

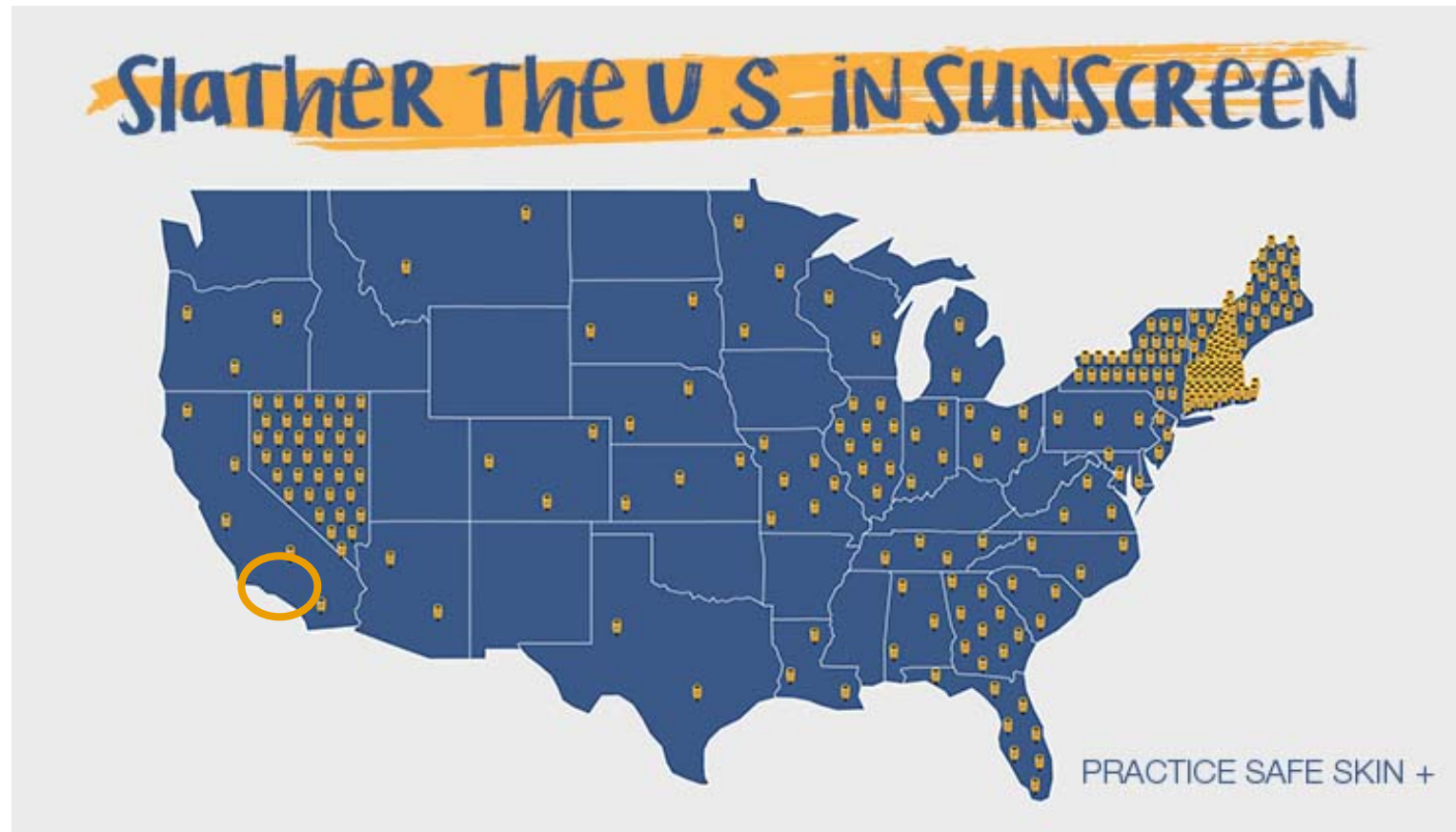


Sunscreen Use

Los Angeles County

June 2018

Practice Safe Skin: Skin Cancer Prevention



Sunscreen Use in Los Angeles County

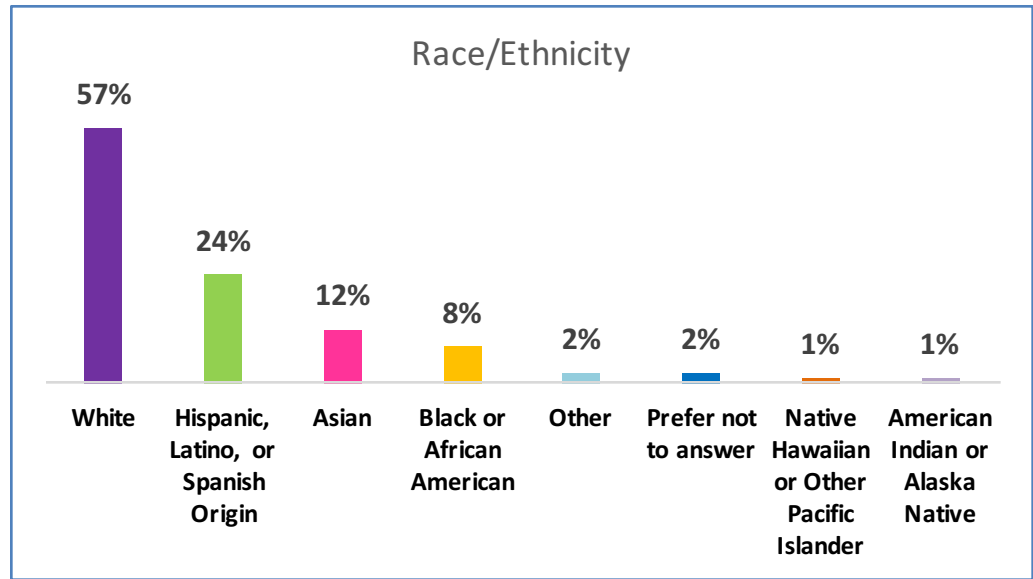
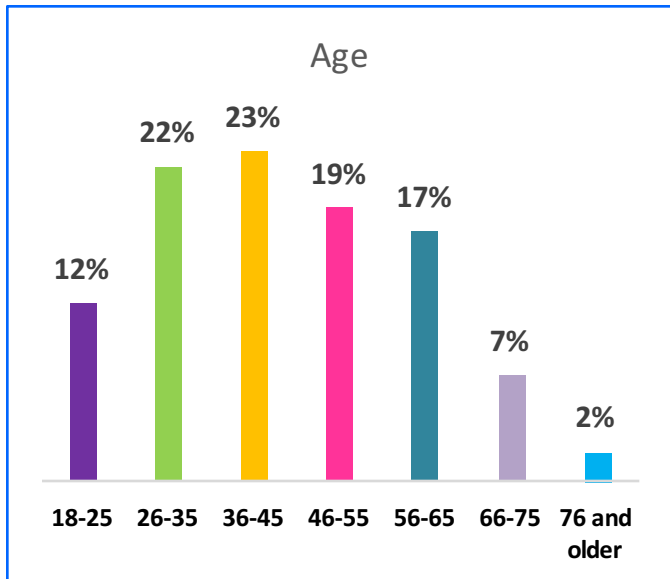
IMPACT Melanoma's Practice Safe Skin: Skin Cancer Prevention Project works with cities, towns, states, and other entities to place Bright Guard sunscreen dispensers in highly trafficked areas.

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 Los Angeles County, just prior to the launch of sunscreen dispenser installations at several LA beaches.



Method and Sample

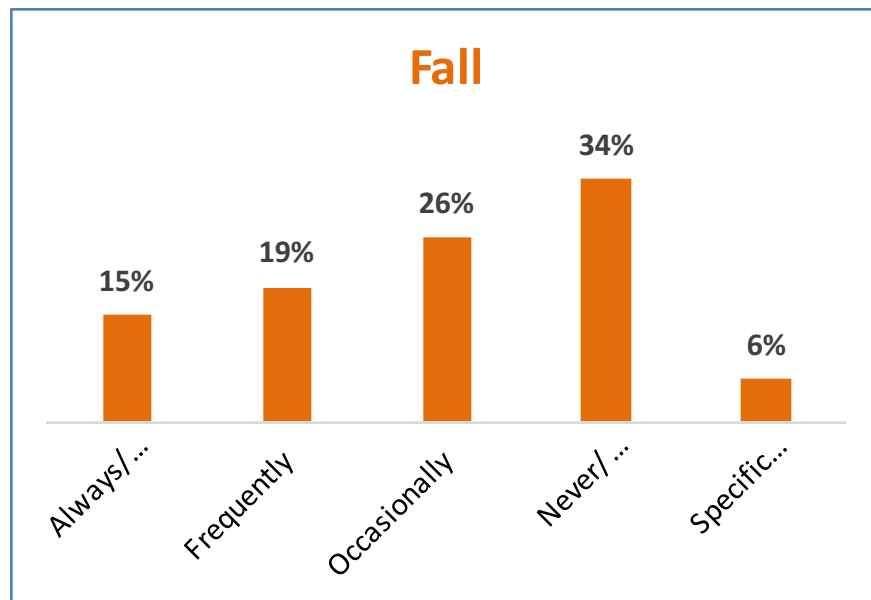
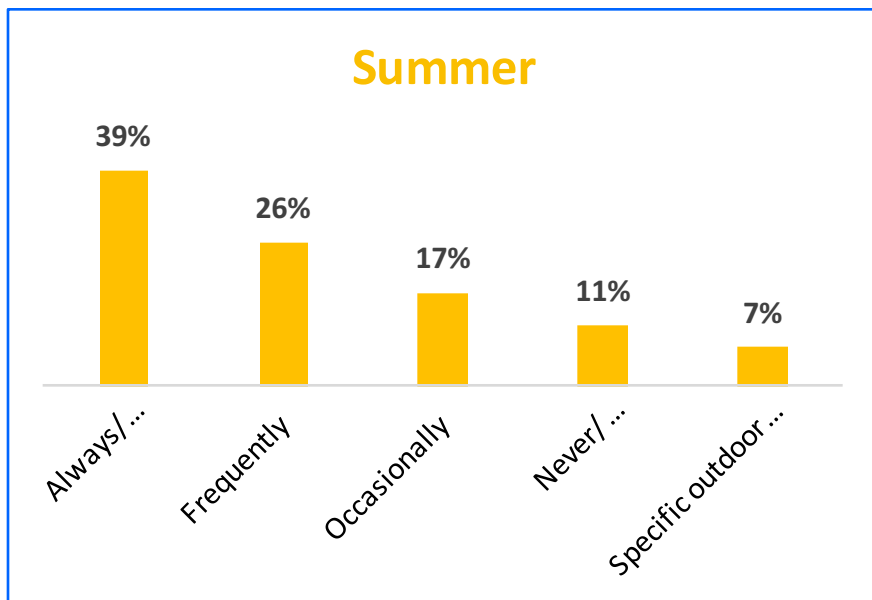
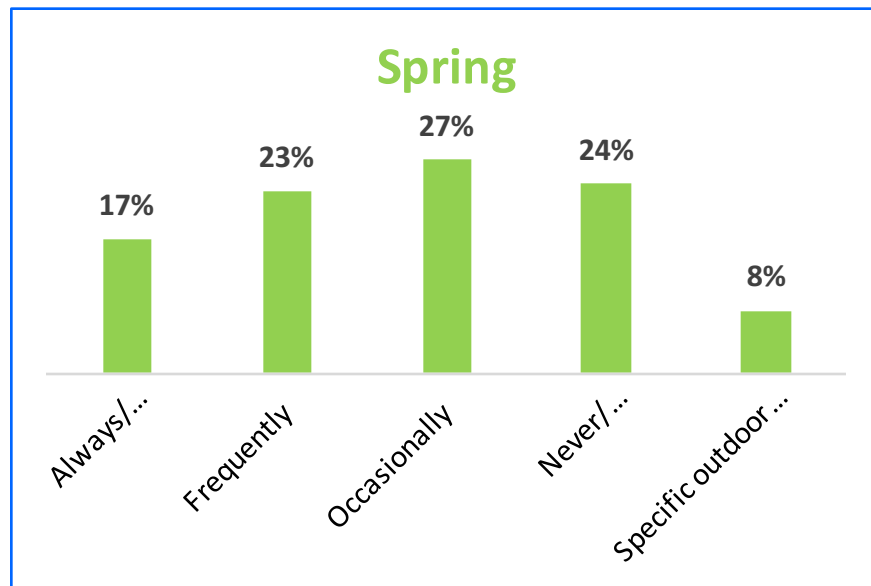
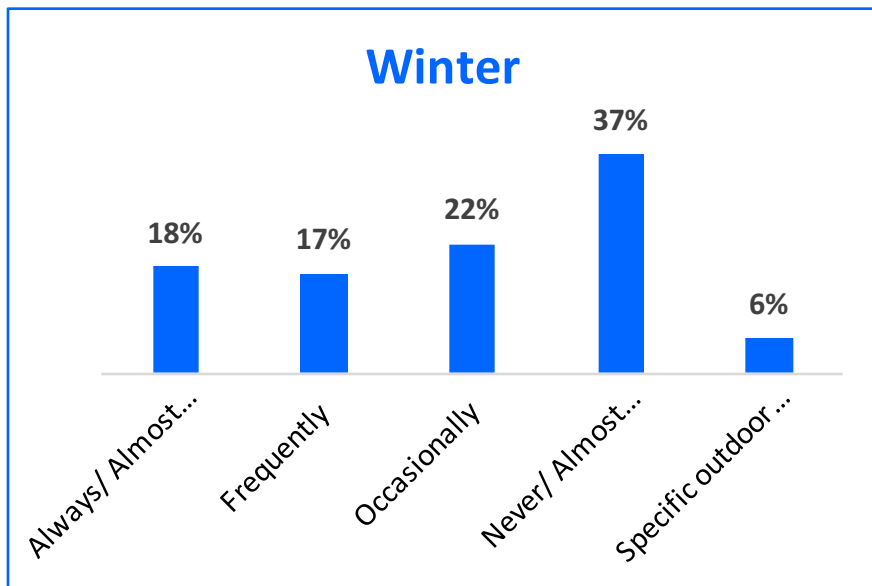
An online survey was conducted of residents of the county of Los Angeles yielding 385 completed surveys. The sample was split evenly between males and females and had the age and racial/ethnic distribution shown below.



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

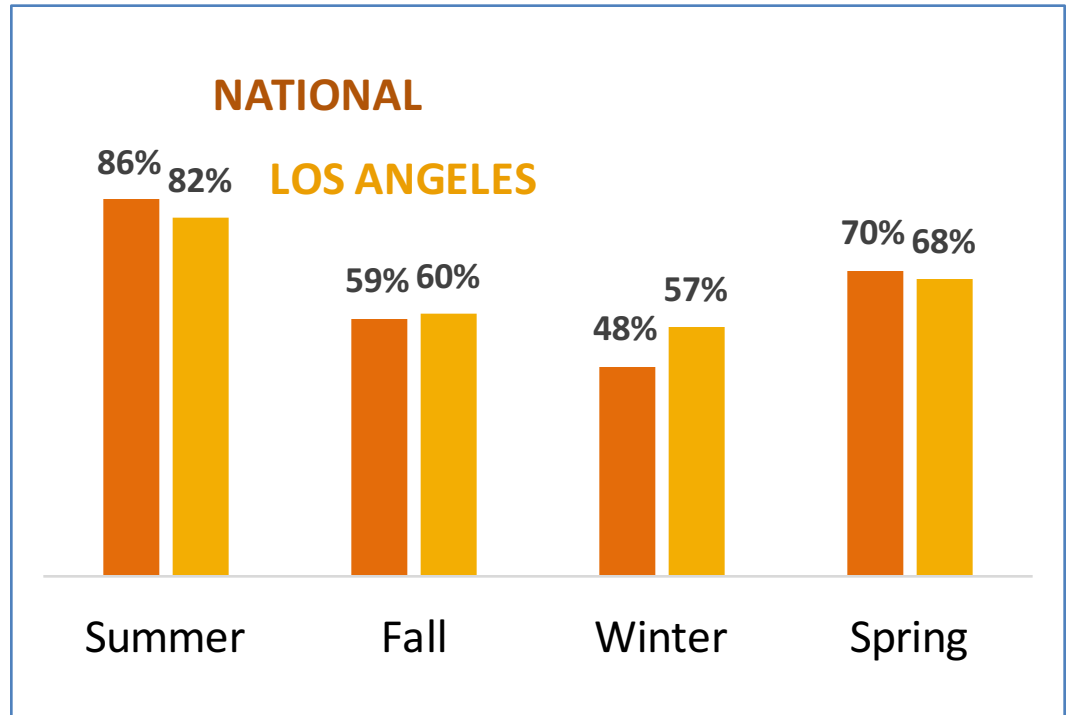
Data were also collected with respect to education, children in the home, and household income, and are available for future comparisons.

Seasonal Sunscreen Use



National/State Comparisons

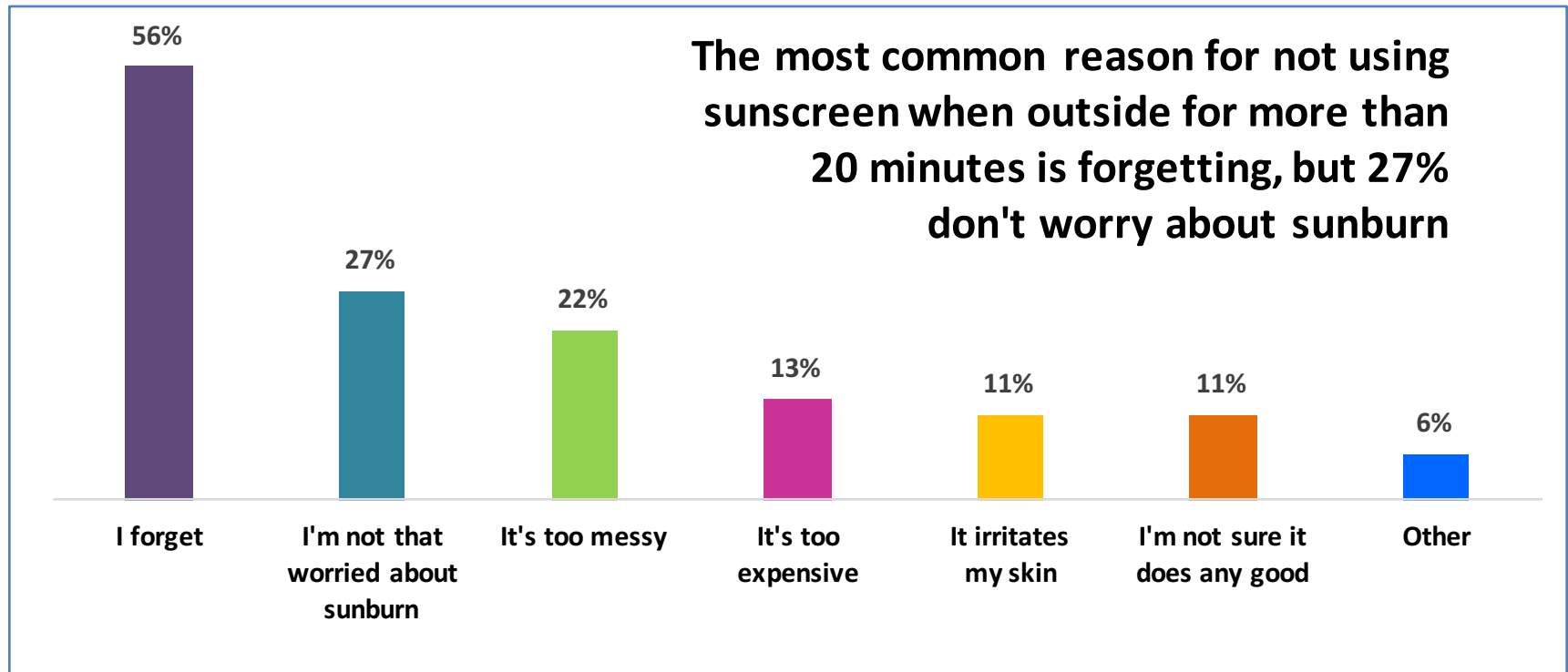
Sunscreen use in Los Angeles is similar to that found in a recent national sunscreen study commissioned by IMPACT Melanoma (then the Melanoma Foundation of New England).



Los Angeles residents use more sunscreen in the winter than is seen in the national data, but usage is still quite low given that there is less seasonal variation in temperature in Southern California, and therefore a great likelihood that people will be outdoors in the sun at all times of year.

Barriers to Sunscreen Use

The most common reason for not using sunscreen when outside for more than 20 minutes is forgetting, but 27% of people don't worry about sunburn, and 22% feel it's too messy.



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 Los Angeles 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 **63%** were painful.

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

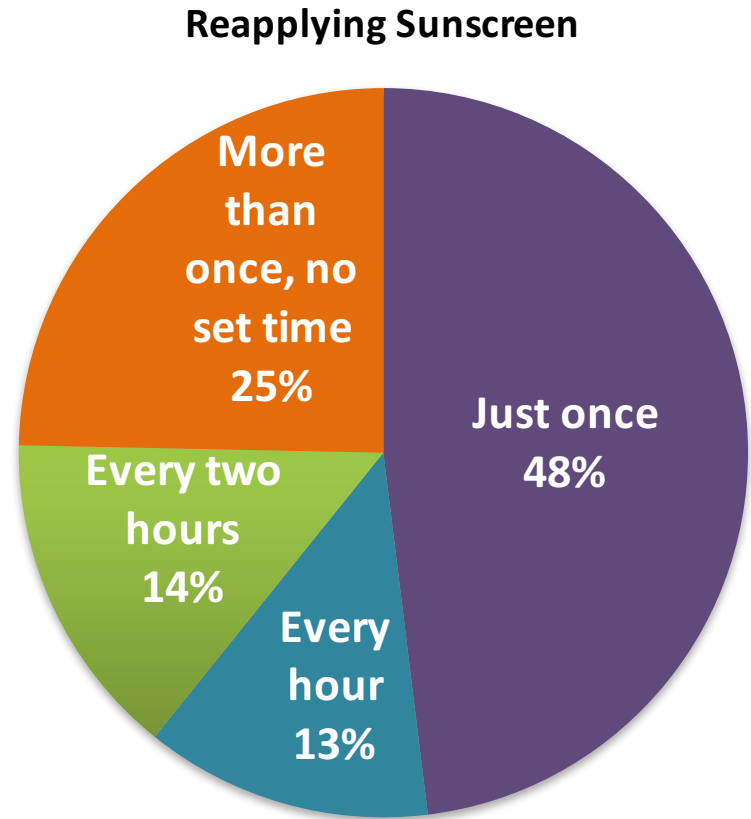


Reapplication of Sunscreen

The highest percentage (48%) of people do not reapply sunscreen.

27% 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.

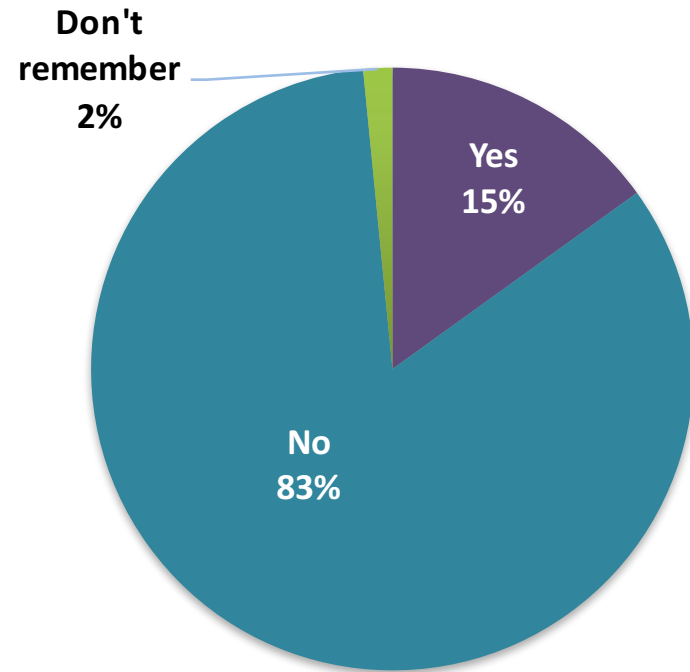


Previous Use of Public Sunscreen Dispensers

Few survey participants – **15%** – 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 Los Angeles beaches.

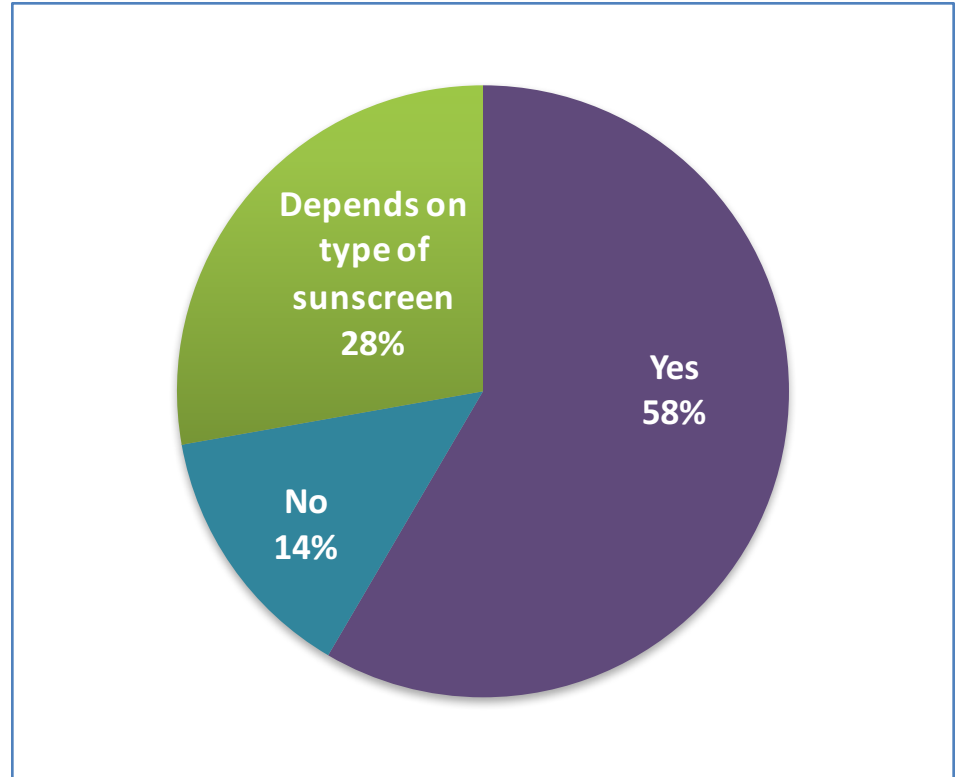
At the same time, it will be important that the dispensers have prominent educational messages, to attract people to them and to counteract the perception that they present hygiene issues.



Potential Use of Public Sunscreen Dispensers

58% say they would use free public sunscreen, and an additional 28% might if they like the type of sunscreen provided.

Of the 14% who would not use it, a strong majority cite “germs” and hygiene concerns. Others sensitive skin, preferring their own sunscreen, or not needing it.



Conclusion

Even in summer, only 39% of Los Angeles County residents use sunscreen “Always or almost always.” 36% report at least one painful sunburn in the past year. With effective education and the ready availability of public sunscreen dispensers on highly trafficked beaches, sunscreen use could be increased substantially, and sunburns could be prevented for up to one-third of residents.

