

Gen Z Gets an F in Sun Safety

Social media influencers share myths and misinformation.

June 8, 2026 By [Trent Straube](#)

Over 16 million Americans are at increased risk for skin cancer because of misinformation, according to new survey data from the American Academy of Dermatology (AAD). Results reveal that nearly half of Americans score a C on the group's sun safety quiz, despite rating their habits as "good" or "excellent." A third of Gen Zers (ages 18 to 29) earned a D or F.

Social media amplifies misleading stories. Nearly half of all Americans and 64% of Gen Zers report encountering sunscreen misinformation online. Millions reported reducing or stopping sunscreen use because of online claims against the effective protection. What's more, there's a persistent myth that a tan is harmless or even healthy. "There is no such thing as a safe tan," says AAD president Murad Alam, MD. "Every time you tan or burn, you are also damaging the DNA in your skin, and the more damage, the greater your risk of skin cancer."

© 2026 Smart + Strong All Rights Reserved.

<http://beta.docker.cancerhealth.com/article/gen-z-gets-f-sun-safety>