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ML MIDDLESEX-LONDON
HEALTH UNIT



Use of Artificial Tanning Equipment Local Population-Level Monitoring Using RRFSS

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What would **SUCCESS** look like?

A rate of use in the
past year of less than **5%**
in those aged 18-34 in
London & Middlesex County
by the year 2020.

*But I want
to look just like
Coco Chanel...*



What is our Objective?

- 75% reduction in the percent of young adults (under 35 years old) using tanning equipment by 2020.

Canadian Cancer Society & Cancer Care Ontario (2003 May 1)
Targeting Cancer - An action plan for cancer prevention and detection. Cancer 2020 Background Report.

<http://www.cancercare.on.ca/pdf/Cancer2020BackgroundReportMay2003.pdf>

Where are we Now?

- 10% of adults in London & Middlesex used artificial tanning in the year prior to the survey.
- ↑ in younger age groups (18% in 18-34 yrs).
- ↑ in women (29% in females 18-34 yrs).
- 56% of users reported frequencies of 6 or more times in the year prior to the survey.
- Most common reason was to “get a base-tan”.
- 10% of users did not always use eyewear.

How Did We Get Here?

- Used Rapid Risk Factor Surveillance System (RRFSS).
- Ongoing surveillance system of behavioural risk factors and other indicators of public health significance.
- Adult, telephone, 20-minute survey.
- 1200 respondents / year / health unit.
- Approximately 22/37 public health units in Ontario involved.

RRFSS Artificial Tanning Equipment Module Development Committee

Kaylene McKinnon (Lead), Middlesex-London Health Unit

Angela Andrews, HKPR District Health Unit

Chris Arnott, Durham Region Health Department

Loraine Marrett, Cancer Care Ontario

Annette Mollon, Durham Region Health Department

Diane Roberts, Halton Regional Health Department

Ruth Sanderson, Middlesex-London Health Unit

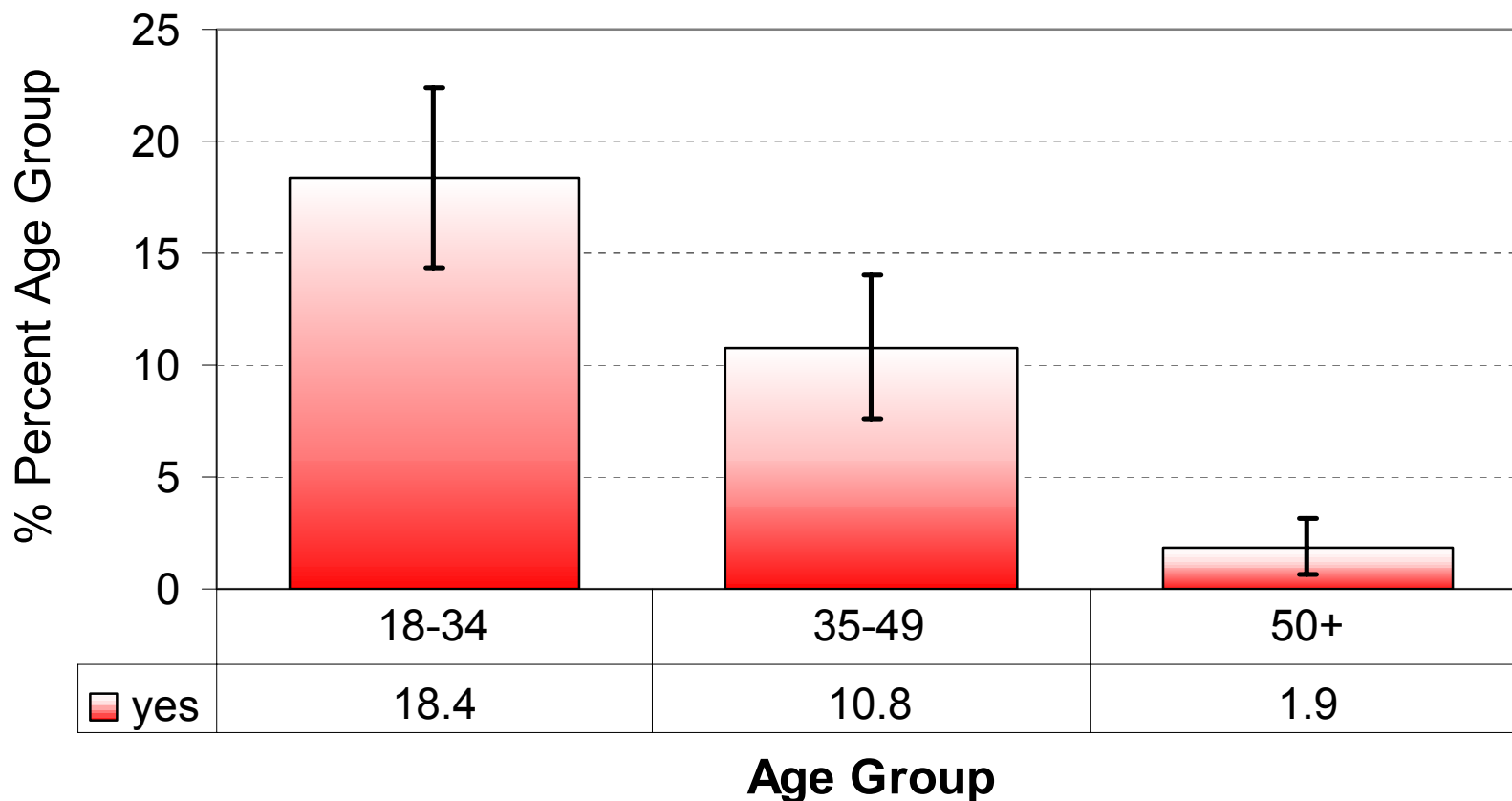
Paula R. Worton, Sudbury & District Health Unit

RRFSS Artificial Tanning Equipment Module Content

- Use in past year
- Frequency of Use in past year
- Use in Past Month
- Frequency of Use in Past Month
- Reasons for Use
- Where Use
- Use of Protective Eyewear
- Plus Socio-Demographics/ General Health

Use of Artificial Tanning in Past Year by Age Group

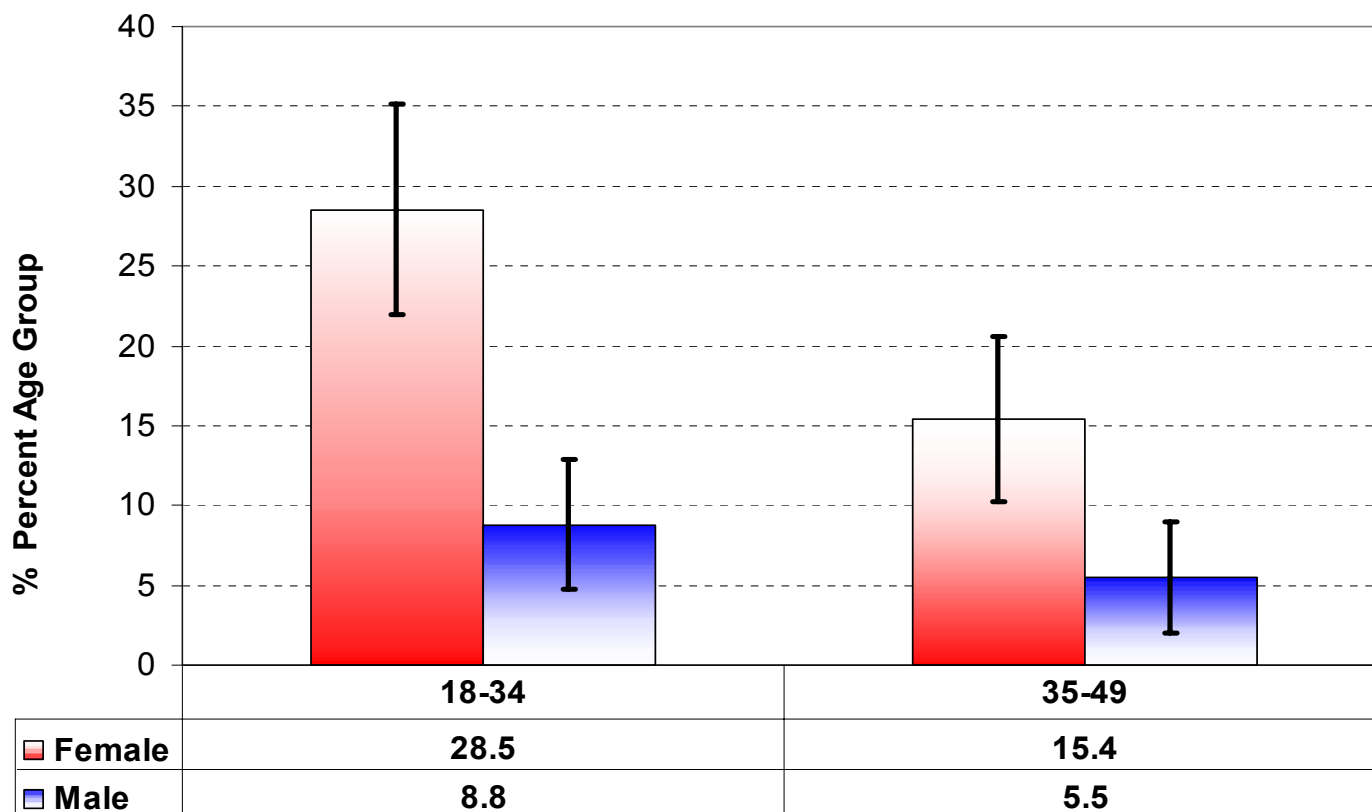
London & Middlesex County, Ages 18+, Jan.-Dec. 2004



Source: RRFSS, Waves 37-48, 2004

Use of Artificial Tanning in Past Year by Age Group by Gender

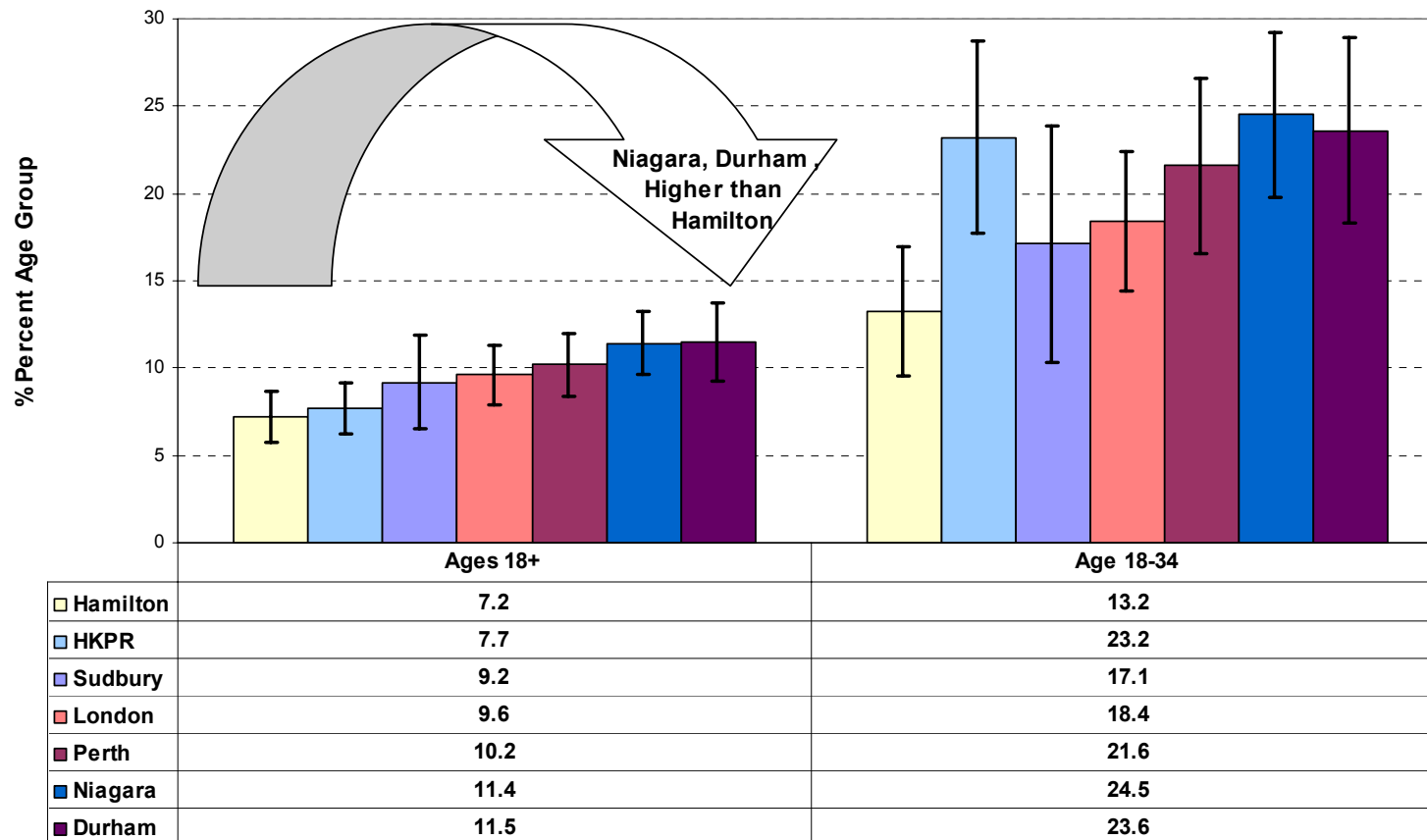
London & Middlesex County, Ages 18+, Jan.-Dec. 2004



Source: RRFSS Waves 37-48, 2004

Age Group

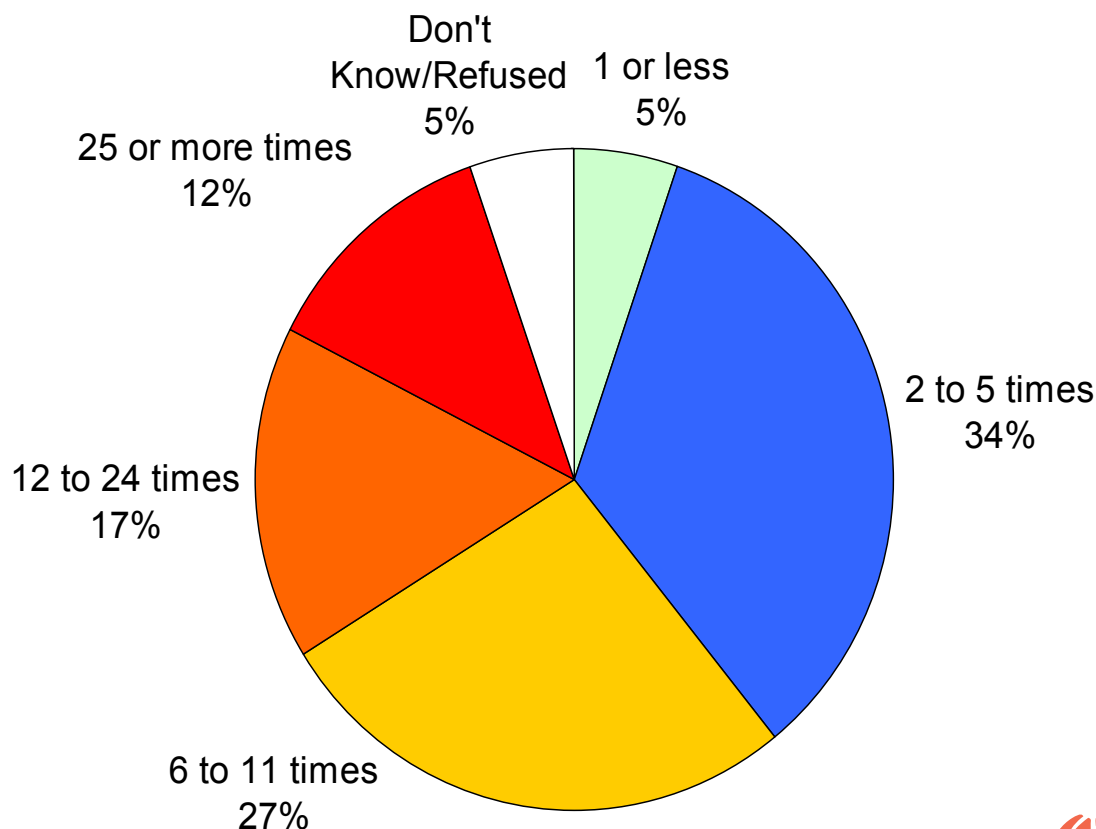
Artificial Tanning Use in the Past Year by Health Unit for Two Age Groups, Module Participating Health Units, RRFSS 2004



Source: RRFSS 2004 , Waves 37-48 for all Health Units except Durham (Waves 37-44), Sudbury (Waves 37-41) and Perth (Waves 38-48)

Frequency of Artificial Tanning Use among those Aged 18+ who Reported Using in the Past Year.

London & Middlesex County, Ages 18+, Jan.- Dec. 2004

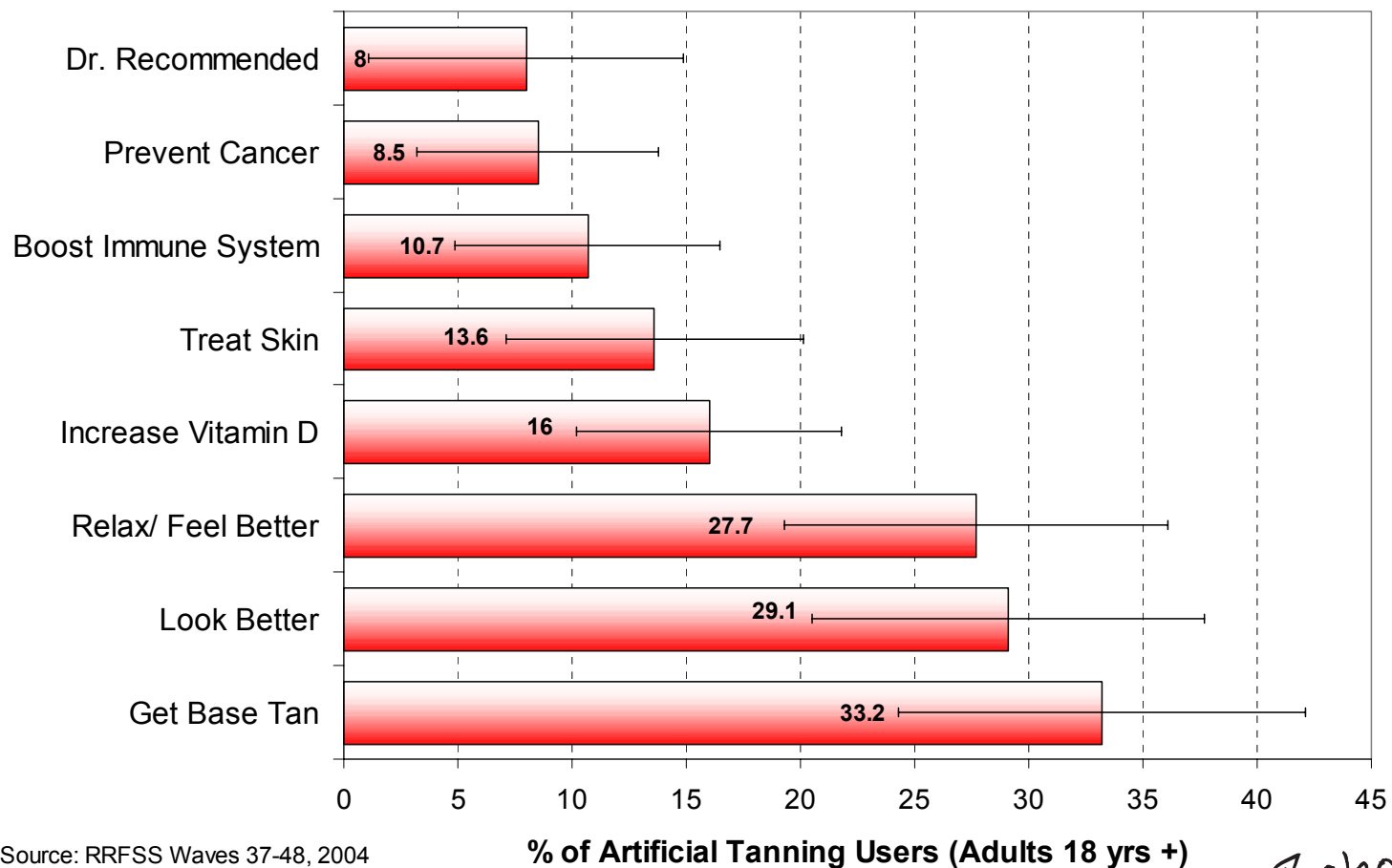


Source: RRFSS, Waves 37-48, 2004



Reasons for Using Artificial Tanning Equipment

London & Middlesex County, Ages 18+, Jan.-Dec. 2004



Implications for Public Health Surveillance & Research

- Monitor key indicators every two years
 - Local rates can be calculated & there are some differences.
- Improve population level monitoring systems
 - limit upper age range to 59 years old
 - record skin colour of respondent
 - limit collection to key indicator (use in past year).

Implications for Public Health Surveillance & Research cont'd

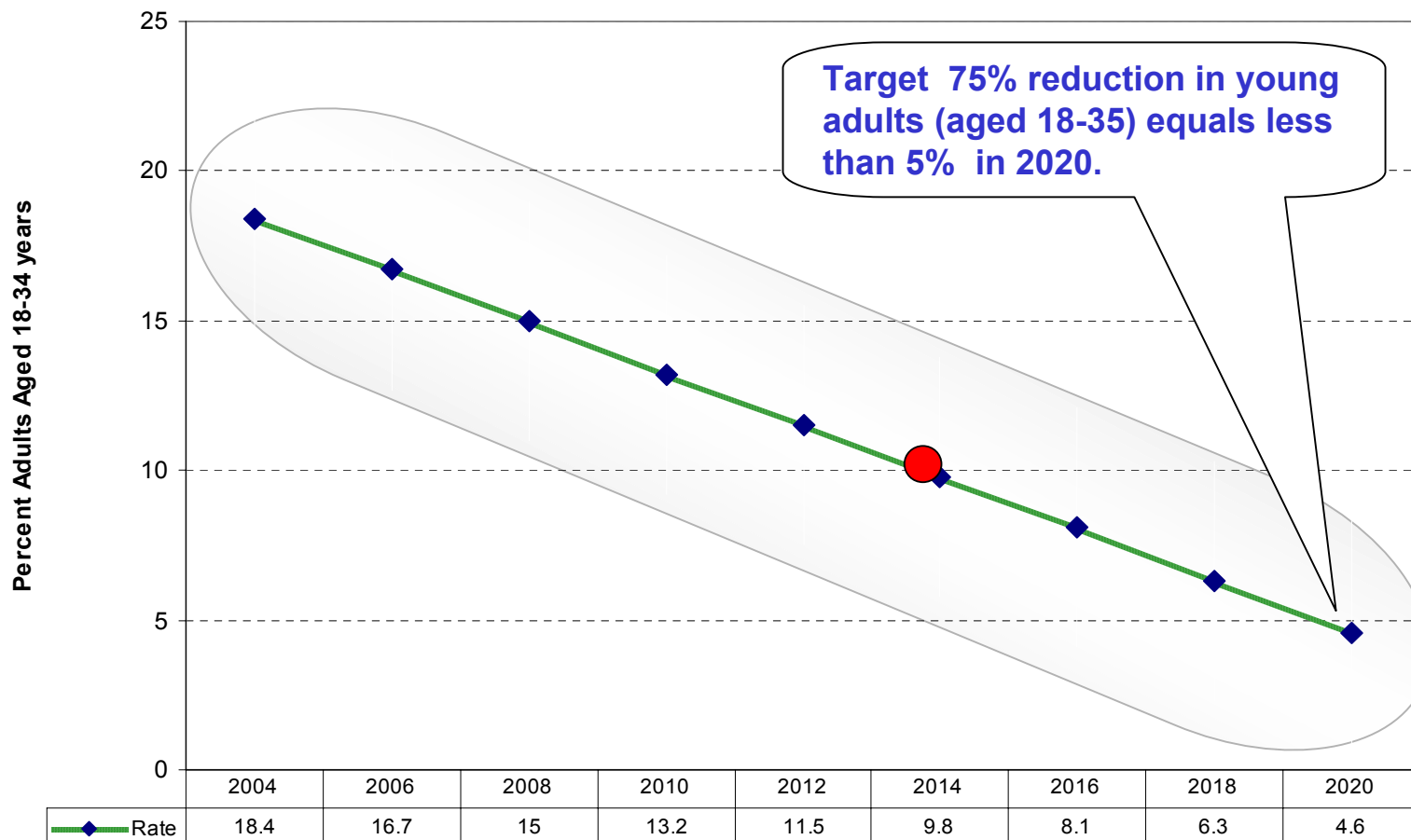


- Encourage collection on youth surveys.
- Encourage further population health research on using RRFSS.

How to Set our Local Target

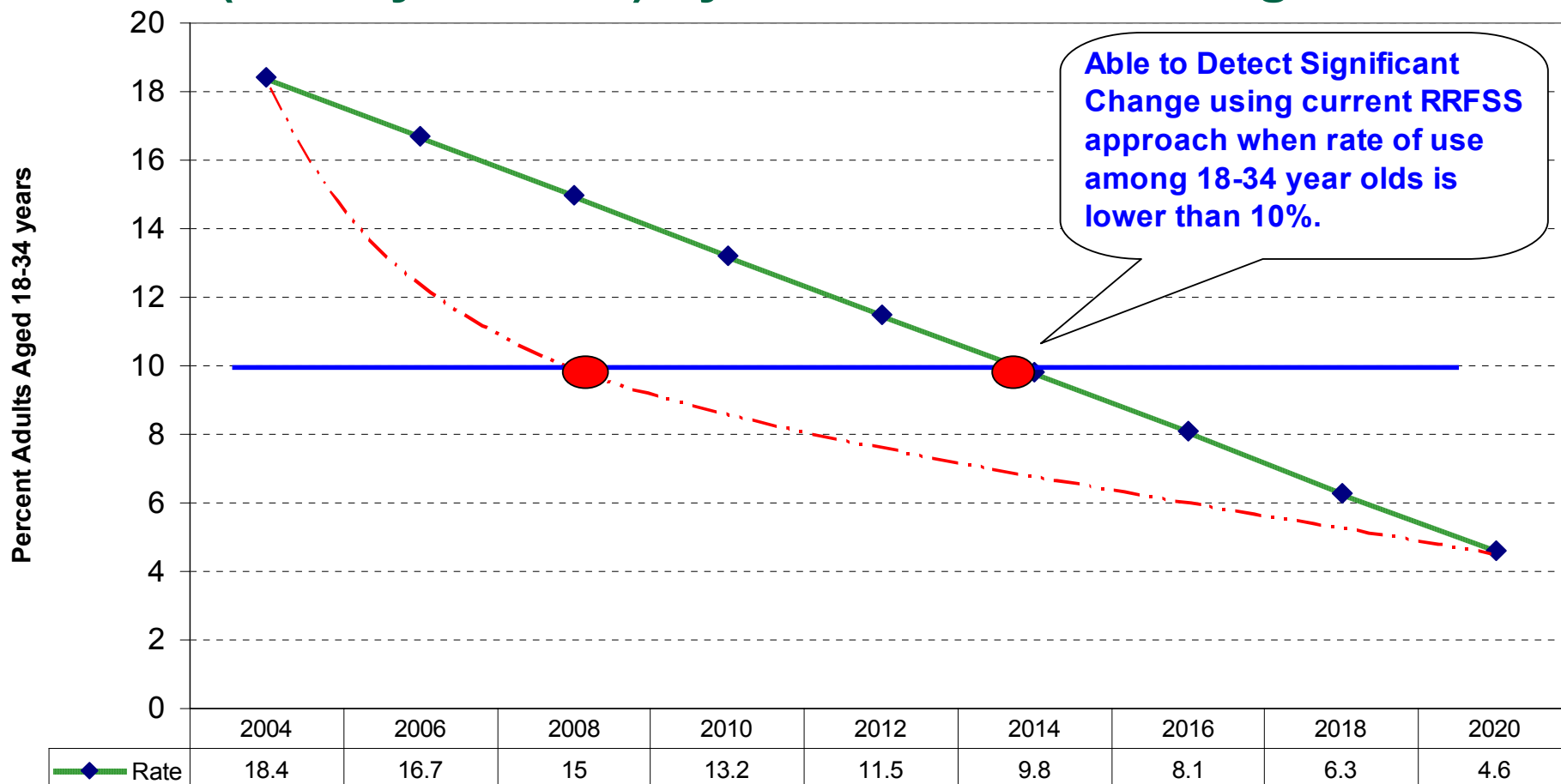
- MLHU will have less than 5% of 18-34 year olds report having used artificial tanning in the past year by 2020.
 - 7% among females aged 18-34 years.
 - 2% among males aged 18-34 years.

Projected Change in Artificial Tanning Use (18-34 year olds) by Year to Achieve Target



Source: RRFSS 2004 , Waves 37-48 for all Health Units except Durham (Waves 37-44), Sudbury (Waves 37-41) and Perth (Waves 38-48)

Projected Change in Artificial Tanning Use (18-34 year olds) by Year to Achieve Target



Implications for Public Health Programming

- Target messages to young and women.
- Target misconceptions behind some of the common reasons for using.
- Ensure the industry is meeting standards (including use of eyewear).
- Advocate for provincial legislation that specifically limits risk behaviours in youth and young adults.

For further information. . .

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