Analytic Framework: Mass Media Interventions to Prevent Skin Cancer

Mass Media Interventions →

Increase knowledge of:
- UV effects (photodamage, wrinkling)
- Skin cancer (different types, prevention related)
- UV protection (knowledge of how to protect oneself)
- Recognition of terms (related to intervention)

Change in attitudes re:
- UV exposure (exposure during peak hours, limit exposure)
- Indoor tanning

Change in protective behavior
- Increased UV protection (use of appropriate clothing, shade, and sunscreen)
- Limit UV exposure (avoiding sun exposure during peak hours, avoid using tanning bed)

Potential Harms:
- Vitamin D deficiency
- Less physical activity

Additional benefits:
- Early detection of skin cancer through:
  - Self exam
  - Increased doctor visits

Decrease incidence of sunburn →

Decrease incidence of skin cancer