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Poster Presentation Abstract
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Insights into female adolescents' behaviour in the sun gleaned from exploration of the sun-related experiences of young women in a qualitative, grounded theory study.

Sun exposure is a major preventable risk factor for both melanoma and non-melanoma skin cancers. The underlying message of global and UK skin cancer prevention strategy has been the recommendation that people should reduce their sun exposure. Such advice does not necessarily lead to behaviour change and this has been cited as problematic in skin cancer prevention work with adolescents. This paper presents a study that aimed to explore the sun-related experiences of young women in order to explain their behaviours in the sun. A qualitative, grounded theory method was used. Sampling was purposive and theoretical and twenty female participants aged 14 to 17 years old were involved. The main method of data collection was semi-structured interview. Data was analysed using the constant comparative method of data analysis. Data collection, analysis and theory development occurred concurrently. The grounded theory developed in the study proposes that when young women are in the sun they direct their activities toward meeting their physical and psychosocial comfort needs. Overall the issues that affected the participants were complex and this indicates the need for young people to be partners in service planning.