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	ABSTRACT
<i>“Innovating Health Education with Generative AI: A Culturally Targeted Sun Safety Intervention”</i>	Background: Racial and ethnic minority populations demonstrate lower sunscreen usage and sun safety behaviors compared to White individuals, partly due to knowledge gaps, misconceptions, and cultural perceptions of risk. Culturally targeted education is needed to address these disparities. Aim: This project aims to identify barriers and misconceptions regarding sun safety among African-American, Hispanic, and Asian communities and to design an AI-enhanced, community-based educational intervention. Methods: Educational materials were co-developed with community organizations and reviewed by dermatologists to ensure accuracy and cultural relevance. Generative AI tools were employed to create animated, multilingual videos: Renderforest for customizable animations, InVideo AI for editing, and ChatGPT for translations verified by interpreters. The planned study design includes a pre-survey, an educational workshop with AI-created videos (including an aging simulation), a post-survey, and focus groups. Both quantitative and qualitative methods will be applied to evaluate changes in knowledge, awareness, and reported behaviors. Results/Conclusion: We expect the intervention to increase sun safety knowledge and intention to use sunscreen among minority adolescents and adults. This project demonstrates the potential of AI, combined with community engagement and clinical expertise, to create replicable, culturally tailored health education and reduce disparities in skin cancer prevention.
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