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INTRODUCTION

- Hispanic individuals in the United States are an important population to target for skin cancer prevention efforts.
- Occupational exposure to ultraviolet radiation from the sun is an important risk factor for skin cancer, and Hispanic individuals are over-represented in numerous outdoor occupations.
- In the current study, we focused on a specific subgroup of Hispanic outdoor workers, namely day laborers who typically seek work in informal, open-air venues such as parking lots and street corners.
- Project SOL is a research collaboration between Rutgers University and New Labor, a local community-based organization that advocates for the rights of immigrant workers throughout New Jersey.

OBJECTIVE

- To develop and implement a sun-safety program among male Hispanic outdoor day laborers in the Greater New Brunswick area.

METHODS

Participants

- Study participants are recruited by New Labor staff at local outdoor locations where day laborers commonly gather to obtain work.



PROJECT OVERVIEW

Phase 1

- Conduct focus groups to identify outdoor day laborers' attitudes, beliefs, and behaviors related to sun exposure and sun protection while working outdoors.

Phase 2

- Administer a survey regarding sun protection behaviors, barriers, and knowledge among outdoor day laborers.

Phase 3 – forthcoming

- Recruit participants to provide feedback on a sun-safety program that we are developing for male Hispanic outdoor day laborers based on the data obtained in Phases 1 and 2.

Phase 4 – forthcoming

- Train peer workers to deliver the sun-safety program to groups of Hispanic outdoor day laborers and measure its impact through formal evaluation methods.

RESULTS

Phase 1

- Five focus groups (in Spanish) were conducted with 32 participants (mean age 42.0 years).
- Participants were from Mexico (72%), Honduras (13%), Guatemala (13%), and El Salvador (3%).
- Participants reported an average of 8.7 years of formal education.



"Sometimes you hear about it [skin cancer] but nobody knows exactly why or how you get it."
- Focus group participant



"The heat sometimes burns you, if you don't wear a long sleeve shirt, the sun will burn you."
- Focus group participant

- Participants were concerned about **heat exhaustion** and **sunburns**.
- Participants reported engaging in some sun protection behaviors **infrequently** (e.g., wearing a wide-brimmed hat, sunglasses, and sunscreen).
- Knowledge about the risks of excess sun exposure was **low**.

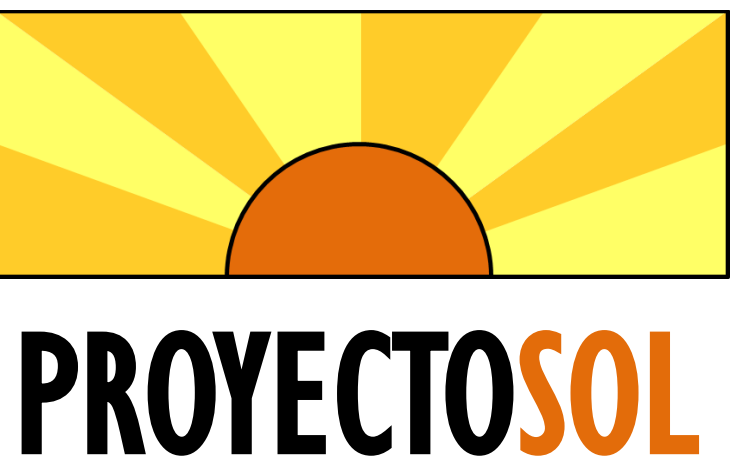
Phase 2

- 123 participants (mean age 34.7 years) completed a 15-minute survey (in Spanish) about their sun protection behaviors, barriers, and knowledge.
- Most common occupations performed by outdoor day laborers were: **construction** (66%), **gardening/landscaping** (58%), and **painting** (30%).
- Deficits in knowledge** about sun protection and skin cancer were evident:

Knowledge about Sun Protection and Skin Cancer

% Correct		% Correct	
Only people with light skin need to protect themselves from the sun ^a	83%	Most wrinkles in the skin are caused by sun exposure ^b	52%
People with dark skin cannot get skin cancer ^a	76%	Light colored clothing provides more protection against the sun than dark colored clothing ^a	22%
Most skin cancers are caused by sun exposure ^b	67%	It is recommended that people use sunscreen with a sun protection factor (SPF) number of at least 10 ^a	2%

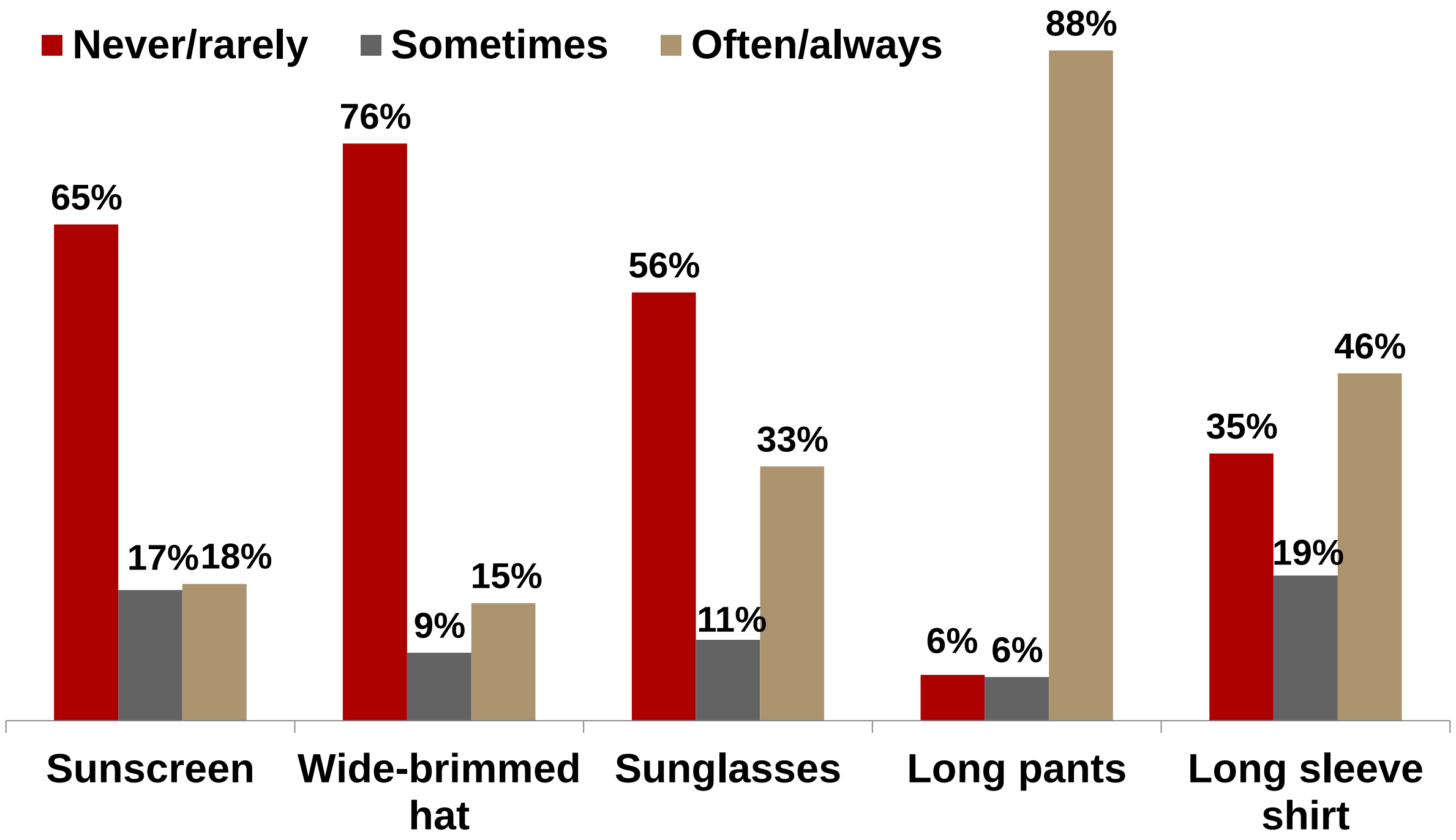
^aThe statement is false. ^bThe statement is true.



RESULTS

- Participants reported **low rates** of wearing sunscreen, a wide-brimmed hat, and sunglasses when working outside:

Sun Protection Behaviors



- The most commonly reported barriers to using sun protective clothing and sunscreen are shown below:

Barriers to Using Clothing

	Long sleeve shirt & pants	Wide-brimmed hat
It is uncomfortable	28%	41%
It is too hot	37%	26%
It interferes with my work activities	8%	11%

Barriers to Using Sunscreen

Sunscreen	
I forget to apply it	31%
I don't know what kind to use	24%
It is unpleasant	14%

- 61%** of participants had at least one **sunburn** during the previous summer and **63%** reported at least one episode of **heat exhaustion**.
- Nearly all participants (**94%**) indicated that they would like to **learn about sun-safety practices** while working outdoors.

CONCLUSIONS

- Male Hispanic outdoor day laborers reported low rates of engaging in several sun protection behaviors when working outside. Numerous barriers to engaging in sun protection behaviors were identified.
- The results from Phases 1 and 2 of the project are informing the development of the sun-safety program in Phase 3.
- The sun-safety program that will be developed in Project SOL has the potential to be disseminated to Hispanic outdoor day laborers in New Jersey and elsewhere.

This project was made possible with the commitment of Johnson & Johnson to help address health priorities impacting community residents.