



From Baby Skin To Wrinkles



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The Danish Sun Safety Campaign





The campaign: Turn off the sunbed

- *Melanoma*: the most common cancer diagnosis among young Danes aged 15-34
- This is the background for The Danish Sun Safety Campaign to initiate an annual 'Turn off the sunbed'-campaign in November 2008
- The campaign is targeted young Danes aged 15-25. The key components are:
 - Media campaign
 - Local initiatives with volunteers
 - Education
 - Press
 - Advocacy for an 18 years age limit for sunbed use
- From 2009 to 2013: a change in the communicative focus:
 - from communicating *cancer risk* of sunbed use
 - to communicating the *cosmetic consequences* of sunbed use

"From baby skin to wrinkles"

2009-2010 2011-2012 2013



2009-2010
 Evaluation and focus groups
 Cancer risk (skull icon)

2011-2012
 Evaluation and focus groups
 Cosmetic consequences (wrinkles)

2013
 Evaluation and focus groups
 SLUK SOLARIET
 DIN HUD GLEMMER ALDRIG

Pay off:
 'For some people sunbed use only cost a few dimes. For others it can be *fatally expensive*'

Pay off:
 'Your skin never forgets'



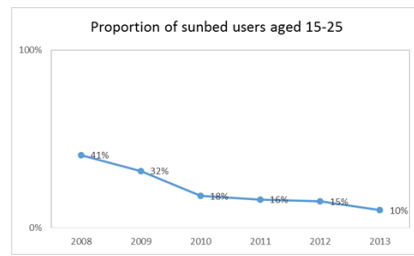
Results from the campaign: Turn off the sunbed

Knowledge

Almost 9 out of 10 Danes (15 - 64 years) know, that sunbed use increase the risk of getting skin cancer

Behavior

Proportion of sunbed users aged 15-25



Year	Proportion of sunbed users aged 15-25
2008	41%
2009	32%
2010	18%
2011	16%
2012	15%
2013	10%

