

Predictors of Summer Sun Safety Practice Intentions Among Rural High School Students

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Objective: To investigate the association between theoretically grounded psychosocial motivators and the sun safety practice intentions of rural youth. **Method:** A survey was given to 219 members of FFA (Future Farmers of America) at high schools in the rural Midwest (average age = 16). **Results:** Perceived self-efficacy, peer norms, response efficacy, and susceptibility predicted protective clothing and sunscreen use inten-

tions. Among boys, perceived norms among same-sex peers; but among girls, norms among both same- and opposite-sex peers, were significant. **Conclusions:** Self-efficacy should be an important component of sun safety education for rural youth. Gender-specific peer norms should also be addressed.

Key words: rural, adolescents, sun safety, skin cancer

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