

This section provides a detailed report of the findings from each of the four rounds of research.

RESEARCH FINDINGS

This section includes findings relating to each of the following areas:

- Behaviours and intentions, including tan-seeking, frequency and intensity of sunburn, details of sun protection behaviours adopted by the target audiences, and skin examinations.
- Knowledge and awareness of sun protection, including unprompted recall of the five sun protection methods highlighted in the National Skin Cancer Awareness Campaign, and the perceived effectiveness of sun protection methods.
- Attitudes relevant to sun protection, including perceived severity of skin cancer, perceived personal susceptibility to skin cancer, and a range of other attitudes specifically targeted in the campaign.
- Advertising awareness and reactions, including survey participants' beliefs about the impact of the campaign on their behaviours.

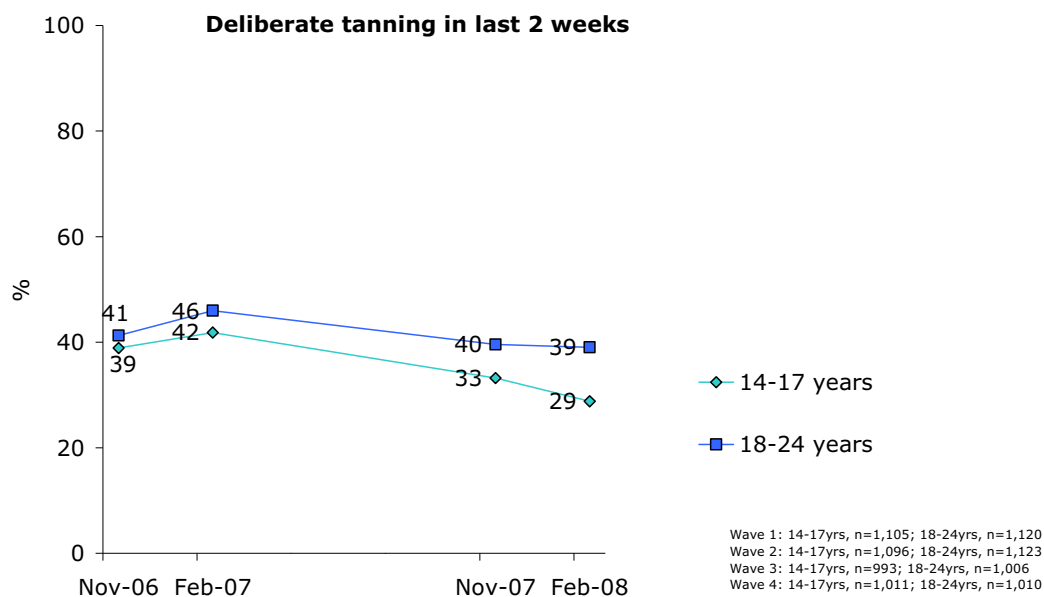
In each section, the results are presented for adolescents and young adults, the key target audiences for the campaign. Any statistically significant differences identified are noted throughout.

4.1 Behaviours and intentions

Tan seeking

Participants were asked whether they had tried to get a suntan at all within the last two weeks. The results for 14-17 year olds and 18-24 year olds, for each survey, are shown in Figure 4.1.1.

Figure 4.1.1 Deliberate tanning in last two weeks



Prior to the first phase of the campaign, in November 2006, around two-fifths of the key target audiences reported deliberate tanning. As can be seen, the proportion of teenagers that said that they had tried to get a suntan within the last two weeks was 29% in February 2008. Indeed, among teenagers, there was found to be a significant decrease in deliberate tanning comparing the February 2008 data with each of the previous rounds. It is likely that this is significantly influenced by the fact that February 2008 was particularly wet. However, it was also found that the proportion of teenagers seeking a tan dropped significantly from 39% in November 2006, to 33% in November 2007. Since the weather in November 2006 and 2007 was similar, this result suggests that the campaign may have had some residual impact on tanning behaviour among teenagers.

Looking at 18-24 year olds, there was a significant increase in deliberate tanning, from 41% in November 2006 to 46% in February 2007. In the absence of the campaign, it is possible that a greater proportion of people would deliberately try to acquire a suntan in February than in November. Certainly, those aged 18-24 years who are at university would have been on

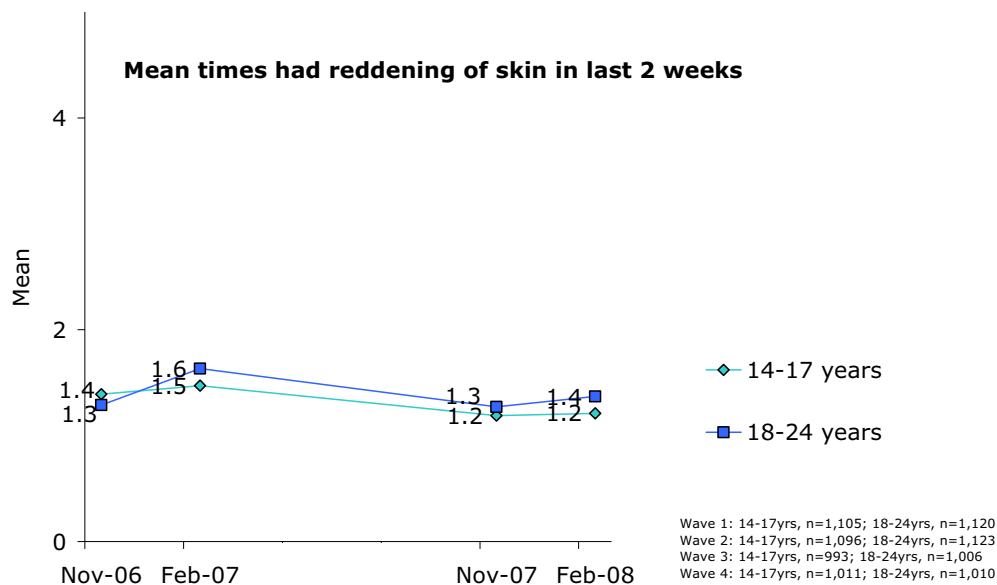
holidays during February, but probably not during the two weeks prior to the fieldwork conducted in November. Therefore, rates of tanning may have been higher because people were more likely to be on holidays, and so had more leisure time. In addition, on average, the temperature was higher during the two weeks prior to the February 2007 survey than it was during the two weeks prior to the baseline survey, and it is probable that deliberate tanning is more likely to occur when the weather is warmer. It is possible that, if the campaign had not been aired, the proportion reporting tan-seeking in February 2007 may have been even larger than that found in the research.

Comparing the February 2007 data with the February 2008 data, there was a significant decrease in the proportion of 18-24 year olds saying that they tried to get a suntan, falling from 46% to 39%. It is possible that the campaign may have had an impact on tanning behaviour. However, it is difficult to separate the potential impact of the campaign from the influence of the weather. Given there was more rain in February 2008 in most capital cities, one could expect that deliberate tanning would have been lower than in February 2008 than in the previous February.

Sunburn

The survey asked participants to specify how many times in the last two weeks they had experienced any reddening of the skin after being in the sun. The averages for each survey are shown in Figure 4.1.2.

Figure 4.1.2 Mean times had reddening of skin after being in the sun in the last 2 weeks.

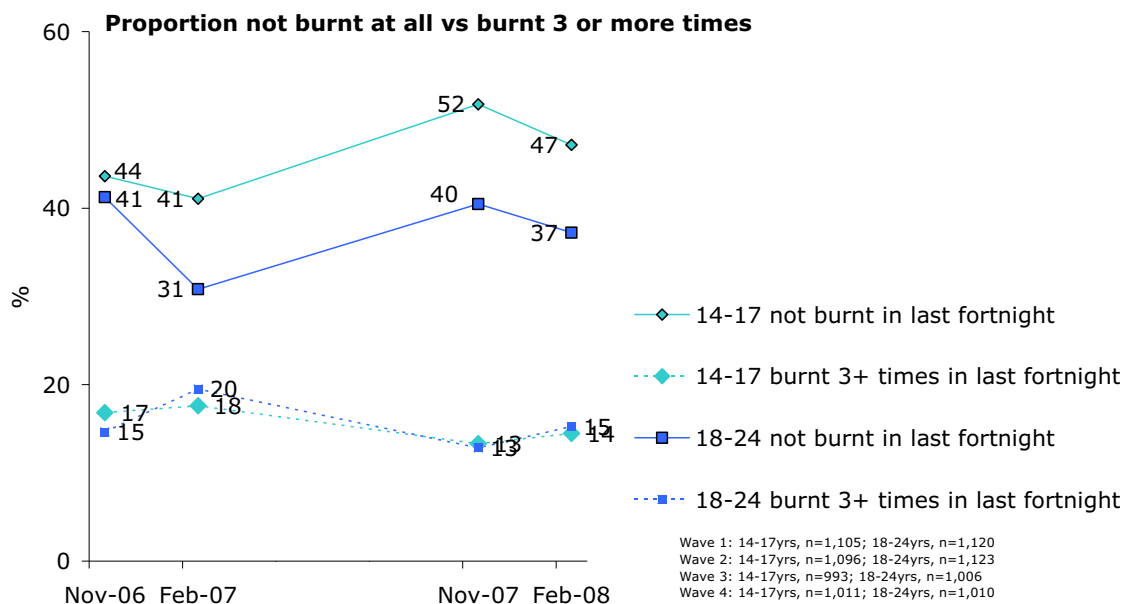


Among teenagers, the mean number of times that they said they had been burnt during the last fortnight was 1.2 in February 2008, which was significantly lower than the baseline result (1.4) and the February 2007 result (1.5). Again, this is likely to be at least in part because of the amount of rain in February 2008. However, the average number of times that teenagers reported burning dropped between November 2006 and November 2007, from 1.3 to 1.2 times, suggesting that the campaign may have had some positive effect.

Among 18-24 year olds, there was an initial increase in the average reported times burnt, rising from 1.3 times in November 2006 to 1.6 times in February 2007. Conversely, the incidence of burning was found to be lower in February 2008 (1.4) compared with February 2007. These changes would be consistent with changes in the weather.

The data have also been analysed to determine what proportion of each of the target audiences had not been burnt at all during the preceding fortnight, and what proportion had been burnt three or more times in that period. The results are shown in Figure 4.1.3.

Figure 4.1.3 Frequency of reddening of the skin after being in the sun during the last fortnight



Prior to the first phase of the campaign, the proportion of teenagers who indicated that they had not been burnt in the last fortnight was 44%. This proportion increased significantly to 52% in November 2007. Consistent with this, the proportion of 14-17 year olds reporting being burnt three or more times reduced from 17% in November 2006 to 13% in November 2007.

There were more teenagers in the February 2008 survey who said that they had not been burnt at all in the last fortnight (47%) than there were in the February 2007 survey (41%). It was also found that the proportion of teenagers who had not been burnt decreased between November 2007 and February 2008. This is likely to be due to seasonal factors.

Among 18-24 year olds, there was an initial drop in the proportion who said that they had not been burnt during the last fortnight, falling from 41% in November 2006 to 31% in February 2007. Again, seasonal variation in the proportion of people getting sunburnt should be expected, and it is difficult to determine whether the first phase of the campaign reduced the incidence of burning that would be typical during February. The proportion of 18-24 year olds who were not burnt in the last fortnight increased between February 2007 and February 2008. Similarly, there was a decrease in the proportion reporting being burnt three or more times between February 2007 and February 2008. Again, this may be because there was more rainfall in February 2008.

Regardless of whether participants reported being sunburnt in the last fortnight, they were then asked where they were, and what they were doing, last time they experienced any reddening of the skin after being in the sun. Despite being asked to answer both parts of the question, several participants only answered one component. Some of the responses were not useful, such as people replying with a suburb location when asked "Where were you?" There are therefore limits to the utility of this question for a tracking exercise.

Because of the variety of answers provided, the responses were analysed using an extensive codeframe. Rather than showing all the data for each target audience for each of the four surveys, Table 4.1.1 on the following page shows the top 3 responses to the question "where were you and what were you doing last time you experienced reddening of the skin after being in the sun?"

Table 4.1.1.1 Activities and location of last incidence of sunburn

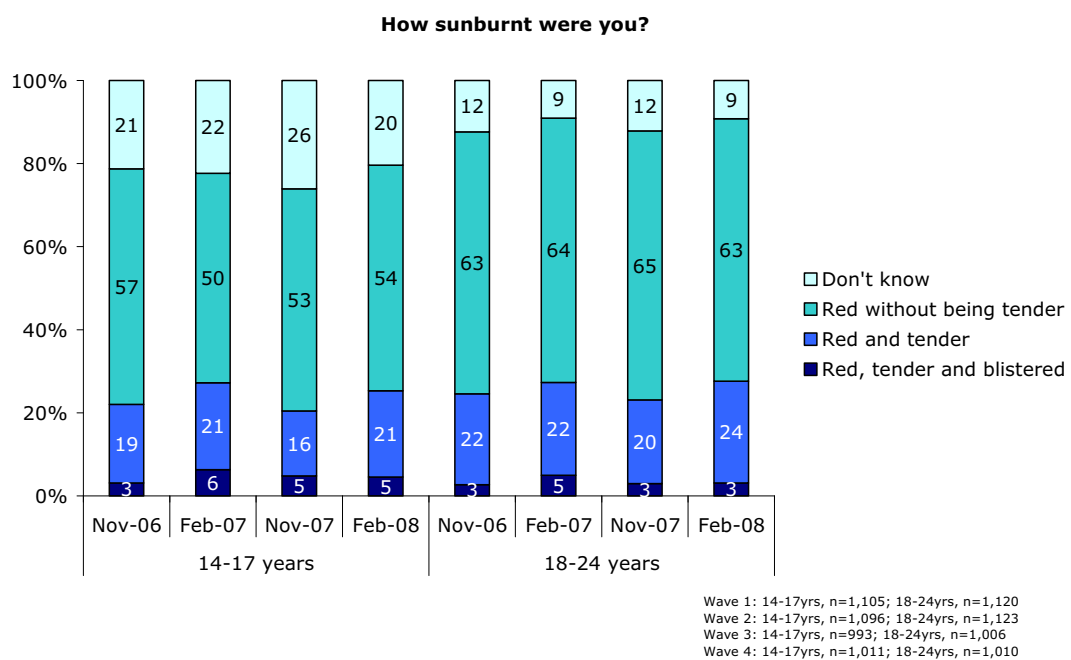
		Where were you?							
		November 2006		February 2007		November 2007		February 2008	
14-17 years	Beach / Pool		36%	Beach / Pool	40%	Beach / Pool	34%	Beach / Pool	49%
	Home/friend's house		12%	Outdoors "in shade"	12%	Other	13%	Don't know	14%
	School/university		10%	On the water/harbour	7%	Don't know	9%	Park/sportsground	8%
18-24 years	Beach / Pool		30%	Beach / Pool	31%	Beach / Pool	31%	Beach / Pool	42%
	Home/friend's house		13%	On the water/harbour	11%	Home/friend's house	12%	Home/friend's house	12%
	Outdoor event/entertainment		13%	Outdoors "in shade"	9%	Driving/in transit	9%	Don't know	9%

		What were you doing?							
		November 2006		February 2007		November 2007		February 2008	
14-17 years	Playing sport/exercising (on land)		23%	Swimming	40%	Swimming	17%	Swimming	25%
	Swimming		17%	Playing sport/exercising (on land)	11%	Playing sport/exercising (on land)	17%	Not specified	21%
	Relaxing		14%	Other	8%	Not specified	11%	Playing sport/exercising (on land)	15%
18-24 years	Driving/in transit - getting to and from places		16%	Swimming	33%	Playing sport/exercising (on land)	17%	Swimming	17%
	Playing sport/exercising (on land)		16%	Relaxing	11%	Swimming	13%	Playing sport/exercising (on land)	14%
	Swimming		13%	Other	10%	Not specified	11%	Not specified	13%

These results show, not surprisingly, that when asked in February about the last time they were sunburnt, participants were more likely to report that they had been burnt while participating in a water activity.

The results for the reported intensity of participants' most recent burn is shown in Figure 4.1.4. The analysis revealed that the intensity of the most recent burn increased for 14-17 year olds between the baseline and the February 2007 results. There were no other significant changes across the four surveys.

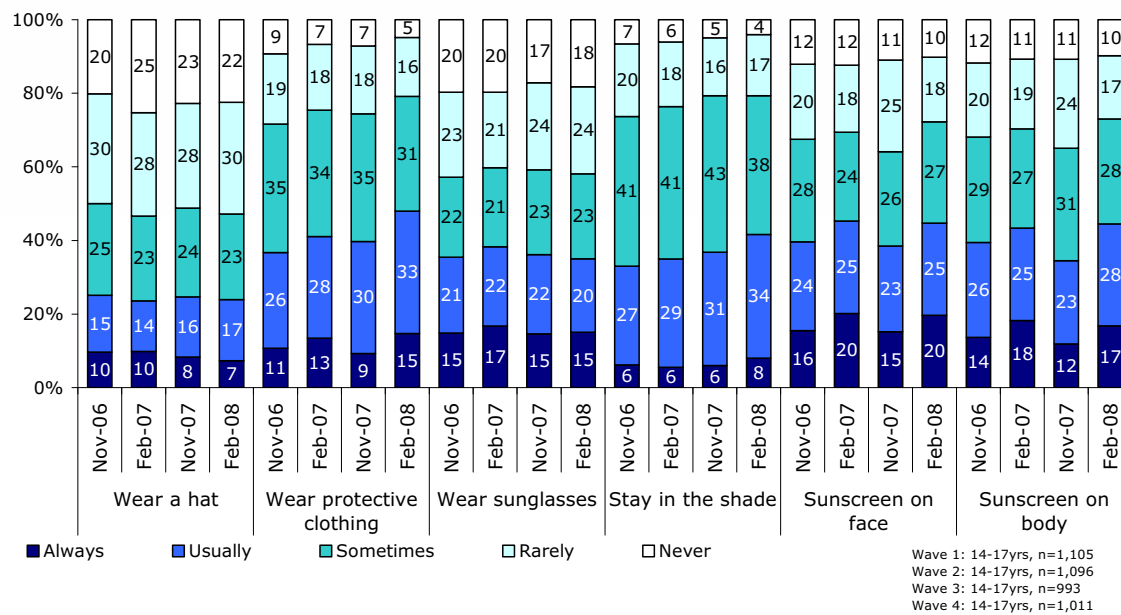
Figure 4.1.4 Intensity of most recent burn.



Sun protection behaviours

In each of the surveys, data was collected on the frequency with which participants adopt sun protection behaviours when outdoors on a typical summer day. The results have been analysed for each of the target audiences. Figure 4.1.5 shows the findings relevant to 14-17 year olds.

Figure 4.1.5 Sun protection behaviours (14-17 years)



Across all forms of sun protection, the proportion of teenagers indicating that they use them either always or usually when outdoors on a typical summer day was less than 50%. As can be seen, sunscreen and sunglasses are the most likely methods to be adopted always by teenagers. Even so, at least one in six reported that they never wear sunglasses. This group was also less likely than young adults to use shade.

In February 2007, a quarter (25%) of teenagers reported that they never wear a hat. Indeed, there was a significant decrease in the frequency with which teenagers reported wearing a hat, comparing the baseline and February 2007 results. The reason for this finding is unclear, particularly given that there were no other significant changes across the surveys in how frequently teenagers said that they wore a hat.

After the first phase of the campaign, there was an increase in reported use of protective clothing. In addition, comparing the February 2008 data with the results from each of the previous rounds of research, there was found to be a significant increase in the frequency with which teenagers reported that they wore clothing that protects the skin.

There was not found to be any significant change in the frequency with which teenagers wear sunglasses.

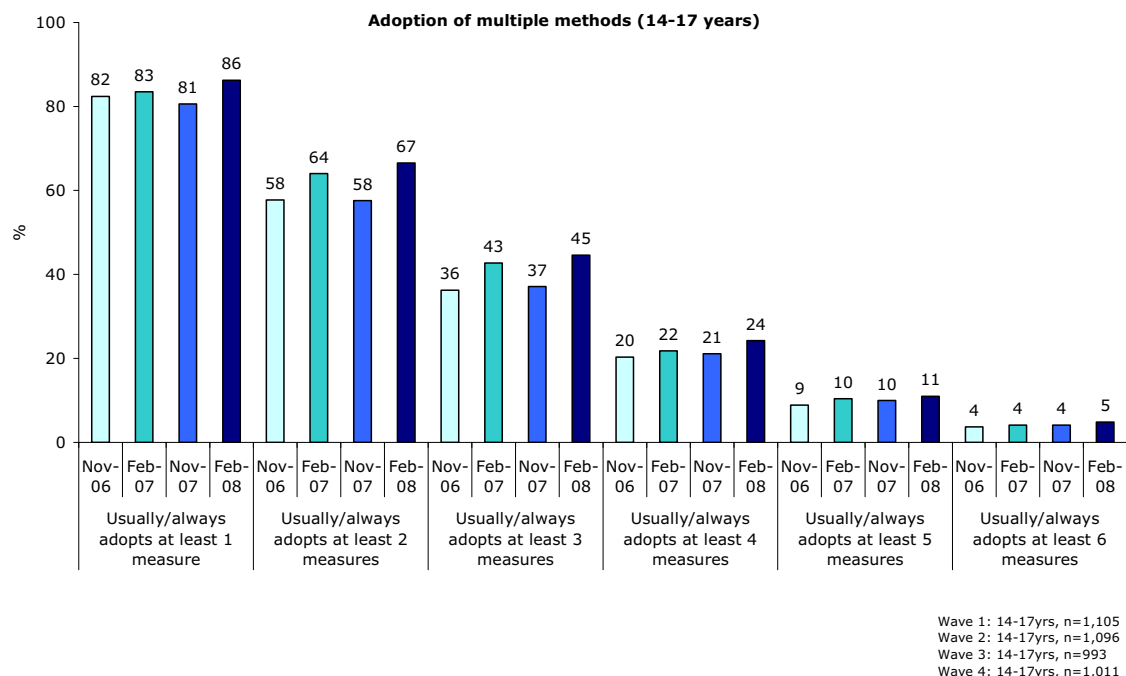
The results for shade improved between November 2006 and November 2007, and this result was sustained in the February 2008 data. In addition, teenagers were more likely to use shade in February 2008 compared to February 2007.

Looking at teenagers' use of sunscreen on the face, there was found to be a significant increase between the baseline and the February 2007 results. Similarly, there was an improvement between the November 2007 and February 2008 results, and the February 2008 results show greater use of sunscreen on the face compared with the November 2006 data. This means that use of sunscreen improved after each burst of media activity, but the results primarily suggest that sunscreen use is more widespread during summer than it is during spring.

There was found to be the same pattern of results for sunscreen on the body. That is, there was a significant increase in use between the baseline and the February 2007 results, and the February 2008 results showed improvement compared with the November 2007 and November 2006 results.

An analysis was undertaken to determine whether there had been an increase in the total number of sun protection measures adopted usually or always when outdoors on a typical summer day. The results for 14-17 year olds are shown in Figure 4.1.6.

Figure 4.1.6 Adoption of multiple methods of sun protection among 14-17 year olds

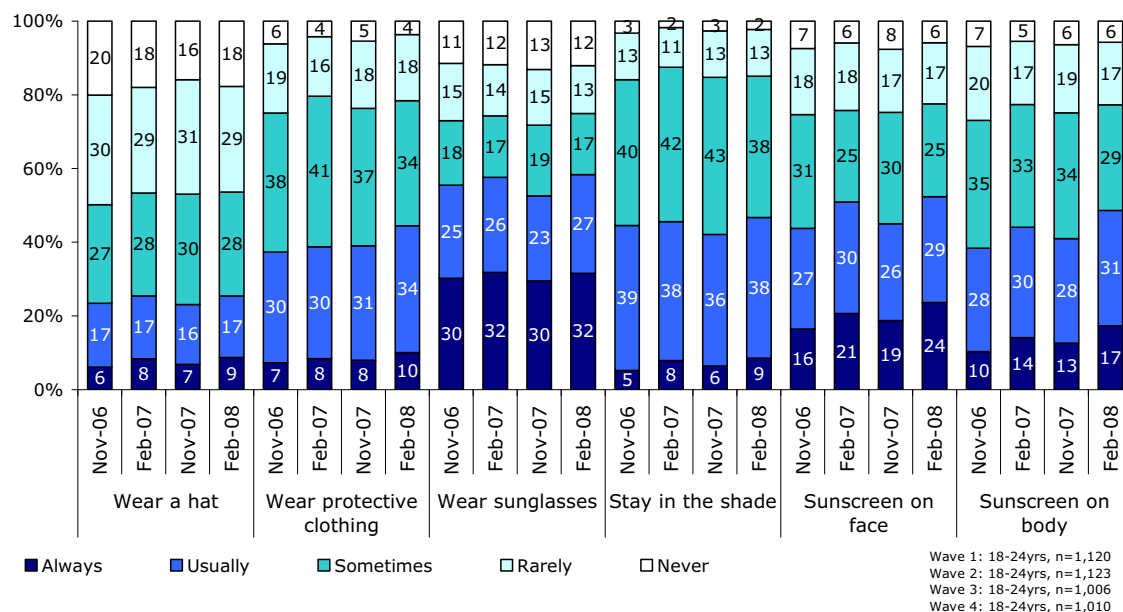


As can be seen, prior to the first phase of the campaign, 36% of teenagers indicated, for at least three forms of sun protection, that they adopted these usually or always. The

corresponding figure in the February 2007 survey was 43% and 45% in February 2008. Overall, there was found to be a significant increase in the average number of sun protection methods adopted by 14-17 year olds usually or always, when comparing the November results with the February results. Specifically, the average number was 2.1 in the baseline survey, 2.3 in the February 2007 survey, 2.1 in the November 2007 survey, and 2.4 in the February 2008 survey. These results may indicate that the campaign improved adoption of multiple methods of sun protection. However, it is also possible that they reflect seasonal variation in teenagers' use of sun protection.

Figure 4.1.7 shows the frequency with which 18-24 year olds reported that they use the various methods of sun protection. Again, consistent adoption of sun protection was quite poor. With the exception of sunglasses and wearing sunscreen on the face, fewer than half of all 18-24 year olds reported always or usually using the various forms of sun protection when outdoors on a typical summer day. As can be seen, sunglasses and sunscreen were the most widely adopted measures for this group, which is consistent with the findings for 14-17 year olds.

Figure 4.1.7 Sun protection behaviours (18-24 years)



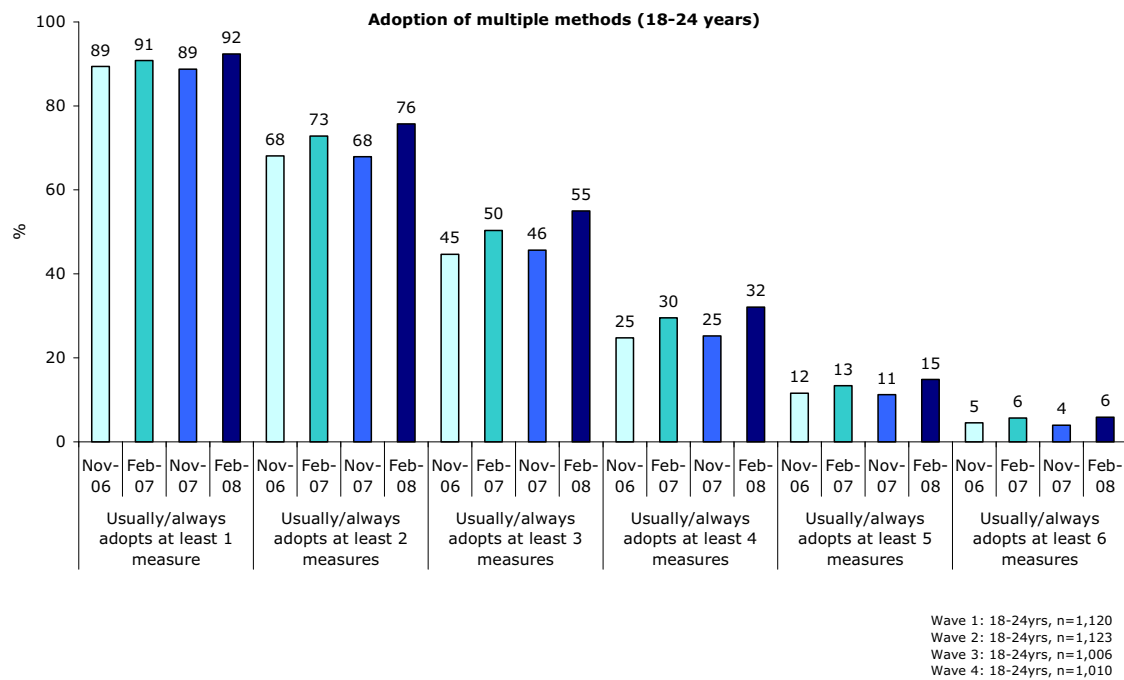
There were no significant changes in hat wearing among young adults, nor was there any significant change in the frequency with which 18-24 year olds wear sunglasses.

Comparing the February 2008 data with each of the November surveys, there was found to be a significant increase in the proportion of young adults wearing clothing that protects the skin.

The results show a significant increase in the frequency of sunscreen use (both on the face and the body) among 18-24 year olds when comparing the results between the baseline and the February 2007 survey. Similarly, there was an increase in sunscreen use between November 2007 and February 2008, and the February 2008 results also represented improvement on the baseline figures.

Overall, the adoption of multiple methods of sun protection was higher among 18-24 year olds, than among teenagers. In the baseline survey, the proportion of young adults who indicated, for at least three of the sun protection measures, that they adopted these usually or always was 45%. After the first phase of the campaign, this proportion rose to 50% in February 2007 and 55% in February 2008. The average number of sun protection methods adopted usually or always by 18-24 year olds increased significantly between the November and the February surveys. Specifically, it rose from 2.4 in November 2006 to 2.6 in February 2007, and from 2.4 in November 2007 to 2.8 in February 2008. (The apparent increase between February 2007 and February 2008 was not quite significant).

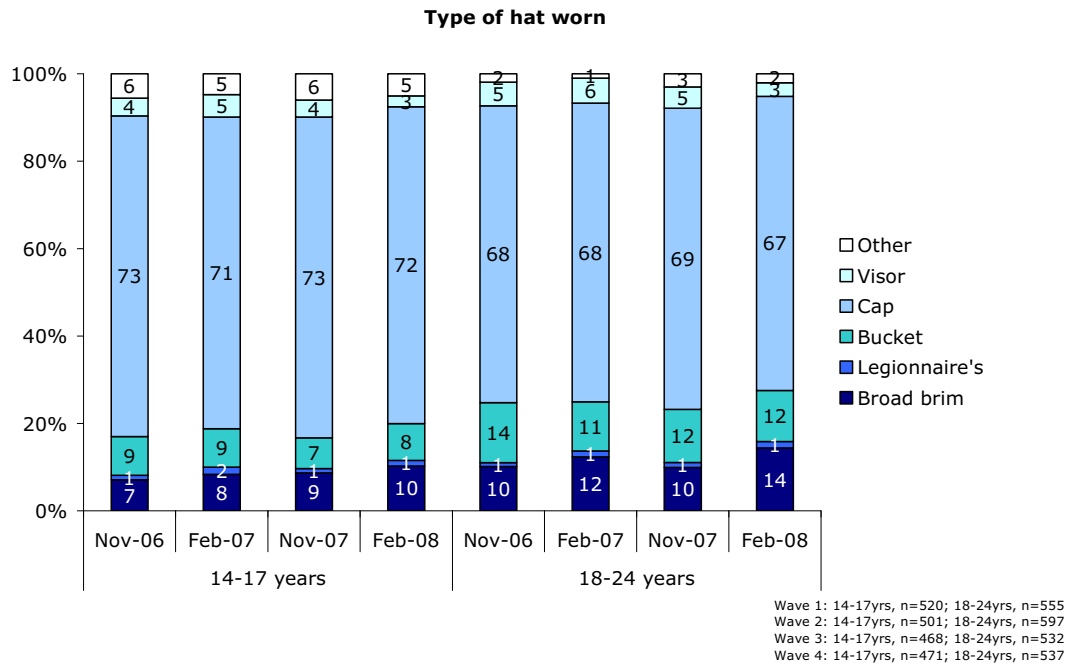
Figure 4.1.8 Adoption of multiple methods of sun protection among 18-24 year olds



Type of hat worn

The survey collected information from those who reported wearing a hat at least sometimes about the type of hat that they usually wear. The results are shown in Figure 4.1.9. A cap without a flap at the back was the most commonly worn hat among the primary target audiences.

Figure 4.1.9 Type of hat worn



Among those who wore a hat at least sometimes, there were no significant differences across the four surveys in the type of hat worn.

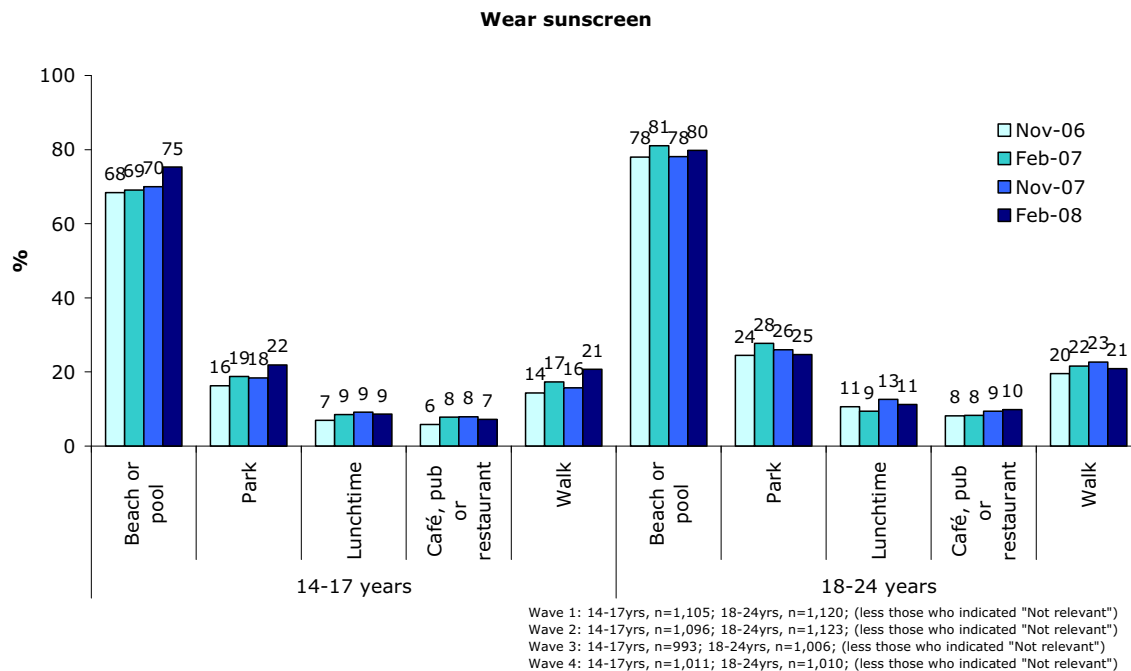
Sun protection behaviours in specific contexts

The questionnaire included items designed to measure the adoption of various sun protection methods in different contexts. The results are shown in the following series of charts. A summary of the significant results for each of the target audiences is also provided.

Figure 4.1.10 shows, for each of the target audiences, the proportion of participants who indicated that they wear sunscreen in various situations.

Sunscreen was most likely to be worn at the beach or outdoor pool, but it was not universally adopted, with reported use ranging from 68% to 81% for this context. Conversely, it was found to be least likely to be worn at lunchtime, or while at an outdoor café, pub or restaurant.

Figure 4.1.10 Adoption of sunscreen in specific contexts



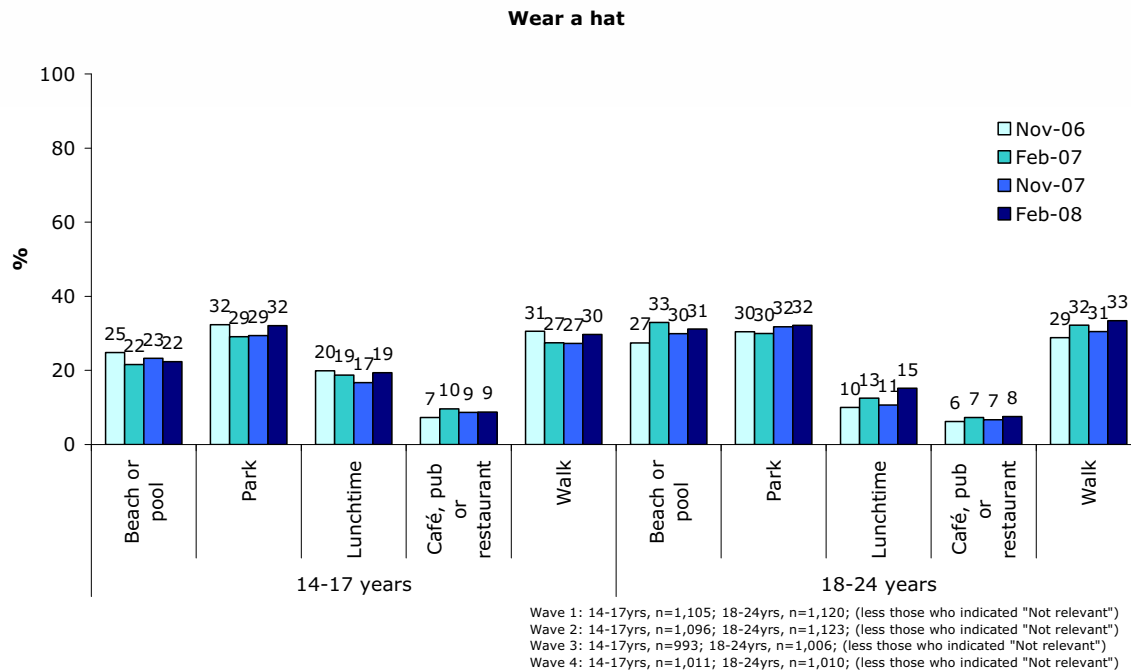
Among 14-17 year olds, there was an increase in sunscreen use:

- at the beach or outdoor pool, comparing the February 2008 data with each previous round of research
- at the park, increasing from 16% prior to the first phase of the campaign, to 22% in February 2008
- on a walk, comparing each pre-post media measure and comparing the baseline data with the February 2008 results

Among young adults, there was a slight increase in sunscreen use at the beach or outdoor pool (78% to 81%), and at the park (24% to 28%), comparing the baseline and the February 2007 measures.

Figure 4.1.11 shows that no more than one in three young people reported wearing a hat in any of the specified situations. Across the samples, the results show that a hat was most likely to be worn at the park, on a walk, or at the beach or outdoor pool.

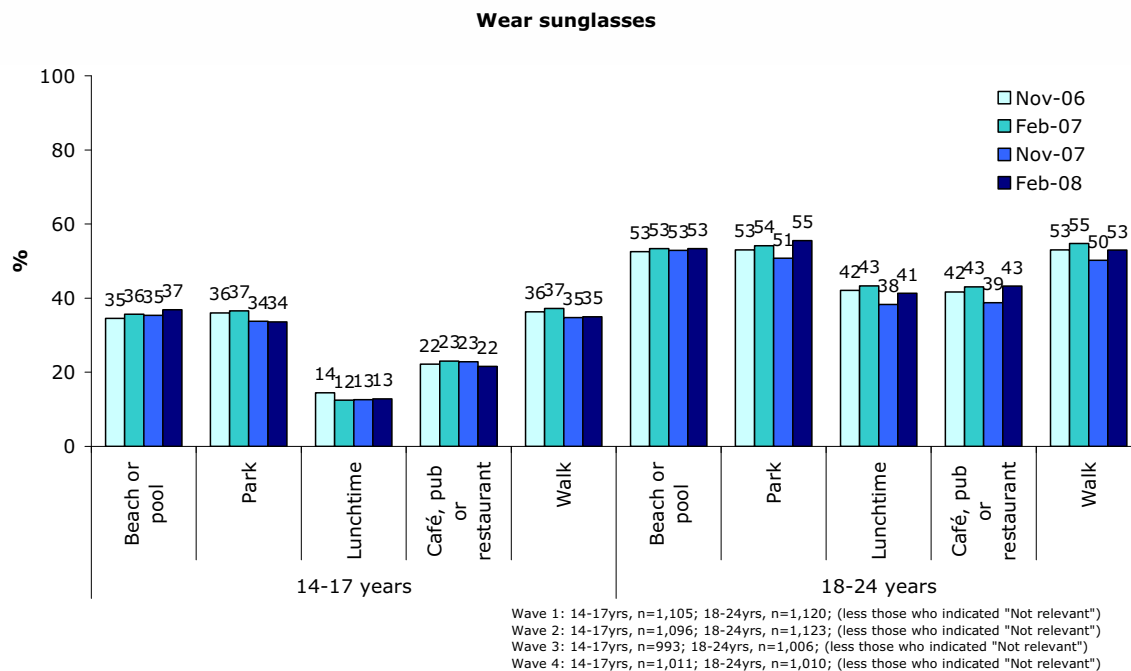
Figure 4.1.11 Adoption of hats in specific contexts



Among teens, wearing a hat at an outdoor café or restaurant improved a little initially, between November 2006 and February 2007. Among 18-24 year olds, the proportion who reported that they wore a hat at the beach or outdoor pool initially increased (i.e. between November 2006 and February 2007). Also among this age group, there was found to be an increase in the proportion wearing a hat while on a walk, comparing each of the February surveys with the baseline result. In addition, wearing hats at lunchtime was more widespread among young adults in February 2008 compared to November 2006 and November 2007.

The results relating to sunglasses are shown in Figure 4.1.12. As can be seen, teenagers were generally less likely than young adults to wear sunglasses. Among 18-24 year olds, the proportion wearing sunglasses when at the park improved between November 2007 and February 2008. There were no other significant changes.

Figure 4.1.12 Adoption of sunglasses in specific contexts



Among both groups, use of protective clothing was relatively low across various situations. However, there were found to be numerous significant improvements. Among 14-17 year olds, there was found to be a significant increase in use of protective clothing:

- at the beach or outdoor pool after each phase of the campaign (i.e. between November 2006 and February 2007, and November 2007 and February 2008), and also between the baseline data and the February 2008 finding. (This pattern of results may be consistent with seasonal variation in the adoption of sun protection.)
- likewise, at the park after each media burst, and comparing the baseline results with the February 2008 results
- at lunchtime, with the baseline result being significantly lower than the result in each subsequent survey
- at an outdoor café or restaurant in February 2008, when compared with the baseline and November 2007 results

- on a walk, after media bursts, and also between November 2006 and February 2008

There were also a number of significant increases in young adults' use of protective clothing, in a range of situations:

- at the beach or outdoor pool, comparing the November 2006 with the February 2007 results
- at the park, comparing the baseline and the February 2008 results
- at lunchtime, comparing the February 2008 data with each previous round of research
- at an outdoor café or restaurant or pub, increasing from 19% in the baseline survey to 23% in February 2008
- on a walk, when the February 2008 results are compared with each of the November measures

These results are shown in Figure 4.1.13.

Figure 4.1.13 Adoption of protective clothing in specific contexts

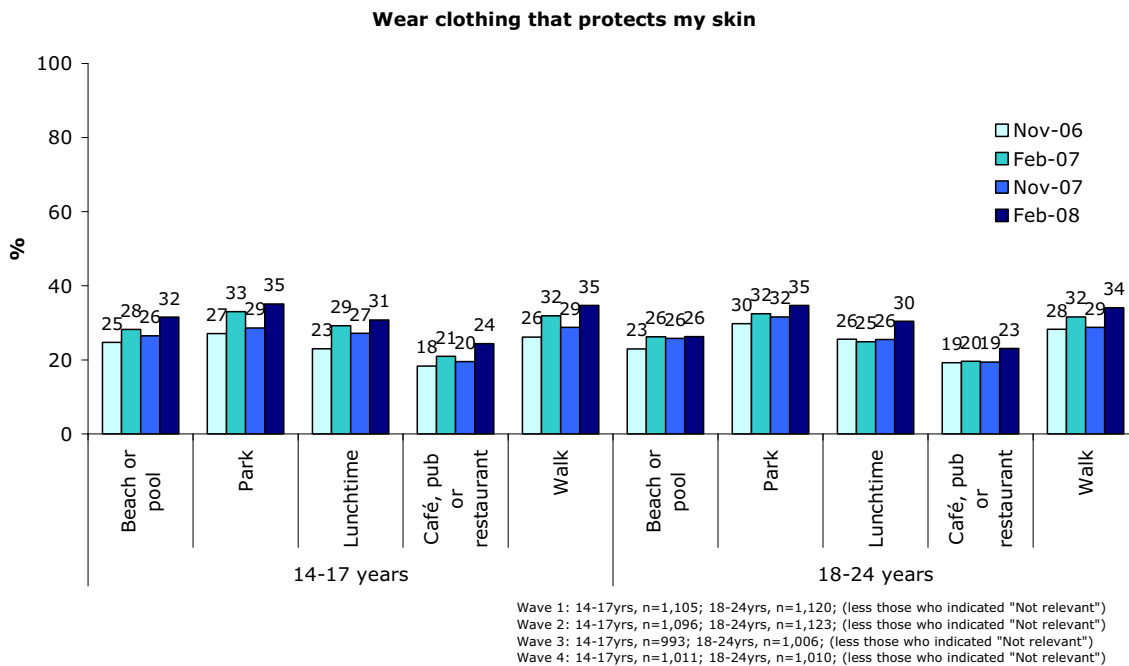


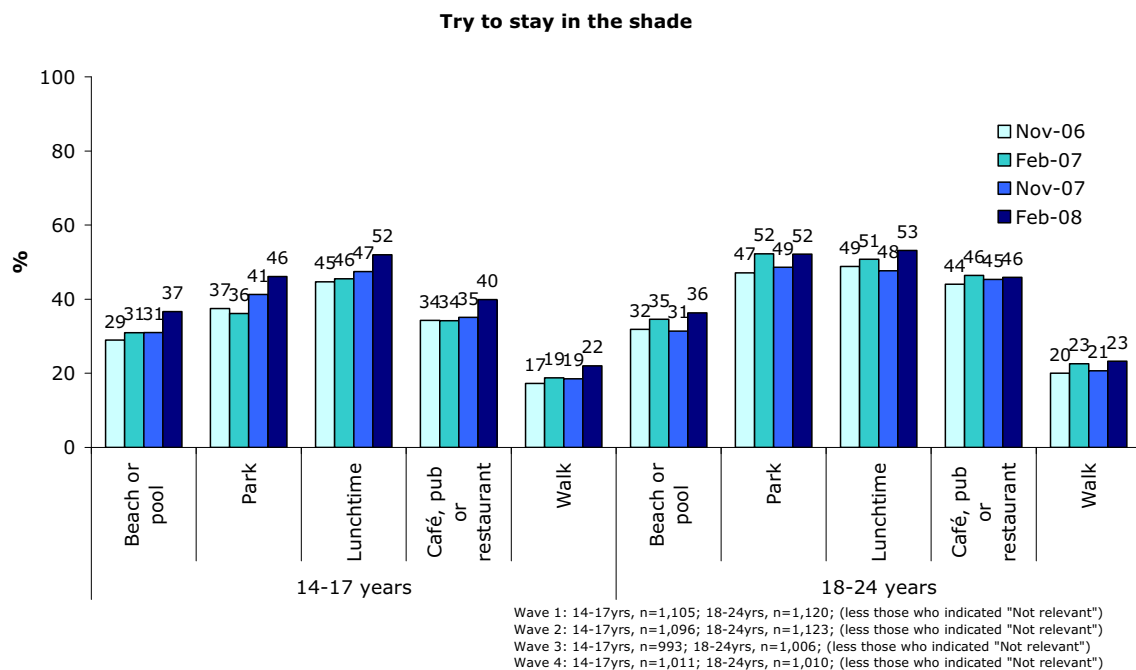
Figure 4.1.14 shows that shade was least likely to be used while walking, or at the beach or outdoor pool. However, there have been a number of significant increases in the target audiences' use of shade. When at the beach or outdoor pool, more teenagers reported staying in the shade in the February 2008 survey than each previous round of research, and more 18-24 year olds stayed in the shade in February 2008 compared with each of the November surveys.

When at the park, teenagers were more likely to use shade in February 2008 than in each of the previous rounds of research, and 18-24 year olds were more likely to try to stay in the shade in February 2007 and February 2008 than in the baseline survey.

More 14-17 year olds reported seeking shade at lunchtime in February 2008 than in each previous round of research. In addition, more 18-24 year olds sought shade at lunchtime in February 2008 than in November 2007.

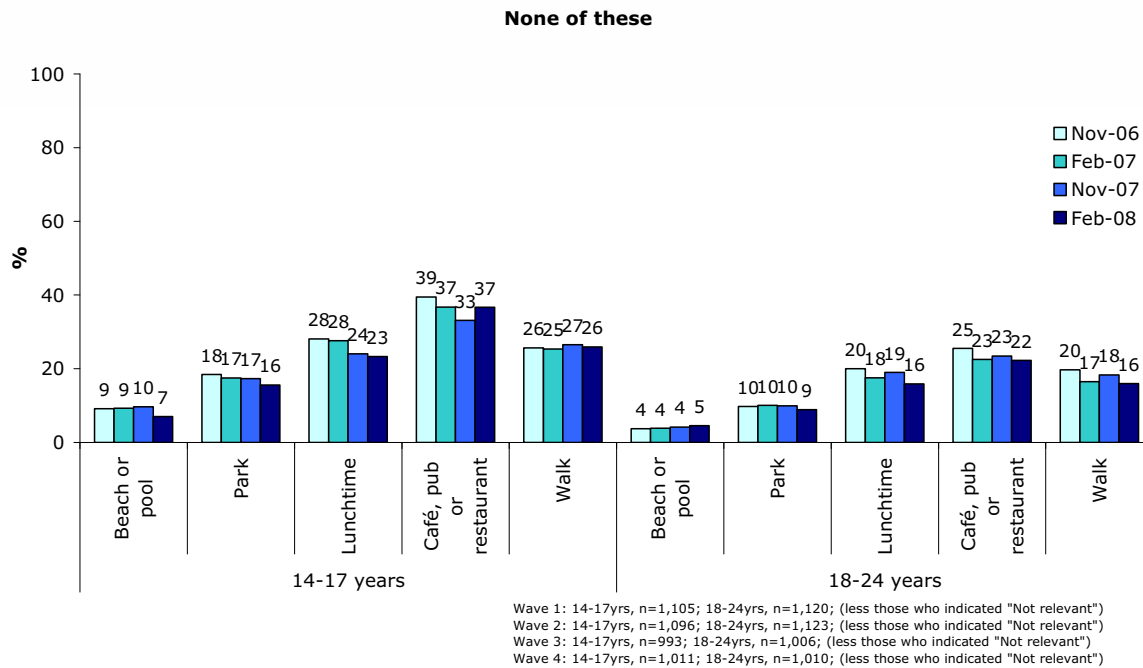
Among teenagers, the proportion who sought shade when at an outdoor café or restaurant in February 2008 was higher than each of the previous rounds of research, and when on a walk, the proportion of teenagers seeking shade increased from 17% in November 2006 to 22% in February 2008.

Figure 4.1.14 Adoption of shade in specific contexts



The survey also measured the proportion that did not adopt any form of sun protection in each of the specific situations. It was found that the proportion adopting no form of sun protection was highest for outdoor dining, and at lunchtime. These results are shown in Figure 4.1.15.

Figure 4.1.15 Proportion not adopting any sun protection methods in various contexts



The proportion of teenagers who said that they adopt no measures when at the beach or outdoor pool dropped from 10% in November 2007 to 7% in February 2008.

There was also a decline in the proportion of 14-17 year olds saying that they adopt no measures at lunchtime between November 2006 (28%) and November 2007 (24%), and November 2006 and February 2008 (23%), and also between the two February surveys (28% to 23%). Among 18-24 year olds, there was a drop in the proportion saying that they adopt 'none of these' sun protection methods at lunchtime when comparing the baseline and February 2008 results (20% to 16%).

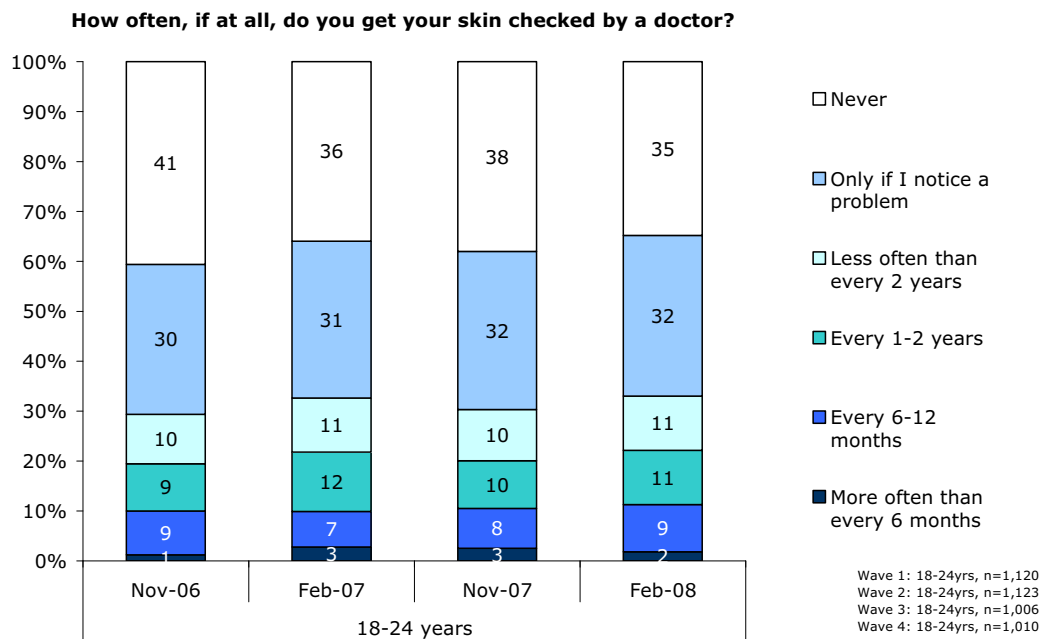
The proportion of teenagers adopting no measures when at an outdoor café or restaurant fell from 39% in November 2006 to 33% in November 2007.

Fewer 18-24 year olds said that they adopted no measures when going for a walk in both February surveys when compared with the baseline results.

Skin checks

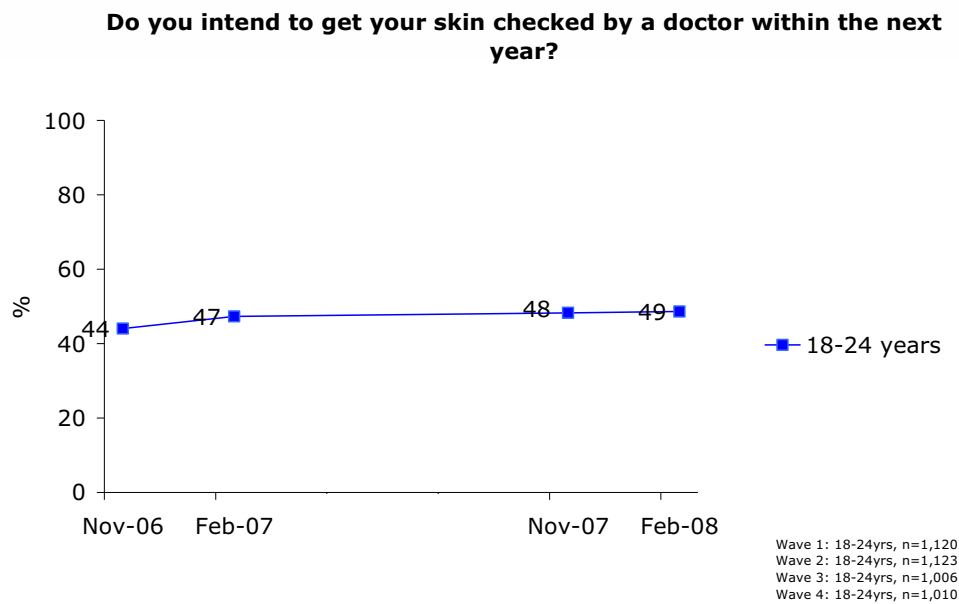
Young adults were asked to indicate how often, if at all, their skin is checked by a doctor. The results, shown in Figure 4.1.16, suggested that there was a significant decrease in the proportion of 18-24 year olds reporting never having had their skin checked between November 2006 and February 2007, dropping from 41% to 36%. However, there were no other significant changes found.

Figure 4.1.16 Skin examinations among young adults



Young adults were also asked about their intentions to have their skin checked by a doctor within the next year. The results, shown in Figure 4.1.17, revealed that 18-24 year olds' intentions to have their skin checked were higher in November 2007 and February 2008 than they were prior to the campaign.

Figure 4.1.17 Intentions to have skin checked within the next year

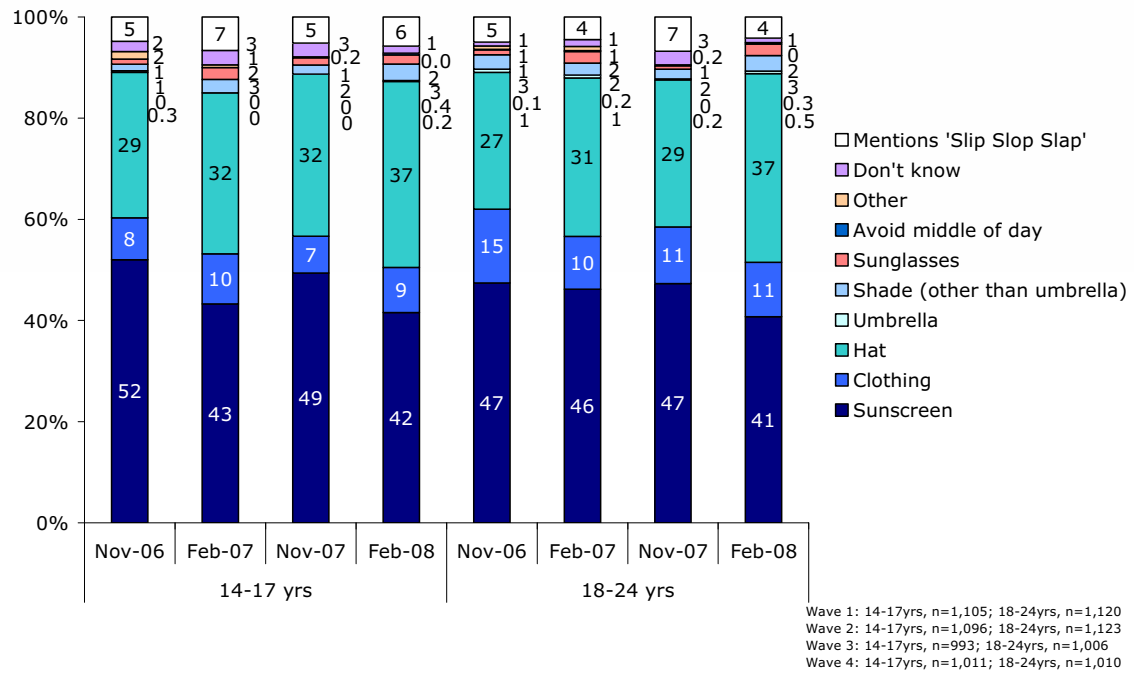


4.2 Knowledge

Sun protection methods

The survey measured unprompted awareness of sun protection methods. Participants were asked to list all the ways that someone can protect themselves from the sun when outdoors. In analysing the results, not only did the researchers investigate which sun protection methods were mentioned, but it was also noted which sun protection method was listed first. This was done to determine the relative salience of the various sun protection methods. Overall, sunscreen and hat were found to be the most top of mind measures for the target audiences, as shown in Figure 4.2.1.

Figure 4.2.1 Sun protection method mentioned first

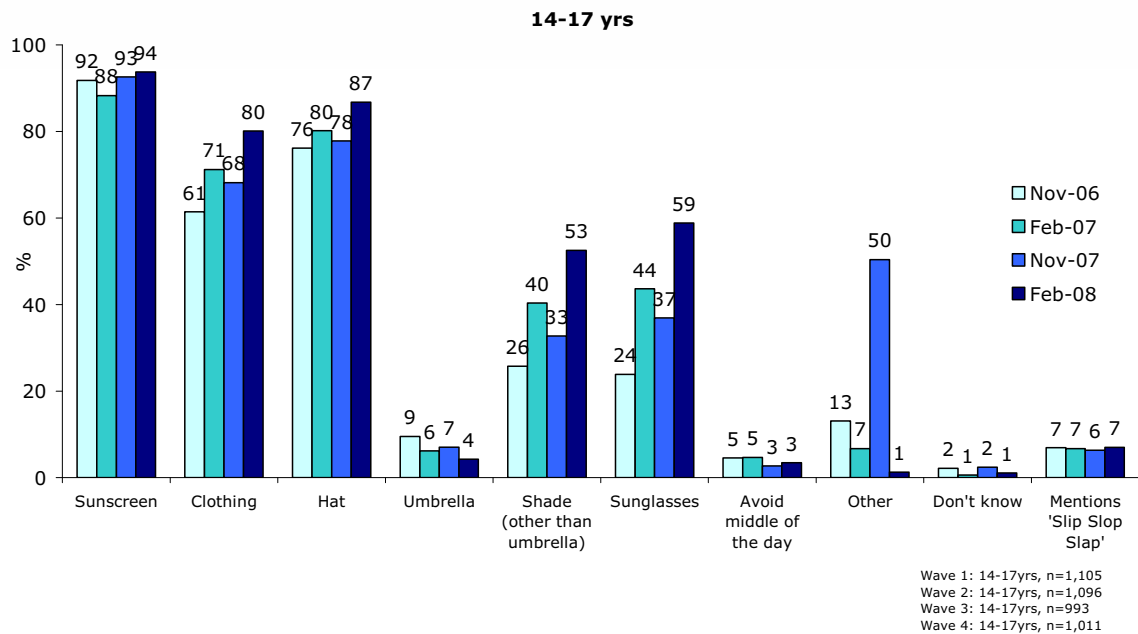


Among teenagers, fewer mentioned sunscreen first in each summer survey (i.e. when asked soon after the media activity) compared with the baseline data. This suggests that the campaign increased the salience of sun protection methods other than sunscreen among teenagers. It was also found that teenagers were more likely to mention a hat or umbrella first, comparing the February 2008 with the baseline results.

Young adults were less likely to mention protective clothing first, comparing the November 2006 to the February 2007 data. More 18-24 year olds mentioned a hat first in February 2008 compared with each of the November surveys. Also, sunglasses were mentioned first more often in February 2008 than in November 2007 by this audience.

Figure 4.2.2 shows unprompted awareness of all sun protection methods for 14-17 year olds. As can be seen, sunscreen was most commonly mentioned, followed by a hat, then protective clothing. Avoiding the middle of day was mentioned by relatively few.

Figure 4.2.2 Unprompted awareness of sun protection methods among 14-17 year olds



The results suggest that the campaign has been successful at increasing the salience of many methods of sun protection. Most notably, the proportion of teenagers mentioning sunglasses has increased from 24% to 59% over the life of the campaign, and the proportion mentioning shade has increased from 26% to 53% during this time. There have also been marked improvements in teenagers' unprompted awareness of protective clothing, increasing from 61% in November 2006 to 80% in February 2008. For all of these measures, there was a significant increase in unprompted awareness after the first phase of the campaign. Unprompted awareness for sunglasses, shade and protective clothing was also higher in November 2007 compared with the baseline data, and the February 2008 data represented an improvement on all previous rounds of research.

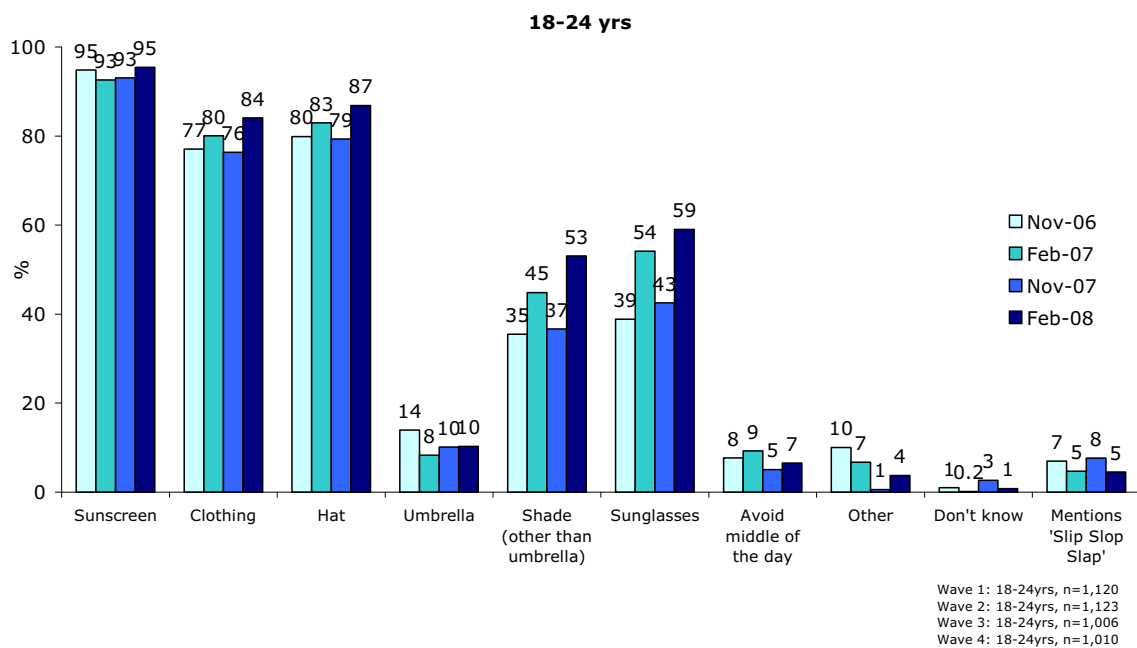
Unprompted awareness of hats among 14-17 year olds went from 76% prior to the first phase of the campaign to 87% in the final survey. Indeed, the proportion mentioning a hat increased significantly between November 2006 and February 2007, and the proportion mentioning a hat in February 2008 was significantly higher than all previous rounds of research.

In the February 2007 survey, teenagers were slightly less likely to mention sunscreen than they were in the baseline survey, although the proportion which mentioned sunscreen increased between February 2007 and February 2008.

Umbrellas were more likely to be mentioned by teenagers prior to the first phase of the campaign than in each of the subsequent rounds of research. There was a slight decrease, from 7% in November 2007 to 4% in February 2008, in the number of teens mentioning an umbrella. Slightly fewer 14-17 year olds mentioned avoiding the middle of the day as a way of protecting oneself from the sun in November 2007 compared with November 2006, presumably because this method of sun protection was not featured in the campaign. There were also slightly fewer teenagers who said that they did not know any measures for protecting themselves from the sun in February 2008 compared with November 2007.

The corresponding figures for 18-24 year olds are shown in Figure 4.2.3. There were significant increases in this target audience's unprompted awareness of sunglasses, shade, clothing, and hat, each of which were more likely to be mentioned after the first phase of the campaign, and also more likely to be mentioned in February 2008 compared with each of the previous rounds of research.

Figure 4.2.3 Unprompted awareness of sun protection methods among 18-24 year olds



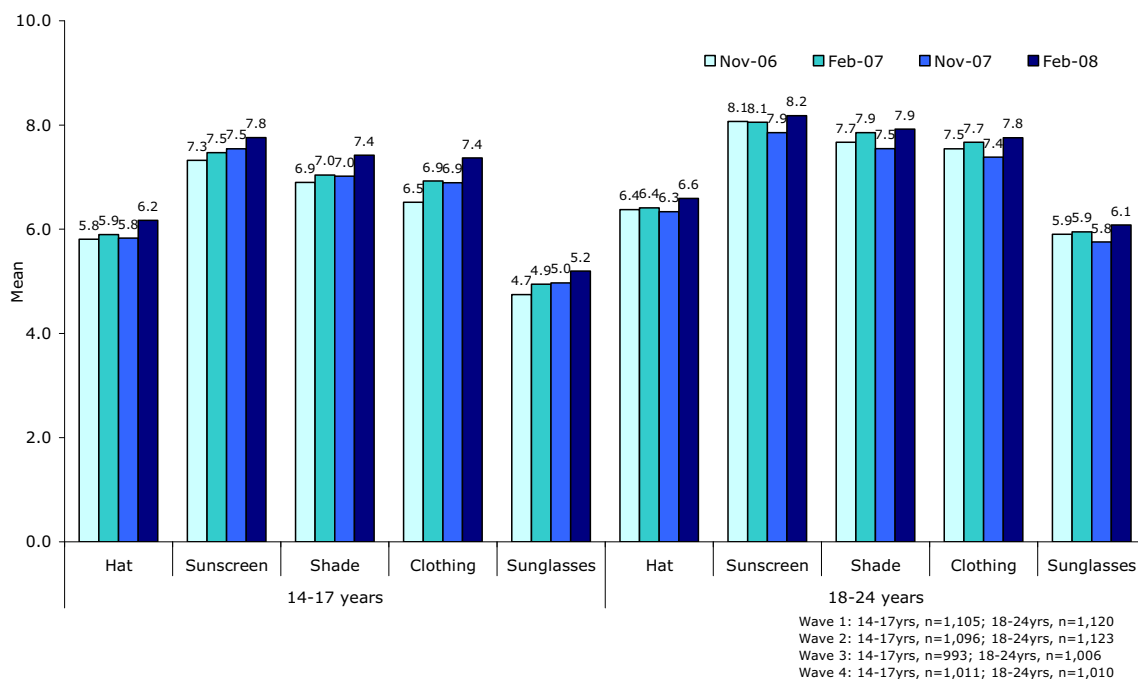
There was also found to be a slight initial decrease in the proportion of 18-24 year olds mentioning sunscreen (i.e. comparing November 2006 and February 2007), and more young adults mentioned sunscreen in February 2008 than in February 2007 and November 2007.

Similar to the results for teenagers, young adults were more likely to mention an umbrella in the baseline survey compared with each subsequent round of research. There were more mentions of avoiding the middle of the day in November 2006 (8%) than there were 12 months later (5% in November 2007), and this method was less likely to be mentioned by 18-24 year olds in February 2008 than in February 2007. The proportion of young adults saying they “don’t know” the available methods to protect themselves from the sun showed some small changes between November 2006 and November 2007, and also between November 2007 and February 2008. The proportion of young adults saying “slip, slop, slap” was 5% in February 2008, which was slightly lower than the 7% in November 2006 and 8% in November 2007.

Perceived effectiveness of sun protection methods

Using a scale of zero to ten, participants were asked to rate the effectiveness of various methods of protecting themselves from the sun. The results are shown in Figure 4.2.4.

Figure 4.2.4 Perceived effectiveness of sun protection methods



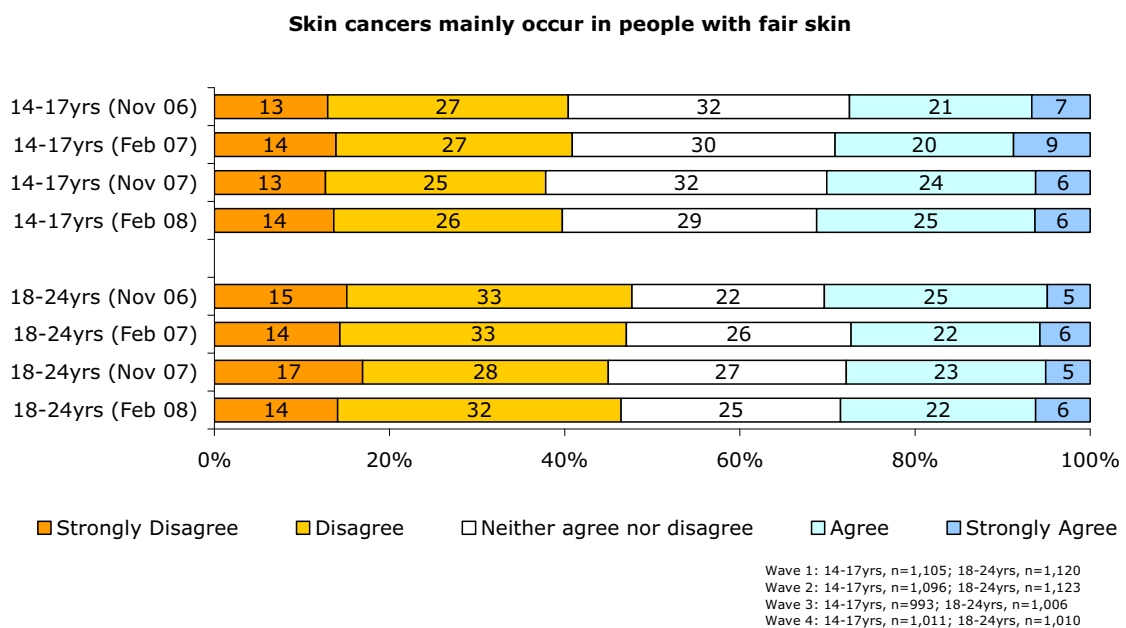
Among young people, sunscreen was seen as the most effective form of sun protection, receiving ratings of between 7.3 and 8.2. Sunglasses were seen as the least effective method. There was found to be a number of significant increases in the average perceived effectiveness of many forms of sun protection. However, because it is difficult to determine a hypothesis for how perceived effectiveness could be expected to change over time, the details have not been reported here. While it is true that one of the reasons why some people may not adopt a form of sun protection is that they may not see it as particularly effective, one cannot be sure that

the relationship between perceived effectiveness of sun protection and the adoption of sun protection is causal, and therefore changes in one cannot necessarily predict changes in the other. Furthermore, the objective of the campaign was not to increase the perceived effectiveness of a single form of sun protection, but rather to encourage people to see it as necessary to adopt multiple forms of sun protection. In this way, it would not necessarily be desirable for there to be a large increase in the perceived effectiveness of, say, a hat, which is not particularly effective on its own.

4.3 Attitudes

Figure 4.3.1 shows that there were mixed views on whether skin cancers mainly occur in people with fair skin, although more disagreed with the statement than agreed with it. Given that the person in the TVC was quite fair, there had been some concern that this fact may have increased agreement with this statement in the post-campaign surveys. Fortunately, this did not prove to be the case: there was no significant difference comparing the results of the four surveys.

Figure 4.3.1 Skin cancers mainly occur in people with fair skin



A central message of the TVC was that sunscreen was insufficient on its own, and that it is necessary to protect oneself in five ways. Among teenagers, there was significantly higher disagreement with the statement, "When used properly, sunscreen is an adequate protection on its own" in February 2008 compared with each previous round of research. There were also found to be improvements in the views of young adults, with 18-24 year olds more likely to disagree with this statement after each phase of the campaign (i.e. between November 2006 and February 2007, and November 2007 and February 2008), and more likely to disagree in February 2008 compared to the baseline survey.

Figure 4.3.2 When used properly, sunscreen is an adequate protection on its own

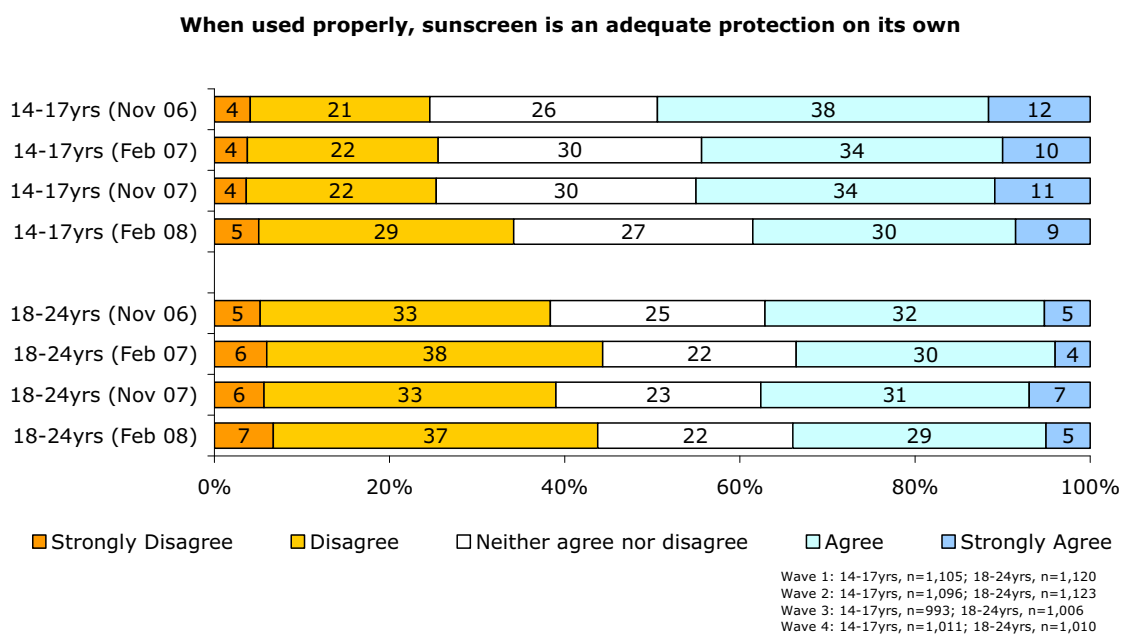
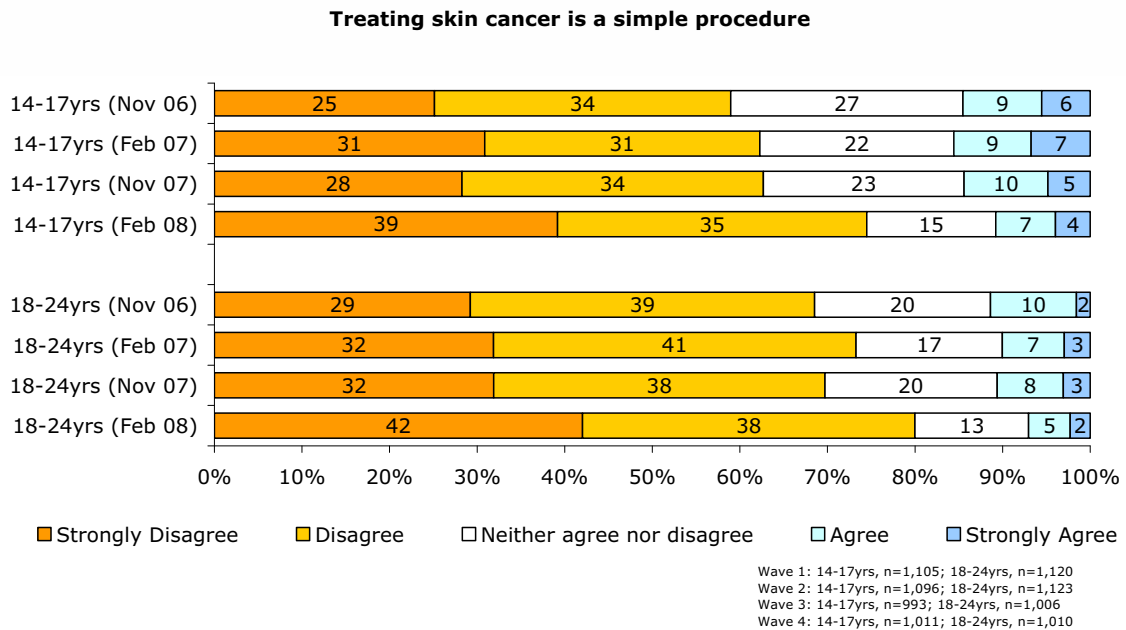


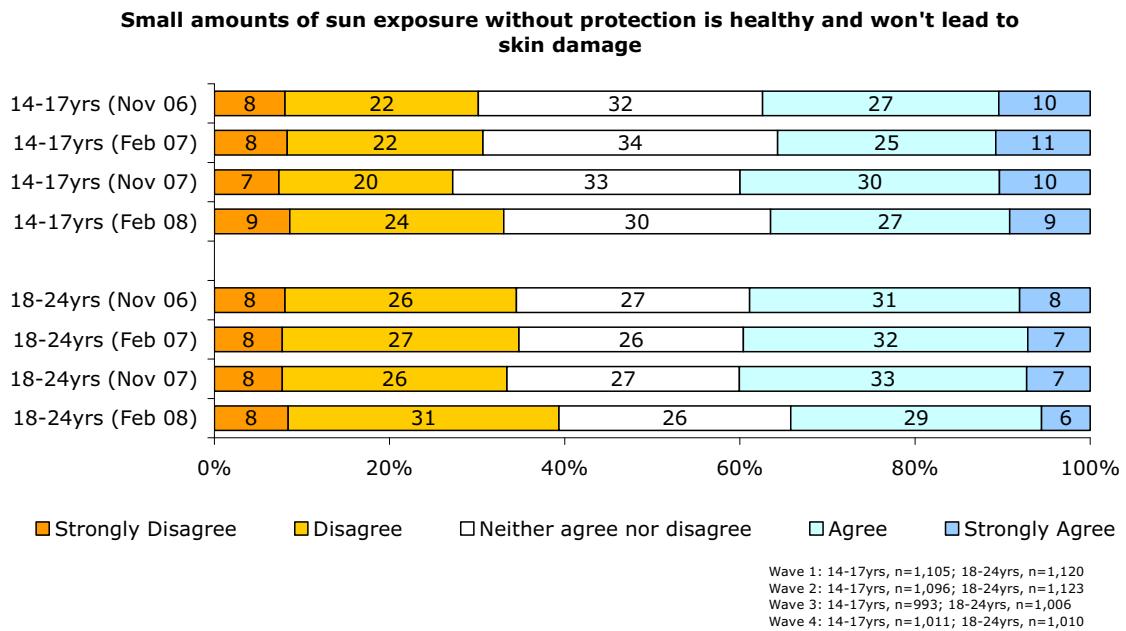
Figure 4.3.3 shows that most of each target audience disagreed that treating skin cancer is a simple procedure. Among teenagers and young adults, there were greater levels of disagreement in the final survey compared with each of the previous rounds of research.

Figure 4.3.3 Treating skin cancer is a simple procedure



As shown in Figure 4.3.4, members of the target audiences were divided as to whether or not small amounts of sun exposure without protection are healthy and safe. A large percentage of people indicated that they neither agreed nor disagreed with this statement. It is possible that these results suggest that people are unsure about the veracity of this statement.

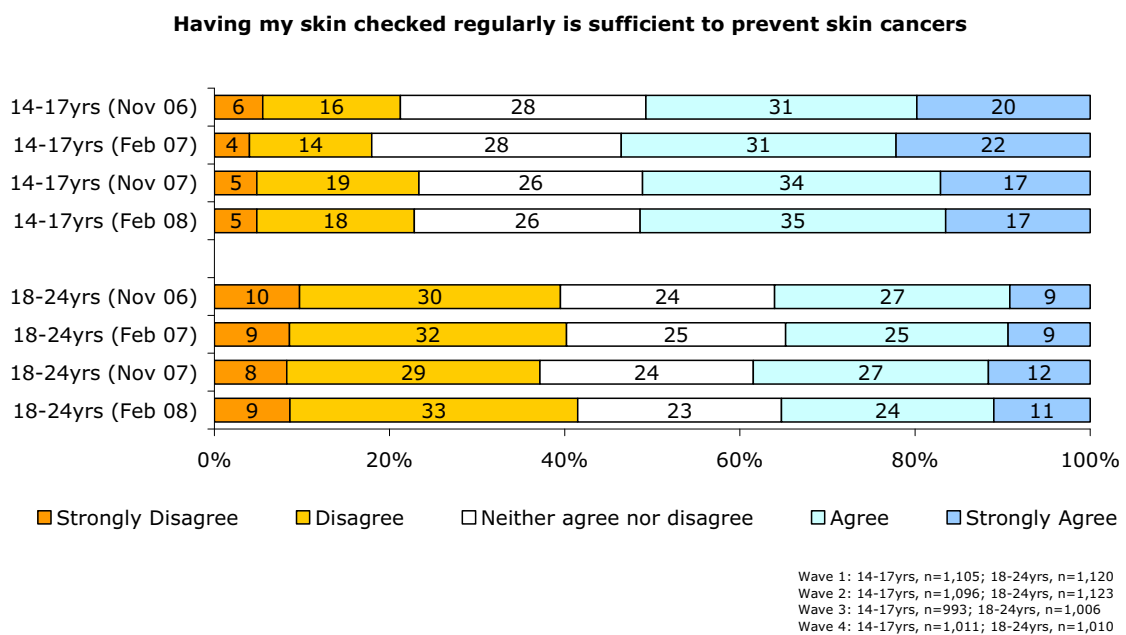
Figure 4.3.4 Small amounts of sun exposure without protection are healthy and won't lead to skin damage



As discussed with the Department during the development of the survey instrument, the statement “Small amounts of sun exposure without protection are healthy and won’t lead to skin damage” is subjective. In some ways, it would be desirable for the target audience to agree with this statement, from the perspective of getting sufficient sun exposure to avoid Vitamin D deficiency. However, agreement with this statement may also be undesirable, because it depends how “small amounts” is perceived. Agreement with this statement may, in some cases, reflect a tendency to not see any risks associated with cumulative exposure. Comparing the November 2007 and the February 2008 results, disagreement increased among teenagers. Among young adults, disagreement was greater in February 2008 compared with each previous round of research. The researchers believe that this is a positive result, and that it suggests that the target audiences are more inclined to see risks associated with cumulative exposure after the second phase of the campaign.

Figure 4.3.5 shows that 14-17 year olds were more likely than young adults to agree that skin checks are enough to prevent skin cancer. Among teenagers, agreement was higher in February 2007 than it was in each of the other surveys against which it was tested. There is not an apparent reason for this, and it may be an anomaly in the data. None of the other research findings suggest that the perceived importance of sun protection and prevention of cancer has diminished among the target audience. There was no change in levels of agreement among young adults.

Figure 4.3.5 Having my skin checked regularly is sufficient to prevent skin cancers



Participants were asked the extent to which they agreed that skin cancers can kill. The results are shown in Figure 4.3.6. Pleasingly, the level of agreement among 14-17 year olds went up between the baseline and the February 2007 survey. Agreement increased further still after the second phase of the campaign, such that agreement was higher in February 2008 than each of the previous surveys. Although the level of agreement among young adults appears to be higher in February 2008 compared with previous rounds of research, this was not statistically significant.

Figure 4.3.6 Skin cancers can kill

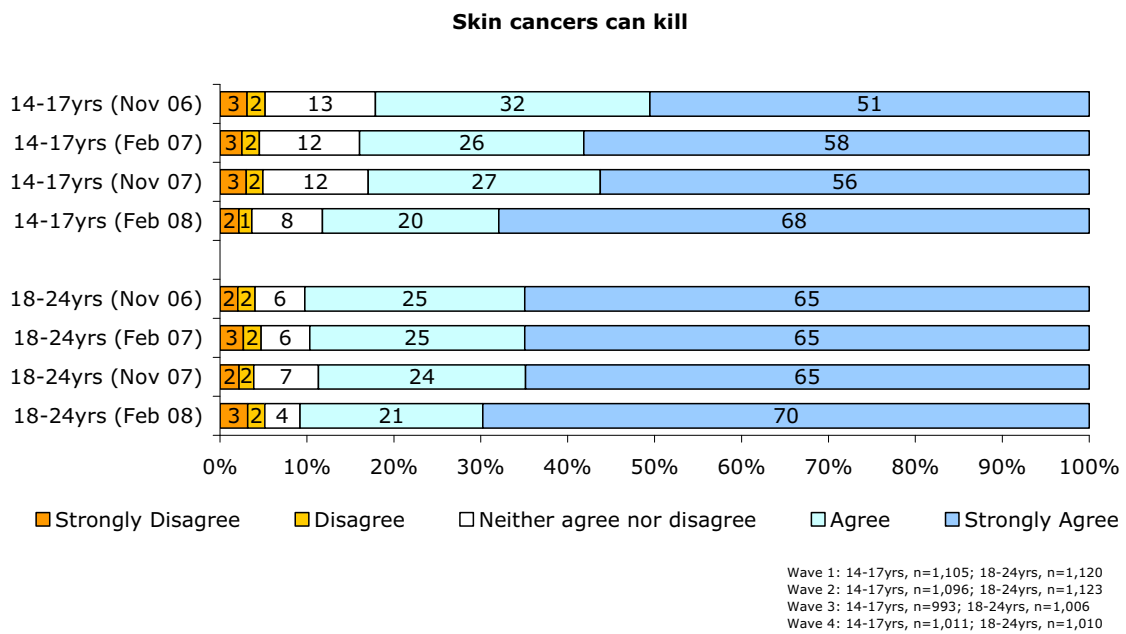
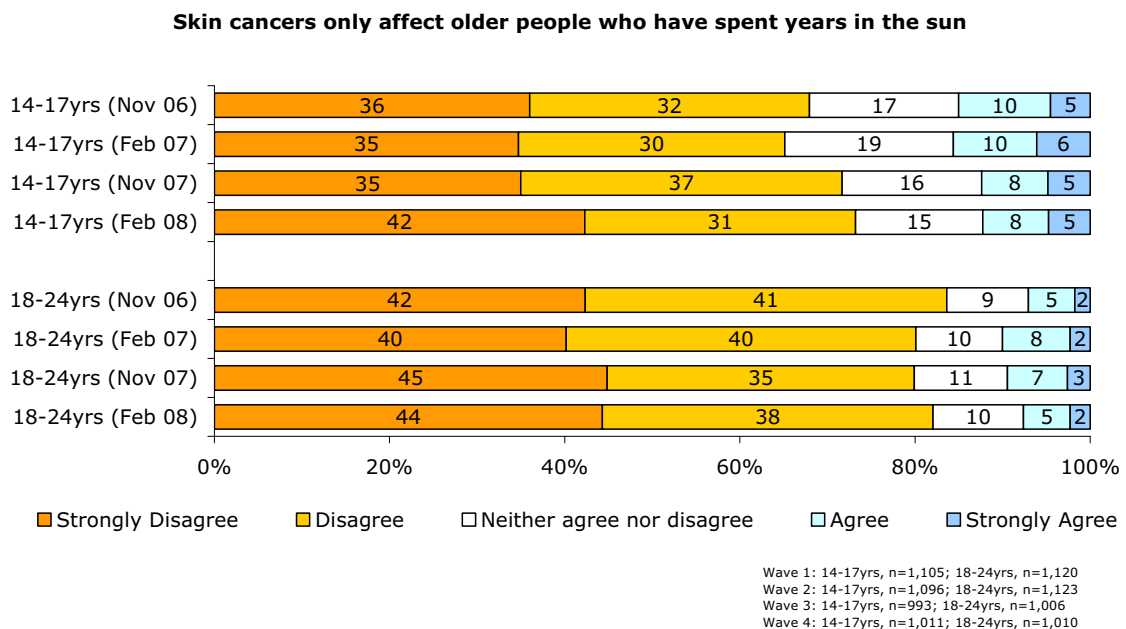


Figure 4.3.7 shows that there was widespread disagreement that skin cancers only affect older people. Strangely, the level of disagreement among 18-24 year olds was lower in February 2007 than it was in November 2006. Certainly, the campaign itself does not appear to contain anything which would reduce the perceived relevance of skin cancer to young people, so the reason for this result is unclear. Among this target audience, the results from the November 2007 and February 2008 surveys were comparable with the baseline figures.

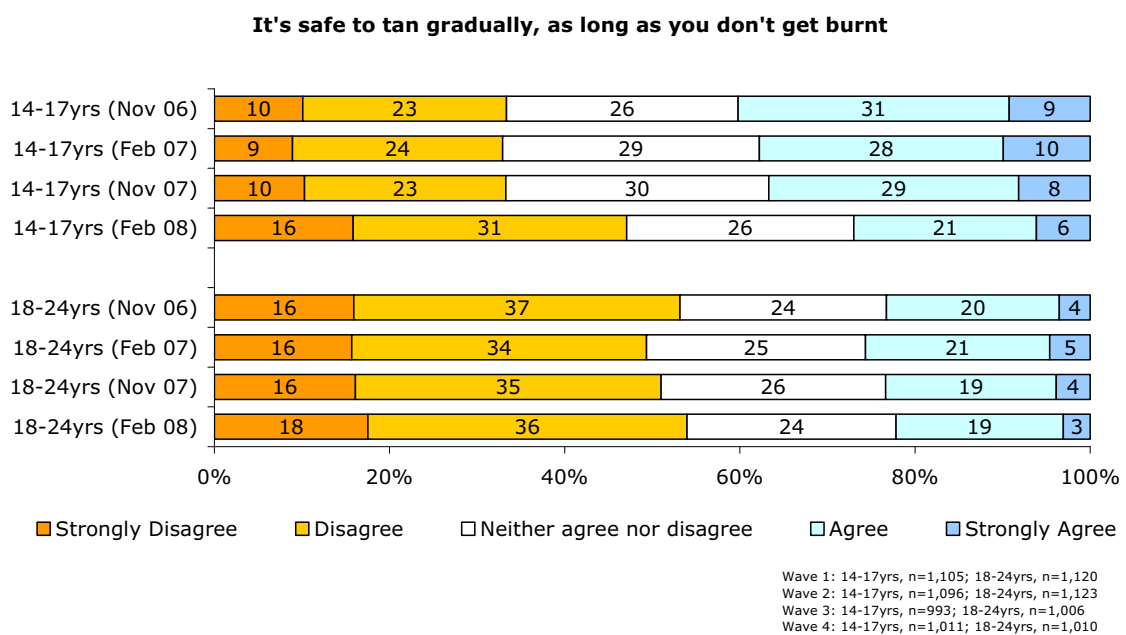
There were some desired changes among teenagers, with the proportion who disagreed that skin cancers only affect older people who have spent years in the sun being higher in February 2008 than in November 2006 and February 2007.

Figure 4.3.7 Skin cancers only affect older people who have spent years in the sun



As shown in Figure 4.3.8, a significant proportion of each target audience failed to reject the notion that it is safe to tan gradually. Initially, there were no significant changes in the views of teenagers, but there was a shift in attitudes towards the safety of tans after Summer 07/08 among teens. Disagreement among young adults was also higher in February 2008 than it was in February 2007. This may be because the second phase of the campaign had an increased emphasis on messages about tanning, coupled with campaigns in a number of states emphasising the risks of tanning. The issue received increased media attention as a result of the death of Clare Oliver in September 2007 as well.

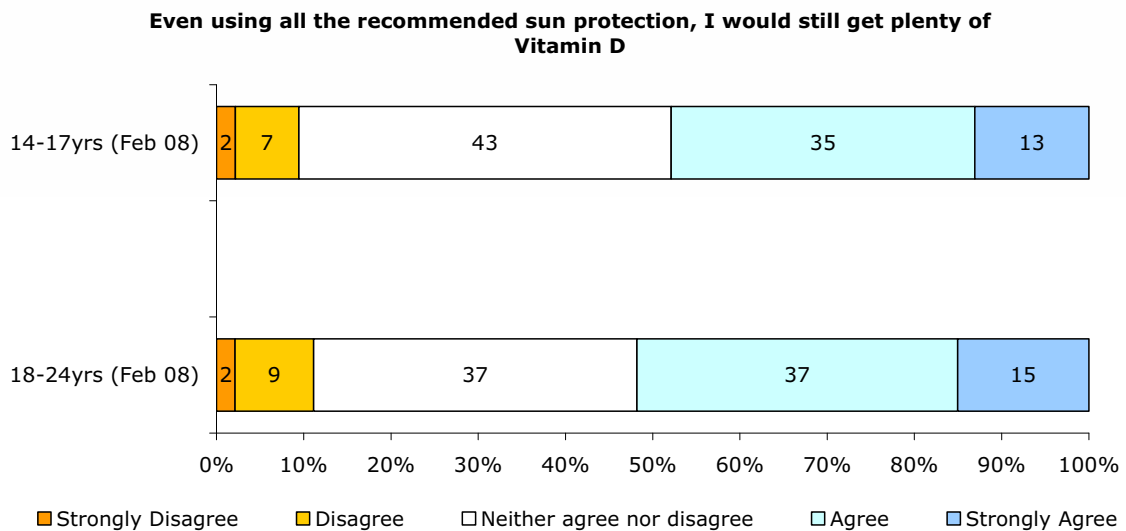
Figure 4.3.8 It is safe to tan gradually, as long as you don't get burnt



There was substantial media coverage on the issue of Vitamin D deficiency over Summer 2007/08, with claims that "Sunshine deficiency" has led to a "vitamin D crisis" in Australia.³ Concerns were raised about sun protection messages leading some to adopt unnecessarily stringent sun protection, and therefore exposing themselves to the risk of Vitamin D deficiency. Accordingly, a new item was added to the February 2008 survey in an attempt to understand views on Vitamin D and sun exposure. The results are shown in Figure 4.3.9.

³ <http://www.smh.com.au/news/national/sunshine-deficiency-leads-to-vitamin-d-crisis/2007/12/08/1196813081579.html>

Figure 4.3.9 Even using all the recommended sun protection, I would still get plenty of Vitamin D



Wave 1: 14-17yrs, n=1,105; 18-24yrs, n=1,120
 Wave 2: 14-17yrs, n=1,096; 18-24yrs, n=1,123
 Wave 3: 14-17yrs, n=993; 18-24yrs, n=1,006
 Wave 4: 14-17yrs, n=1,011; 18-24yrs, n=1,010

With many neither agreeing nor disagreeing with the statement, “Even using all the recommended sun protection, I would still get plenty of Vitamin D”, some may be uncertain about this issue. Around 1 in 10 disagreed with the statement, and it is possible that fear of Vitamin D deficiency could be acting as a barrier to appropriate sun protection for these people.

4.4 Advertising awareness and reactions

This section reports on the reach and frequency of the campaign, as well as the audiences’ reactions to it. Prior to presenting these results, some information about TARPs (Target Audience Reach Points) is provided, to assist in the interpretation of the results.

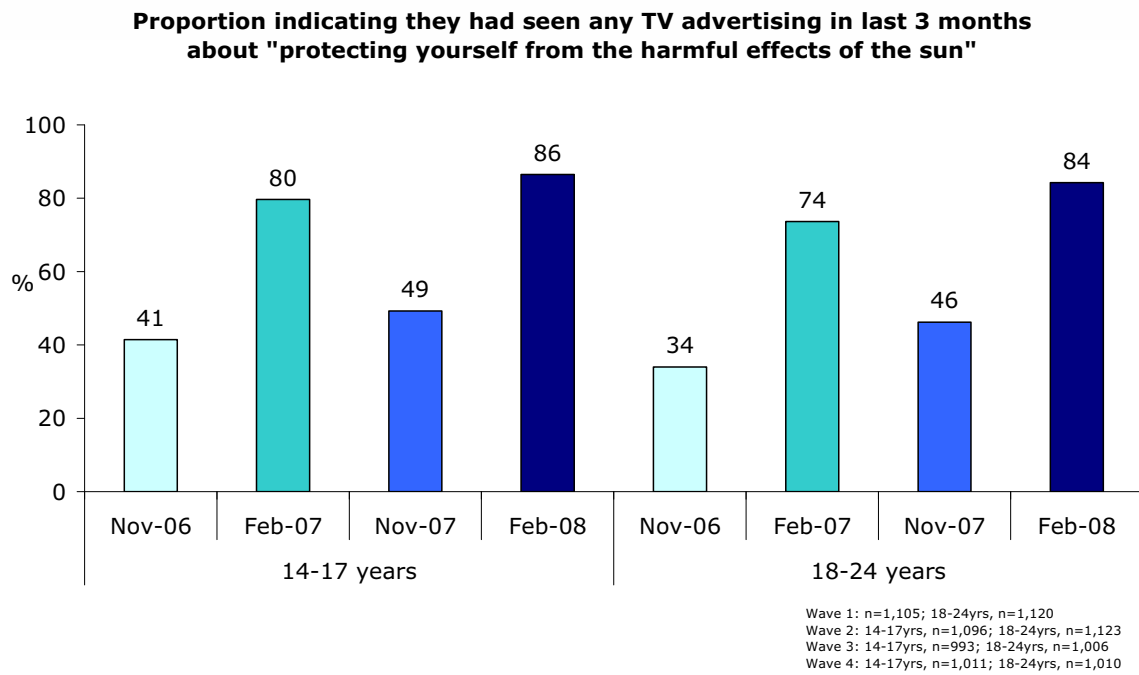
TARPs

In the first phase of the campaign, a total of 700 TARPs were purchased over a four week period commencing in November 2006 in both metropolitan and regional TV markets, with the aim of delivering a reach of 80% among 13-24 year olds. In the second phase of the campaign, a total of 500 TARPs were purchased, again over a four week period. Supporting radio, print, outdoor and online advertisements also appeared through-out both phases of the campaign.

Unprompted TVC recall

In order to measure unprompted TVC recall, participants were first asked whether they had seen “any TV advertising in the last three months about protecting yourself from the harmful effects of the sun”. The proportion who said “yes” in each survey is shown in Figure 4.4.1.

Figure 4.4.1 Category-cued recall



As can be seen, at least four-fifths in each of the February surveys said that they had seen some TV advertising on the subject of protection from the harmful effects of the sun. Recall of TV advertising, as expected, was lower in the November surveys, reflecting the fact that most of the TV advertising on the issue of sun protection occurs over the summer months.

If respondents reported having seen any TV advertising about protecting themselves from the harmful effects of the sun, they were asked to describe the **first** advertisement that they remember seeing.

Unfortunately, when measuring unprompted advertising recall, it is not always possible to conclude with certainty whether a participant is in fact describing the campaign TVC. After the first phase of the campaign in February 2007, 8% of teenagers and 11% of young adults gave an unambiguous description of the campaign TVC. Unprompted awareness of the TVC then fell to 1% for both target audiences in November 2007. It is usual for unprompted recall to decay when there has been no media activity for some time. After the second phase of the campaign, unprompted awareness reached 11% among 14-17 year olds and 12% among 18-24 year olds. These results are shown in Figure 4.4.2. Although only those participants who said that they recalled any TV advertising on the subject were asked to describe the first ad that they remember seeing, the proportions shown in Figure 4.4.2 are based on the full sample, given that the reach of the TVC among each of the target audiences is the measure of interest.

Figure 4.4.2 Unprompted TVC recall

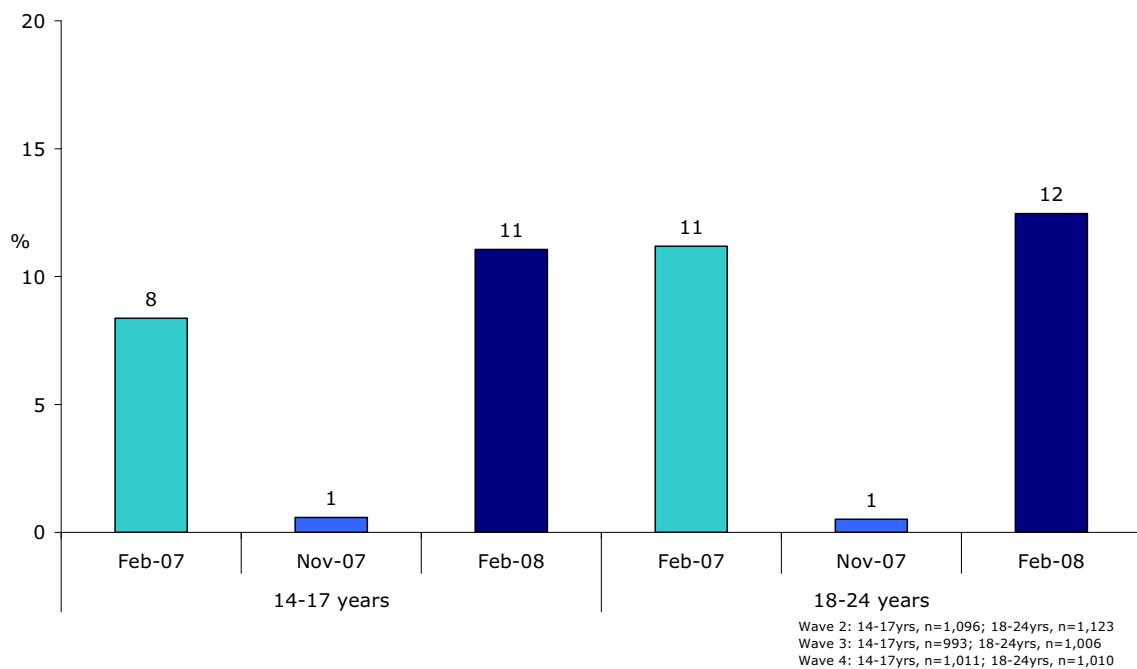
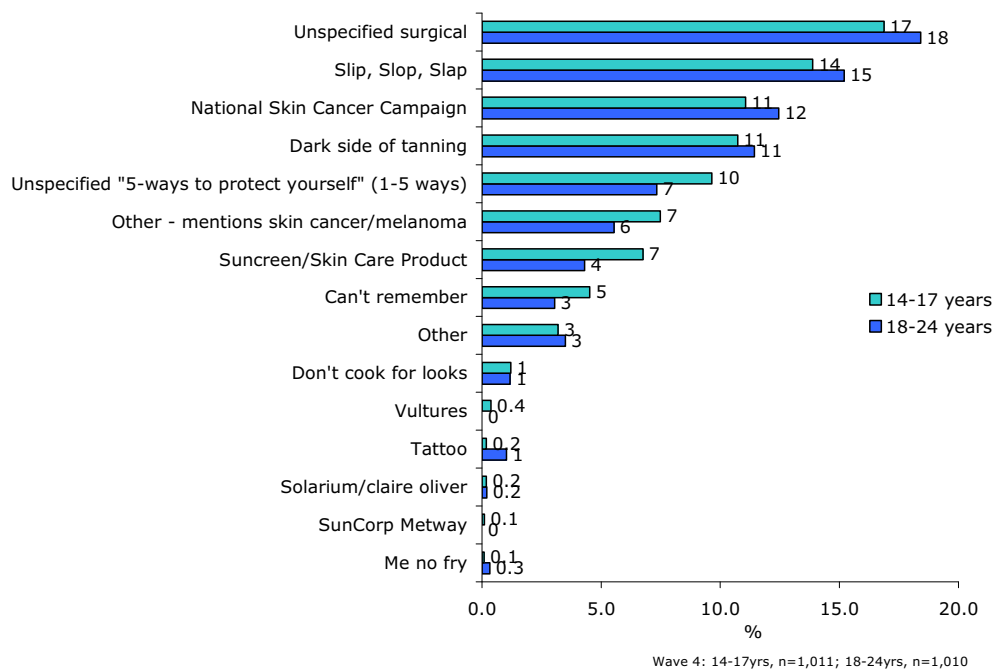


Figure 4.4.3 summarises the advertisements which participants described in the February 2008 survey.⁴ It was found that 17% of teenagers and 18% of young adults described a surgical procedure. There was insufficient information provided in these descriptions to be certain that participants were describing the National Skin Cancer Awareness Campaign, although it is likely that some of these surgical descriptions represent awareness of the campaign TVC. Hence, unprompted recall of the TVC was potentially as high as 28% among teenagers and 31% among young adults.

It is also worth noting that the online methodology may have meant that unprompted recall was lower than might have been found using a telephone methodology. Based on presentations given by members of the Campaign Reference Group, some state-based research conducted over the telephone has suggested that prompted recall is around 30-40%. When questioned by an interviewer, participants feel a greater obligation to provide a more detailed answer and there are more opportunities to prompt for further details or clarification. This can assist in eliciting an answer that is more easily able to be classified.

Figure 4.4.3 Unprompted TVC recall



A considerable proportion of respondents mentioned the "slip, slop, slap" advertisement,

⁴ Again, the base for this chart is the full sample, rather than just those who said that they could recall having seen some TV advertising about protection from the harmful effects of the sun. A small proportion, when asked to describe the last advertisement they saw, said that they could not remember.

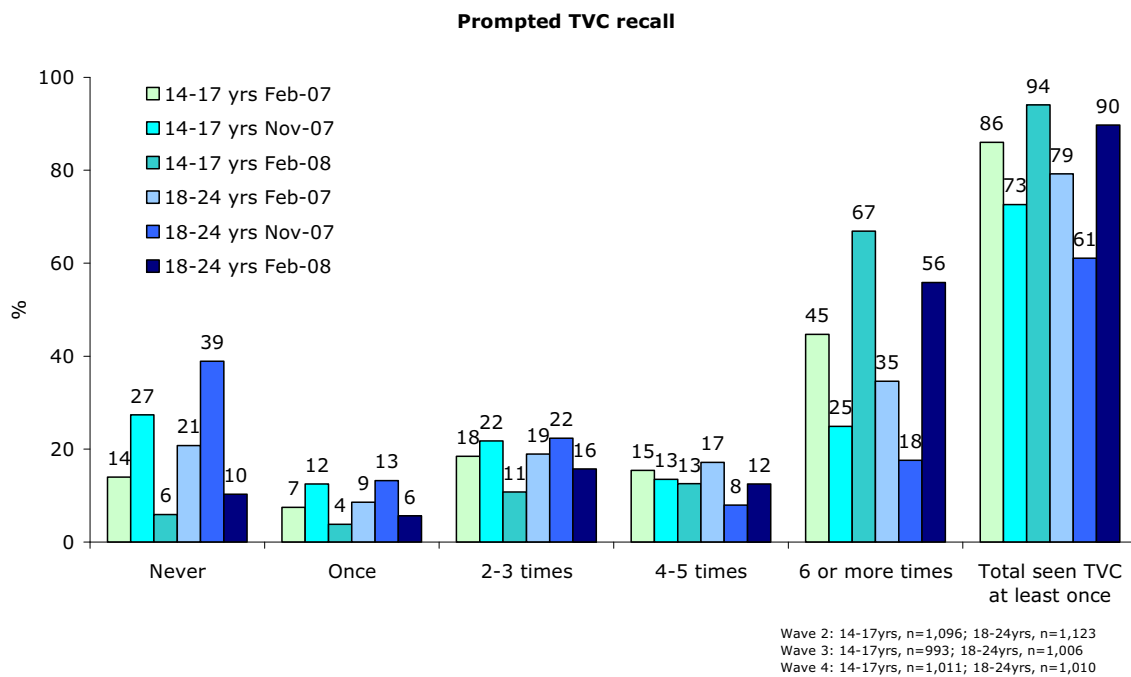
despite it not having been aired recently. It is not unusual for well-known, older campaigns to be mentioned when people are asked to describe an advertisement they have recently seen, demonstrating that “slip, slop, slap” has been a memorable campaign. Furthermore, some outdoor advertising featuring “slip, slop, slap” is still in use. When measuring advertising recall, it is usual for there to be a certain amount of incorrect attribution, where people believe they have seen an advertisement on television, when they actually have seen it via another medium.

Prompted TVC reach and frequency

All participants were then shown the TVC, and asked whether they had seen this previously. Prompted recall for the TVC was very high. After the first phase of the campaign, 86% of teenagers and 79% of young adults indicated that they had seen the TVC at least once. These figures were still quite high in November 2007 (73% and 61% respectively), despite the TVC not having been aired for several months, suggesting that the first phase of the campaign had been memorable for many. Prompted awareness reached new heights in February 2008, with 94% of teenagers and 90% of young adults saying that they had seen the TVC at least once. These results are shown in Figure 4.4.4.

A significant proportion of both teenagers (67%) and young adults (56%) had seen the TVC six or more times by February 2008.

Figure 4.4.4 Prompted TVC reach and frequency



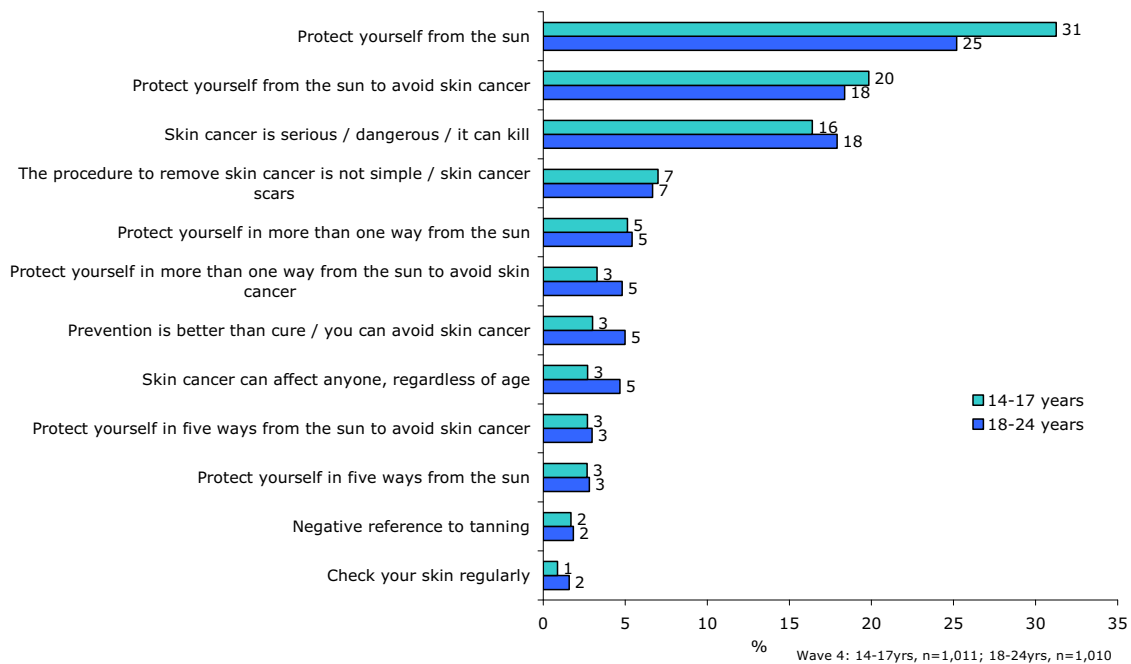
Perceived messages

Respondents who had recalled the TVC were asked, "What is the main message in that advertisement?" The results for February 2008 are displayed in Figure 4.4.5. As in previous rounds of research, the most common response was a generic message, "protect yourself from the sun", mentioned by 31% of teenagers and 25% of young adults.

As can be seen, many of the responses concerned the need to protect oneself from the sun in more than one way. These responses have been separated into specific categories in Figure 4.4.5, including "Protect yourself in more than one way from the sun", "Protect yourself in more than one way from the sun to avoid skin cancer", "Protect yourself in five ways from the sun", and "Protect yourself in five ways from the sun to avoid skin cancer". The total proportion who gave any one of these answers was quite sizeable, being 14% of teenagers and 16% of young adults, which suggests that a key perceived message of the campaign TVC was the importance of adopting multiple methods of sun protection.

The TVC was also seen to communicate the severity of skin cancer, and the need to protect oneself from the sun to avoid skin cancer. It is worth remembering that this was an open-ended question, rather than a prompted question about what messages are contained in the TVC. Hence, although only 7% specifically mentioned that the main message was that the procedure to remove skin cancer is not simple, it is likely that a far greater proportion would have agreed that this was a key message of the TVC.

Figure 4.4.5 Perceived message of TVC campaign

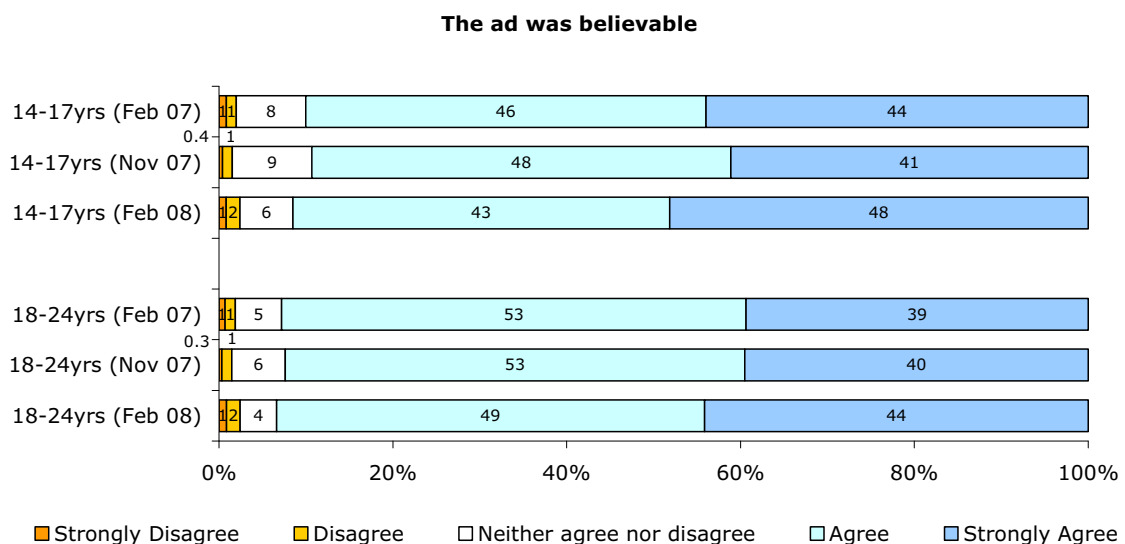


Looking at the results about the perceived messages of the campaign TVC as a whole, it is encouraging to note that almost all answers did reflect possible messages of the TVC. This suggests that the advertisement has been well-understood by the target audiences, with very little evidence of miscommunication of messages.

Reactions to TVC

Respondents who had seen the TVC were then asked to rate it on four diagnostic criteria: whether it was believable, whether it was attention-grabbing, whether it made them think about their own risk of developing skin cancer, and whether it was felt to be informative. Figure 4.4.6 shows, as was the case in previous rounds of research, that there were very high levels of agreement in February 2008 that the TVC was believable (91% for teenagers and 93% for young adults). There was very little disagreement in both age groups.

Figure 4.4.6 Whether TVC was believable⁵

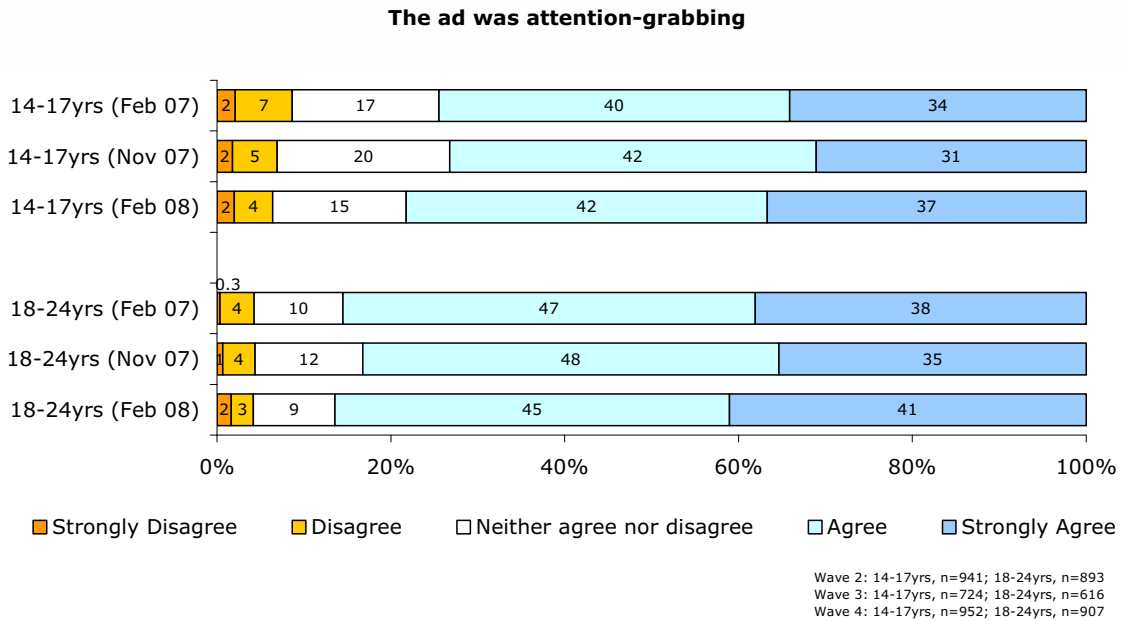


Wave 2: 14-17yrs, n=941; 18-24yrs, n=893
 Wave 3: 14-17yrs, n=724; 18-24yrs, n=616
 Wave 4: 14-17yrs, n=952; 18-24yrs, n=907

⁵ In this, and a number of other figures, some of the data labels for very small proportions appear on top of the bar, to improve their legibility.

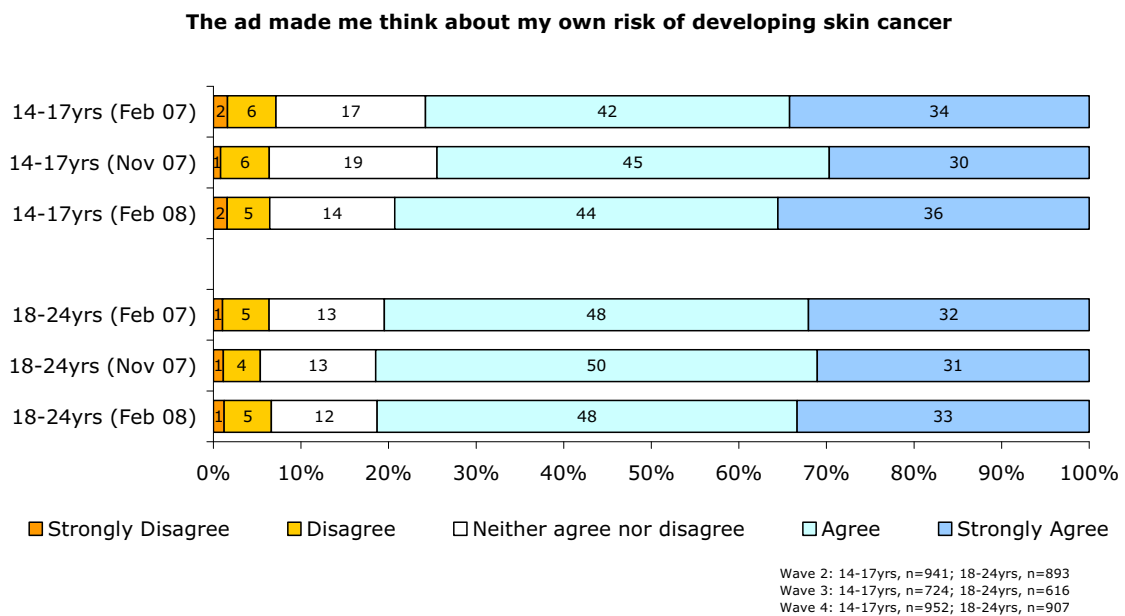
A large proportion of teenagers and young adults agreed that the TVC was attention-grabbing, as seen in Figure 4.4.7. This level of agreement was reasonably consistent across each of the surveys.

Figure 4.4.7 Whether TVC was attention-grabbing



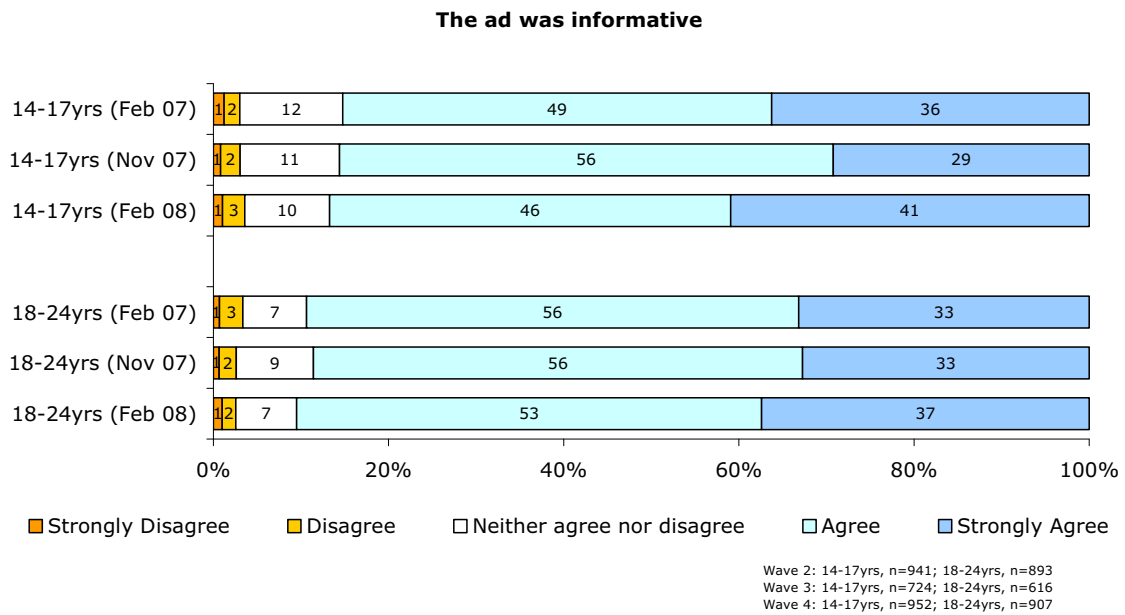
Participants were asked to what extent they agreed that the advertisement made them think about their own risk of developing skin cancer. The results are shown in Figure 4.4.8. Again, there were found to be high levels of agreement with this statement, with a total of 79% of teenagers and 81% of young adults agreeing with this statement in February 2008. This is a positive result, given that it is not uncommon for many to resist the idea that an advertisement changes one's attitudes.

Figure 4.4.8 Whether TVC made viewer think about their own risk of developing skin cancer



As can be seen in Figure 4.4.9, again most teenagers and young adults agreed that the TVC was informative (87% of teenagers and 90% of adults in agreement). Over time, it could be expected that the proportion of people who perceive an advertisement to be informative will decrease. This has not occurred with the National Skin Cancer Awareness Campaign, indicating that the campaign does not show signs of wear-out.

Figure 4.4.9 Whether TVC was informative

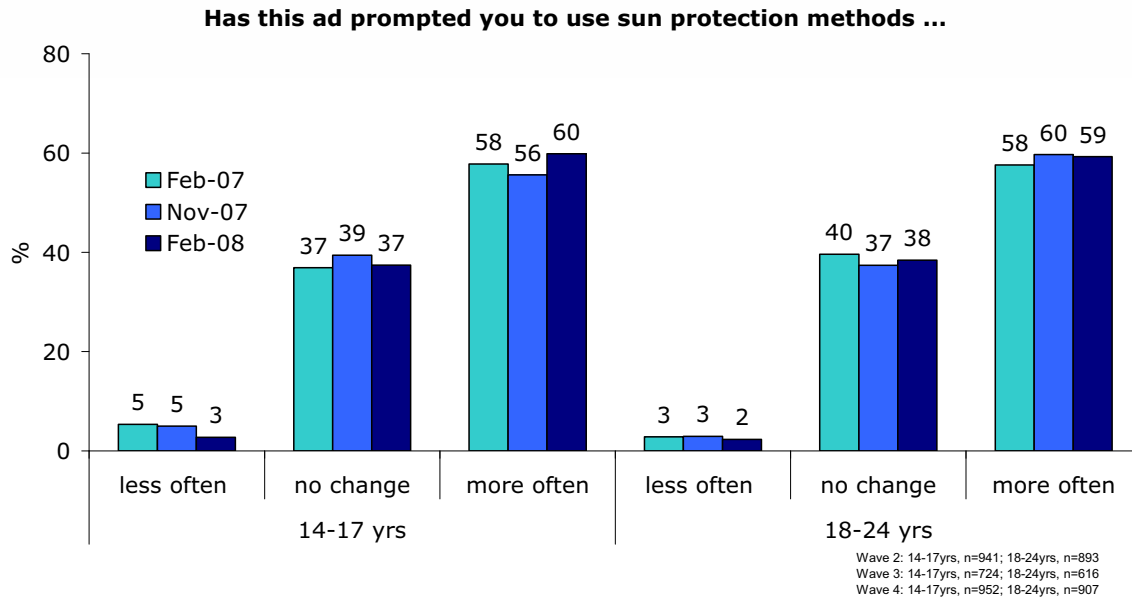


Perceived impact of TVC on behaviour

Finally, respondents who reported seeing the TVC were asked two questions on the perceived impact of the TVC on their behaviour: namely, whether the TVC has prompted them to use sun protection methods more or less often, and whether the TVC has prompted them to protect themselves from the sun in fewer or more ways.

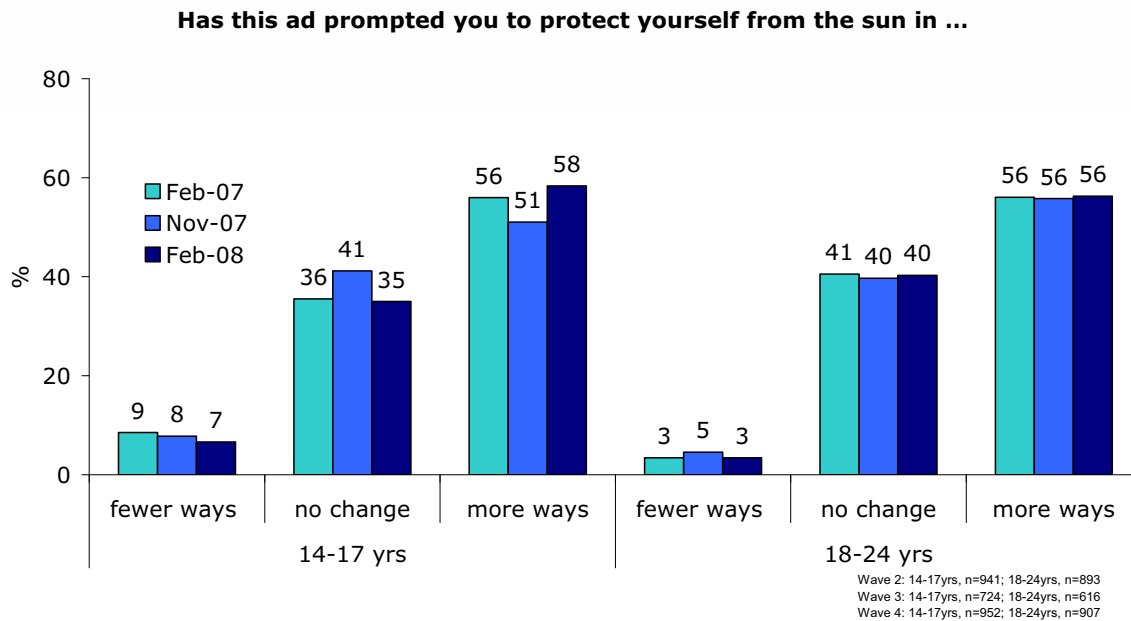
Figure 4.4.10 shows that around three-fifths of both teenagers and young adults felt that the TVC had prompted them to protect themselves more often. This impressive result is similar to that found in previous rounds of research, suggesting that the campaign has remained effective over time.

Figure 4.4.10 Whether TVC has prompted sun protection more often



Similarly, over half of both teenagers and young adults believed that the TVC has prompted them to protect themselves from the sun in more ways (see Figure 4.4.11). This positive result has persisted over time.

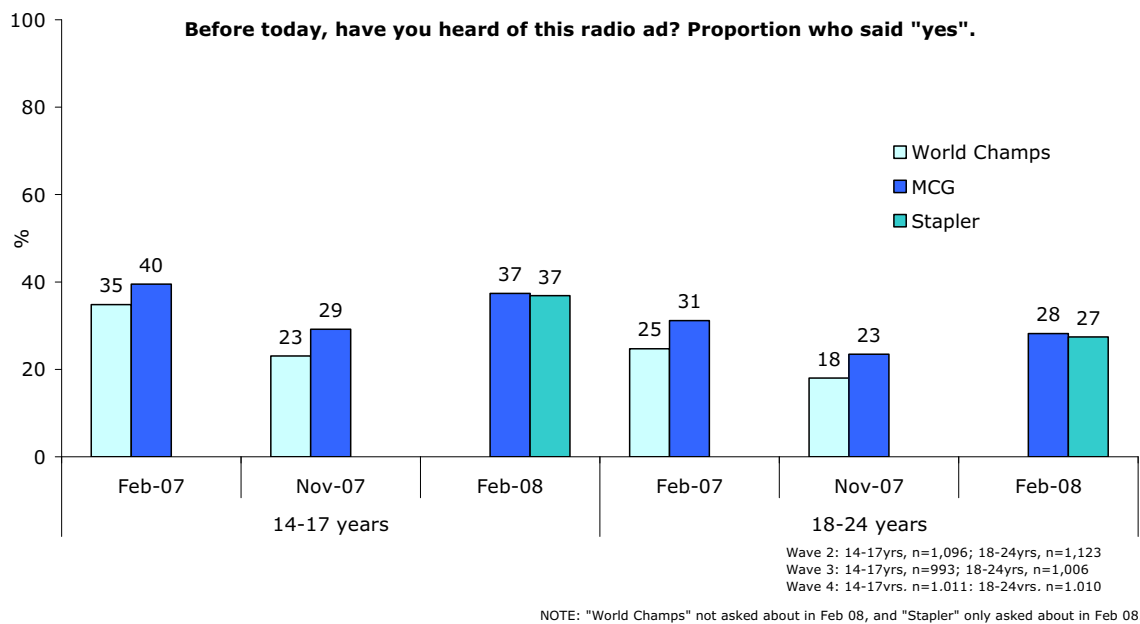
Figure 4.4.11 Whether TVC has prompted more ways of sun protection



Prompted recall of radio advertisements

Respondents were asked to listen to two radio advertisements used in the campaign and were then asked whether they had heard these advertisements before today. In both February 2007 and November 2007, the two advertisements to which participants listened were "World Champs" and "MCG", which were the advertisements used during the first phase of the campaign. In the final survey, they listened to "MCG" and the new execution, "Stapler", which were the two radio advertisements used during the second phase of the campaign. Figure 4.4.12 shows the proportion of participants who said that they had heard the radio advertisement before today. It can be seen that recall was similar for both the "MCG" and "Stapler" advertisements. Recall for both advertisements was a little higher in teenagers than young adults, suggesting that these radio advertisements may have been slightly more effective at reaching teenagers than young adults. In addition, the results suggest that the radio advertisements "MCG" and "Stapler" were slightly more effective than the "World Champs" advertisement, assuming that these received similar time on air.

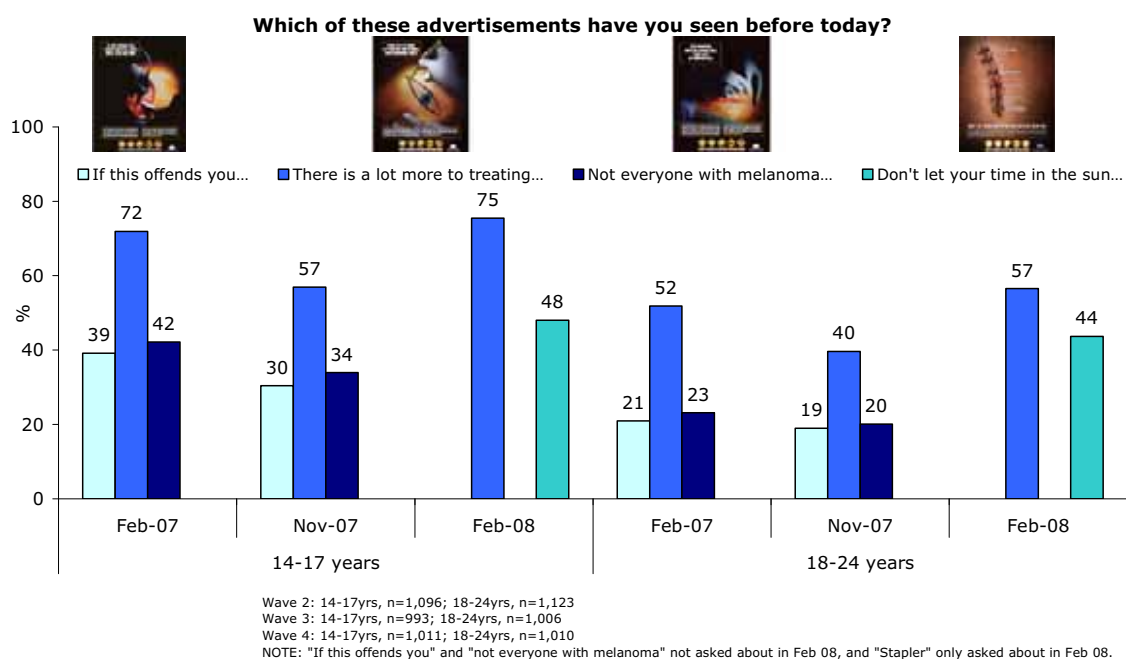
Figure 4.4.12 Prompted recall of radio advertisements



Prompted recall of print/outdoor advertisements

Respondents were shown a number of print advertisements used in the campaign and were asked whether they had seen these advertisements before today. In February 2007 and November 2007, three print advertisements (which had been used in the first phase of the campaign) were shown to participants, while only the "Don't let your time in the sun catch up with you" and "There is a lot more to treating skin cancer than removing a mole" print advertisements were shown in the February 2008 survey. The results are shown in Figure 4.4.13.

Figure 4.4.13 Prompted recall of print/outdoor advertisements



In February 2007, probably in part due to the fact that it was also used outdoors, the recall of the advertisement entitled "There's a lot more to treating skin cancer than removing a mole" was uniformly higher than for the other two advertisements, which were approximately equal. Recall of the three print advertisements in November 2007 fell. Nonetheless, the results suggest that the print advertisements were memorable.

In February 2008, prompted recall of the print advertisement, "There is a lot more to treating skin cancer than removing a mole" reached 75% among 14-17 year olds, and 57% among 18-24 year olds. These results suggest that the Summer 2007/08 media buy successfully built on awareness established in the previous year. Awareness of the print advertisement, "Don't let your time in the sun catch up with you" was not as high (at 48% among teenagers and 44% among young adults), but it was better than the awareness levels for the two advertisements "If this offends you, cover your eyes, back, chest, legs and arms" and "Not everyone with

melanoma dies, some just go through hell” found in the previous surveys. It is also worth noting that, when the February 2007 survey was conducted, the print and outdoor advertising had commenced several weeks earlier (i.e. magazine advertising started on 19th November 2006, and outdoor advertising on 24th December 2006). In contrast, when the February 2008 survey was conducted, the print and outdoor advertising had only commenced in mid-January 2008. Hence, there were likely to have been fewer opportunities for the audiences to have seen the new print/outdoor execution (“Don’t let your time in the sun catch up with you”) at the time that the February 2008 survey was conducted. This difference in the timing of the media buy, and its relationship to the timing of the survey, may also help to explain why the awareness of the “Don’t let your time in the sun catch up with you” advertisement was lower than the other print/outdoor advertisement included in the February 2008 survey.

Recall for each advertisement was appreciably higher among 14-17 year olds compared to 18-24 year olds, suggesting that these advertisements may have resonated more strongly with the younger audience.