WHO INTERSUN
Report on activities in Finland from July 2021 to June 2022

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
No new policies or legislations.

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 summer 2022. The campaign is targeted to adolescents aged 16–20 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 suniho.fi. Also, orientation material about sun safety at work for adolescents working outside during the summer has been produced and distributed.

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.