

WE NEED TO STEP UP OUR KNOWLEDGE ABOUT MELANOMA



A recent survey* of adult Canadians shows gaps in knowledge about the deadliest skin cancer, melanoma.

Here's what the survey told us:

About **one quarter** of Canadians (26%) are not aware or don't know that spending more time in the sun increases their **risk of melanoma**.



Only half of respondents (51%) say they are **knowledgeable** about melanoma.

Canadians who claim to be knowledgeable about melanoma are significantly more likely to believe that they are at risk of melanoma (48% vs. 24%) of those who say they are not knowledgeable.



More than half of Canadians (55%) either **don't know** or incorrectly identified that small amounts of sun exposure without protection can lead to melanoma.

60% of Canadians have a **misconception** that melanoma mainly occurs in people with fair skin. Only 39% correctly identified that melanoma can occur in all skin types.

A majority of Canadians (58%) **have a misconception** that treating melanoma is a simple procedure.

Two thirds of Canadians (66%) say they **would want to know their mutation type** if diagnosed with melanoma.

Only 15% strongly agree that knowing their mutation type could change the course of their melanoma **treatment journey**.



Only half of Canadians (48%) believe that melanoma is the **most dangerous** form of skin cancer.

In the under 55 group, just over one third of the Canadians (37%) identify melanoma as the most dangerous form of skin cancer.

Knowledge is power. Help us get Canadians more informed about melanoma.

**The survey was conducted by Leger in March 2020 in collaboration with Novartis Pharmaceuticals Canada Inc. and Save Your Skin Foundation.*