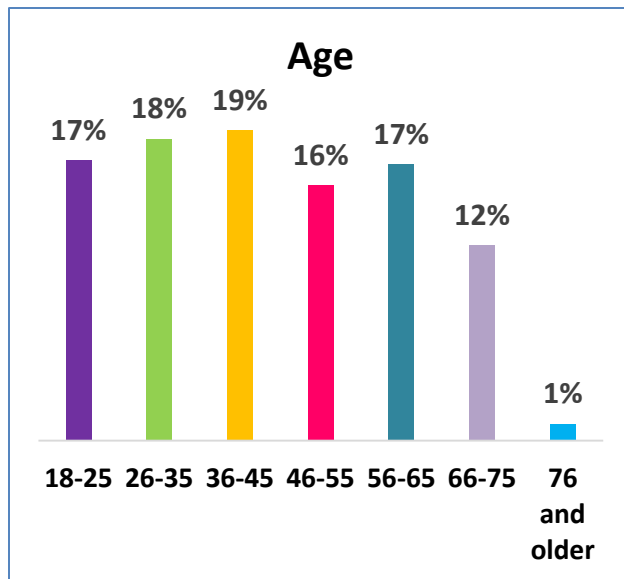
IMPACT Melanoma's Practice Safe Skin: Skin Cancer Prevention Project works with cities, towns, states, and other entities to place Bright Guard sunscreen dispensers in highly trafficked areas.

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 Vermont.



Method and Sample

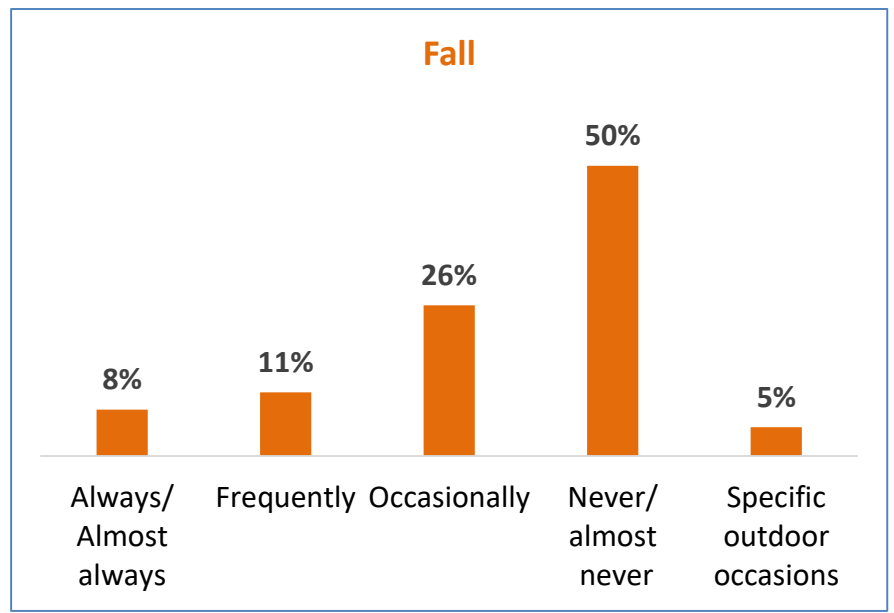
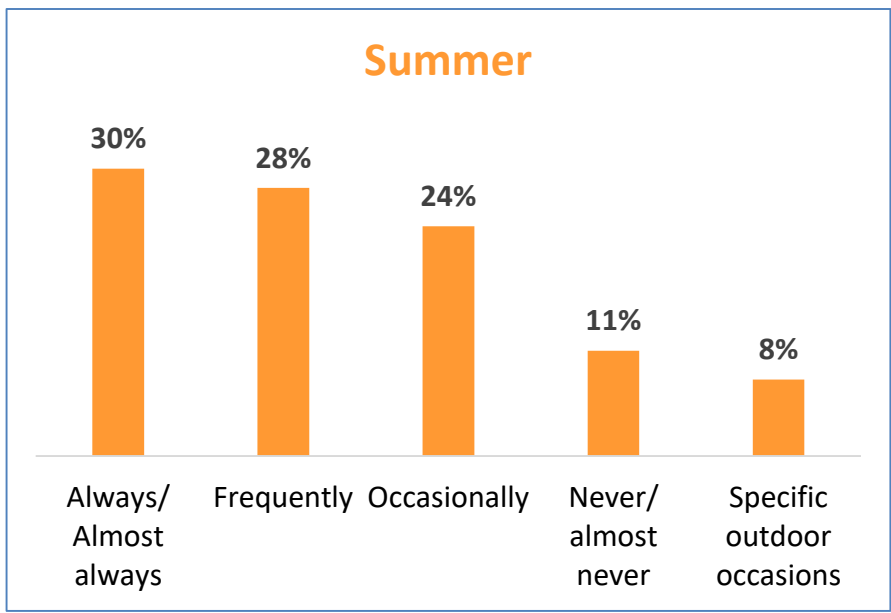
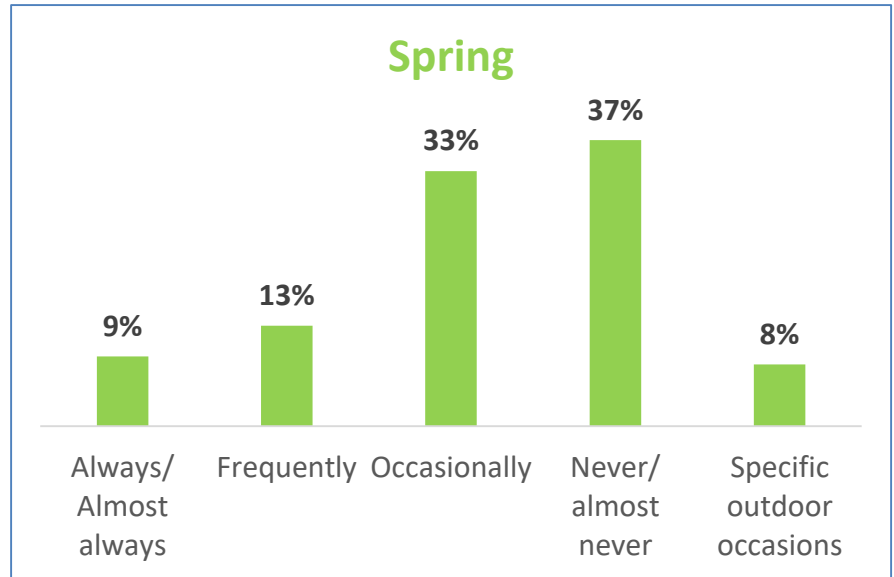
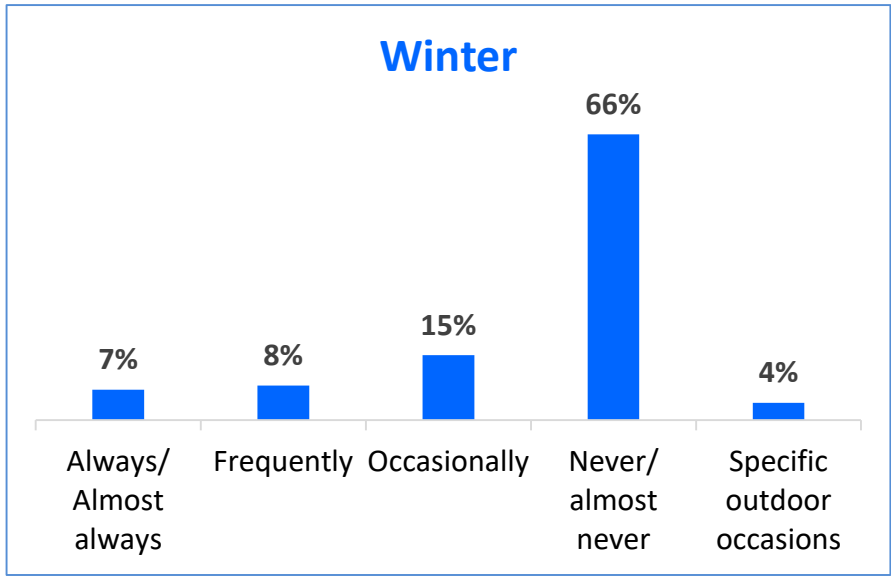
An online survey was conducted of residents of the state of Vermont, ultimately yielding 385 completed surveys. More females (73%) than males (27%) responded to the survey. Age was fairly evenly distributed, and most respondents were white.



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

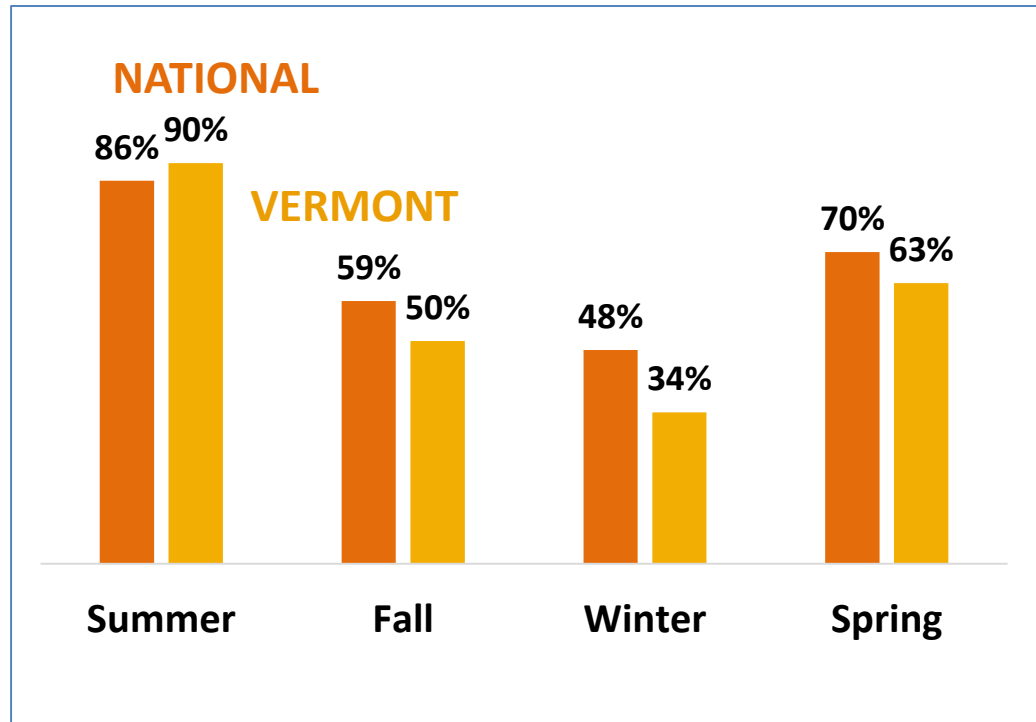
Data were also collected with respect to education, children in the home, and household income, and are available for future comparisons.

Seasonal Sunscreen Use



National/State Comparisons

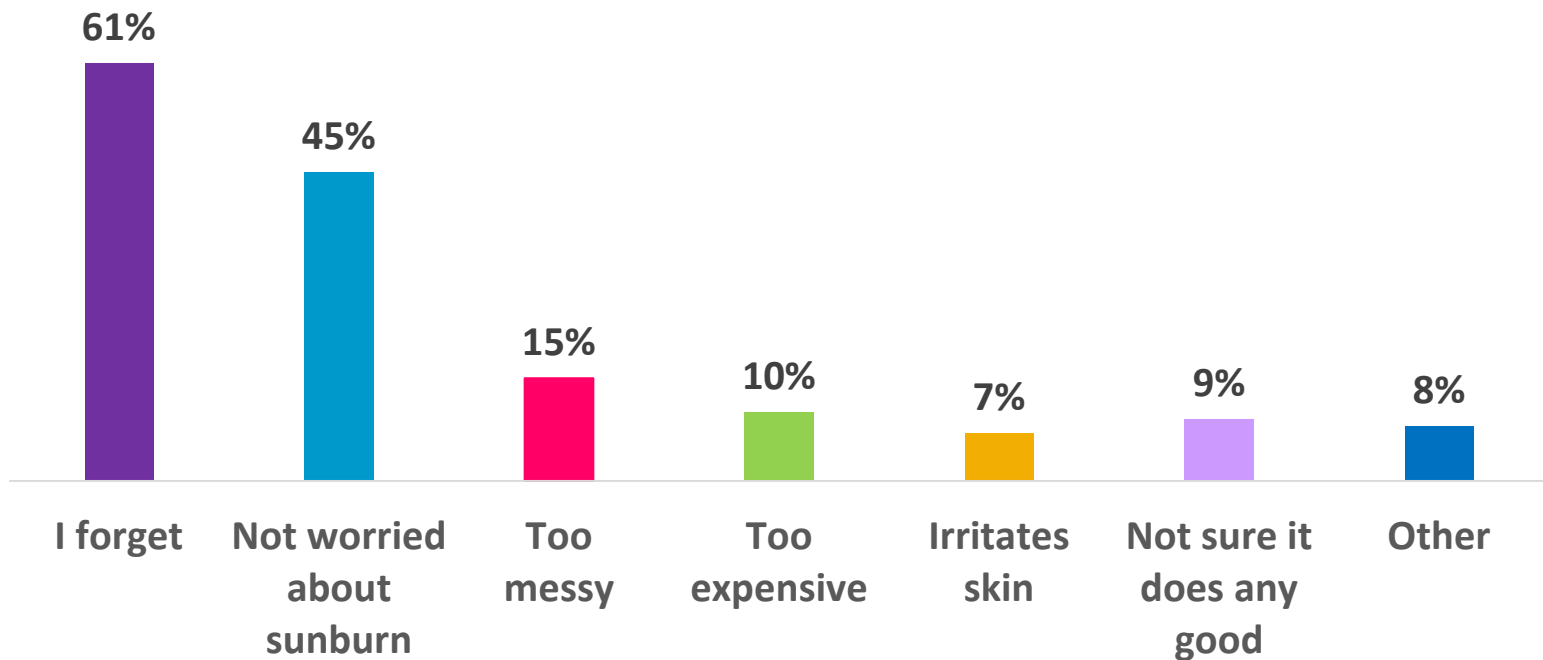
Summer sunscreen use in Vermont compares favorably with usage reported in a recent national sunscreen study commissioned by IMPACT Melanoma (then the Melanoma Foundation of New England).



In all other seasons Vermont residents' sunscreen use is below the national figure. The largest discrepancy is in the winter. The chart shows percentages who use sunscreen with any frequency.

Barriers to Sunscreen Use

The most common reason for not using sunscreen when outside for more than 20 minutes is forgetting, but an alarming 45% of people don't worry about sunburn, and 15% feel it's too messy.



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

Reported Incidence of Sunburn

60% of Vermont survey participants report having had at least one sunburn in the past year. (A sunburn was defined as reddened skin as a reaction to spending time in the sun.)

64% of these participants report that one or more sunburns were painful.

I.e. **37%** of survey participants have had one or more painful sunburns in the past year.

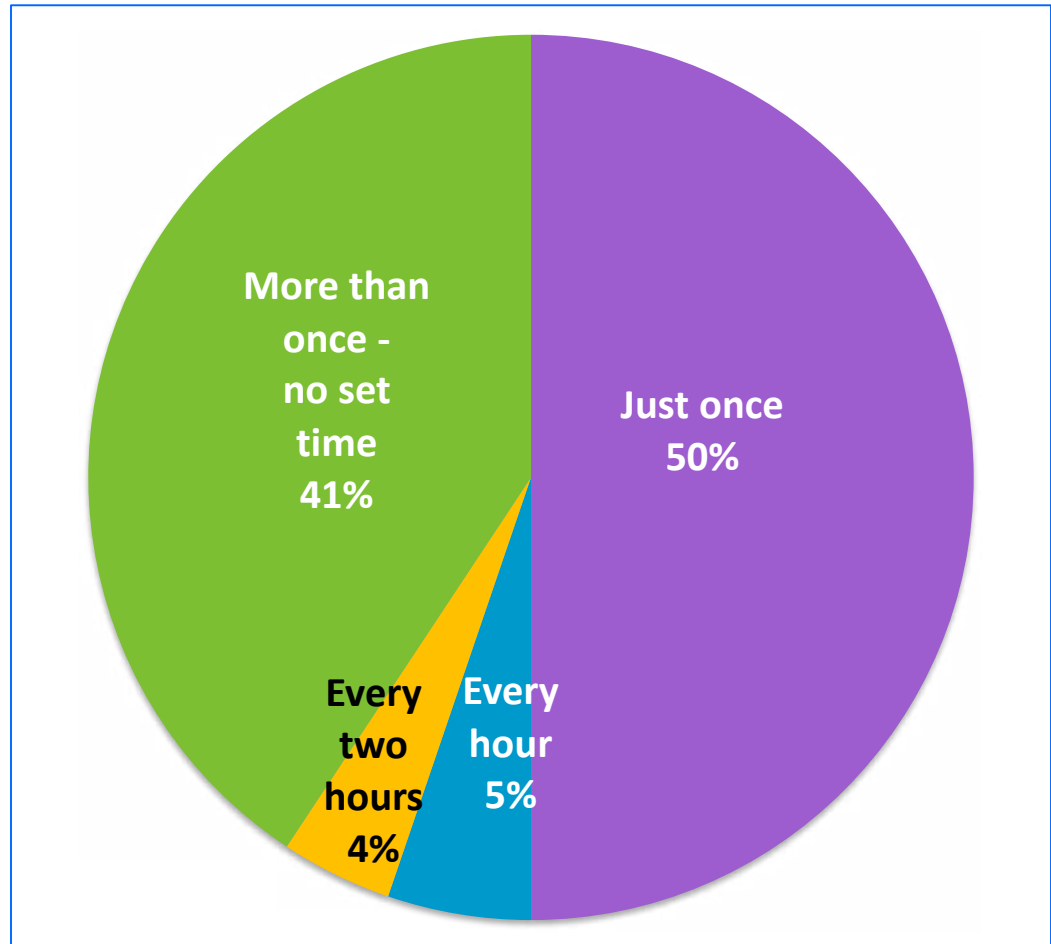


Reapplication of Sunscreen

The highest percentage (50%) of people do not reapply sunscreen.

Only 9% reapply it within the recommended two hours.

41% know they should reapply sunscreen, but do not do so on any set schedule.

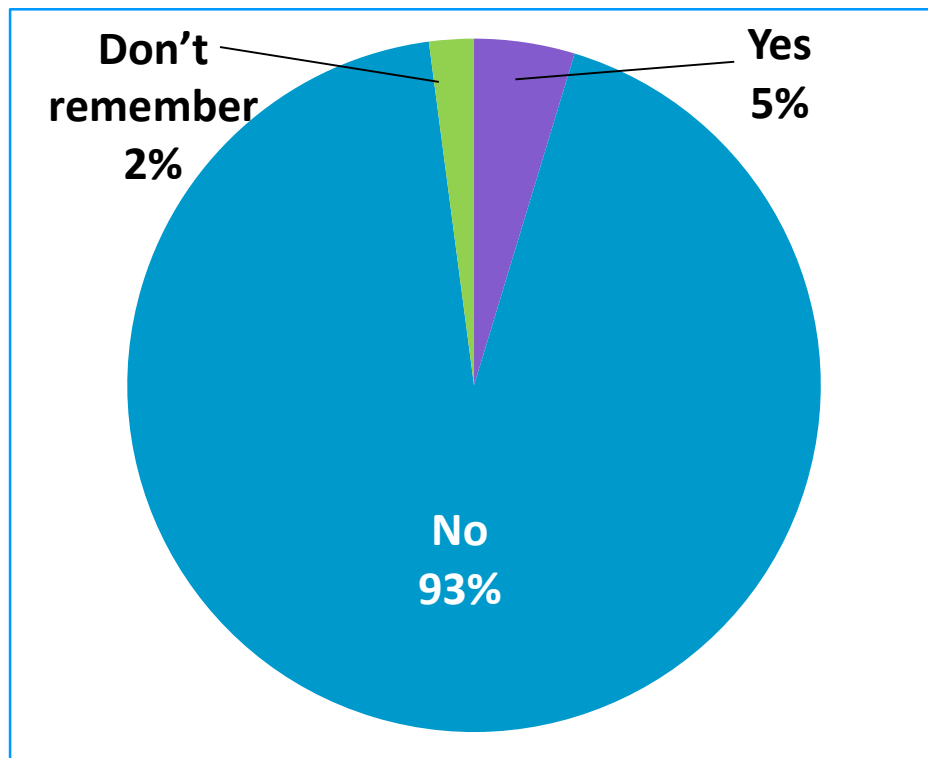


Previous Use of Public Sunscreen Dispensers

Very few survey participants – 5% – said they had previously used a public sunscreen dispenser. Another 2% don't remember.

This suggests great potential for increasing sunscreen awareness and use with the placement of sunscreen dispensers on Vermont

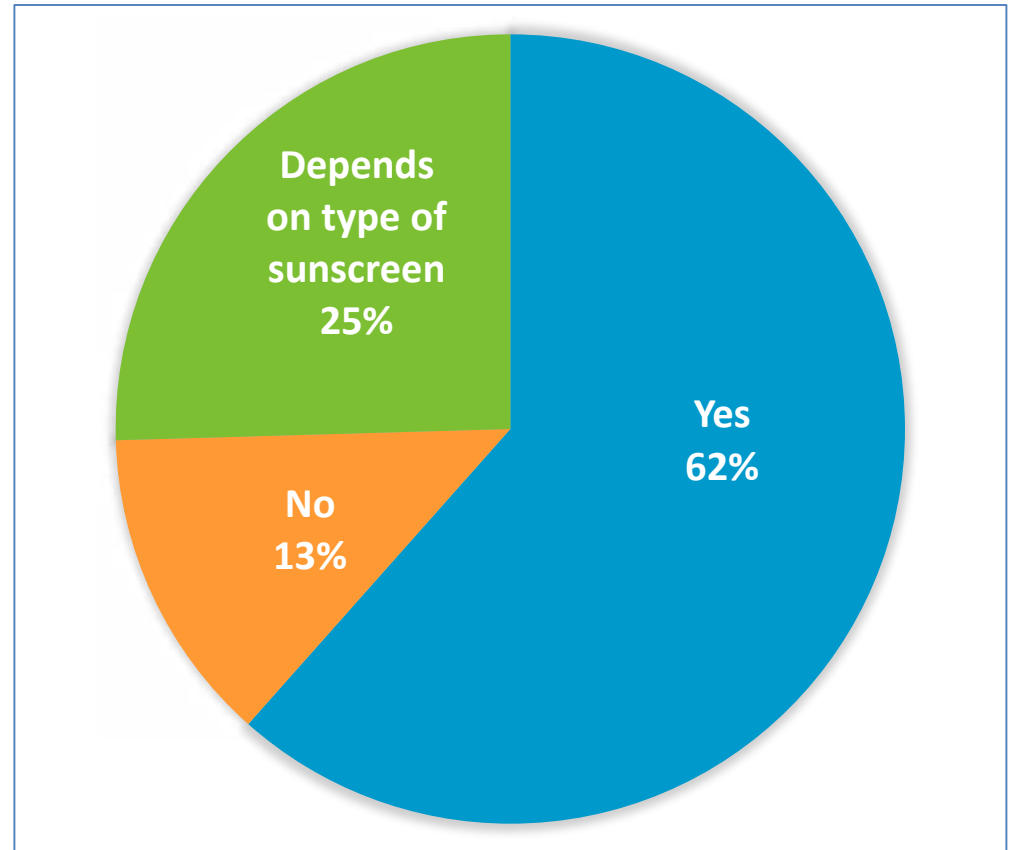
beaches and at other outdoor locations. At the same time, it will be important that the dispensers have prominent educational messages, to attract people to them, teach proper sunscreen application, and to counteract the perception that they present hygiene issues.



Potential Use of Public Sunscreen Dispensers

62% say they would use free public sunscreen, and an additional 26% might if they like the type of sunscreen provided.

Of the 13% who would not use it, a strong majority cite “germs” and hygiene concerns. Others say they don’t burn, don’t need sunscreen or prefer to tan.



Conclusion

Even in summer, only 30% of Vermont residents use sunscreen “Always or almost always”, although an additional 28% use it frequently. With effective education and the ready availability of public sunscreen dispensers in highly trafficked outdoor areas, those percentages could be increased substantially, and the number of reported sunburns reduced.

Most Vermont residents in our sample were open to using a sunscreen dispenser. A strong



educational effort will be key, however, because many residents did not understand the need to reapply sunscreen and most do not use sunscreen in seasons other than summer.