



Reduce UV Exposure to Prevent Skin Cancer

Insight into why young women indoor tan and tools to help them quit



Introduction



Indoor tanning significantly increases the risk of skin cancer and is prevalent among young women. The purpose of this study was to identify the most common beliefs of young, white women regarding indoor tanning, and to create and test effective messages based on those findings.

This toolkit contains the themes and messages used in the [Skin Cancer Communication Project](#). These messages can be utilized by public health professionals to discourage the use of indoor tanning. Messages are available in three formats: 30-second video PSAs, 30-second radio PSAs, and posters.

This toolkit provides strategies you can use when sharing messages. You can also head to our website for links to all of the videos, PSAs, posters and social media messages. Share them with your audience to educate and encourage them to quit indoor tanning.

Key Findings

In the Fall of 2019, the CDC released their 5th annual Skin Cancer Prevention Progress Report. The report features findings, highlights, and success stories from their community of partners since the 2018 report. Page 9 of the document contains a full page summary of our CDC grant results for quitting indoor tanning among young women.

Here are the key findings from the study.

Among non-Hispanic white female indoor tanners aged 18-25 years, beliefs positively associated with intention to quit indoor tanning included:

- The belief that quitting would reduce damage to skin.
- The belief that key people (such as one's mother, friends, and/or romantic partner) would approve of quitting.

Among frequent indoor tanners

- Reasons for indoor tanning included
 - Improving physical appearance.
 - Social acceptance.
 - Increased confidence.
 - Happiness.
- Perceived advantages of cutting back or quitting indoor tanning included
 - Decreased skin cancer risk.
 - Saved money.
- Perceived disadvantages of cutting back or quitting indoor tanning included
 - Concerns about being pale.
 - A decline in self-confidence.

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Project Overview

This study assessed the knowledge, attitudes, and beliefs related to indoor tanning and skin cancer prevention among young women who utilize tanning beds. Participants were non-Hispanic white females aged 18-25 who had gone indoor tanning at least once in the past year. We focused on this population because of their high prevalence of indoor tanning, an activity that can contribute to skin cancer.

The study included multiple phases. First we conducted formative research to help inform what messages would be effective. We then created messages in various formats, and in the final phase, we tested the effectiveness of the resulting video PSAs. The study drew on the Integrative Model of Behavioral Prediction and Change (IM) as well as constructs associated with effective health communications.

Formative Research

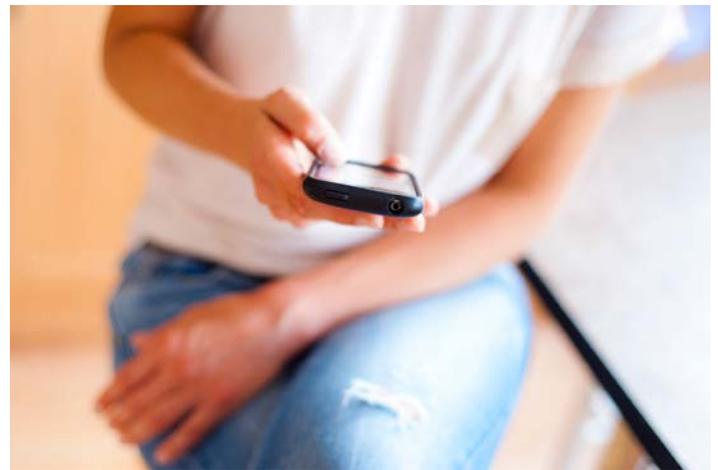
We conducted qualitative interviews to elicit beliefs, referents, and facilitators and barriers related to indoor tanning. For example, participants were asked what they perceived to be the advantages (and disadvantages) of quitting indoor tanning, who might approve (or disapprove) of them quitting indoor tanning, and what would make it easier (or harder) to quit.

The major themes that emerged from the interviews were incorporated into a closed-ended, national online survey. The survey provided quantitative information about which themes, and which combinations of themes, were most strongly driving participants' intention to quit indoor tanning.



Message Development

We partnered with a multimedia firm (Klein Buendel) to craft messages based on findings from the formative research. First, we conducted focus groups in Colorado and Philadelphia to gather feedback on the proposed messages (presented through storyboards). Only the most successful messages proceeded into development. We created 6 video PSAs, 5 radio PSAs, and 6 posters. All messages focused on one target behavior: quitting indoor tanning.



Message Testing

We tested videos in two stages. First, we conducted a national online survey to evaluate reactions to the messages. The questionnaire included measures of message appeal (whether participants enjoyed the videos), argument strength (whether the videos were deemed convincing), and behavioral intention (whether participants planned to quit indoor tanning).

Second, we conducted laboratory testing in which participants' eye movements were tracked while they watched the videos. Two weeks later, participants completed an online follow-up survey to measure what they remembered from the videos. These findings helped us determine what visual cues were most likely to capture and sustain attention.

Indoor Tanning Intervention Messages

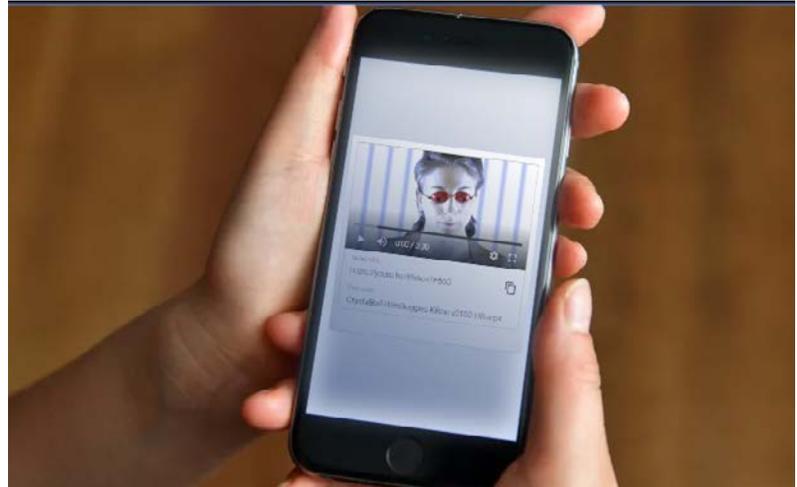


Participants in our study were surveyed for their responses to the videos, posters, and Radio PSAs that we produced. We have gathered the products used in each message for you to use in your own skin cancer prevention efforts. Each message contains the following:

- the main message and theme
- a link to the video the participants viewed
- the transcript and link to the Radio PSA
- a poster designed for our study
- a social media message with hashtags
- some of the tools contain interesting facts from the data we collected

How to use this toolkit:

- Share these pages, facts, and graphics with your network and audience.
- Use the themes to target your audience and create a message with impact. Look for the icon on each page to find the theme of each poster, video and audio message.
- Share a link to our interactive website on your social channels. <https://upennprc.org/resources/toolkits/skin-cancer-quit-indoor-tanning/>.
- Click through the tabs on the website to view the video, listen to the audio PSA, and download the poster image.



Themes

Based on our formative research, we've identified the key themes. Look for these images throughout the toolkit when crafting your prevention messages.

Empowerment



Appearance



Skin Cancer



Be good to yourself Be good to your skin



Stop using tanning beds!

This message focuses on a feeling of empowerment and happiness. Young, white women in the study responded to the idea of finding new ways to improve their mood, and save the money that they would spend on the tanning booth.



View the digital version of this tool, go to:
<https://upennprc.org/resources/toolkits/skin-cancer-quit-indoor-tanning/>

Find Your Own Place poster



Watch the Video: Find Your Own Place

Click the icon on the right to view the video associated with this message, or go to our website to view all of the videos. This message focuses on the theme of empowerment and mood.



Hear the Radio PSA: Find Your Own Place

TRANSCRIPT: "I used to love going to the tanning salon. I love(d) the way it made me look and feel, but I started learning about how indoor tanning can cause cancer and damage your skin – so I stopped tanning. It was a big change, but there are lots of other things that can make me feel and look just as good – like going to the spa, getting a manicure, or taking a yoga class. I really like how my skin looks without tanning, and I'm really just as happy. Be good to yourself and your skin. Stop indoor tanning!"

Use this message

Download this page

Download the poster



Be good to yourself. Be good to your skin. Stop using tanning beds!
#skincancerawareness #prevention



It's your choice.

Walk away from indoor tanning.



This message focuses on a feeling of empowerment and happiness. Young, white women in the study responded to the idea of finding new ways to improve their mood, and save the money that they would spend on the tanning booth.



View the digital version of this tool, go to: <https://upennprc.org/resources/toolkits/skin-cancer-quit-indoor-tanning/>

Freedom poster



Watch the Video: Freedom

Click the icon on the right to view the video associated with this message, or go to our website to view all of the videos. This message focuses on the theme of empowerment and mood.



Hear the Radio PSA: Freedom

TRANSCRIPT: "As a young woman, you have the freedom to make your own choices. Like choosing your own career, finding a place to live, being physically active, and being healthy. Indoor tanning can limit your choices by causing permanent skin damage and skin cancer. It's your choice. Don't use tanning beds."

Use this message

Download this page

Download the poster



It's your choice. Walk away from indoor tanning. #skincancerawareness #prevention



Protect your future.

Protect yourself against skin damage and skin cancer. Don't use tanning beds.



This message focuses on the negative physical appearance associated with indoor tanning, like wrinkles and an orange skin tone. Young, white women in the study responded to the idea of preventing damage to their skin.



View the digital version of this tool, go to: <https://upennprc.org/resources/toolkits/skin-cancer-quit-indoor-tanning/>

Crystal Ball poster



Watch the Video: Crystal Ball

Click the icon on the right to view the video associated with this message, or go to our website to view all of the videos. This message addresses the theme of appearance.



Hear the Radio PSA: Crystal Ball

TRANSCRIPT: "What if you could see into your future? What would it look like? If you indoor tan, your future could have wrinkles and age spots. (gasp!) That's because indoor tanning damages your skin, causing premature aging, and even skin cancer. Protect your future. Protect yourself against skin damage and skin cancer. Don't use tanning beds."

Use this message

Download this page

Download the poster



What if you could see into your future? Protect yourself against skin damage and skin cancer. Don't use tanning beds. #skincancerawareness #prevention



Don't let tanning ruin the perfect occasion.



Indoor tanning causes skin damage and skin cancer.

This message focuses on the negative physical appearance associated with indoor tanning, like wrinkles and an orange skin tone. Young, white women in the study responded to the idea of preventing damage to their skin.



View the digital version of this tool, go to: <https://upennprc.org/resources/toolkits/skin-cancer-quit-indoor-tanning/>

Perfect Occasion poster



Watch the Video: Perfect Occasion

Click the icon on the right to view the video associated with this message, or go to our website to view all of the videos. This message addresses the theme of appearance.



Hear the Radio PSA: Perfect Occasion

TRANSCRIPT: "The perfect occasion, you found the perfect shoes, the perfect dress, the perfect flowers, and it's the perfect day. But you went indoor tanning, and it left you looking like a sunburned raccoon. Don't let tanning ruin the perfect occasion. Using a tanning bed even a few minutes can be risky. Indoor tanning can cause skin cancer and permanent skin damage. It's your choice, don't use tanning beds."

Use this message

Download this page

Download the poster



Don't let tanning ruin the perfect occasion. Indoor tanning causes skin damage and skin cancer. #skincancerawareness #prevention



Indoor tanning damages skin cells, aging the skin more quickly.

And it increases the risk of skin cancer.
Don't use tanning beds!



This message focuses on the negative physical appearance associated with indoor tanning, like wrinkles and an orange skin tone. Young, white women in the study also responded to the idea of how indoor tanning can lead to skin damage and skin cancer.



View the digital version of this tool, go to:
<https://upennprc.org/resources/toolkits/skin-cancer-quit-indoor-tanning/>

Start Early poster



Watch the Video: Start Early

Click the icon on the right to view the video associated with this message, or go to our website to view all of the videos. This message addresses the themes of appearance and the risk of skin cancer.



Hear the Radio PSA: Start Early

TRANSCRIPT: "When I was my daughter's age, I used to indoor tan. I didn't know what a tanning bed could do to your skin, like cause wrinkles or even skin cancer. If I'd known, I would have never gone tanning. My daughter just decided to stop using tanning beds and I am so happy. Maybe she won't end up needing all the wrinkle creams and lotions I use every day. Indoor tanning damages skin, aging it more quickly, and increases the risk of skin cancer. Don't use tanning beds."

Use this message

Download this page

Download the poster



Indoor tanning damages skin cells, aging the skin more quickly. And it increases the risk of skin cancer. Don't use tanning beds! #skincancerawareness #prevention



Be done with indoor tanning.



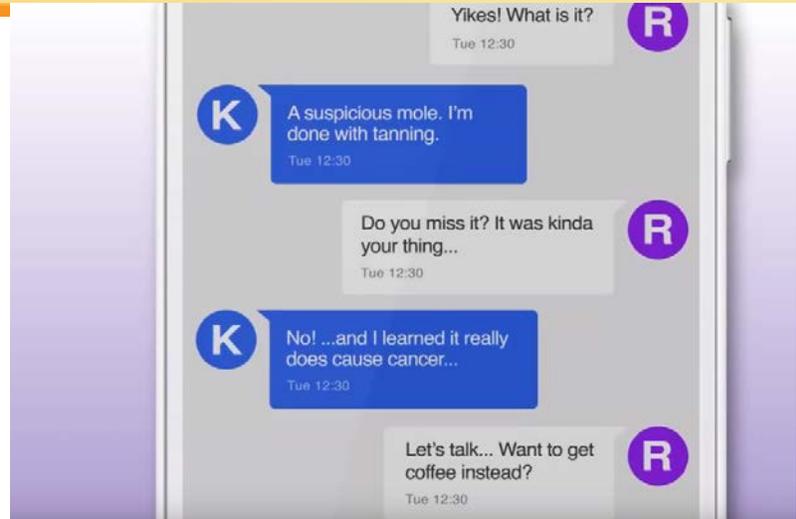
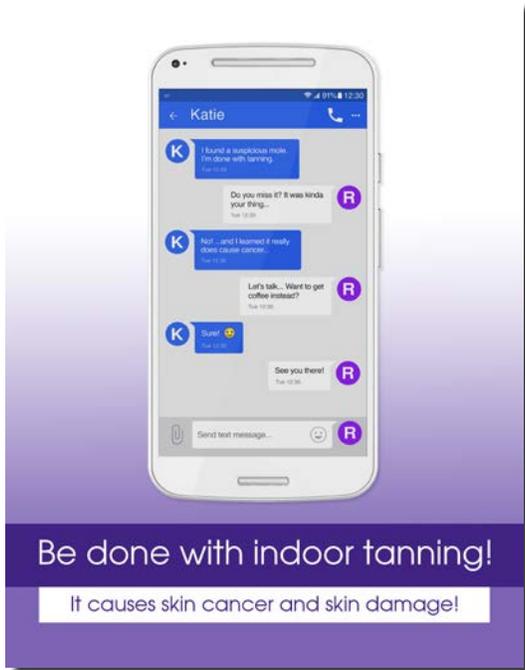
It really does cause skin cancer and skin damage.

This message focuses on how indoor tanning can lead to skin damage and skin cancer. Participants who viewed the “skin cancer” videos were more likely to report that they intend to quit indoor tanning as compared to participants who viewed the “mood” videos. The “skin cancer” videos also led to a stronger negative emotional response.



View the digital version of this tool, go to: <https://upennprc.org/resources/toolkits/skin-cancer-quit-indoor-tanning/>

Text Message poster



Watch the Video: Text Message

Click the icon on the right to view the video associated with this message, or go to our website to view all of the videos. This message addresses the theme of skin damage and risk of cancer.



Use this message

Download this page

Download the poster



Be done with indoor tanning. It really does cause skin cancer and skin damage. #skincancerawareness #prevention

Publications



- PDFs of these publications are available upon request.
- Find an updated list of all the publications from this project at upennprc.org.



Bleakley A, Jordan A, Ellithorpe M, Lazovich D, Grossman S, Glanz K. [A national survey of young women's beliefs about quitting indoor tanning: implications for health communication messages](#), *Translational Behavioral Medicine*, 2018 Nov; 8(6):898–906



Glanz K, Jordan A, Lazovich D, Bleakley A. [Frequent Indoor Tanners' Beliefs About Indoor Tanning and Cessation](#), *American Journal of Health Promotion*, 2019 Feb; 33(2):293-299



Bleakley A, Jordan A, Strasser A, Lazovich D, Glanz K, [Testing General Versus Specific Behavioral Focus in Messaging for the Promotion of Sun Protection Behaviors](#), *Annals of Behavioral Medicine* 2019 Oct 4.



Bleakley A, Lazovich D, Jordan A, Glanz K. [Compensation Behaviors and Skin Cancer Prevention](#), *American Journal of Preventive Medicine*, 2018 Dec; 55(6):848-855



Calderón T, Bleakley A, Jordan A, Lazovich D, Glanz K. [Correlates of sun protection behaviors in racially and ethnically diverse U.S. adults](#), *Prevention Medicine Reports*, 2019 Mar; 13:346-353

Learn more from the following organizations:

Surgeon General's Call to Action to Prevent Skin Cancer
5th Annual Skin Cancer Prevention Progress Report
Melanoma Research Foundation
Save Your Skin Foundation
National Council on Skin Cancer Prevention
Centers for Disease Control & Prevention (CDC) Skin Cancer
American Association for Cancer Research
American Cancer Society
The Office on Women's Health
National Institute of Health
National Cancer Institute Division of Cancer Prevention

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