

**2002/2003 'Me No Fry' Campaign Evaluation**

**By**

**Geoffrey Jalleh & Rob Donovan**

**CBRCC Report 030521**

---

**Centre for Behavioural Research in Cancer Control**

**Division of Health Sciences**

**Curtin University of Technology**

---

Geoffrey Jalleh BCom (*Hons*) MPH

**Associate Director**

Robert J. Donovan BPsych (*Hons*) PhD

**Director**

### **Citation**

The citation below should be used when referencing this work:

Jalleh G and Donovan RJ. 2002/2003 'Me No Fry' Campaign Evaluation. Centre for Behavioural Research in Cancer Control, Division of Health Sciences, Curtin University of Technology, Perth, 2003.

## TABLE OF CONTENTS

	<b>Page No</b>
<b>EXECUTIVE SUMMARY</b>	1
<b>1. INTRODUCTION</b>	5
<b>2 THE EVALUATION</b>	6
2.1 Survey Methods	6
<b>3. RESULTS</b>	7
3.1 Sample Characteristics	7
3.2 Attitudes Towards Sun Behaviours, Skin Cancer and Suntan	7
3.3 Sunburnt Status	8
3.4 Sun Protection Behaviour on the Preceding Day	10
3.5 Sun Protection Behavioural Status	11
3.6 Sun Protection Behaviour Score	12
3.7 Reasons Why Respondents Don't Always Use Sunscreen and Stay Mainly in the Shade	13
3.8 Advertising Exposure	14
3.9 Ad Diagnostics: Relevance and Believability	16
3.10 Message Take-out	16
3.11 Behavioural Indicators	17
<b>4. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS</b>	18
<b>APPENDIX 1: The questionnaire</b>	22

## **ACKNOWLEDGMENTS**

The Cancer Foundation of Western Australia (CFWA) implemented the “Me No Fry” media campaign with funding from the Western Australian Health Promotion Foundation (Healthway).

## **EXECUTIVE SUMMARY**

During the summer of 2002/2003, CFWA implemented the second year of a three-year “Me No Fry” mass media campaign. The main communication objectives of the media campaign are to promote and reinforce the use of sun protective behaviours among young Western Australians aged 12 to 17 years.

In the first two years of the media campaign, the “Vultures” TV ad was screened throughout WA. A series of cross-sectional telephone surveys of the target population was used to measure campaign outcomes. Six post-surveys were conducted at two-weekly intervals following commencement of the campaign. In each survey, approximately 100 respondents were interviewed, and males and females were approximately equally represented. A total of 602 respondents was surveyed.

The Centre for Behavioural Research in Cancer Control was commissioned by CFWA to report on the results of the 2002/2003 “Me No Fry” media campaign.

## **SUMMARY OF MAJOR FINDINGS – CONCLUSIONS AND RECOMMENDATIONS**

- The results for the 2002/2003 campaign were very similar across all questions to the results of the 2001/2002 campaign.
- The Vultures television ad performed at the same levels in 2002/2003 as in 2001/2002 indicating that the ad is not suffering from any wearout effects.
- Most of the gender differences noted in the 2001/2002 report were repeated in 2002/2003.
- A high proportion of respondents rated wearing sunscreen as ‘very’ important (66%; 2001/2002: 62%), and a further 33% (2001/2002: 36%) rated it as ‘quite’ important.
- Ninety-three percent of respondents rated spending more time in the shade as ‘very/quite’ important (2001/2002: 92%).
- Females were far more likely than males to rate the use of sunscreen and spending more time in the shade as ‘very’ important (72% vs 61%,  $p=.002$ ; and 39% vs 25%,  $p=.000$ , respectively) (2001/2002: 69% vs 55%,  $p=.002$ ; and 38% vs 29%,  $p=.035$ , respectively).

- Perceived susceptibility of getting skin cancer was slightly higher amongst females than males (56% vs 53%), but not significant as in 2001/2002 (60% vs 49%,  $p=.000$ ).
- Far greater proportions of females reported that they liked to get a suntan and made an attempt to get one than males (77% vs 57%,  $p=.000$ ; 53% vs 26%,  $p=.000$ , respectively) (2001/2002: 71% vs 48%,  $p=.000$ ; 56% vs 21%,  $p=.000$ , respectively).
- Males were significantly more likely to report getting sunburnt on the weekend preceding the survey than females (38% vs 23%,  $p=.000$ ) (2001/2002: 33% vs 24%,  $p=.063$ ).
- It may be that females, because of their greater propensity to seek a tan, consider taking precautions more important than males, and hence, while acknowledging a greater likelihood of getting skin cancer, are less likely to report being sunburnt.
- For both males and females, most got sunburnt while at the beach (44% and 45%, respectively). A substantial proportion of males were sunburnt while playing sport (25%). For both males and females, a smaller proportion were sunburnt at a pool (11% and 16%) or an outdoor event (8% and 10%). There is a clear need to reinforce sun protection messages for these other activities, particularly playing sport among males.
- Approximately one in three respondents reported that they 'always/usually' spend most of their time inside (males: 33%; females: 29%) (2001/2002: males: 32%; females: 34%).
- There were substantial differences in the types of sun protective behaviours adopted by males and females while in the sun. Females were significantly more likely than males to report they 'always/usually' wear sunscreen (71% vs 62%,  $p=.029$ ) (2001/2002: 76% vs 59%,  $p=.000$ ), wear sunglasses (55% vs 39%,  $p=.000$ ) (2001/2002: 50% vs 24%,  $p=.000$ ), and stay mainly in the shade (40% vs 33%,  $p=.079$ ) (2001/2002: 43% vs 33%,  $p=.011$ ). On the other hand, males were significantly more likely than females to report that they 'always/usually' wear a hat (56% vs 34%,  $p=.000$ ) (2001/2002: 55% vs 42%,  $p=.002$ ), and wear protective clothing (36% vs 21%,  $p=.000$ ) (2001/2002: 38% vs 23%,  $p=.000$ ).
- Overall, 95% (2001/2002: 95%) 'always/usually' adopted one or more sun protection behaviours (i.e., put on sunscreen, wear a hat, wear protective clothing, wear sunglasses, stay out of the sun in the middle of the day, seek shade) to protect themselves from the sun in summer.

- The three main reasons why people don't always use sunscreen in the sun in summer related to being ill-prepared for summer sun exposure: 'forgot to bring some': 74% (2001/2002: 72%); 'just don't think about it': 66% (2001/2002: 66%); and 'didn't think I would be in the sun very long': 62% (2001/2002: 59%).
- The three main reasons why people don't always stay mainly in the shade on a sunny summer day were: 'no shade available': (72%; 2001/2002: 61%); 'didn't think I would be in the sun very long': 56% (2001/2002: 59%); and 'just don't think about it': 66% (2001/2002: 57%).
- *Cued recall* (or 'cut through') of the "Vultures" ad was 53% (2001/2002: 43%) averaged over all post-surveys. The peak of 63% (2001/2002: 53%) was achieved in the fifth post-survey. Compared to other youth oriented advertising campaigns (commercial and otherwise), this peak level of recall falls into the 'above average' range.
- *Prompted awareness* of the "Vultures" ad was 71% (2001/2002: 63%) in the first post-survey. Awareness peaked at 95% in the fifth survey. That is, the media schedule 'reached' 95% of the target audience.
- Approximately half of the respondents rated the ad as 'very/quite' relevant (53%; 2001/2002: 48%), and the vast majority rated the ad as 'very/quite' believable (86%; 2001/2002: 87%).
- The two most frequently mentioned perceived main message in the ad were 'use sunscreen' and '(prevent) skin cancer' (45% and 37%, respectively; 2001/2002: 32% and 31%, respectively)
- Amongst respondents who were aware of the ad, 44% (2001/2002: 38%) reported that they were more likely to use sun protection, and 29% (2001/2002: 30%) reported that they were more likely to check their skin regularly having seen the ad.

Overall, it is recommended that:

- In terms of sun protective behaviours, males need greater encouragement to wear sunscreen (appropriately) and sunglasses, and stay mainly in the shade, whereas females need greater encouragement to wear a hat and wear protective clothing.
- In addition to promoting sun protective behaviours while in the sun, focus needs to be on changing favourable attitudes towards getting a suntan, especially amongst females who were substantially more likely than males to attempt to get a suntan.
- Perceived susceptibility of getting skin cancer needs to be increased, especially amongst males who were significantly more likely to report getting sunburnt on the weekend preceding the survey than females.
- There is a clear need to generate reminders about sunscreen and shade (umbrellas) *prior* to young people going out in the sun. Mass media play a large part here, but other media such as fridge magnets also can play a part. Perhaps a mnemonic could be identified to provide a checklist before going out in the sun, and others (peers, parents) can be targeted to provide the reminder.
- While the vast majority of those aware of the “Vultures” ad perceived an appropriate message in the ad, perceptions are varied. It may be possible to be more focussed on ‘time in the sun’ if that were a more appropriate objective.
- While most sunburn occurs at the beach or swimming pool, a substantial amount occurs at sporting and other outdoor events. Hence, while the emphasis for the campaign should continue on beach/pool activities, other outdoor activities need to be targeted also.



## **1. INTRODUCTION**

During the summer of 2002/2003, CFWA implemented the second year of a three-year “Me No Fry” television campaign. The main communication objective of the media campaign is to promote and reinforce the importance of the use of sun protective behaviours among young Western Australians aged 12 to 17 years.

In the first two years of the media campaign, the “Vultures” TV advertisement was screened throughout WA. In 2002/2003, the TV ad was screened on commercial television in the metropolitan area (Channel 7) and in the country (GWN) from 23 December 2001 to 31 March 2002. The media buy for the summer was \$66,800 metropolitan and \$12,299 country.

This report presents the results of the 2002/2003 “Me No Fry” media campaign.

## **2. THE EVALUATION**

### **2.1 Survey Methods**

A series of cross-sectional telephone surveys of the target population (i.e., young people aged 14-17 years) was used to assess respondents' attitudes towards skin cancer and sun tanning, engagement in sun protective behaviours, self-reported sunburn on the weekend preceding the survey, and awareness and impact of the "Me No Fry" media campaign. Appendix 1 shows the questionnaire used in the evaluation. Whilst the media campaign targets 12 to 17 year olds, only children 14 years and over were interviewed for ethical reasons.

Six post-surveys were conducted at two-weekly intervals commencing on 14 January 2003, and ceasing on 25 March 2003. In each post-survey, approximately 100 respondents were interviewed.

The post-surveys were conducted on Monday evenings between 4:00pm and 8:00pm to maximise the availability of household members aged between 14 and 17 years. Random digit dialling was used to select households for inclusion in the survey, and quota methods were used to ensure an approximately equal representation of males and females in each survey. The Survey Research Centre at the University of Western Australia conducted the telephone-interviews.

### 3. RESULTS

#### 3.1 Sample Characteristics

Table 1 shows the sociodemographic characteristics of respondents surveyed in the six post-surveys. A total of 602 respondents was surveyed. Males and females were approximately equally represented in the survey samples. At least two-thirds of survey respondents reported having fair or medium skin colour.

**Table 1: Sociodemographic characteristics of survey respondents**

Variable	Series Surveys %					
	1 n = 100	2 n = 100	3 n = 101	4 n = 100	5 n = 99	6 n = 102
<i>Age Group</i>						
14-15	52.0	47.0	57.4	50.0	51.5	49.1
16-17	48.0	53.0	42.6	50.0	48.5	50.9
<i>Gender</i>						
Male	50.0	50.0	50.5	49.0	50.5	51.0
Female	50.0	50.0	49.5	51.0	49.5	49.0
<i>Skin Colour</i>						
Fair/Medium	80.0	75.0	73.2	76.0	65.7	68.6
Olive/Dark	20.0	25.0	26.8	24.0	34.3	31.4

#### 3.2 Attitudes Toward Sun Behaviours, Skin Cancer and Suntan

##### 3.2.1 Importance of wearing sunscreen and spending more time in the shade

Respondents were asked to rate the importance of wearing sunscreen and spending more time in the shade on four-point scales ('very' – 'not at all' important). A high proportion of respondents rated wearing sunscreen as 'very' important (66%; 2001/2002: 62%), and a further 33% (2001/2002: 36%) rated it as 'quite' important. Ninety-three percent of respondents rated spending more time in the shade as 'very/quite' important (2001/2002: 92%).

A significantly greater proportion of females rated the use of sunscreen and spending more time in the shade as 'very' important than males (72% vs 61%,  $p=.002$ ; and 39% vs 25%,

$p=.000$ , respectively)(2001/2002: 69% vs 55%,  $p=.002$ ; and 38% vs 29%,  $p=.035$ , respectively).

### **3.2.2 Perceived susceptibility of getting skin cancer**

Approximately half of the sample felt that they were 'very/quite' likely to develop skin cancer if they did not reduce their current exposure to the sun (55%; 2001/2002: 54%). Perceived susceptibility of getting skin cancer was slightly higher amongst females than males (56% vs 53%), but not significant as in 2001/2002 (60% vs 49%,  $p=.000$ ).

### **3.2.3 Attitudes towards suntan**

When respondents were asked whether or not they like to get a suntan, 67% (2001/2002: 60%) reported they did ( $p=.021$ ). Females were significantly and substantially more likely than males to respond 'yes' (77% vs 57%,  $p=.000$ ) (2001/2002: 71% vs 48%,  $p=.000$ ). Hence, it is not surprising that when respondents were asked whether or not they 'made any attempt to get a suntan this season', females were substantially more likely than males to report doing so (53% vs 26%,  $p=.000$ ) ( 2001/2002: 56% vs 21%,  $p=.000$ ). Overall, 40% (2001/2002: 38%) of respondents indicated they had made an attempt to get a suntan.

The higher perceived susceptibility of getting skin cancer amongst females than males may be due, in part, to their greater desire for a suntan and corresponding behaviour.

## **3.3 Sunburnt Status**

When respondents were asked whether or not they were out-of-doors for longer than 15 minutes between 10am and 3pm on the weekend preceding the survey, 53% (2001/2002: 63%) reported doing so on Saturday and 62% (2001/2002: 50%) on Sunday. Table 2 shows the proportion of these respondents who reported that they were sunburnt. The table also shows the recorded UV index and temperature for the respective days. Table 3 shows the same data according to the mean UV index.

Overall, approximately one in three (31%; 2001/2002: 28%) reported having been sunburnt in the preceding weekend. Males were significantly more likely to report getting sunburnt on the preceding weekend than females (38% vs 23%,  $p=.000$ ) (2001/2002: 33% vs 24%,  $p=.063$ ).

**Table 2: Percent of respondents who reported that they got sunburnt on the preceding weekend amongst those who were out-of-doors for longer than 15 minutes between 10am and 3pm**

	Series					
	1	2	3	4	5	6
	<b>n = 80</b>	<b>n = 80</b>	<b>n = 76</b>	<b>n = 79</b>	<b>n = 79</b>	<b>n = 74</b>
Sunburnt on the preceding weekend* (%)	26.3	38.8	40.8	22.8	36.7	20.3
<hr/>						
	<b>n = 56</b>	<b>n = 48</b>	<b>n = 51</b>	<b>n = 51</b>	<b>n = 54</b>	<b>n = 57</b>
Saturday:						
Sunburnt	23.2	25.0	35.3	25.5	24.1	14.0
UV index	11.0	11.0	11.0	11.0	9.0	5.0
Temperature (Celsius)	25.7	25.4	39.7	26.5	40.0	27.9
	<b>n = 62</b>	<b>n = 71</b>	<b>n = 61</b>	<b>n = 59</b>	<b>n = 63</b>	<b>n = 59</b>
Sunday:			26.2			
Sunburnt	17.7	33.8	11.0	6.8	34.9	15.3
UV index	11.0	11.0	41.0	11.0	9.0	7.0
Temperature (Celsius)	22.0	34.9		29.1	40.8	25.2

\* Total proportion of respondents who reported that they were sunburnt on Saturday, Sunday, or both days

**Table 3: Percent of respondents who reported that they were sunburnt on the preceding weekend amongst those who were out-of-doors for longer than 15 minutes between 10am and 3pm according to mean UV index**

	Mean UV Index		
	6.0	9.0	11.0
	<b>n = 74</b>	<b>n = 79</b>	<b>n = 315</b>
Sunburnt on the preceding weekend* (%)	20.3	36.7	32.1

\*Total proportion of respondents who reported that they were sunburnt on Saturday, Sunday or both days

Those who were sunburnt were asked: “Where were you and what were you doing when you got sunburnt?” Table 4 shows that, for both males and females, most got sunburnt while at the beach (44% and 45%, respectively). A substantial proportion of males were sunburnt while playing sport (25%). For both males and females, a smaller proportion was sunburnt at a pool (11% and 16%) or an outdoor event (8% and 10%).

**Table 4: Situations in which respondents got sunburnt**

	<b>Males</b>		<b>Females</b>		<b>Total</b>	
	<b>N= 97</b>		<b>N= 49</b>		<b>N= 146</b>	
	<b>n</b>	<b>%</b>	<b>n</b>	<b>%</b>	<b>n</b>	<b>%</b>
Beach (e.g., suntanning, swimming, surfing)	43	44.3	22	44.9	65	44.5
Playing sport	24	24.7	2	4.1	26	17.8
Pool – backyard, public, resort	11	11.3	8	16.3	19	13.0
Outdoor venue – passive (e.g., rock concert, car show)	8	8.2	5	10.2	13	8.9
Walking (e.g., for leisure, outside house, shopping)	5	5.2	6	12.2	11	7.5
Outdoor hobbies (e.g., flying model aeroplanes, bicycling)	6	6.2	2	4.1	8	5.5
Working outdoors (e.g., gardening, paving, repairing car)	6	6.2	2	4.1	8	5.5
Outdoor venue – active (e.g., Adventure World)	3	3.1	4	8.2	7	4.8
Watching sports	5	5.2	1	2.0	6	4.1
Fishing	4	4.1	1	2.0	5	3.4
Playing outdoors	0	0.0	2	4.1	2	1.4
Travelling in a vehicle	0	0.0	1	2.0	1	0.7
Waiting for a bus	0	0.0	1	2.0	1	0.7
<b>Total</b>		*		*		*

\* Total exceeds 100% as multiple responses were permitted.

### 3.4 Sun Protection Behaviour on the Preceding Day

Tables 5 and 6 show the percent of respondents who reported wearing a hat, using sunscreen and choosing to stay out of the sun between 10am and 3pm on the preceding day. There were substantial variations in the proportions of respondents who reported adopting these sun protective behaviours. However, these behaviours appear to be related to the UV index where higher UV readings are associated with greater adoption of these behaviours (see Table 7).

**Table 5: Self-reported sun protection behaviour for the previous Saturday and Sunday between 10am and 3pm among respondents who reported being outdoors for more than 15 minutes**

<i>Saturday</i>	Series					
	1	2	3	4	5	6
(%)	<b>n = 56</b>	<b>n = 48</b>	<b>n = 51</b>	<b>n = 51</b>	<b>n = 54</b>	<b>n = 57</b>
Wore a hat Saturday <sup>+</sup>	35.7	54.2	47.1	43.1	38.9	29.8
Wore sunscreen Saturday <sup>++</sup>	42.9	45.8	47.1	21.6	42.6	26.3
	(11.0)*	(11.0)	(11.0)	(11.0)	(9.0)	(5.0)
<i>Sunday</i>	<b>n = 62</b>	<b>n = 71</b>	<b>n = 61</b>	<b>n = 59</b>	<b>n = 63</b>	<b>n = 59</b>
Wore a hat Sunday <sup>+</sup>	45.2	39.4	34.4	42.4	54.0	37.3
Wore sunscreen Sunday <sup>++</sup>	46.8	56.3	57.4	23.7	66.7	18.6
	(11.0)	(11.0)	(11.0)	(11.0)	(9.0)	(7.0)

<sup>+</sup> Hat worn included cap, hat, visor

<sup>++</sup> Wore sunscreen

\* Recorded UV index are in brackets

**Table 6: Proportion of respondents who chose to stay out of the sun between 10am and 3pm on the preceding Saturday and Sunday**

(%)	Series					
	1 n = 100	2 n = 100	3 n = 101	4 n = 100	5 n = 99	6 n = 102
Chose to stay out of sun between 10am and 3pm Saturday	32.0 (11.0)*	45.0 (11.0)	56.4 (11.0)	30.0 (11.0)	56.6 (9.0)	24.5 (5.0)
Chose to stay out of sun between 10am and 3pm Sunday	34.0 (11.0)	47.0 (11.0)	60.4 (11.0)	31.0 (11.0)	55.6 (9.0)	24.5 (7.0)

\* Recorded UV index are in brackets

**Table 7: Self-reported sun protection behaviour according to mean UV index**

	Mean UV Index		
	8.0 n = 231	9.0-10.0 n = 305	11.0-12.0 n = 382
Chose to stay out of sun (%)	34.7	37.7	43.4
	n = 118	n = 175	n = 228
Wore a hat (%)	34.7	37.7	43.4
Use sunscreen (%)	34.7	41.7	51.8

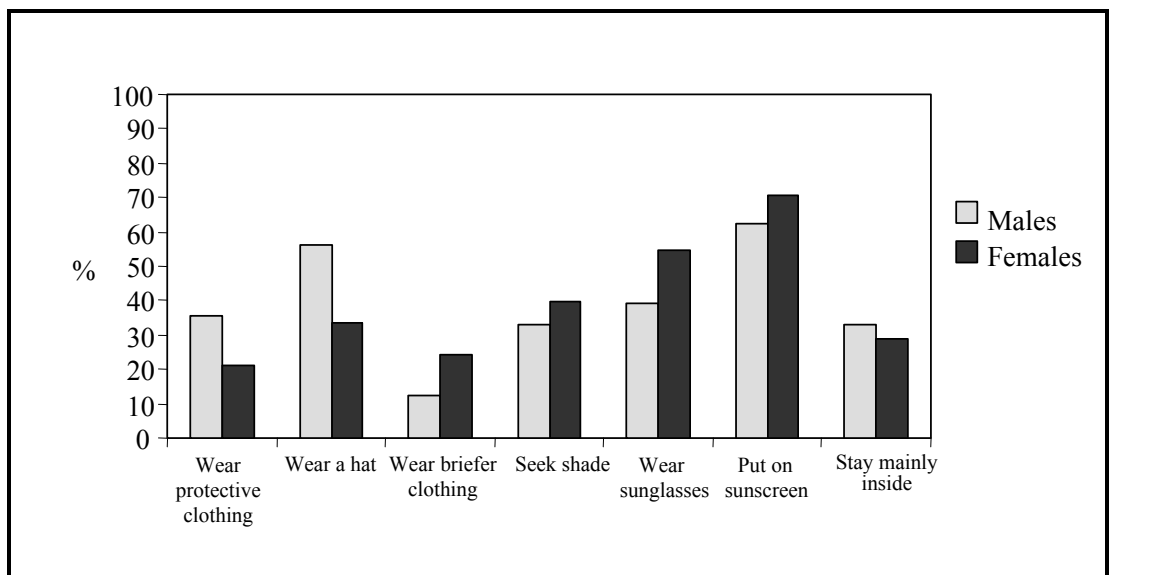
### 3.5 Sun Protection Behavioural Status

Respondents were presented with a number of specific sun protection behaviours and asked how often they would adopt each of the behaviour when in the sun during summer for an hour or more between 10am and 2pm. The response categories were ‘always’, ‘usually’, ‘sometimes’ and ‘rarely/never’.

Approximately one in three respondents reported that they ‘always/usually’ spend most of their time inside (males: 33%; females: 29%) (2001/2002: males: 32%; females: 34%). When respondents were asked to report on their sun protective behaviours while in the sun, 66% (2001/2002: 68%) of respondents ‘always/usually’ put on sunscreen, 36% (2001/2002: 38%) stay mainly in the shade, 47% (2001/2002: 37%) wear sunglasses, 45% (2001/2002: 33%) wear a hat, and 28% (2001/2002: 33%) wear protective clothing. Forty-nine percent (2001/2002: 52%) of respondents indicated that they ‘rarely/never’ wear less clothing to increase their sun exposure.

Females were significantly more likely than males to report they ‘always/usually’ wear sunscreen (71% vs 62%,  $p=.029$ )(2001/2002: 76% vs 59%,  $p=.000$ ), wear sunglasses (55% vs 39%,  $p=000$ )(2001/2002: 50% vs 24%,  $p=000$ ), and stay mainly in the shade (40% vs 33%,  $p=.079$ )(2001/2002: 43% vs 33%,  $p=.011$ ) (see Figure 1).

**Figure 1: Percentage of respondents who ‘always/usually’ adopt specific sun protection behaviours by gender**



In contrast, males were significantly more likely than females to report that they ‘always/usually’ wear a hat (56% vs 34%,  $p=.000$ )(2001/2002: 55% vs 42%,  $p=.002$ ), and wear protective clothing (36% vs 21%,  $p=.000$ )(2001/2002: 38% vs 23%,  $p=.000$ ). Consistent with the latter, females were more likely than males to report that they ‘always/usually’ wear less or briefer clothing so as to get some sun on their skin (24% vs 12%,  $p=.000$ )(2001/2002: 25% vs 9%,  $p=.000$ ).

### 3.6 Sun Protection Behaviour Score

A ‘sun protection behaviour’ score was computed on the six sun protection behaviours (i.e., put on sunscreen, wear a hat, wear protective clothing, wear sunglasses, stay out of the sun in the middle of the day, seek shade). Overall, 95% (2001/2002: 95%) ‘always/usually’ adopted one or more behaviours to protect themselves from the sun in summer.



### 3.7 Reasons Why Respondents Don't Always Use Sunscreen and Stay Mainly in the Shade

Respondents were read out a list of possible reasons why people don't always use sunscreen in the sun in summer and asked whether each reason 'very much applies', 'applies a bit' or 'does not apply at all' to them (see Table 8). The three reasons that applied to more than half of the respondents related to being ill-prepared for summer sun exposure: (1) forget to bring some': 74% (2001/2002: 72%); (2) 'just don't think about it': 66% (2001/2002: 66%); and (3) 'didn't think I would be in the sun very long': 62% (2001/2002: 59%).

**Table 8: Prompted reasons why respondents don't always use sunscreen in the sun in summer**

	Very much applies %	Applies a bit %	Not at all %
Forget to bring some	26.6	47.2	26.2
Just don't think about it	18.3	47.5	34.2
Didn't think I would be in the sun very long	16.6	45.3	38.0
Want to get tanned	14.1	32.4	53.5
Too messy-too greasy	10.8	18.4	70.8
No point as it washes off when swimming	4.7	14.8	80.6
Irritates the skin	1.7	6.6	91.7
Concerned about the chemicals used in sunscreen	1.8	4.2	94.0
Too expensive	0.7	8.8	90.5

Respondents were then read out a list of possible reasons why people don't always stay mainly in the shade on a sunny summer day, and asked the extent to which each reason applied to them (see Table 9). The reason that applied the most is 'no shade available' (72%; 2001/2002: 61%). However, being ill-prepared is also a major factor (e.g., 'didn't think I would be in the sun very long': 56% (2001/2002: 59%); and 'just don't think about it': 66% (2001/2002: 57%). One in two of the respondents (50%; 2001/2002: 46%) don't always stay in the shade because they want to get tanned.

**Table 9: Prompted reasons why respondents don't always stay mainly in the shade on a sunny summer day**

	Very much applies %	Applies a bit %	Not at all %
Forget to bring umbrella	21.6	16.4	62.0
Just don't think about it	19.4	46.7	33.9
No shade available	17.8	53.7	28.6
Want to get tanned	16.8	32.9	50.3
Didn't think I would be in the sun very long	9.5	49.7	40.9
Too inconvenient	7.3	36.2	56.5

### 3.8 Advertising Exposure

#### 3.8.1 TV advertising cut-through (Cued ad recall)

Cued recall of the “Vultures” ad is a measure of the salience of the advertising, which is a function of media weight and the attention getting power of the advertising. It is commonly called cut-through as in the ability of the ad to ‘cut through’ advertising ‘clutter’. This was measured by asking respondents whether or not they recalled seeing ‘any TV advertising in the last month or so about protecting yourself from the harmful effects of the sun’. Those who recalled any advertising were asked to describe the ad(s) they had seen and state the main message of the ad. These descriptions were analysed to determine whether the respondents were describing the “Vultures” ad or some other ad.

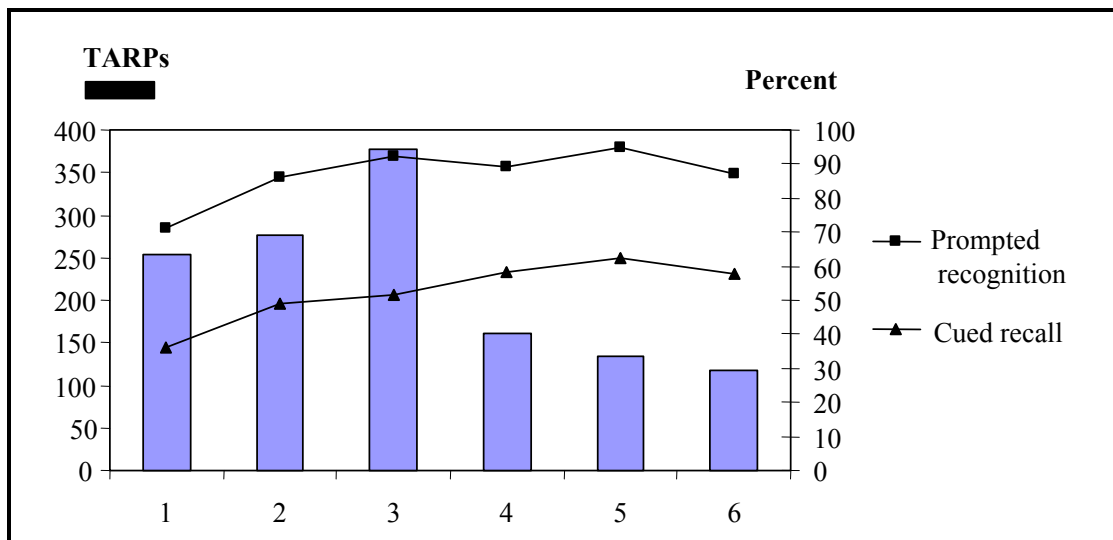
The proportion of respondents who claimed to recall seeing an ad was 74% (2001/2002: 71%). Analysis of their descriptions of the advertising they had seen showed that cued recall of the “Vultures” ad was 53% (2001/2002: 43%) averaged over all post-surveys (see Table 10). The cut-through of the “Vultures” ad increased from the low 36% in the first survey to between 49% and 63% in the latter surveys (see Figure 2). The peak of 63% (2001/2002: 53%) was achieved in the fifth survey.

Many respondents were recalling related sun protection advertising other than the “Vultures” ad (a sunscreen brand ad: 11% (12%); a “slip slop slap” ad: 10% (9%); a “SunSmart” ad: 4% (13%)). It is important to note that those respondents, who described an ad about “slip slop slap”, did not provide sufficient information to determine whether or not they were referring to the “Vultures” ad as the “slip slop slap” slogan appears at the end of the ad.

**Table 10: Cued recall of the “Vultures” TV advertisement**

	N=602	
	n	%
<b>Unprompted awareness:</b>		
Yes – ‘Vultures’ ad	317	52.7
Yes – a ‘SunSmart’ ad	24	4.0
Yes – a sunscreen brand ad (Le Tan/Banta)	68	11.3
Yes – a ‘Slip slop slap’ ad	63	10.5
Yes – a sunscreen related ad	12	2.0
Yes – Other/can’t recall	23	6.0
No	158	26.2

**Figure 2: Percentage of respondents in the post-surveys who recalled seeing the ‘Vultures’ ad together with the corresponding TARPs for audiences in the 10-17 years age group in WA**



### 3.8.2 Advertising reach (Prompted recognition)

Advertising recognition is measured by presenting respondents with a description of the ad – without stating who is the advertiser (or brand) – and asking whether or not respondents recall having seen that ad. This is a measure of ad exposure – or ‘reach’ in the sense of how many people were ‘reached’ by the ad - and is primarily a function of the media schedule.

Respondents were asked whether they recalled seeing, in the last month or so, an advertisement on TV ‘showing some people lying on the beach then vultures appear flying in the sky and landing on the beach’. The moderate level of television advertising of the “Vultures” ad at the start of the media campaign (254 TARPs) achieved a moderately high early recognition. Prompted awareness of the ad was 71% (2001/2002: 63%) in the first post-survey. Awareness peaked at 95% in the fifth survey (see Figure 2). Despite a substantial and continued decrease in the level of TARPs in the second half of the campaign, awareness of the “Vultures” ad (and cued recall) remained high. However, both measures appeared to be on the decrease in the last survey.

### 3.9 Ad Diagnostics: Relevance and Believability

The following five-point scale was used for relevance: *very, quite, somewhat, not very, not at all*. Believability was measured on the four point scale: *very, quite, not really, definitely not*.

Approximately half rated the ad as ‘very’ or ‘quite’ relevant (53%; 2001/2002: 48%) (pre-test animatic: 44%), and the vast majority of respondents rated the ad message as ‘very’ or ‘quite’ believable (86%; 2001/2002: 87%) (pre-test animatic: 60%). There was no significant difference in relevance and believability of the ad between males and females.

### 3.10 Message Take-out

Respondents were asked what they perceived was the main message in the ad. Respondents who mentioned ‘avoiding skin cancer/slip slop slap’ were asked ‘apart from this what was the main message in the ad’. Amongst respondents who recalled the “Vultures” ad, the two most frequently mentioned responses were ‘use sunscreen’ and ‘(prevent) skin cancer’ (45% and 37%, respectively; 2001/2002: 32% and 31%, respectively) (see Table 11). A substantial proportion of respondents mentioned at least one sun protection behaviour (e.g., keep out of the sun, use sunscreen, cover up) (78%; 2001/2002: 77%).

**Table 11: Main messages of the “Vultures” advertisement**

	N= 522	
	n	%
Use sunscreen	234	44.8
(Prevent) skin cancer	195	37.4
Stay out of the sun/spend less time in the sun	131	25.1
Don’t get sunburnt	136	26.1
Protect yourself	76	14.6
Don’t die in the sun	153	29.3
Cover up	50	9.6
Slip slop slap	66	12.6
Wear a hat	57	10.9
Wear long sleeve shirt/protective clothing	57	10.9
Total		*

\* Total exceeds 100% as multiple responses were permitted.

### 3.11 Behavioural Indicators

#### 3.11.1 Likelihood of using sun protection and checking the skin regularly

Respondents who were aware of the “Vultures” ad were asked whether or not the ad made them more or less likely to use sun protection or made no difference. Forty-four percent (2001/2002: 38%) of respondents reported that they were more likely to use sun protection. No respondents reported that they were less likely to do so. Respondents who reported that they would be more likely to use sun protection were asked what they would do. Table 12 shows the main reported behaviours.

**Table 12: Reported sun protection behaviours amongst respondents who were aware of the TV ad**

	<b>n = 227</b>
Wear 30+ sunscreen	44.1
Wear a hat	30.0
Stay out of the sun	26.0
Wear long sleeves	13.7
Wear 15+ sunscreen	14.5
Use stronger sunscreen	11.5
Seek shade	8.8

#### 3.11.2 Likelihood of checking the skin regularly

Respondents were then asked whether or not the ad made them more or less likely to check their skin regularly for the early signs of skin cancer or it had made no difference. Twenty-nine percent (2001/2002: 30%) of respondents reported that they were more likely to check their skin regularly. Again, no respondents reported that they were less likely to do so.

#### 4. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

- The results for the 2002/2003 campaign were very similar across all questions, to the results of the 2001/2002 campaign.
- The Vultures television ad performed at the same levels in 2002/2003 as in 2001/2002 indicating that the ad is not suffering from any wearout effects.
- Most of the gender differences noted in the 2001/2002 report were repeated in 2002/2003.
- A high proportion of respondents rated wearing sunscreen as ‘very’ important (66%; 2001/2002: 62%), and a further 33% (2001/2002: 36%) rated it as ‘quite’ important.
- Ninety-three percent of respondents rated spending more time in the shade as ‘very/quite’ important (2001/2002: 92%).
- Females were far more likely than males to rate the use of sunscreen and spending more time in the shade as ‘very’ important (72% vs 61%,  $p=.002$ ; and 39% vs 25%,  $p=.000$ , respectively) (2001/2002: 69% vs 55%,  $p=.002$ ; and 38% vs 29%,  $p=.035$ , respectively).
- Perceived susceptibility of getting skin cancer was slightly higher amongst females than males (56% vs 53%), but not significant as in 2001/2002 (60% vs 49%,  $p=.000$ ).
- Far greater proportions of females reported that they liked to get a suntan and made an attempt to get one than males (77% vs 57%,  $p=.000$ ; 53% vs 26%,  $p=.000$ , respectively) (2001/2002: 71% vs 48%,  $p=.000$ ; 56% vs 21%,  $p=.000$ , respectively).
- Males were significantly more likely to report getting sunburnt on the weekend preceding the survey than females (38% vs 23%,  $p=.000$ ) (2001/2002: 33% vs 24%,  $p=.063$ ).
- It may be that females, because of their greater propensity to seek a tan, consider taking precautions more important than males, and hence, while acknowledging a greater likelihood of getting skin cancer, are less likely to report being sunburnt.
- For both males and females, most got sunburnt while at the beach (44% and 45%, respectively). A substantial proportion of males were sunburnt while playing sport (25%). For both males and females, a smaller proportion were sunburnt at a pool (11% and 16%)

or an outdoor event (8% and 10%). There is a clear need to reinforce sun protection messages for these other activities, particularly playing sport among males.

- Approximately one in three respondents reported that they ‘always/usually’ spend most of their time inside (males: 33%; females: 29%) (2001/2002: males: 32%; females: 34%).
- There were substantial differences in the types of sun protective behaviours adopted by males and females while in the sun. Females were significantly more likely than males to report they ‘always/usually’ wear sunscreen (71% vs 62%,  $p=.029$ ) (2001/2002: 76% vs 59%,  $p=.000$ ), wear sunglasses (55% vs 39%,  $p=.000$ ) (2001/2002: 50% vs 24%,  $p=.000$ ), and stay mainly in the shade (40% vs 33%,  $p=.079$ ) (2001/2002: 43% vs 33%,  $p=.011$ ). On the other hand, males were significantly more likely than females to report that they ‘always/usually’ wear a hat (56% vs 34%,  $p=.000$ ) (2001/2002: 55% vs 42%,  $p=.002$ ), and wear protective clothing (36% vs 21%,  $p=.000$ ) (2001/2002: 38% vs 23%,  $p=.000$ ).
- Overall, 95% (2001/2002: 95%) ‘always/usually’ adopted one or more sun protection behaviours (i.e., put on sunscreen, wear a hat, wear protective clothing, wear sunglasses, stay out of the sun in the middle of the day, seek shade) to protect themselves from the sun in summer.
- The three main reasons why people don’t always use sunscreen in the sun in summer related to being ill-prepared for summer sun exposure: ‘forgot to bring some’: 74% (2001/2002: 72%); ‘just don’t think about it’: 66% (2001/2002: 66%); and ‘didn’t think I would be in the sun very long’: 62% (2001/2002: 59%).
- The three main reasons why people don’t always stay mainly in the shade on a sunny summer day were: ‘no shade available’: (72%; 2001/2002: 61%); ‘didn’t think I would be in the sun very long’: 56% (2001/2002: 59%); and ‘just don’t think about it’: 66% (2001/2002: 57%).
- *Cued recall* (or ‘cut through’) of the “Vultures” ad was 53% (2001/2002: 43%) averaged over all post-surveys. The peak of 63% (2001/2002: 53%) was achieved in the fifth post-survey. Compared to other youth oriented advertising campaigns (commercial and otherwise), this peak level of recall falls into the ‘above average’ range.

- *Prompted awareness* of the “Vultures” ad was 71% (2001/2002: 63%) in the first post-survey. Awareness peaked at 95% in the fifth survey. That is, the media schedule ‘reached’ 95% of the target audience.
- Approximately half of the respondents rated the ad as ‘very/quite’ relevant (53%; 2001/2002: 48%), and the vast majority rated the ad as ‘very/quite’ believable (86%; 2001/2002: 87%).
- The two most frequently mentioned perceived main message in the ad were ‘use sunscreen’ and ‘(prevent) skin cancer’ (45% and 37%, respectively; 2001/2002: 32% and 31%, respectively)
- Amongst respondents who were aware of the ad, 44% (2001/2002: 38%) reported that they were more likely to use sun protection, and 29% (2001/2002: 30%) reported that they were more likely to check their skin regularly having seen the ad.

Overall, it is recommended that:

- In terms of sun protective behaviours, males need greater encouragement to wear sunscreen (appropriately) and sunglasses, and stay mainly in the shade, whereas females need greater encouragement to wear a hat and wear protective clothing.
- In addition to promoting sun protective behaviours while in the sun, focus needs to be on changing favourable attitudes towards getting a suntan, especially amongst females who were substantially more likely than males to attempt to get a suntan.
- Perceived susceptibility of getting skin cancer needs to be increased, especially amongst males who were significantly more likely to report getting sunburnt on the weekend preceding the survey than females.
- There is a clear need to generate reminders about sunscreen and shade (umbrellas) *prior* to young people going out in the sun. Mass media play a large part here, but other media such as fridge magnets also can play a part. Perhaps a mnemonic could be identified to provide a checklist before going out in the sun, and others (peers, parents) can be targeted to provide the reminder.



- While the vast majority of those aware of the “Vultures” ad perceived an appropriate message in the ad, perceptions are varied. It may be possible to be more focussed on ‘time in the sun’ if that were a more appropriate objective.
- While most sunburn occurs at the beach or swimming pool, a substantial amount occurs at sporting and other outdoor events. Hence, while the emphasis for the campaign should continue on beach/pool activities, other outdoor activities need to be targeted also.

## APPENDIX 1: The questionnaire

### Sun Protection Survey

Hello. My name is \_\_\_\_\_, from the Survey Research Centre at UWA. We are doing a survey about people's attitude towards being out in the sun, and we'd like the opinion of people aged 14 to 17 years. May I speak to the youngest male at home who is aged 14 to 17 years?

IF NO MALES AT HOME ASK:

Then may I speak to the youngest female at home aged 14 to 17 years?

IF NO-ONE AT HOME AGED 14 TO 17 YEARS RECORD INELIGIBLE HOUSEHOLD.

N.B. IF ELIGIBLE PERSON LIVES THERE BUT NOT AVAILABLE SAY:

We are conducting an important survey about summer health issues for a statewide health agency, and would like to interview (the selected person). When would he/she be available? (RECORD CALL BACK TIME ON CALL SHEET)

REINTRODUCE IF NECESSARY.

Q1a. Record sex of respondent (DO NOT ASK)

Male	1
Female	2

Q1b. How old are you?

Now, I would like to ask a few questions about your skin type.

Q1c. Suppose your skin was exposed to strong sunshine at the beginning of summer with no protection at all. If you stayed in the sun for 30 minutes, would your skin: [READ OUT]

[IF RESPONDENT SAYS 'Go red' INTERPRET AS A BURN AND ASK:

'Would you then tan afterwards or not?']

Just burn and not tan afterwards	1
Burn first, then tan afterwards, or	2
Not burn at all, just tan	3
Nothing would happen [DO NOT READ OUT]	4
Can't say [DO NOT READ OUT]	5

Q2. How would you describe your skin colour when you don't have any tan?  
 [IF RESPONDENT SAYS 'Fair' OR 'Dark', ASK: "Would that be very fair/dark or fair/dark?"]

[IF RESPONDENT HESITATES, PROMPT WITH: "When you don't have any tan would you say your skin colour is:] [READ OUT]

Very fair	1
Fair	2
Medium	3
Olive	4
Dark	5
Very dark	6
Black	7
Don't know/Can't say [DO NOT READ OUT]	8

Q3a. Over the last summer, did you get sunburn which was sore or tender the next day?

Yes, just once	1
Yes, 2 or 3 times	2
Yes, 4 or more times	3
No, not at all	4

Q3b. If you were going to advise someone on how to protect their skin from the sun, what would you tell them was the single most important thing to do?

Q4a. Have you made any attempt to get a suntan this season?

Yes	1
No	2

Q4b. Do you like to get a suntan or not?

Yes	1
No	2 –Skip to Q5a

Q4c. How deep a tan do you like to get?

[IF RESPONDENT SAYS "Golden", ASK: "Does that mean light or moderate?"]

[IF RESPONDENT HESITATES, PROMPT WITH: "Do you like that tan to be:"]  
 [READ OUT]

Light	1
Moderate	2
Dark	3
Very Dark	4
Can't say [DO NOT READ OUT]	5

The next questions are about sun exposure over this last weekend, and about sunburn. By sunburn we mean any amount of reddening of the skin after being in the sun.

Q5a. Did you get at all sunburnt yesterday (Sunday)?  
What about on Saturday?

Sunday 1,  
Saturday 2,  
Neither day 3, -Skip-Q6a

Q5a1. Where were you and what were you doing when you got sunburnt on SUNDAY?  
[Record Verbatim]

Q5a2. Where were you and what were you doing when you got sunburnt on SATURDAY?  
[Record Verbatim]

Q5b. Which parts of you got sunburnt on the weekend? Where else?  
[DO NOT READ OUT]

Face 01,  
Nose 02,  
Head 03,  
Ears 04,  
Chest 05,  
Stomach 06,  
Back 07,  
Neck 08,  
Shoulders 09,  
Arms 10,  
Hands 11,  
Legs 12,  
Back of knees 13,  
Feet 14,

Q5c. Which part was burnt worst?

Face 01  
Nose 02  
Head 03  
Ears 04  
Chest 05  
Stomach 06  
Back 07  
Neck 08  
Shoulders 09  
Arms 10  
Hands 11  
Legs 12  
Back of knees 13  
Feet 14

Q5d. Which of the following statements best describes the sunburn on your \_\_\_\_\_?  
[Read out]

- Red without being tender 1
- Red and tender 2
- Red, tender and blistered 3

Next I would like to ask you about your outdoor activities between 10am and 3pm because that is when the sun shines strongest.

Q6a. Thinking back to Sunday. Were you out of doors for longer than 15 minutes between 10am and 3pm? By "out of doors" I mean "not in a building and not in a covered vehicle".

[IF INTERMITTENTLY OUT OF DOORS, ASK "Would you say you were actually out of doors for longer than 15 minutes in total?"]

- Yes 1
- No 2 -Skip-Q9

Q6b. About how much time did you spend out of doors on Sunday between 10am and 3pm?  
\_\_\_\_\_ minutes

Q6c. Were you mostly in the shade or mostly out in the open while you were out of doors?

- In the shade 1
- In the open 2
- In shade and out in open equally 3
- Can't say 4

Q7a. Were you wearing a cap, hat or sun visor?

[NB. If more than one, the type worn most in that time period]

- Hat 1
- Cap 2 -Skip-Q7c
- Visor 3 -Skip-Q8a
- None worn 4 -Skip-Q8a

Q7b. Did your hat have a wide brim or a narrow brim?

- Wide brim 1
- Narrow brim 2
- No brim 3

Q7c. Did it have a flap which covered the back of your neck?

Yes 1  
No 2

Now some questions about sunscreen.

Q8a. A sunscreen is a gel, lotion or cream that filters out ultraviolet sunlight to prevent burning and other skin damage. Did you use a sunscreen between 10am and 3pm on Sunday?

Yes used sunscreen 1  
No didn't use sunscreen 2 -Skip-Q8h  
Makeup with a sunscreen only 3 -Skip-Q8h

Q8b. Did you apply sunscreen:

[Read out]

[If respondent answers "as soon as I went out in the sun"  
code as '2']

Before going out in the sun 1 -Skip-Q8d  
After you'd been in the sun a while 2

Q8c. About how long after you went out in the sun did you apply the sunscreen?  
[If respondent answered "as soon as I went out in the sun" enter "0" minutes]

\_\_\_\_\_ minutes

Q8d. What was the sun protection factor of the sunscreen you used?

15+ 1  
30+ 2  
Other - [Specify] 3  
Don't know 4

Q8e. Did you use a different sunscreen on your face from the one you just mentioned?

Yes, used a different sunscreen 1  
Used same sunscreen 2 -Skip-Q8g  
Didn't use on face 3 -Skip-Q8g

Q8f. What was the sun protection factor of the sunscreen you used on your face?

15+ 1  
30+ 2  
Zinc cream 3  
Other - [Specify] 4  
Don't know 5

Q8g. On what parts of the body did you apply sunscreen?

[Prompt: Where else? Anywhere else?]

[Do not read out]

Face	01,
Nose	02,
Head	03,
Ears	04,
Chest	05,
Stomach	06,
Back	07,
Neck	08,
Shoulders	09,
Arms	10,
Hands	11,
Legs	12,
Back of knees	13,
Feet	14,

Q8h. Were there any areas exposed to the sun that didn't have sunscreen on them?

[Prompt: Where else? Anywhere else?]

[Do not read out]

Face	01,
Nose	02,
Head	03,
Ears	04,
Chest	05,
Stomach	06,
Back	07,
Neck	08,
Shoulders	09,
Arms	10,
Hands	11,
Legs	12,
Back of knees	13,
Feet	14,
None	15,

Q9. Between 10am and 3pm on Sunday did you at any time CHOOSE to stay out of the sun so as not to get too much sun?

Yes	1
No	2

Q10a. Thinking back to Saturday. Were you out of doors for longer than 15 minutes between 10am and 3pm?

[IF INTERMITTENTLY OUT OF DOORS, ASK "Would you say you were actually out of doors for longer than 15 minutes in total?"]

Yes 1  
No 2 -Skip-Q13

Q10b. About how much time did you spend out of doors on Saturday between 10am and 3pm?

\_\_\_ minutes

Q10c. Were you mostly in the shade or mostly out in the open while you were out of doors?

In the shade 1  
In the open 2  
In shade and out in open equally 3  
Can't say 4

Q11a. Were you wearing a cap, hat or sun visor?

[NB. If more than one, the type worn most in that time period]

Hat 1  
Cap 2 -Skip-Q11c  
Visor 3 -Skip-Q12a  
None worn 4 -Skip-Q12a

Q11b. Did your hat have a wide brim or a narrow brim?

Wide brim 1  
Narrow brim 2  
No brim 3

Q11c. Did it have a flap which covered the back of your neck?

Yes 1  
No 2



Now some questions about sunscreen.

Q12a. A sunscreen is a gel, lotion or cream that filters out ultraviolet sunlight to prevent burning and other skin damage. Did you use a sunscreen between 10am and 3pm on Saturday?

Yes used sunscreen	1	
No didn't use sunscreen		2 -Skip-Q12h
Makeup with a sunscreen only		3 -Skip-Q12h

Q12b. Did you apply sunscreen:

[Read out]

[If respondent answers "as soon as I went out in the sun" code as '2']

Before going out in the sun	1 -Skip-Q12d
After you'd been in the sun a while	2

Q12c. About how long after you went out in the sun did you apply the sunscreen?

[If respondent answered "as soon as I went out in the sun" enter "0" minutes]

\_\_\_\_\_ minutes

Q12d. What was the sun protection factor of the sunscreen you used?

15+	1
30+	2
Other - [Specify]	3
Don't know	4

Q12e. Did you use a different sunscreen on your face from the one you just mentioned?

Yes, used a different sunscreen	1
Used same sunscreen	2 -Skip-Q12g
Didn't use on face	3 -Skip-Q12g

Q12f. What was the sun protection factor of the sunscreen you used on your face?

15+	1
30+	2
Zinc cream	3
Other - [Specify]	4
Don't know	5

Q12g. On what parts of the body did you apply sunscreen?

[Prompt: Where else? Anywhere else?]

[Do not read out]

Face	01,
Nose	02,
Head	03,
Ears	04,
Chest	05,
Stomach	06,
Back	07,
Neck	08,
Shoulders	09,
Arms	10,
Hands	11,
Legs	12,
Back of knees	13,
Feet	14,

Q12h. Were there any areas exposed to the sun that didn't have sunscreen on them?

[Prompt: Where else? Anywhere else?]

[Do not read out]

Face	01,
Nose	02,
Head	03,
Ears	04,
Chest	05,
Stomach	06,
Back	07,
Neck	08,
Shoulders	09,
Arms	10,
Hands	11,
Legs	12,
Back of knees	13,
Feet	14,
None	15,

Q13. Between 10am and 3pm on Saturday did you at any time CHOOSE to stay out of the sun so as not to get too much sun?

Yes	1
No	2

Q14b. After how long in the sun on a hot day do you run the risk of skin cancers developing in your body?

Less than 15 minutes	1
10 to 15 minutes	2
15 minutes	3
15 to 20 minutes	4
20 to 30 minutes	5
More than 30 minutes	6
Don't know	7

Q15. Thinking about sunny days in summer, when you are in the sun for an hour or more between 10am and 2pm:

	Never	Rarely	Sometimes	Usually	Always
(a) How often would you wear a hat?	1	2	3	4	5
(b) How often would you wear clothes covering most of your body including arms and legs?	1	2	3	4	5
(c) How often would you deliberately wear less or briefer clothing so as to get some sun on your skin?	1	2	3	4	5
(d) How often would you wear a sunscreen with a sun protection factor of 15 or higher?	1	2	3	4	5
(e) How often would you wear sunglasses?	1	2	3	4	5

Q16. When outside for an hour or more on a sunny summer day between 10am and 2pm, how often would you stay mainly in the shade?

Never	Rarely	Sometimes	Usually	Always
1	2	3	4	5

Q17. Thinking about sunny days in summer between 10am and 2pm, how often would you spend most of the time inside?

Never	Rarely	Sometimes	Usually	Always
1	2	3	4	5

Q18a. In the last month or so have you seen any TV advertising about protecting yourself from the harmful effects of the sun?

Yes	1
No	2 → Go to Q20.
Don't know	3 → Go to Q20.

Q18b. Please describe the first ad you can remember seeing?

Q18c. What was the main message in that ad? [If says "slip slop slap" or "avoiding skin cancer", record, then say: Apart from ("slip slop slap"/ "avoiding skin cancer"), what was the main message in that ad?

Q18d. How relevant do you think the ad was to you personally?

- Very relevant 1
- Quite relevant 2
- Somewhat relevant 3
- Not very relevant 4
- Not at all relevant 5

Q18e. How believable was the message in this ad?

- Very believable 1
- Quite believable 2
- Not really believable 3
- Definitely not believable 4

Q19a. In the last month or so have you seen any other TV advertising about protecting yourself from the harmful effects of the sun?

- Yes 1
- No 2 → Go to Q10.
- Don't know 3 → Go to Q10.

Q19b. Please describe that ad?

Q19c. What was the main message in that ad? [If says “slip slop slap” or “avoiding skin cancer”, record, then say: Apart from (“slip slop slap”/ “avoiding skin cancer”), what was the main message in that ad?

Q19d. How relevant do you think the ad was to you personally?

- Very relevant 1
- Quite relevant 2
- Somewhat relevant 3
- Not very relevant 4
- Not at all relevant 5

Q19e. How believable was the message in this ad?

- Very believable 1
- Quite believable 2
- Not really believable 3
- Definitely not believable 4

Q20a. Have you seen or heard any other information about skin cancer in the past week or so?

- Yes 1
- No 2 -Skip-Q21
- Can't remember 3 -Skip-Q21

Q20b. Where have you seen or heard this information? [DO NOT READ OUT]  
[Record only 1st mention here]

TV	01
Magazines	02
Newspaper	03
Radio	04
Billboard	05
Posters	06
Brochure/pamphlet/leaflet	07
Cancer Foundation of WA	08
Doctors or other health experts	09
Health centres	10
Chemist	11
Friends	12
Workplace	13
School	14
Kindergarten/preschool/childcare	15
Shopping centre	16
T-shirt	17
Public pool	18
Sports ground/venue	19
Other - [Specify]	20
Can't say/don't know	21 -Skip-(73)

Q20c. Where else have you heard or seen this information? [DO NOT READ OUT]

TV	01,
Magazines	02,
Newspaper	03,
Radio	04,
Billboard	05,
Posters	06,
Brochure/pamphlet/leaflet	07,
Cancer Foundation of WA	08,
Doctors or other health experts	09,
Health centres	10,
Chemist	11,
Friends	12,
Workplace	13,
School	14,
Kindergarten/preschool/childcare	15,
Shopping centre	16,
T-shirt	17,
Public pool	18,
Sports ground/venue	19,
Other - [Specify]	20,
Can't say/don't know	21,

There have been a number of ads on television in the past month or so concerning skin cancer.

Q21a. Do you remember seeing an ad on TV in the last month or so which showed some people lying on the beach then vultures appear flying in the sky and landing on the beach?

- |                |             |
|----------------|-------------|
| Yes            | 1           |
| No             | 2 -Skip-Q22 |
| Can't remember | 3 -Skip-Q22 |

[If reported seeing the “Vultures” ad in Q18b or Q19b, ask: Thinking about the Vultures ad that you reported earlier, has seeing this ad made you more or less likely to use sun protection or has it made no difference?

- |               |              |
|---------------|--------------|
| More likely   | 1-Skip-Q21g  |
| Less likely   | 2-Skip-Q21g  |
| No difference | 3 -Skip-Q21h |
| Can't say     | 4 -Skip-Q21h |

Q21b. Please describe that ad?

Q21c. Apart from “Slip slop slap”, what was the main message in that ad?

Q21d. How relevant do you think the ad was to you personally?

- |                     |   |
|---------------------|---|
| Very relevant       | 1 |
| Quite relevant      | 2 |
| Somewhat relevant   | 3 |
| Not very relevant   | 4 |
| Not at all relevant | 5 |

Q21e. How believable was the message in this ad?

- |                           |   |
|---------------------------|---|
| Very believable           | 1 |
| Quite believable          | 2 |
| Not really believable     | 3 |
| Definitely not believable | 4 |

Q21f. Has seeing this ad made you more or less likely to use sun protection or has it made no difference?

- |               |              |
|---------------|--------------|
| More likely   | 1            |
| Less likely   | 2            |
| No difference | 3 -Skip-Q21h |
| Can't say     | 4 -Skip-Q21h |

Q21g. What things has it made you more/less likely to do?  
[DO NOT READ OUT]

[PROMPT: Anything else? Anything else?]

Stay out of the sun	1,
Wear a hat	2,
Wear sunscreen 15+	3,
Wear sunscreen 30+	4,
Seek shade	5,
Use stronger sunscreen	6,
Wear long sleeves	7,
Others - [Specify]	8,

Q21h. Has seeing this ad made you more or less likely to check your skin regularly for the early signs of skin cancer, or has it made no difference?

More likely	1
Less likely	2
No difference	3
Can't say	4

Q22. I will read out some possible reasons why people don't always use sunscreen in the sun in summer. For each reason, please tell me whether it very much applies to you, applies a bit or does not applies to you at all?

	Very much applies	Applies a bit	Not at all
Too expensive.....	1.....	2.....	3
Just don't think about it.....	1.....	2.....	3
Forget to bring some.....	1.....	2.....	3
Didn't think I would be in the sun very long.....	1.....	2.....	3
Too messy-too greasy.....	1.....	2.....	3
Want to get tanned.....	1.....	2.....	3
No point as it washes off when swimming.....	1.....	2.....	3
Concerned about the chemicals used in sunscreen.....	1.....	2.....	3
Irritates the skin.....	1.....	2.....	3

Q23. I will read out some possible reasons why people don't always stay mainly in the shade on a sunny summer day. For each reason, please tell me whether it very much applies to you, applies a bit or does not apply to you at all?

	Very much applies	Applies a bit	Not at all
Too inconvenient.....	1.....	2.....	3
No shade available.....	1.....	2.....	3
Didn't think I would be in the sun very long.....	1.....	2.....	3
Want to get tanned.....	1.....	2.....	3
Just don't think about it.....	1.....	2.....	3
Forget to bring umbrella.....	1.....	2.....	3

Q24a. Would you say that wearing sunscreen is:

Very important	1
Quite important	2
Not important	3
Not at all important	4

Q24b. Would you say that spending more time in the shade is:

Very important	1
Quite important	2
Not important	3
Not at all important	4

Q25. How likely is it that you would develop skin cancer if you did not reduce your current exposure to the sun?

Very likely	1
Quite likely	2
Quite unlikely	3
<u>Very unlikely</u>	4
Unsure	5 → Don't read out

Q26. What is your postcode? [IF RESPONDENT DOESN'T KNOW, ASK: "Could you please tell me the suburb in which you live?"]

That is the end of the interview. Thank you for your time. Just to remind you my name is \_\_\_\_\_ from the Survey Research Centre in the University of Western Australia. If you have any questions about this research you can telephone our office on \_\_\_\_\_.

I certify that this is a true, accurate and complete interview, conducted in accordance with IQCA standards and the ICC/ESOMAR International Code of conduct. I will not disclose to any other person the content of this questionnaire or any other information relating to this project.