

# Skin Cancer Prevention Program in Northwest Michigan

Health Department of Northwest Michigan (HDNW)

## Summary

The purpose of this project was to implement a multicomponent, community-wide intervention to prevent skin cancer in Northern Michigan. Interventions included individual-directed strategies, mass media campaigns, and environmental and policy changes across multiple settings in an integrated effort to influence UV-protective behaviors. The following overview focuses on one of the environment change interventions of the project - the implementation of 14 sun screen dispensers across Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, and Otsego counties.

## Challenges

- There were concerns about vandalism of the sun screen dispensers.
- Another concern was the possibility of sunscreen freezing in winter months.
- Obtaining sustainability agreements involved more time than what was expected.

## Solution

The parks were provided with information from IMPACT Melanoma, stating that the sunscreen will not freeze, as dispensers can be found at ski slopes throughout the county, and there has only been one case of vandalism among the dispensers in the county. A Memorandum of Understanding (MOU) was created to ensure sustainability.

*"Our greatest resource, in all recreational activities, is our employees. We are very excited to be able to provide them, and our customers, a product that can offer them protection from the elements. The protection provided will enhance their ability to enjoy the outdoor recreational activities. Thank you to the Health Department of Northwest Michigan for providing these products." Tom Kirinovic, The City of Charlevoix*



## Organization Involvement

- The IMPACT Melanoma foundation was key in recommending and supplying the sunscreen dispensers and supplies.
- The local municipalities/parks were key in agreeing to install and sustain sunscreen dispensers.
- The Health Department of Northwest Michigan was key in facilitating signatures of MOU's and delivery of supplies.

## Results

**Baseline determination:** Prior to this project, there were no sunscreen dispensers installed in the Northern Michigan counties targeted.

**Target determination:** The target goal was that 8 sites would agree to installation of a sunscreen dispenser.

**Final data:** At the conclusion of this project 14 sites signed a Memorandum of Understanding and received a sunscreen dispenser for installation.

## Sustaining the Success

- This project will be sustained by the local municipalities/parks. The MOU states they will maintain the sunscreen supply.
- Additional funding will be sought to continue this project into the next year from the community foundations.
- The Health Department of Northwest Michigan is committed to supporting policy change and will continue to offer technical support to assist with policy change.

