

O30. RESULTS OF THE NATIONAL SURVEY ON THE DIFFUSION, CHARACTERISTICS AND RISK AWARENESS OF TATTOOS IN ITALY

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Background: In addition to data on the prevalence of tattooed people in Italy (about 6.9 million individuals, 12.8% of population), we analysed other relevant aspects. We observe a constant upward trend in the practice of tattooing.

Aim: Consumer health protection, through the estimation of prevalence and characteristics of tattooed population and the appraisal of the awareness on the risks associated to tattoos. To provide more information to stakeholders and professionals operating in this field.

Methods: Computer-assisted-telephone interviews and Computer-Assisted-Web Interview were completed by a representative sample of 7608 persons aged 12-75+ year-old, in Italy.

Results: Tattoos are more prevalent among women (55.9%). There is a high prevalence of mono-chromatic tattoos. 41.4% of tattooed persons declared to have tattoos of small dimensions. According to the data of the survey, 3.3% of tattooed claim to have had complications or reactions, but the figure seems underestimated. In all these cases, only 12.1% consulted a dermatologist/general practitioner; more than half (51, 3%) did not consult anyone. In general, only 58.2% of respondents are aware of health risks.

Conclusions: The results of the first Italian survey show that 36.7% of all tattoos have been performed in the last five years considered. Only 50.8% of tattooed declared to be sure to have signed an informed consent. The main sources of information for people, on which risk perception is based on, are parents, friends, media and internet. New rules are needed to improve tattoo safety, tattooists' training and consumers' awareness on the risks and contraindications.