

FROM BABY SKIN TO WRINKLES

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Objective

Melanoma is the most common cancer diagnosis among young Danes aged 15-34.

This severe fact gave the Danish Sun Safety Campaign a reason to initiate an annual "Turn off the sunbed" campaign in 2008. Because sunbed tanning habits starts in early adolescence, the campaign addresses Danes aged 15-25.

Method

Since the launch of the annual "Turn off the sunbed" media campaign, it has been evaluated in the target group. The results from the evaluations provide an image of the campaign themes that have had the highest impact on the attitudes and behavior concerning sunbed use. In this presentation, we focus on the campaigns in 2009-2013 in order to demonstrate different ways of communicating the risk of sun bed use to the target group. In this period, our communicative focus shifted from health consequences to cosmetic consequences of sunbed use.

Results

In 2009 and 2010, the media campaign focused on beautiful skin with a small skull as a way of communicating the cancer risk of sunbed use. The following year our focus group interviews showed that cosmetic consequences and wrinkles were scarier to the target group than the risk of getting skin cancer. Thus, in 2011 and 2012 the media campaign focused on a picture with a woman in a bikini with elephant skin and the key message "Your skin never forgets". This campaign was a huge success, and in 2013, we continued the focus on wrinkles in the film "Lureren." ("The Peeper").

Conclusion

The overall result of the "Turn off the sunbed" media campaign is very positive. The sunbed users aged 15-25 have decreased from 41 percent in 2008 to 10 percent in 2013. Furthermore, almost 9 out of 10 Danes between 15 and 64 years know that using sunbeds increase the risk of getting cancer. Therefore, even if the creative message is wrinkles, Danes understand the importance of the message and turn off the sunbeds.