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## WHO INTERSUN

### Report on activities in Finland from July 2023 to June 2024

#### General research activities related to optical radiation and health

A research article describing young Finns attitudes towards sun tanning and sun protection behaviour was published (<https://doi.org/10.23990/sa.120562>, in Finnish). The researchers found that young people protected themselves from the sun mainly with sunscreen, headgear and by staying in the shade. Young people's sun protection was influenced by attitudes towards sun and sunbathing, knowledge about the sun and the health effects of the sun, and other factors such as time and place, social network and perceptions of skin burns. Sun protection-related information influenced young people's protection, but even very good knowledge did not guarantee adequate sun protection, as it was difficult for young people to see themselves as being affected by skin cancer.

#### New policies and legislations regarding exposure to optical radiation

On April 17th, 2024, a new regulation (STUK S/11/2024) from STUK was adopted. This regulation introduced a relaxed exposure limit for the use of intense pulsed light (IPL) devices in cosmetic applications, aligning closely with the typical emission levels of IPL devices designed for personal use. To ensure the safety of treatments, the regulation also added requirements for assessing skin pigmentation, adjusting the IPL device's output accordingly, and implementing a test exposure before conducting treatments.

#### Areas of public concern and national responses

Health effects of UV radiation have been an issue of some public concern. Experts from Radiation and Nuclear Safety Authority (STUK) and other experts have been interviewed several times by the media on adverse health effects of exposure to sun or sunbeds.

#### New public information activities

A campaign called #suniho (#yourskin) was continued in collaboration with STUK, Cancer Society of Finland, and Finnish Meteorological Institute during the summers 2023 and 2024. The campaign was earlier targeted to adolescents aged 16–20 years, but the target group was expanded to cover all Finns. A new website <http://www.suniho.fi> was launched in 2023 and it was promoted on social media channels in 2023 and 2024.

STUK has webpages about UV radiation and sun <https://stuk.fi/en/sun-s-uv-radiation>, and sunbeds <https://stuk.fi/en/sunbeds>. STUK is active in reminding people of the health hazards of UV radiation on its social media channels.