

May 25, 2026

## WHO INTERSUN

### Report on activities in Finland from July 2025 to May 2026

#### Research activities related to optical radiation and health

Radiation and Nuclear Safety Authority (STUK) and Cancer Society of Finland performed a survey on attitudes on tanning and sun protection habits among adolescents (age 16–20 years). Although young people are reasonably well aware of the health risks of ultraviolet (UV) radiation, they find tanning appealing and report that they have even increased the amount of time they spend in the sun. According to the survey, the majority of young people actively seek a tan. Seventy percent of respondents have gotten sunburned at least once in the past year, and nearly one-fifth of respondents three times or more. The results also show that 39% of young people use the UV index to get a tan, and only 27% use it to protect themselves from the sun.

The Finnish Cancer Registry collects and publishes yearly the national registry of all the diagnosed cancer cases, including skin cancers. According to the latest cancer statistics, nearly 1,800 melanomas, over 2,100 squamous cell carcinomas and over 10,000 basal cell carcinomas were diagnosed in Finland in 2025.

#### New relevant policies and legislation

No new policies or legislation.

#### New communication activities

During the year 2025, Finland prepared a national programme to reduce the incidence of skin cancers caused by UV radiation. STUK coordinated the preparation of the programme. The preparation involved extensive consultation with relevant stakeholders. Developing and strengthening communication targeted at different population groups is one of the sets of measures included in the national programme. Other sets focus on the built environment, such as increasing shaded areas in school and daycare yards, reducing exposure at work, and promoting the early detection of skin cancers. Implementation of the programme will begin in 2026 and continue until 2030. The programme is available on the website <https://stuk.fi/kansallinen-uv-ohjelma> (in Finnish and in Swedish).

STUK, Cancer Society of Finland, and Finnish Meteorological Institute (FMI) organized a common media event and published a press release regarding UV index, sun related behaviour and attitudes of Finnish adolescents, and incidence of skin cancers in May 2026.

A campaign called #suniho (#yourskin) was continued in collaboration with STUK, Cancer Society of Finland, and FMI during the summers of 2025 and 2026. The website <http://www.suniho.fi> was updated and communication with young people was carried out using influencer partnerships. Additionally, all collaborating institutions have their own webpages on UV radiation related health hazards and sun protection. They are also promoting sun protection actively on their social media channels.

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

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