

SHOULD WE BE WEARING MORE SUNSCREEN?

Too much sun exposure can have serious consequences and skin cancer can be deadly. However, only 35% of people say they wear the highest SPF available, despite 76% of them knowing that they can still get a tan when wearing a higher SPF.¹



COMMERCIALLY INSURED PEOPLE HAD SKIN CANCER IN 2017 MORE COMMON IN WOMEN

5 OUT 100
HAVE SKIN CANCER



MORE COSTLY
IN MEN

48%

Most Americans believe skin cancer is most common in the South, but rates are highest in AZ, CO and on the Fast Coast.



TANS ARE STILL TRENDY

Millennials engage in risky behavior in order to get a tan.¹

31%

STILL USE TANNING BEDS TO GET A BASELINE TAN

53%

BELIEVE A TAN MAKES A PERSON LOOK HEALTHY

58%

THINK A TAN MAKES A PERSON MORE ATTRACTIVE

MELANOMA CONTINUES TO BE AN UNLIKELY KILLER

This relatively rare, but often terminal type of skin cancer, is on the rise. 18%

After age 55, melanoma rates **more than double** for men.

*MEMBERS PER 10,000





The majority of Americans (68%) know that skin cancer is the most common cancer in the United States. However, only 42% of people put sunscreen on the parts of their body exposed to the sun.¹

Take measures to protect your skin.

GO EASY ON THE EYES

Wear a wide-brimmed hat and sunglasses to block UV rays.

PLAY IT COOL
Sunlight and tanning beds
contain ultraviolet (UV) radiation.
Limit exposure to avoid serious
long-term skin damage.

DON'T SKIMP ON THE SPF

No sunscreen blocks 100% of

UV rays. Use SPF 30+ broad spectrum

protection and reapply at least every
two hours.

1. IPSOS Public Affairs e-Nation survey conducted May 9, 2019 on behalf of The Blue Cross Blue Shield Association. N=1,003 nationally representative sample of adults over the age of 18.

This BCBS study examines U.S. commercially insured members diagnosed with skin cancer and melanoma from 2014-2017 and uses the breadth and depth of data available through the Blue Cross Blue Shield Health Index. M All tips and advice here are recommended by the American Cancer Society, providing an overview of skin cancer prevention and early detection.

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