EADV SYMPOSIUM 2022

LJUBLJANA 12 – 14 MAY 2022

ATTITUDES AND KNOWLEDGE ABOUT THE SUN AND PHOTOPROTECTION

M. Saint Aroman[1] C. Taieb[2?] G. Le Fur[3] A. Marquie[4] C. Baissac[1], A. Ortiz Brugués[5]

[1] Patient centricity, Pierre Fabre, France [2]Emma, European Market Maintenance Assessment ,Patient priority, France [3]Sociologist, Paris
[4] Statistician, Paris [5] Medical direction, Laboratoire Dermatologique Eau Thermale Avene

INTRODUCTION AND OBJECTIVES

Solar ultraviolet (UV) radiation is the main preventable factor in skin cancer, the incidence of which is increasing worldwide1,2 To prevent UV skin damage, the World Health Organisation (WHO) recommends, among other things, following photoprotection practices such as using sunscreen and limiting sun exposure during the hours of greatest risk. To assess attitudes and knowledge about the sun and photoprotection in a population of adults with authority over children or grandchildren.

MATERIAL AND METHODS

We interviewed 2 generations (parents & grandparents) to assess their knowledge and habits regarding sun exposure.

RESULTS

The overall population is 6190 individuals (5104 parents and 1086 grandparents). A total of 84.9% declared having been exposed to the sun during the past summer, and among them, 81% declared having been exposed to the sun during the hottest hours of the day, between 11 am and 5 pm. Photoprotection products are favoured by a very large majority of individuals 88 as a means of protection against the sun's rays. To choose their photoprotection product, 51% of users seek advice from a health professional [31% from a doctor, 28% from a pharmacist]. During intense sun exposure, with regard to the reapplication of sunscreen, approximately one-third of participants (32.5%) reported "do not reapply", and only one of six (16.1%) indicated "every 1 or 2 h". Fifty-seven percent said they used the product left over from the previous year. The fact that sunscreen products with a high sun protection factor protect against sunburn, reduce the risk of skin cancer and prevent skin ageing is known and accepted by 89, 82 and 76% of adults, respectively. Regarding UVA and UVB, while 72% know that UVA penetrates deep and accelerates skin ageing, only 53% know that UVB causes sunburn. Only 31% know that chemical filters absorb ultraviolet radiation. Protection factors are not perfectly mastered: less than one adult in three knows that a sun protection product with a protection factor of 30 does not offer twice as much protection against premature ageing as a product with a protection factor of 15. Thirty-five percent know that tanning will not be slower if the photoprotection product with a high protection factor is used, 21% think that clouds protect from the sun (8% say they do not know) and 12% think that once you have a tan, there is no reason to be careful. Sixty-four percent confided that they felt that their parents had protected them little or not at all from the sun. The figure is 60.7% for parents and 79.7% for grandparents! Fifty-two percent of parents feel that they are more vigilant with their child than their parent was with them.

	N	%		N	%
TOTAL	6190	100	Spain	1190	19.2
Germany	1172	18.9	Italy	1150	18.6
Spain	1190	19.2	USA	1488	24.0

Level of knowledge of individuals: % of correct answer	N	%
Sunscreen products with a high protection factor protect against sunburn	5532	89,4
Sunscreen products with a high protection factor reduce the risk of skin cancer	5083	82,1
Sun protection products with a high protection factor prevent skin aging	4727	76,4
Clouds protect from the sun	4371	70,6
Once my child is in the water, I don't have to worry about the sun	4952	80,0
Only blue eyes are vulnerable to the sun	4326	69,9
Once tanned, there is no reason to be careful anymore	4924	79,6
Chemical filters absorb ultraviolet rays	1961	31,7
UVA rays penetrate deeply and accelerate skin aging	4454	72,0
UVB rays cause sunburn	3261	52,7
The sun protection index represents the level of sun protection.	3560	57,5
The higher the SPF, the slower the tanning	2197	35,5
A sun protection product with a protection factor of 30 offers twice as much protection against premature aging as a product with a protection factor of 15.	1660	26,8
To protect yourself from skin cancer, using a protection product with a high protection factor is more effective than not exposing yourself to the sun	2086	33,7

DISCUSSION

For more than 30 years, sun prevention campaigns have been carried out every year by the health authorities, and the same messages have been repeated repeatedly: "no exposure to the sun between 11 am and 5 pm", "application every 2 hours"... but we note that many people do not respect them. More education is undoubtedly necessary in view of the level of knowledge. Health professionals and pharmacists are on the front line and must undoubtedly be mobilised, as they have the trust of the population to ensure that optimal prevention takes account of these results.

SAFE Sunscreen Assessment Family Experience