



AN ENVIRONMENTAL PUBLIC HEALTH TRACKING STORY

IMPLEMENTING A MULTI-COMPONENT SUN SAFETY CAMPAIGN

Monroe County, Wisconsin

THE PROBLEM

In Monroe County, a mostly rural county of about 45,000, there is an average of 24 cases of melanoma for every 100,000 people every year, which is about the same as the Wisconsin average of 22 cases per 100,000 people. Like Wisconsin as a whole, the rate of melanoma in Monroe County has continued to go up over time. Monroe County Health Department staff implemented many communication strategies to reach their target audiences.

WHAT MONROE COUNTY HEALTH DEPARTMENT DID

To reach youth in the community, health department staff gave interactive presentations on sun safety to 104 third to fifth graders in the Sparta and Tomah Boys and Girls Club. They also presented to 10 parents at the local Parenting Place nonprofit group.

Staff also created a mass media campaign. They recorded a public service announcement that ran on a local radio station during May. They put up three strategically placed billboards throughout the county; since the boards weren't currently in use, the vendor allowed them to go up three extra months for free. The vendor estimated more than 590,000 adults viewed the billboards. Staff also used their social media channels to post about skin cancer six times in May. Analytics revealed they made over 1,200 impressions. Staff also submitted three press releases and contributed an article to a University of Wisconsin-Extension publication that is written for agricultural workers.

THE PUBLIC HEALTH IMPACT

This multi-component approach ensured staff were reaching target audiences through multiple channels. The billboards alone were seen by over half a million people—roughly 13 times more than the population of the entire county. The diverse communication strategies—used in conjunction with environmental and policy strategies—enhanced the effectiveness of the campaign as a whole.

EXPLORE YOUR COUNTY'S
MELANOMA DATA:

dhs.wisconsin.gov/epht

WISCONSIN ENVIRONMENTAL PUBLIC HEALTH TRACKING PROGRAM
Bureau of Environmental and Occupational Health

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