

Finnish families and holidays in the Sun

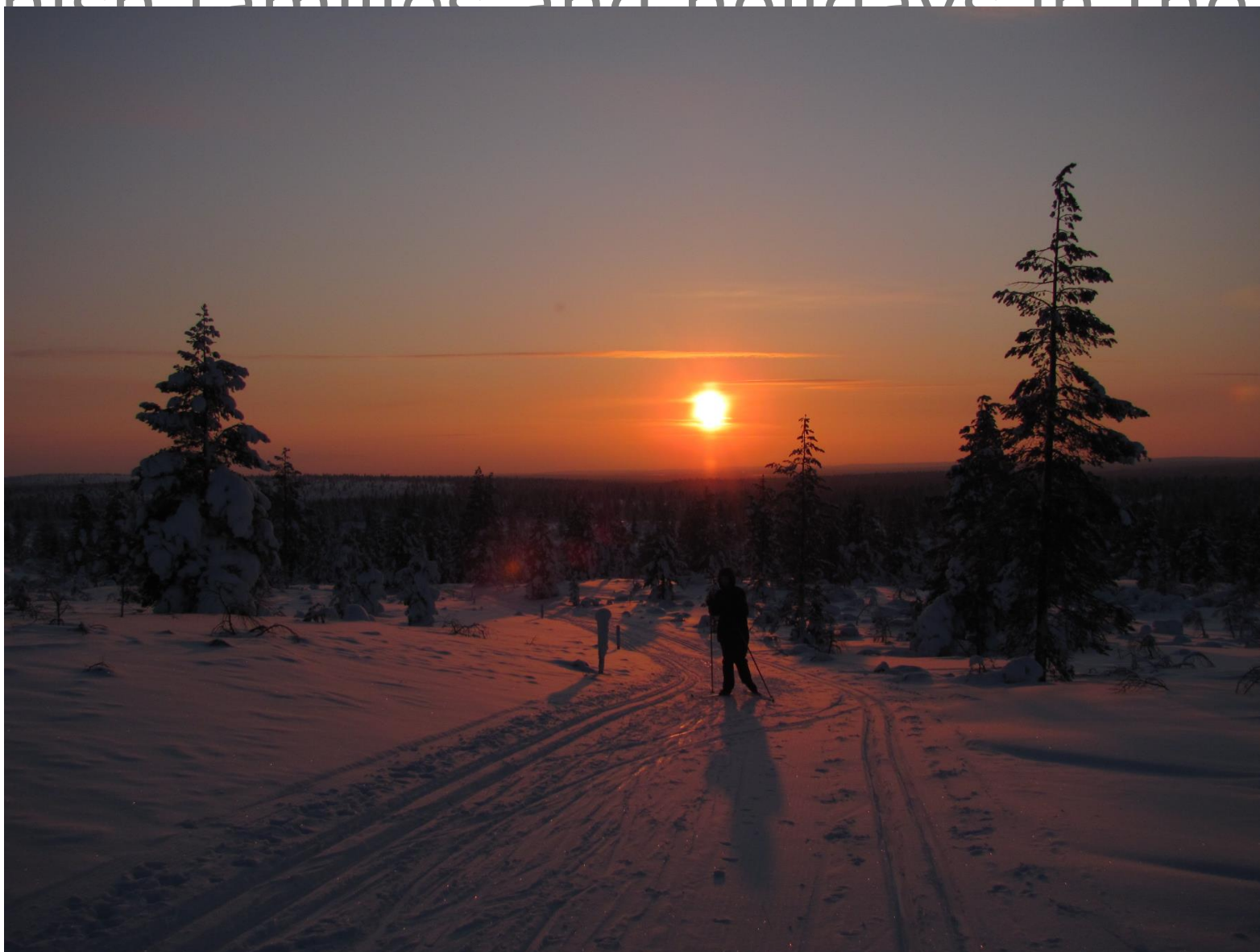
Views among parents of underaged children about sunprotection on holiday trips

Lotta Laine*, Liisa Pylkkänen, and Tapani Koskela
Cancer Society of Finland
Finnish Meteorological Institute

* lotta.laine@cancer.fi for more information.



Finnish families and holidays in the Sun



Finnish families and holidays in the Sun





The method

Collection of data

- An existing consumer panel of TNS Gallup Oy on the web
- Only parents with children < 18a
- Travel to sunbathing resort within 1½ a
- A total of 1054 interviews in Jan-Feb 2013
- Error marginal 4.5%

The contents of the survey

- Preparations before the trip
- The child's exposure to Sun: time and duration
- Use of sunscreen
- Other methods of sunprotection
- **Information on UV radiation and protection: methods, situations, and the ease of acquiring**
- Focus on the youngest child of a family

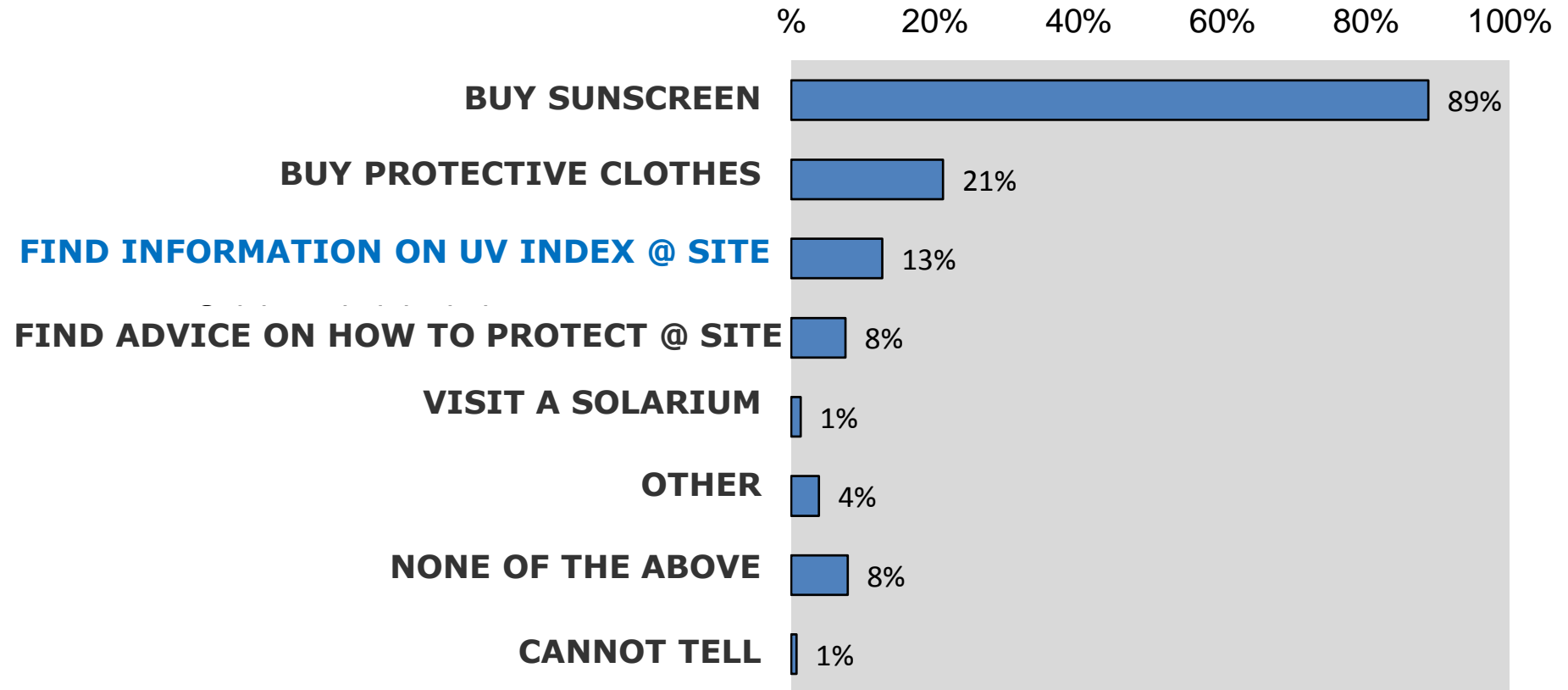
Results – some only



Preparations before the trip and acquiring information



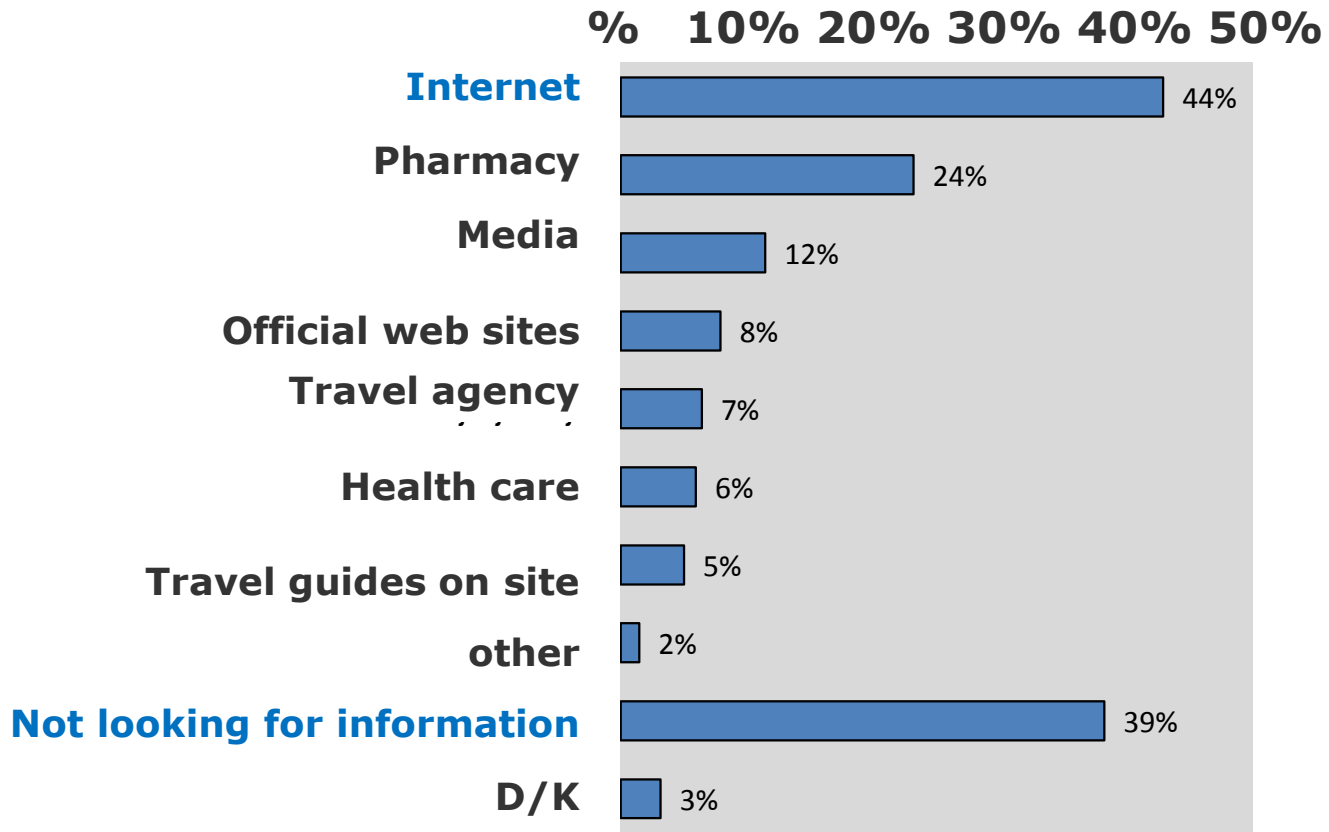
Preparations before the trip



Cancer – alaikäisten lasten vanhemmat

Preparations before the trip

Sources of information about sunprotection

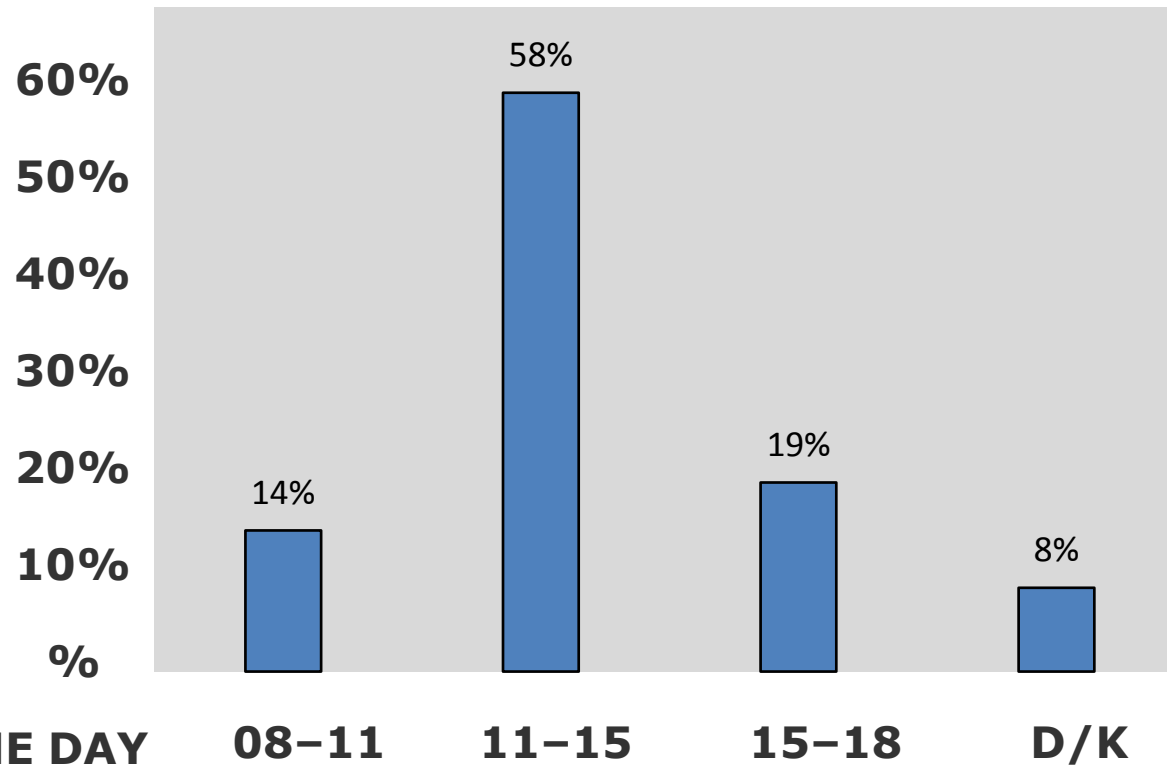


Cancer – alaikäisten lasten vanhemmat

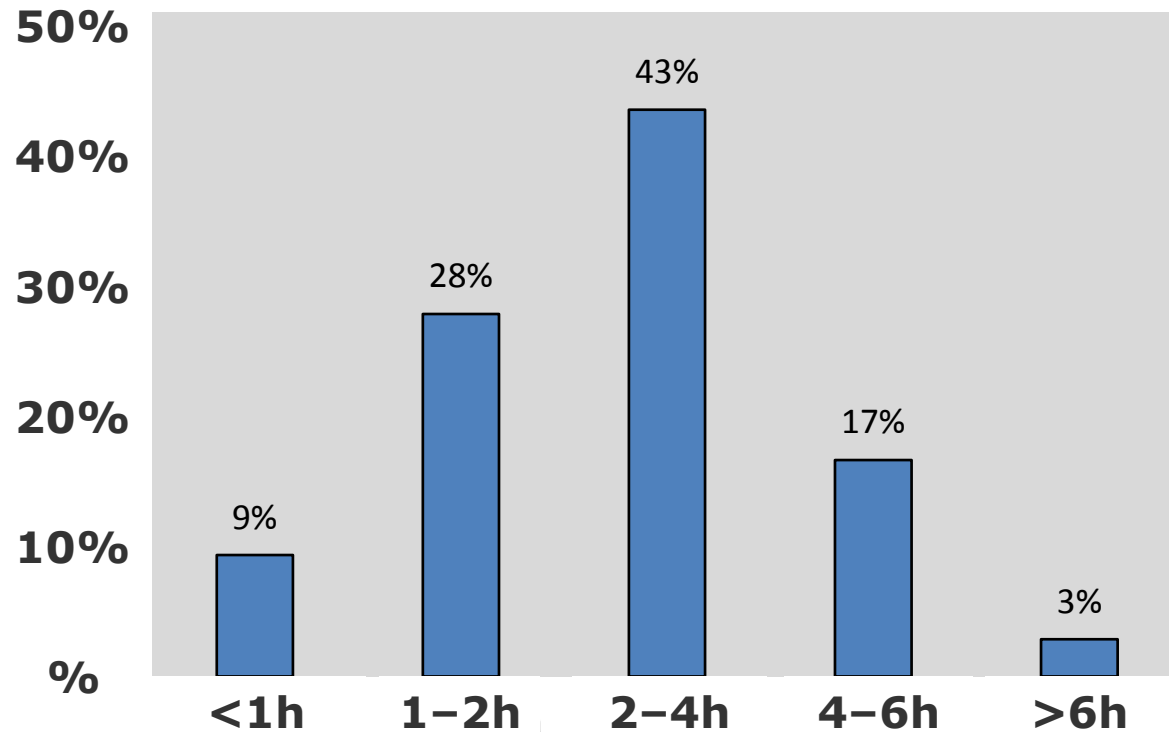
TIME SPENT IN THE SUN



Time of the day in the Sun



Time spent by the child in direct Sun light



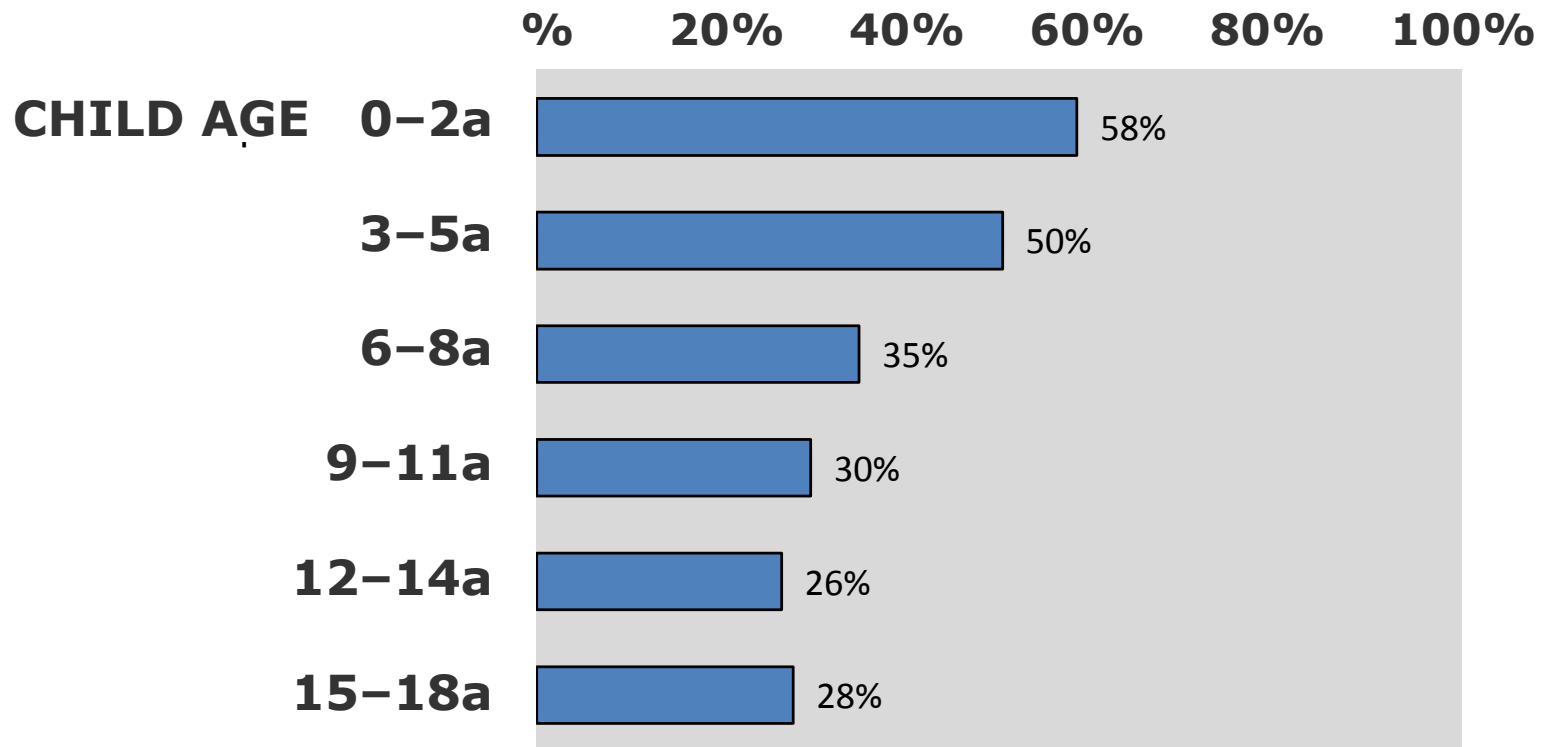
Cancer – alaikäisten lasten vanhemmat

PROTECTION AT THE DESTINATION



PROTECTION AT THE DESTINATION

Takes care that the child is in shadow or indoors when the Sun is strongest (hours 11-15)



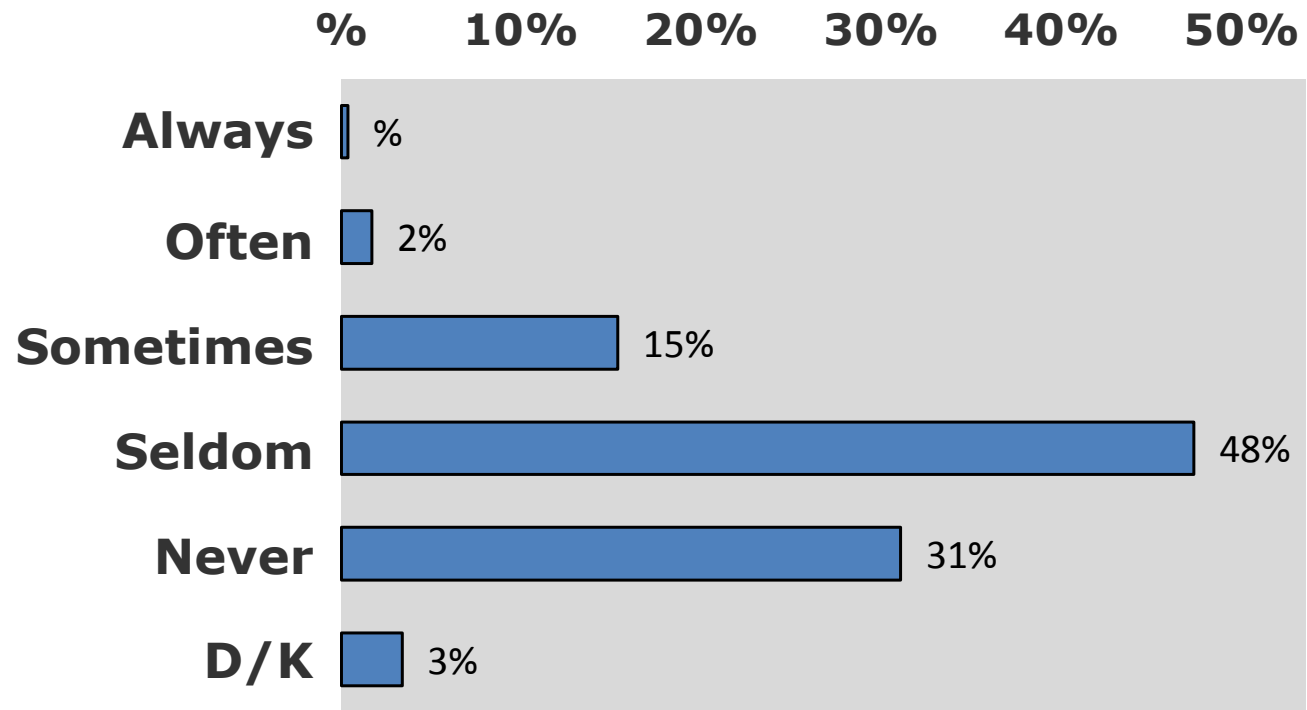
Cancer – alaikäisten lasten vanhemmat

SKINBURNS



SKINBURNS

The child gets a skinburn in the Sun



UNDERSTANDING THE SUN



Understanding of the Sun

Knows what UV index means

■ Erittäin hyvin ■ Melko hyvin □ Ei osaa sanoa ■ Melko huonosti ■ Erittäin huonosti

