

Community-based Strategies to Prevent Skin Cancer in Park County, Wyoming

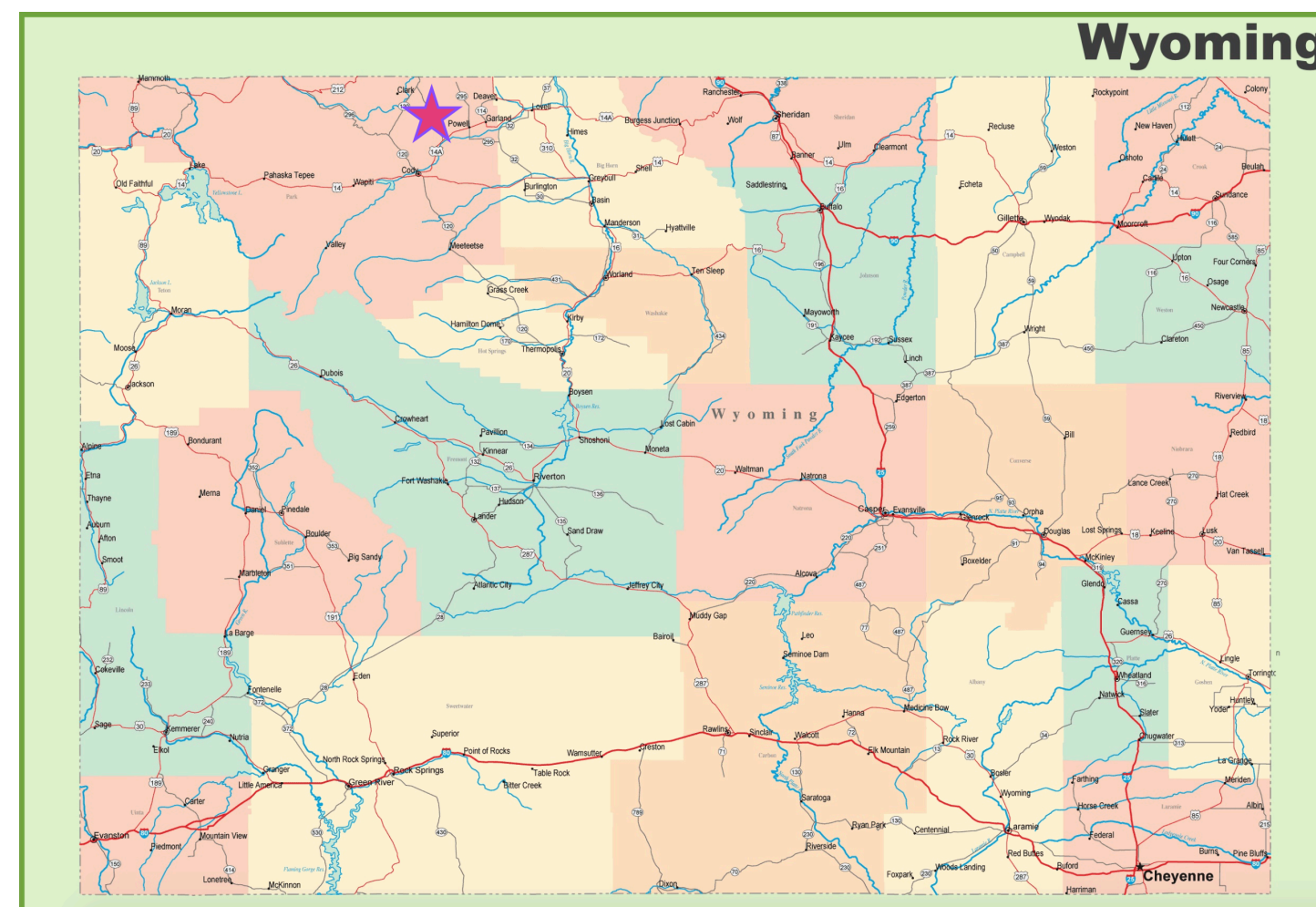


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Hypothesis: Improving public health sun safety education and prevention awareness for older adults in the rural agricultural industry in Powell, WY will reduce the incidence of skin cancers

Background

- Powell, WY population 6,180; 17.6% age 65 years and older; 91.6% White
- Located 20.9 mi from Heart Mountain – WWII Japanese American Confinement Site
- Major industries: Agriculture, Forestry, Mining, Oil & Gas Extraction, Healthcare
- Incidence of Melanomas of the skin in Park County, WY males and females: 31.9 and 28.9 compared to the National average 28.6 and 17.7 from 2013-2017
- Topic identified through conversations with Park County Public Health, patients & providers at Powell Valley Healthcare (PVHC)

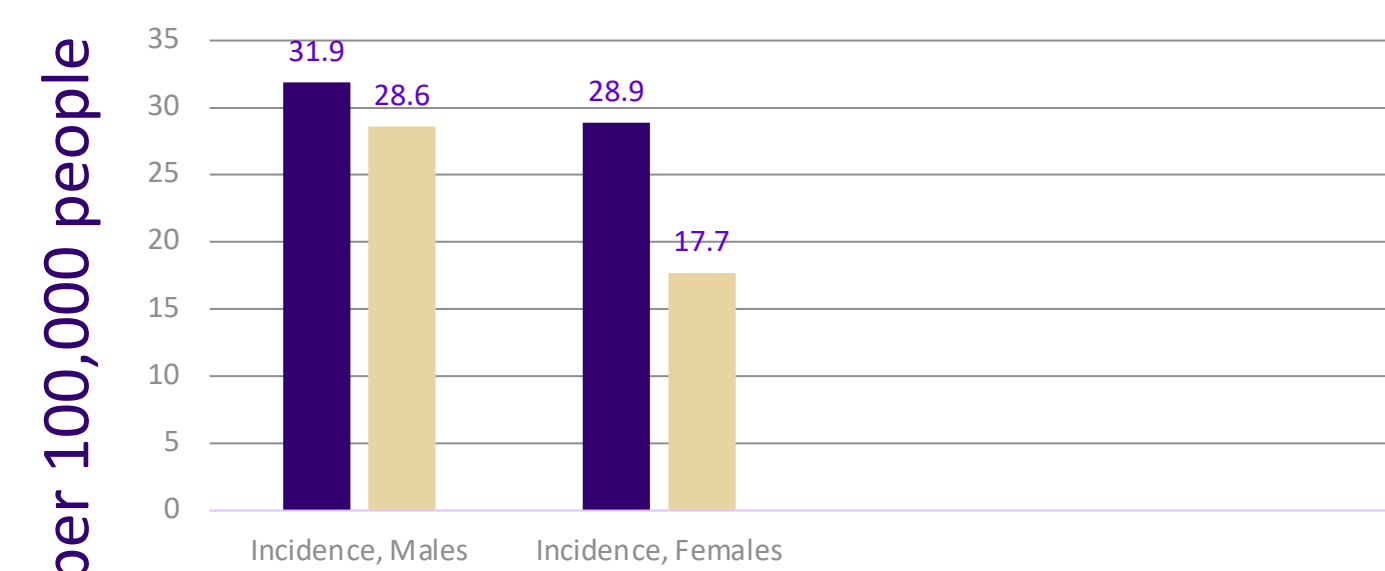


Map Location of Powell, WY

Community Profile Assets

- Park County Public Health provides affordable immunization clinics, promotes family and community health through various programs like WIC, and provides financial assistance and early detection programs for various cancers, but does not provide any programs or education about sun safety or skin cancer prevention
- Other community assets:
 - Powell Valley Healthcare (PVHC)
 - Murdoch's Ranch & Home Supply
 - Big Horn Co-op

Incidence of New Melanomas of the Skin from 2013-2017 in Park County vs. US Average



All Races/Ethnicities, Male vs. Female

Literature Review

- Increase healthcare provider counseling to high-risk patients in agricultural industry regarding sun safety practices and skin cancer prevention methods (i.e. sunscreen SPF 30+, UVA/UVB protective clothing, wide-brimmed hats, and seeking shade to reduce occupational sun exposure)
- Utilize a pamphlet or poster as visual aide placed in PCP offices, agricultural supply stores, public health office, etc.
 - Strength: addresses target population directly & provides trusted info.
 - Weakness: limitations of healthcare provider time regarding short office appts. & follow-up care
- Utilize an SMS-text messaging communication program to remind agricultural workers to engage in sun safety and skin cancer prevention practices
 - Strength: provides a direct form of communication of trusted health info. & takes advantage of widely-used technology to influence community health behaviors
 - Weakness: Not all older adults utilize text-messaging as a form of communication

Conclusions

- The community asset-based approach has identified a need for skin cancer education and interventions that may improve public awareness
- Healthcare information provided by trusted community members such as physicians, nurses, and public health officers can be very influential
- Visual aides such as pamphlets or posters with QR codes can help to spread valuable information
- Successful public health interventions require cooperation and teamwork on multiple fronts towards a common goal – improving the health of a community



Heart Mountain – WWII Japanese American Confinement Site

Acknowledgements

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