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.

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>% Correct</th>
<th>% Correct</th>
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<tbody>
<tr>
<td>Only people with light skin need to protect themselves from the sun*</td>
<td>83%</td>
<td>52%</td>
</tr>
<tr>
<td>People with dark skin cannot get skin cancer*</td>
<td>76%</td>
<td>22%</td>
</tr>
<tr>
<td>Most skin cancers are caused by sun exposure*</td>
<td>67%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*The statement is false. *The statement is true.

• 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 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 4 – forthcoming

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

Phase 5 – 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 6 – 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.

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.