

# Skin Cancer Prevention In Young Males

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## Fostering Persuasion Towards Sun Protection Behaviour Through Human-Centred Design

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Tanning by exposing the skin to ultraviolet radiation (UVR) is very popular among young people across the world.

According to the World Health Organisation excessive exposure to ultraviolet radiation from sunlight causes sunburn, which is the major cause of developing skin cancer.

This research aims to raise awareness in protecting the skin from the sun's UV radiation to reduce the risks of overexposure amongst young males with outdoor lifestyles typically on the beach.

The research uses innovative methods with human-centred design and social science

methodology to develop a user-friendly and intuitive product for the early detection of skin exposure to the sun UV radiation.

This will result in how sun protection behaviour can be communicated, transformed and improved amongst young males through the use of design and technology.