WHO INTERSUN
Report on activities in Finland from July 2020 to June 2021

General research activities related to optical radiation and health

No research activities related to optical radiation and health.

New policies and legislations regarding exposure to optical radiation


Areas of public concern and national responses

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

New public information activities

A new campaign called #suniho (#yourskin) was launched in collaboration with STUK, Cancer Society of Finland and Finnish Meteorological Institute on June 2020. The campaign is targeted to adolescents aged 16–20 years and it lasts for three years. The campaign educates youth on health effects of UV radiation and how to protect themselves from the sun. Social media influencers are used to communicate the message to the target audience. The campaign has a website at https://www.fressis.fi/artikkeli/suniho/ and also orientation material about sun safety at work for adolescents working outside during the summer has been produced.

STUK has webpages about UV radiation, sun, and sunbeds https://www.stuk.fi/web/en/topics/uv-radiation-sun-and-sun-beds. STUK is active in reminding people of the health hazards of UV radiation on its social media channels. STUK had also a small campaign on Instagram about myths related to sunbed use on October 2020.