

'Love Your Skin' Exeter College UV Facial Scanner Project:

Executive Summary

Overview of aims and objectives

The behavioural challenge was to encourage teenagers to 'love their skin', to avoid burning and overexposure, and to seek safe alternatives such as using fake tan.

Social marketing research shows that using an ultraviolet facial scanner can be an effective interactive tool for engaging with teenagers and can lead to changes in awareness, knowledge and behaviour.

The aim was to increase awareness of sun protection methods and skin cancer, and change their behaviour by adopting more safe sun habits. The target audience was teenage students, with a focus on beauty students as peers and influencers. The main objective were:

- 100 students will increase their knowledge and awareness of skin cancer
- 25 students and tutors will use the UV facial scanner
- 75 students will intend to change their behaviour as a result of the intervention
- 40 students will actually change their behaviour as a result of the intervention

The proposition to the teenagers was to offer a fun and interactive way of showing how overexposure to the sun or sunbeds can damage skin and encourage fake tan as an alternative.

Summary of project activity

Thirty-four beauty students were trained in the use of the UV scanner and in 'Love Your Skin' key messages. These students ran a week long campaign in Exeter College, with lunchtime drop-in sessions at a different campus site each day.

The intervention consisted of a 'mini-consultation', beginning with the use of the UV facial scanner to reveal signs of overexposure, students were then shown how to apply fake tan and sun protection cream and left with free samples and SunSmart leaflets.

Short-term changes in knowledge, attitude and behaviour change were measured by a pre and post intervention questionnaire, used with the beauty students in the training and with other students in the campaign week.

Summary of results

Training (Phase One)

- After the training session, 100% of respondents agreed that ***“Protecting myself from too much sun is important to me”***, an increase of 25%.
- Out of the nine respondents in the group who had used sunbeds in the past, **only one still intended to use sunbeds** after the session (compared to five before).
- There was an **increase in the number of actions** that participants said they would take **to protect themselves** in the sun.

Campus-wide campaign (Phase Two)

- The campaign reached **99 students aged 19 and under**, and an extra 38 students and tutors aged 20 and over (137 in total).
- The objective of 75 students intending to increase their sun safe behaviour was met.
- There was an **increase in the number of actions** that participants said they would take **to protect themselves** in the sun.
- The number of participants **intending to use sunscreen of SPF 15 or above in the UK increased by 19%**, from 42% before to 61% after.
- The number of participants **intending to use sunscreen of SPF 15 or above abroad increased by 13%**, from 75% before to 88% after.

“Seeing their face under the scanner had a high impact on the students”

Conclusion

The ‘Love Your Skin’ campaign successfully achieved its objectives of increasing knowledge and awareness of skin cancer prevention in 100 teenagers, and capturing intention to change behaviour. Actual behaviour change will be measured in the follow-up stage. The project could be developed further by rolling out delivery to other colleges in Devon, and improving delivery by using the learning from the pilot. By developing a flexible ‘tool-kit’ of how to run a campaign using the scanner, colleges could run their own intervention. A larger sample size would also improve the evaluation.