



AN ENVIRONMENTAL PUBLIC HEALTH TRACKING STORY

IMPLEMENTING A SUN SAFETY OUTREACH CAMPAIGN

Door County, Wisconsin

THE PROBLEM

Door County is almost entirely surrounded by Lake Michigan, making it a popular destination for swimming, canoeing, kayaking, and boating. Door County's annual melanoma rate (41 per 100,000 people) is nearly double the Wisconsin average (22 per 100,000 people). It's the highest rate in the state and has steadily gone up since 1995. Door County Health Department staff created an outreach campaign to educate residents and tourists about sun safety behaviors.

WHAT DOOR COUNTY HEALTH DEPARTMENT DID

Health department staff partnered with local visitor centers and tourism bureaus—as well as the Door County Parks Department and state park superintendents—to plan education days at parks and other outdoor events. Staff created a transportation-friendly display board and trivia game with sun safety information to help guide discussions with residents and tourists.

Their traveling display also included a photo booth, which staff encouraged beachgoers to use and tag their social media posts with #besunsafeindoorcounty. Staff also arranged to place signs with sun safety information on 34 public beaches. To promote their events, staff used social media channels and garnered several [earned media pieces](#), including a [TV spot](#) from a Green Bay station.

THE PUBLIC HEALTH IMPACT

In total, staff hosted educational events at 12 sites and spoke to an estimated 1,500 people. Their approach enabled them to expand their reach to inform and empower large audiences. Health department staff combined this campaign with environmental and policy strategies to enhance its efficacy.

EXPLORE YOUR COUNTY'S
MELANOMA DATA:

dhs.wisconsin.gov/epht

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

dhs.wisconsin.gov/epht | DECEMBER 2017 | dhstracking@wi.gov
Department of Health Services | Division of Public Health | P-02002D (12/2017)

This project funded by the Tracking team's *Taking Action with Data* program.

