

Consumer Reflections

CRE Consumer Forum - 26th April 2016

Skin Awareness in the Community

Being aware of our skin and risk of skin cancer is important in skin cancer prevention and detection. The first CRE consumer forum focused on obtaining the perspectives of consumers on awareness of skin cancer and prevention.

There was consensus in the room that there is little awareness in the community about the importance of early skin cancer detection. It seems that there is a misconception in the general population that skin cancers, such as melanoma is not as “severe” as other cancers as it can be “just cut out of the skin.” Furthermore, the consumers had the view that people were not aware that melanoma can happen at any age and believe it is not something that is at the forefront of a young person’s mind. In particular, it was perceived that the community are not aware of how to detect melanoma. They believed that being at high risk of cancer means that it is more important to get your skin checked. However, many consumers had the view that people are not aware of what constitutes as high risk for melanoma, such as certain phenotypic characteristics and family history of skin cancer. Other common misconception in the community raised by the consumers was that sun exposure was the only cause of melanoma and that sunscreen can guarantee skin cancer prevention. From this consumer forum, the CRE team identified many opportunities to raise the awareness of skin cancer risk, prevention methods and early detection.