



AN ENVIRONMENTAL PUBLIC HEALTH TRACKING STORY

ENHANCED SUN SAFETY MESSAGING AND OUTREACH

Fond du Lac County, Wisconsin

THE PROBLEM

Using their 2017 County Environmental Health Profile, Fond du Lac County Health Department staff found their county has the fifth highest skin cancer (melanoma) rate in Wisconsin, and the rate has increased over time. To address this trend, staff designed an outreach campaign that targeted child care centers, outdoor worksites, tanning salons, and community events.

THE HEALTH DEPARTMENT'S SOLUTION

During fall 2017, health department staff visited 17 tanning salons during the months prior to homecoming season. During these visits, they reminded salon staff about the state law requiring that anyone who tans must be 16 years old or older. Ten salons signed a pledge about verifying age before allowing someone to tan.

In the spring, health department staff worked with nine child care centers to do a sun safety activity with nearly 500 students. They talked with child care center staff about their sun safety policies and distributed sample policies to those without them. Health department staff developed a "train the trainer" event for a University of Wisconsin-Extension 4-H All Leaders meeting in which they trained 30 leaders to go back and present to their respective clubs, reaching an estimated 600 youth. Staff also reached out to employers with outdoor worksites, such as construction companies and the highway department. They provided these employers with sample sun safety policies and presented the information to over 60 employees. The highway department has asked for them to come back annually.

Throughout the spring and summer, health department staff hosted a sun safety booth, where they spoke with residents at 10 local events, including community pools, fairs, and farmers markets. Staff promoted their work with a press release, newsletters, and social media posts.

THE PUBLIC HEALTH IMPACT

Through this multi-faceted approach, health department staff were able to work with a total of 32 agencies and 10 event sponsors to increase awareness of sun safety behaviors, share local melanoma data, and discuss sun safety policy options. During the course of the project, staff disseminated messaging and sun safety materials to over 6,300 people.

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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