

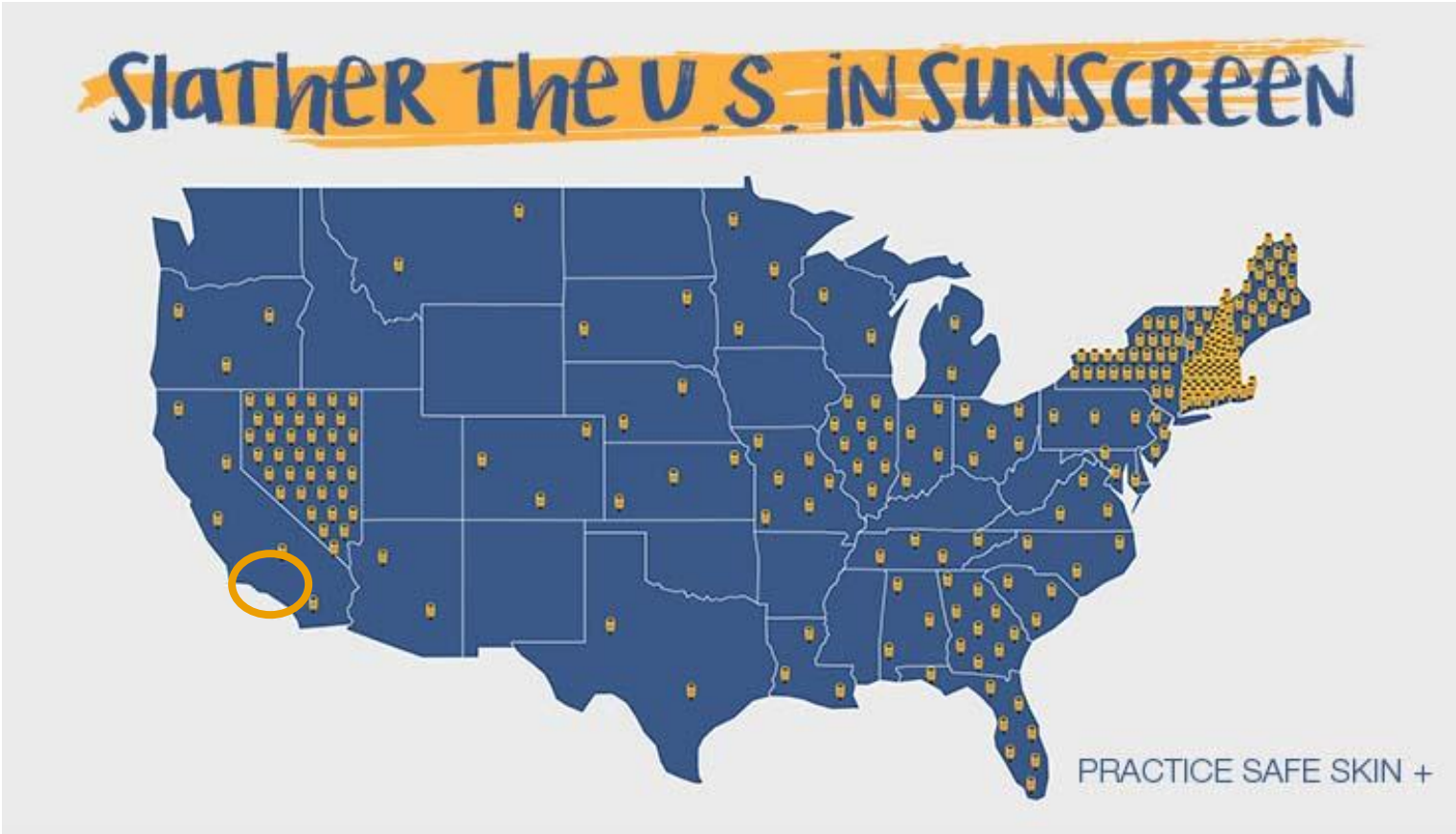


# Sunscreen Use

Atlanta, GA

June 2018

# Practice Safe Skin: Skin Cancer Prevention



# Sunscreen Use in Greater Atlanta

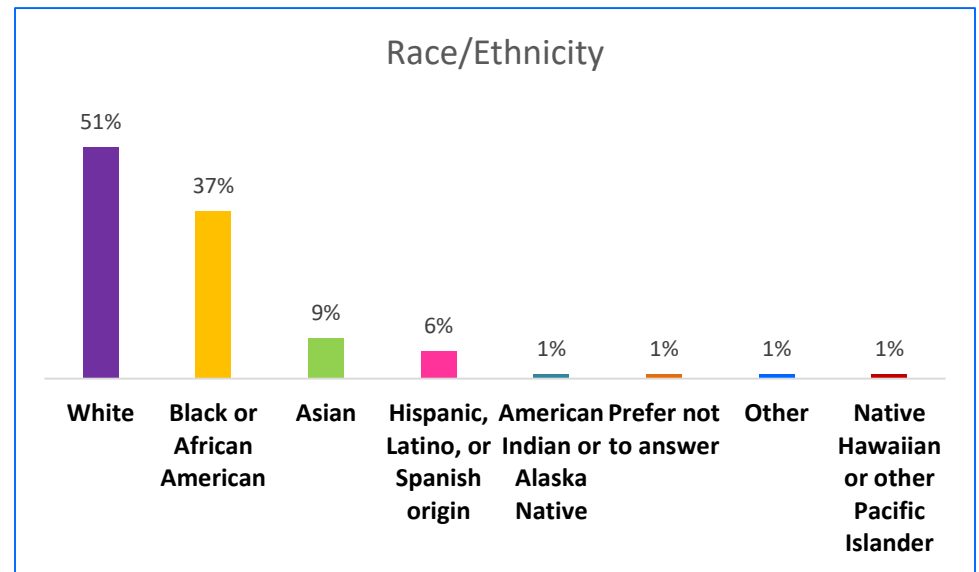
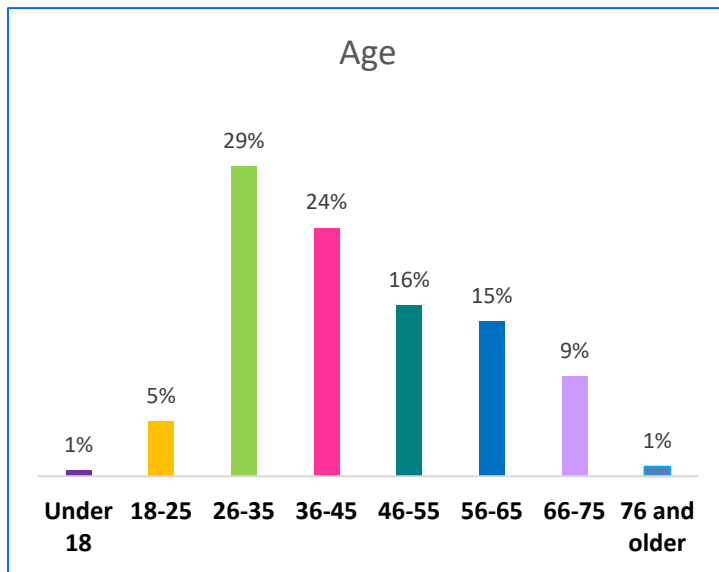
IMPACT Melanoma's "Practice Safe Skin: Skin Cancer Prevention Project" works with cities, towns, states, and other entities to place Bright Guard sunscreen dispensers in highly trafficked areas.

IMPACT Melanoma conducts comprehensive evaluation of the project 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 Atlanta, Georgia metropolitan area, where IMPACT is working with local volunteers to install sunscreen dispensers at Atlanta parks, playgrounds, ball fields and pools.



# Method and Sample

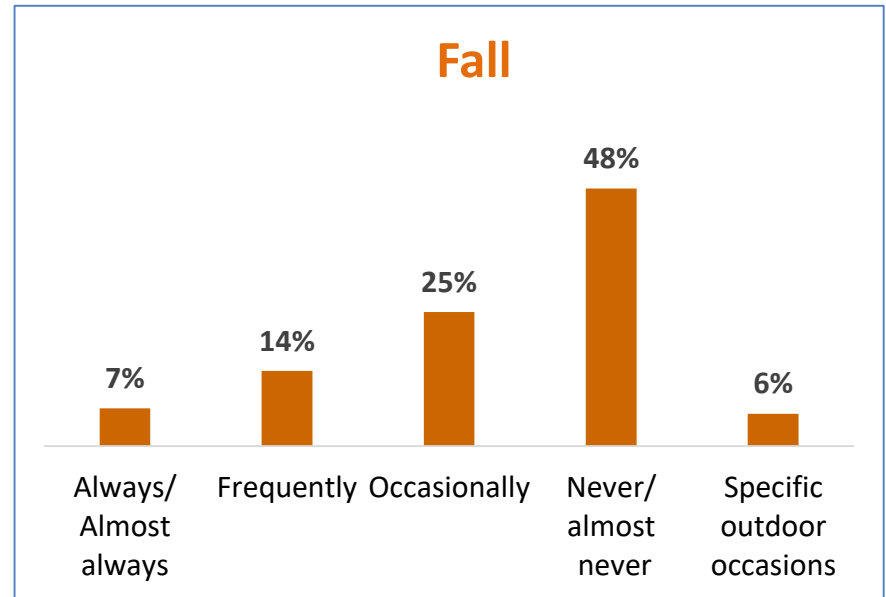
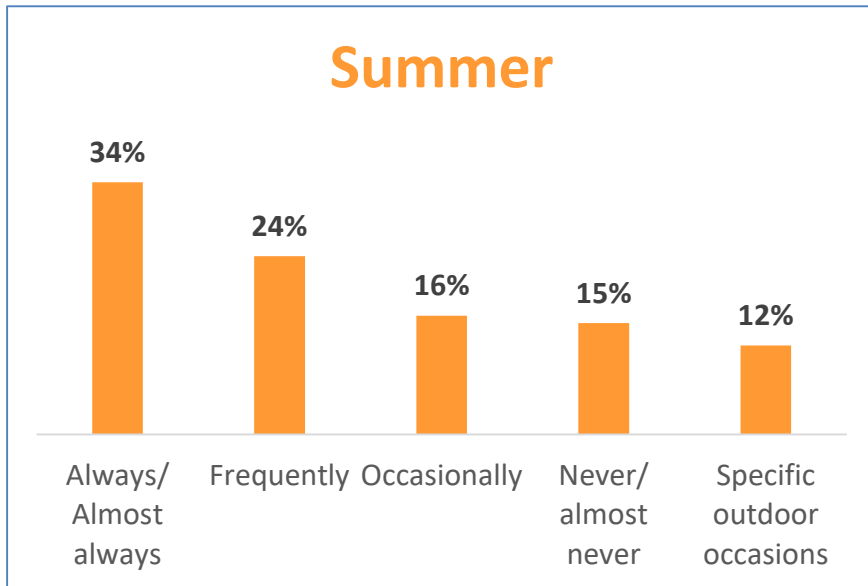
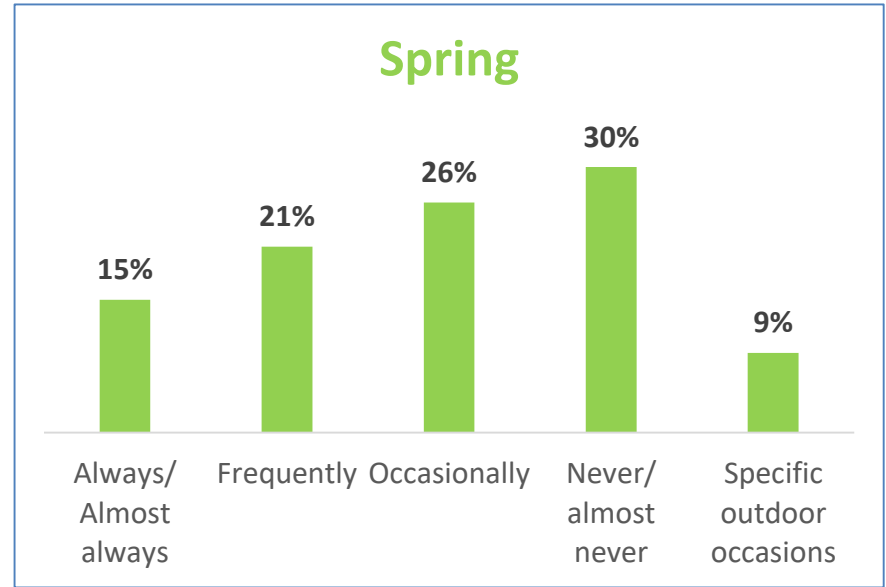
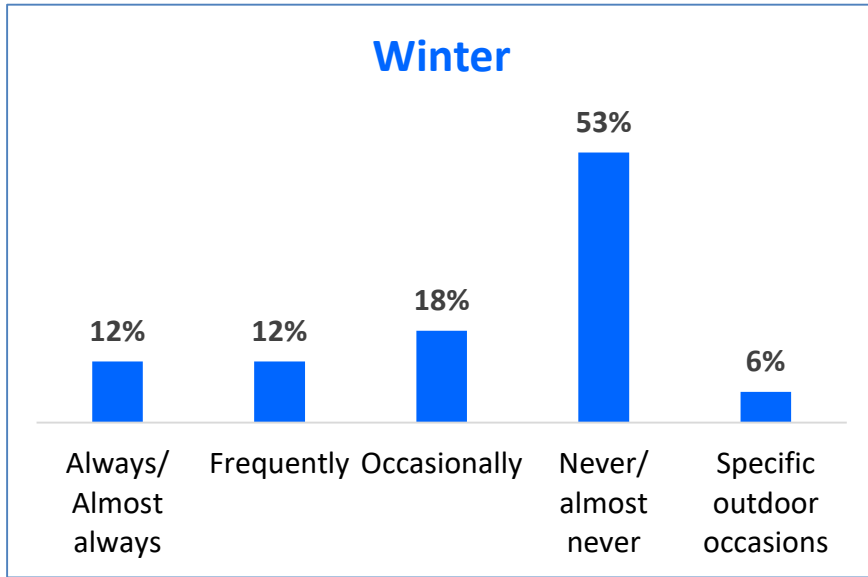
An online survey was conducted of residents of the greater Atlanta area yielding 385 completed surveys. The sample contained slightly more females than males, and had a racial/ethnic distribution that reflects the greater Atlanta population. Age was as shown below.



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

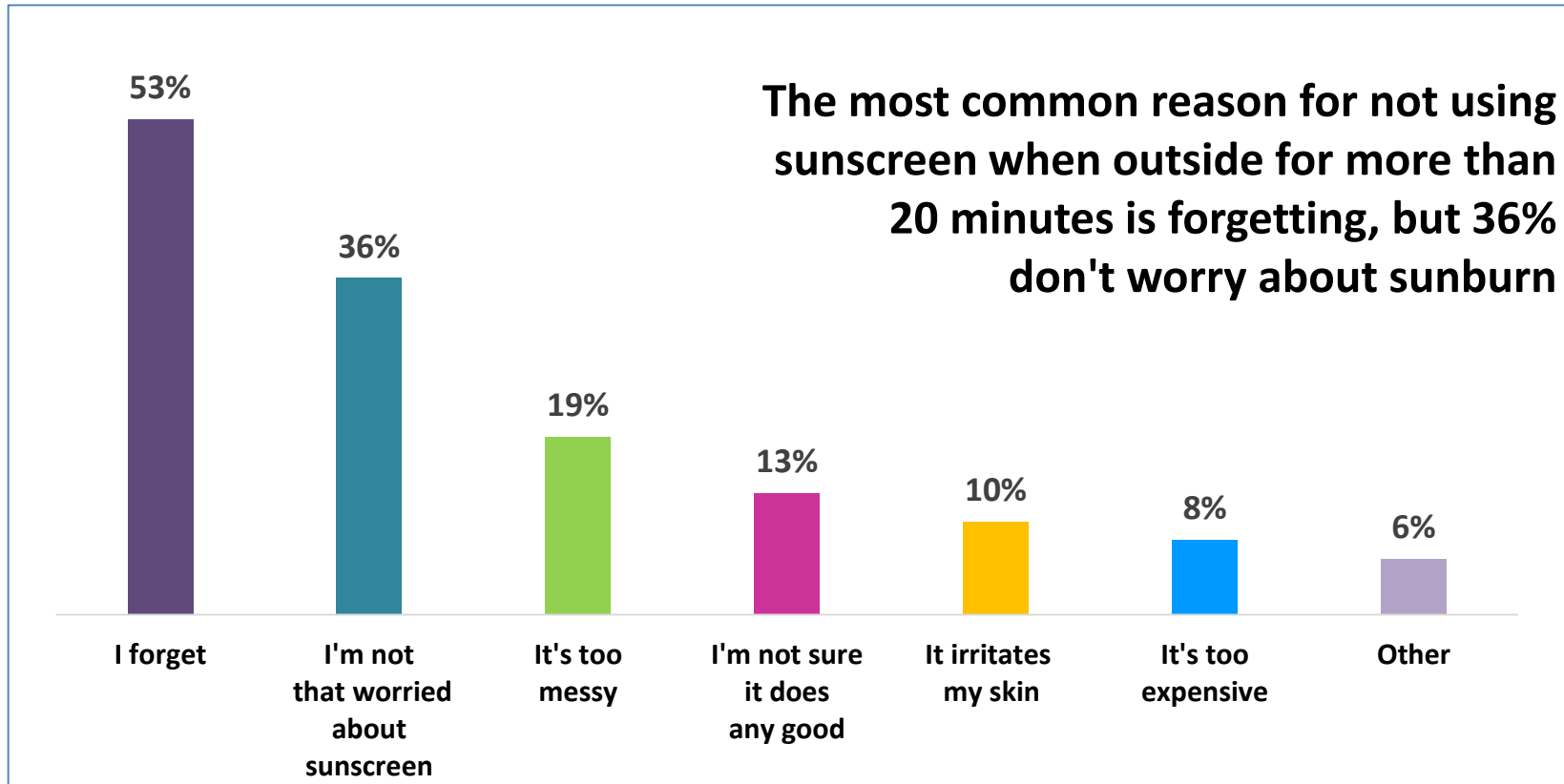
Data were also collected with respect to education, children in the home, and household income, and are available for future comparisons.

# Seasonal Sunscreen Use



# Barriers to Sunscreen Use

The most common reason for not using sunscreen when outside for more than 20 minutes is forgetting, but an alarming 36% of people don't worry about sunburn, and 19% feel it's too messy. Another 13% are not sure it is helpful.



Note that percentages total more than 100% since respondents could choose more than one option. "Other" responses included not having it with them, not going outside, "I don't burn," and "I don't use sunscreen."

# Reported Incidence of Sunburn

**51%** of Atlanta 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 **71%** were painful.

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

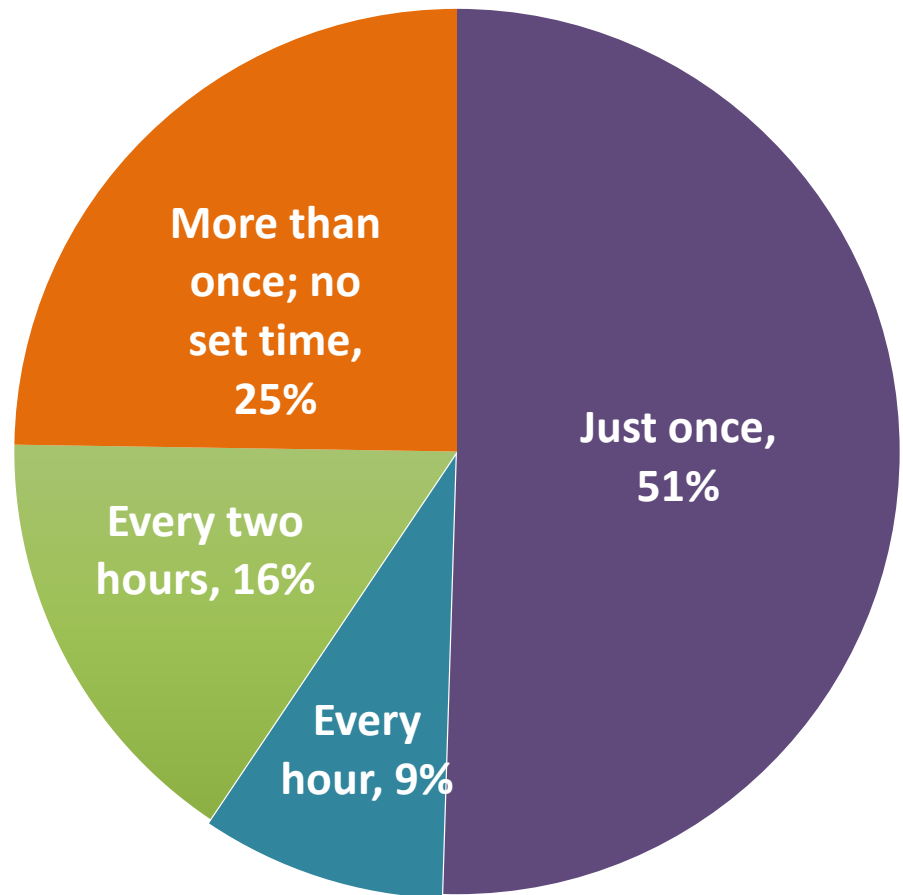


# Reapplication of Sunscreen

The highest percentage (51%) of people do not reapply sunscreen.

25% reapply it within the recommended two hours, or even more frequently.

Another 25% know they should reapply sunscreen, but do not do so on any set schedule.

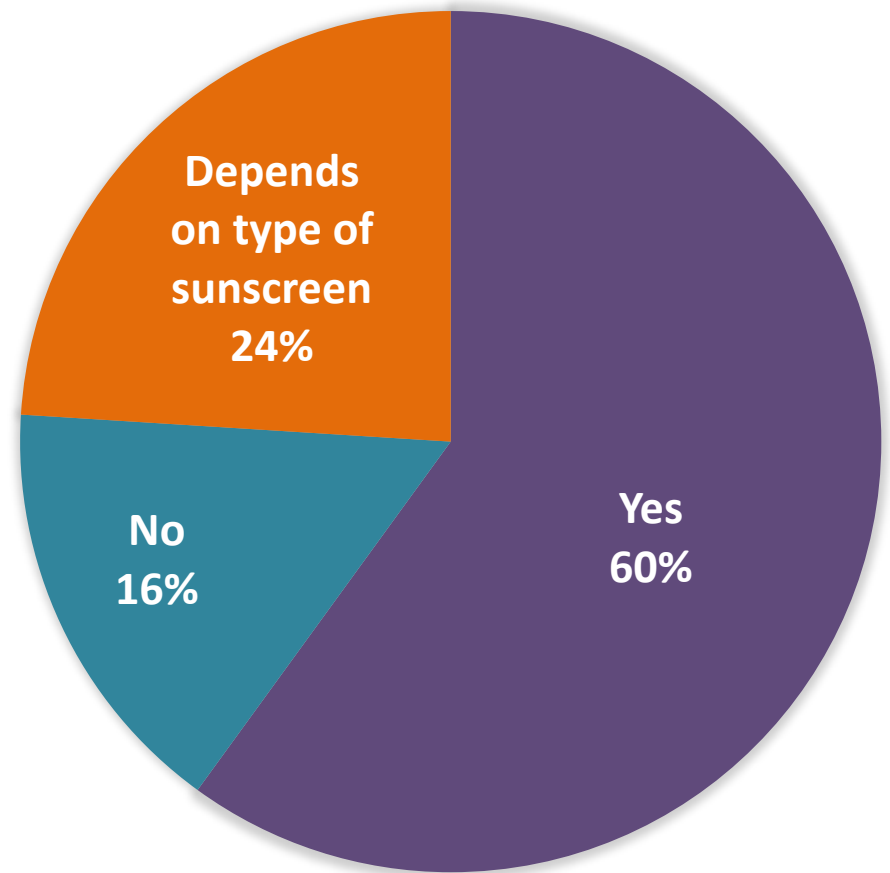




# Potential Use of Public Sunscreen Dispensers

60% say they would use free public sunscreen, and an additional 24% might if they like the type of sunscreen provided.

Of the 16% who would not use it, most say they don't need or use sunscreen or cite hygiene concerns. Others would not trust the quality, prefer their own sunscreen, or have sensitive skin.



# Conclusion

Even in summer, only 34% of Atlanta residents use sunscreen “Always or almost always.” 36% report at least one painful sunburn in the past year. Higher percentages than in other cities say they don’t worry about sunburn.

But 60% say they would use a public sunscreen dispenser if available. With effective education and the ready availability of public sunscreen dispensers in highly trafficked outdoor recreation sites, sunscreen use could be increased substantially, and sunburns could be prevented for up to one third of Atlanta residents. Education will be critical, as higher proportions of Atlanta residents believe they don’t burn in the sun or need sunscreen.

