

CONCLUSIONS AND RECOMMENDATIONS

A summary of the outcomes of the evaluation against the campaign objectives for the primary target audience is presented in Table 5.1.1.

Table 5.1.1 Summary of evaluation outcomes against campaign objectives

| Campaign communication objective | 14-17 year olds | 18-24 year olds |
|---|--|---|
| To increase perceived susceptibility to, and perceived severity of, skin cancer | Continuing increase in disagreement that "skin cancers mainly occur in people with fair skin" (Feb 09: 45%) | No change in disagreement that "skin cancers mainly occur in people with fair skin" (Feb 09: 49%) |
| | Increase in disagreement that "skin cancers only affect older people who have spent years in the sun" in Feb 08 maintained (Feb 09: 74%) | Increase in disagreement that "skin cancers only affect older people who have spent years in the sun" compared to Feb 07 only (Feb 09: 85%) |
| | Increase in agreement that "skin cancers can kill" in Feb 08 maintained (Feb 09: 88%) | No change in agreement that "skin cancers can kill" (Feb 09: 91%) |
| | Increase in disagreement that "treating skin cancer is a simple procedure" in Feb 08 maintained (Feb 09: 74%) | Increase in disagreement that "treating skin cancer is a simple procedure" in Feb 08 maintained (Feb 09: 79%) |

| Campaign communication objective | 14-17 year olds | 18-24 year olds |
|--|---|--|
| To reduce misperceptions about sun exposure | Increase in disagreement that "when used properly, sunscreen is an adequate protection on its own" in Feb 08 maintained (Feb 09: 31%) | No change in agreement that "when used properly, sunscreen is an adequate protection on its own" (Feb 09: 41%) |
| | No change in agreement that "even using all the recommended sun protection, I would still get plenty of Vitamin D" (Feb 09: 52%) | No change in agreement that "even using all the recommended sun protection, I would still get plenty of Vitamin D" (Feb 09: 52%) |
| To increase awareness of multiple sun protection behaviours | Awareness of more methods in Feb 09 than pre-campaign and Feb 07 (Feb 09: 3.8 out of 5) | Awareness of more methods in Feb 09 than pre-campaign and Feb 07, but slightly fewer than Feb 08 (Feb: 3.7 out of 5) |
| To increase and reinforce positive attitudes and socially normative beliefs towards adoption/modelling of multiple sun protection behaviours | Increase in disagreement that "having my skin checked regularly is sufficient to prevent skin cancers" in Nov 07 maintained (Feb 09: 24%) | No change in agreement that "having my skin checked regularly is sufficient to prevent skin cancers" (Feb 09: 41%) |
| To reduce positive attitudes toward deliberate tanning. | Increase in disagreement that "it's safe to tan gradually as long as you don't get burnt" in Feb 08 maintained (Feb 09: 48%) | Increase in disagreement that "it's safe to tan gradually as long as you don't get burnt" in Feb 08 maintained (Feb 09: 56%) |

| Campaign communication objective | 14-17 year olds | 18-24 year olds |
|--|---|--|
| To increase perceived risk of cumulative exposure | No change in agreement that "small amounts of sun exposure without protection is healthy and won't lead to skin damage" (Feb 09: 32%) | No change in agreement that "small amounts of sun exposure without protection is healthy and won't lead to skin damage" (Feb 09: 36%) |
| To increase and reinforce the adoption of multiple sun protection behaviours | Significant increase in the average number of sun protection methods usually or always adopted (2.5), compared to pre-campaign (2.1) and February 2007 (2.3) results. | Seasonal increase only in the average number of sun protection methods usually or always adopted, with February 2009 (2.7) higher only than November 2006 (2.4) and November 2007 (2.4). |

Behaviour: There have been several significant increases in the use of sun protection methods among 14-17 year olds and 18-24 year olds. This has led to an increase over the life of the campaign in the average number of sun protection methods usually or always adopted, though the increase among 18-24 year olds could possibly be explained by a seasonal increase only in that no increase has been observed from February 2007 to February 2009. Deliberate tanning has decreased, with rates dropping by 12% among 14-17 year olds and 6% among 18-24 year olds between February 2007 and February 2009. However, the incidence of burning has increased. The timing of the surveys is likely to have had some influence, with people being more inclined to report adopting sun protection behaviours when asked during the hotter season. However, some of these behavioural changes, particularly those found among 14-17 year olds, are likely to at least partly have been brought about by the campaign, given that improvements have occurred between the surveys conducted at the same time of year. In addition, the majority of participants have indicated that the campaign influenced them to adopt more forms of sun protection, more often. Therefore, it is reasonable to conclude that some of the behavioural change observed has at least partly been brought about by the campaign.

Deliberate tanning appears to have decreased, particularly among 14-17 year olds. However, the incidence of burning has increased. The number of 14-17 year olds who reported that they had been burnt during the last fortnight increased from 56% in November 2006 prior to the first phase of the campaign, to 63% in February 2009. Among 18-24 year olds, the figures were even worse, rising from 59% in November 2006 to 74% in February 2009. Weather may well have played an important role here. Nevertheless, this deterioration in results presents some evidence of the possible need for a campaign focused on burning and tanning.

Knowledge: The results suggest that the campaign has had a stronger positive effect on knowledge, with increases in knowledge of various sun protection methods, as well as perceptions of their effectiveness. Awareness of sun protection methods has increased, across all five methods featured for 14-17 year olds and particularly for shade among 18-24 year olds. Unprompted awareness of shade increased from 26% prior to the first phase of the campaign to 56% in February 2009 among 14-17 year olds, and the corresponding figures were 35% and 50% among 18-24 year olds. Perceptions of the effectiveness of sun protection methods have increased, across all five methods featured for 14-17 year olds and particularly for protective clothing and shade for 18-24 year olds. The campaign has, therefore, been successful at meeting this key objective.

Attitudes: Consistent with knowledge improvements, there were found to be improvements in the target audience's attitudes towards tanning across the campaign. However, most of these increases in 2009 maintain, rather than build on, improvements found in previous February surveys. The only new significant improvement observed this wave is that more 14-17 year olds disagreed that skin cancers mainly occur in people with fair skin.

Campaign awareness and reactions: The campaign TVC has continued to achieve high reach, with 94% of 14-17 year olds and 87% of 18-24 year olds having seen the advertisement at least once. In addition, frequency has continued to be high, with 66% of 14-17 year olds and 51% of 18-24 year olds reporting that they had seen the TVC six or more times, which is particularly impressive given the fact that the TARPS for this season were over a third less than in previous seasons. Reactions to the TVC continued to be favourable, though the intensity of the favourable opinion had fallen among 18-24 year olds, either a sign of some campaign wear-out or of the reduced TARPs.

Recall of other campaign elements was lower, but nevertheless strong for these media. The print and outdoor advertisements have performed well. Interestingly, this wave saw a marked shift towards the 'Don't let your time ...' ad and away from the 'There is a lot more to treating ...' ad, even though the media placement only favoured the former 60:40, perhaps suggesting some wear-out for the 'there is a lot more to treating ...' ad which has been running for three years.

Recommendations: Overall, the research results indicate that the campaign has been effective, particularly among 14-17 year olds. Despite these improvements in awareness, behaviours and attitudes, there is still significant scope for further change. Consistent use of sun protection was not high, with the proportion of 14-17 year olds and 18-24 year olds indicating that they used a specific form of sun protection either always or usually being generally well below half. Although the campaign appears to have generated significant improvements in awareness, attitudes and has contributed to some behavioural progress, there is still significant scope for more change. Given this, further investment in sun protection messages is warranted.

One issue that may need further attention is the dangers of sunburn. The proportions reporting sunburn during the last fortnight continues to be extremely high (63% for 14-17 year olds and 74% for 18-24 year olds).

While there has been some progress on tanning, even so, many still see tanning as safe, with over half (52%) of 14-17 year olds and 44% of 18-24 year olds, failing to reject the idea that it is safe to tan gradually. There continues to be 30% of 14-17 year olds and 40% of 18-24 year olds who report actively seeking a tan. Hence, subsequent campaigns may need to focus more specifically on widely-held misconceptions about the safety of tanning.

One final message which may need further attention is the risk associated with cumulative exposure. There has been no lasting change in the association of small amounts of unprotected exposure with the potential for skin damage after the second phase of the campaign. Also, despite some improvements in the adoption of various sun protection methods in specific situations, the extent to which people adopt comprehensive sun protection across a broad range of situations is still limited. These gains could be expected to be built upon if the risks associated with cumulative exposure received more emphasis in any future campaigns.