

Article: Skin cancer

Content notes:

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AUDIENCE	Younger Australians, particularly people aged 18 to 35, who may deliberately seek high UV exposure or need practical support to make sun protection part of their daily routine.
COMMUNICATION OPPORTUNITIES	White-label content for seasonal health campaigns, newsletters, websites and general education, particularly communications focused on younger audiences, preventative health and everyday sun protection.
MESSAGE	Sun protection should not depend on the weather or the day's plans. Linking simple protective actions to existing routines can help younger Australians build habits that reduce their future risk of skin cancer.
INSIGHTS	Australia has one of the highest rates of melanoma in the world, with an estimated 17,400 new cases in 2025, or around 48 diagnoses each day. TAL research found that while 89% of Australians are aware that UV radiation can damage their skin, 43% rarely or never check the UV Index and 62% do not know how.
ASSOCIATED ASSET/S	Stop chasing the UV: build habits that protect your future article; TAL SpotChecker ; and TAL's Health Connector ; and Cancer Council sun protection resources.
CTA	Visit TAL SpotChecker to learn how to self-check your skin and find information about booking a skin check with a local GP.
LAST UPDATED	October 2026

Stop chasing the UV: build habits that protect your future

TAL has recently partnered with Cancer Council, one of Australia's most trusted cancer organisations, to help younger Australians better understand UV risk and build simple, repeatable behaviours that can reduce their future risk of skin cancer.

By combining Cancer Council's expertise in cancer prevention with TAL's commitment to supporting healthier futures, the partnership aims to help make sun protection part of everyday life.

For many people aged 18 to 35, a sunny day can shape the plan: head to the beach, spend the afternoon outdoors or try to get a tan. Social feeds can make deliberately seeking high UV feel normal. But protecting your skin shouldn't depend on the forecast, the setting or how motivated you feel that day.

Australia has one of the highest rates of melanoma in the world, with an estimated 17,400 new cases in 2025, or around 48 diagnoses each day.¹ Skin cancer is also one of the most preventable cancers.² The choices you repeat now can help protect the skin you will live in for decades.

The real challenge isn't awareness

¹ Australian Institute of Health and Welfare, *Cancer data in Australia*. 2026.

² Cancer Council Australia, *Turning the tide of skin cancer*. 2026.

Most Australians already know UV radiation can damage their skin. TAL research found that 89% are aware of the risk, yet 43% rarely or never check the UV Index and 62% don't know how.³ The gap isn't simply about knowing more. It's about turning an intention into something you do automatically.

Replace the chase with a default

Deliberately chasing high UV for a tan puts appearance ahead of long-term skin health. Instead of asking how much sun you can get, ask how you can enjoy the day without making high UV the main event. The aim isn't to avoid being outdoors; it's to make protection the default before the day gets busy.

- **Attach protection to skincare.** Keep sunscreen beside products you already use each morning, rather than somewhere you only look before a beach day.
- **Make leaving home the trigger.** Store a hat, sunglasses and sunscreen with your keys, bag or shoes so they're easy to take with you.
- **Let your phone do the remembering.** Put the **UV Index** where you'll see it during your morning scroll, then decide what protection you'll need before you go out. Sun protection is recommended when the UV Index is 3 or above.⁴
- **Build a social default.** Choose a shaded table, pack extra sunscreen and make sun protection a normal part of plans with friends.
- **Reset once a week.** Refill your bag, replace empty products and put protective items back where you use them. A routine is easier to keep when the next step is ready.

Make it a favour to your future self

One perfect sun safe day won't create a routine, and one missed day doesn't mean you've failed. Focus on making the next protective choice easier.

Evidence on health-related habit formation indicates that repetition, timing, preparation and consistent cues can strengthen habits.⁵ These small actions can then travel with you through work, weekends, holidays and changing seasons.

Need support? Where to find help

To learn how to self-check your skin and book a skin check at your local GP, head to **TAL SpotChecker**.

You'll also find stories of everyday Australians who have experienced skin cancer, along with a range of other invaluable resources to help you prepare your family to be sun savvy this summer.

For additional health and wellbeing resources, you can also visit **TAL's Health Connector**, which provides access to health programs and a wide range of free and low-cost government and community services.

DISCLAIMER [please add to your post]

(Insert disclaimer)

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³ TAL and Cancer Council join forces to help Australians prevent skin cancer, 31 August 2026.

⁴ Australian Radiation Protection and Nuclear Safety Agency, *Ultraviolet radiation in Australia*. 2026.

⁵ Singh B, Murphy A, Maher C and Smith AE, *Time to form a habit*. 2024.