

South Shore Women Choose Wisely

Good News

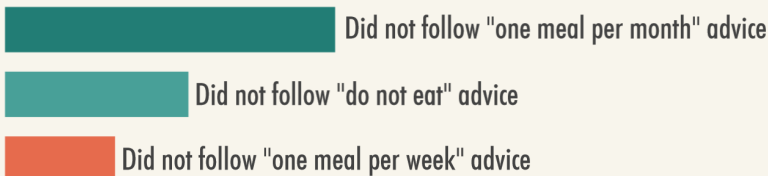
Women with the highest mercury (Hg) levels at the first visit decreased their levels the most, while still eating fish twice a week!

Ready to Choose Safer Fish

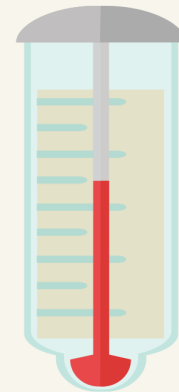
After completing this project, 90% of women were more confident choosing locally-caught fish low in Hg! And 89% of women were more confident finding fish low in Hg from a store or restaurant.



Why Did Some Women Have Elevated Mercury?



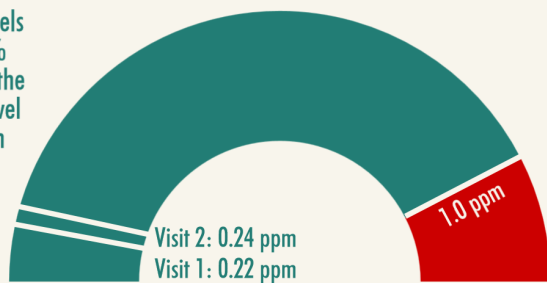
Likely Suspects: swordfish, albacore canned tuna, fresh tuna, king mackerel, light canned tuna and walleye



18 women in this project had elevated mercury levels

Average Mercury Was Well Below the National Level of Health Concern

At both visits, average mercury levels were 75% lower than the national level of concern



Women with mercury levels above 1.0 are at greater risk for health issues

*National level of health concern is set by the Environmental Protection Agency (EPA). The current EPA reference level for mercury in hair is 1.0 ppm

Protect Yourself from Mercury



Enjoy 2 meals of low mercury fish, like salmon or pan fish, each week

Follow Wisconsin's Fish Consumption Advisories

Visit the Department of Health Services website to find healthy ways to prepare fish low in Hg

After Completing the Project, More Women Were Following Advice



69% of women followed ALL advice at visit 2, an increase of 10%



78% of women followed advice for the 1 meal per month category at visit 2, an increase of 11%

Other Fun Facts



Over 6,000 fish meals were eaten by participants during this study

Canned light tuna was the most frequently eaten purchased fish (1,100 meals)

Lake whitefish and bluegill were the most frequently eaten locally caught fish (270 meals each)

