

It's your choice.

Walk away from indoor tanning.

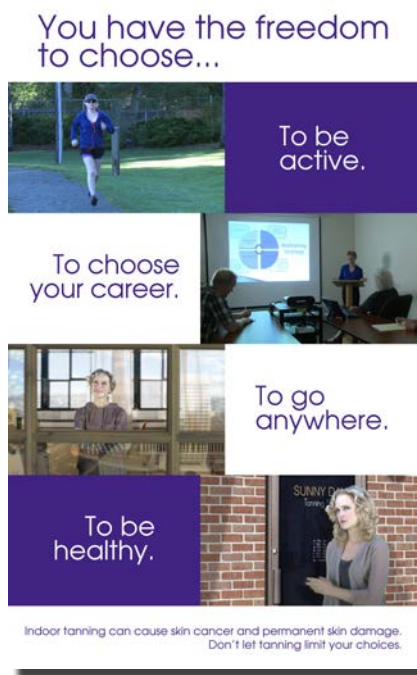


This message focuses on a feeling of empowerment and happiness. Young, white women in the study responded to the idea of finding new ways to improve their mood, and save the money that they would spend on the tanning booth.



View the digital version of this tool, go to: upennprc.org/skin-cancer-quit-indoor-tanning/

Freedom poster



Watch the Video: Freedom

Click the icon on the right to view the video associated with this message, or go to our website to view all of the videos. This message focuses on the theme of empowerment and mood.



Hear the Radio PSA: Freedom

TRANSCRIPT: "As a young woman, you have the freedom to make your own choices. Like choosing your own career, finding a place to live, being physically active, and being healthy. Indoor tanning can limit your choices by causing permanent skin damage and skin cancer. It's your choice. Don't use tanning beds."

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It's your choice. Walk away from indoor tanning. #skincancerawareness #prevention

