

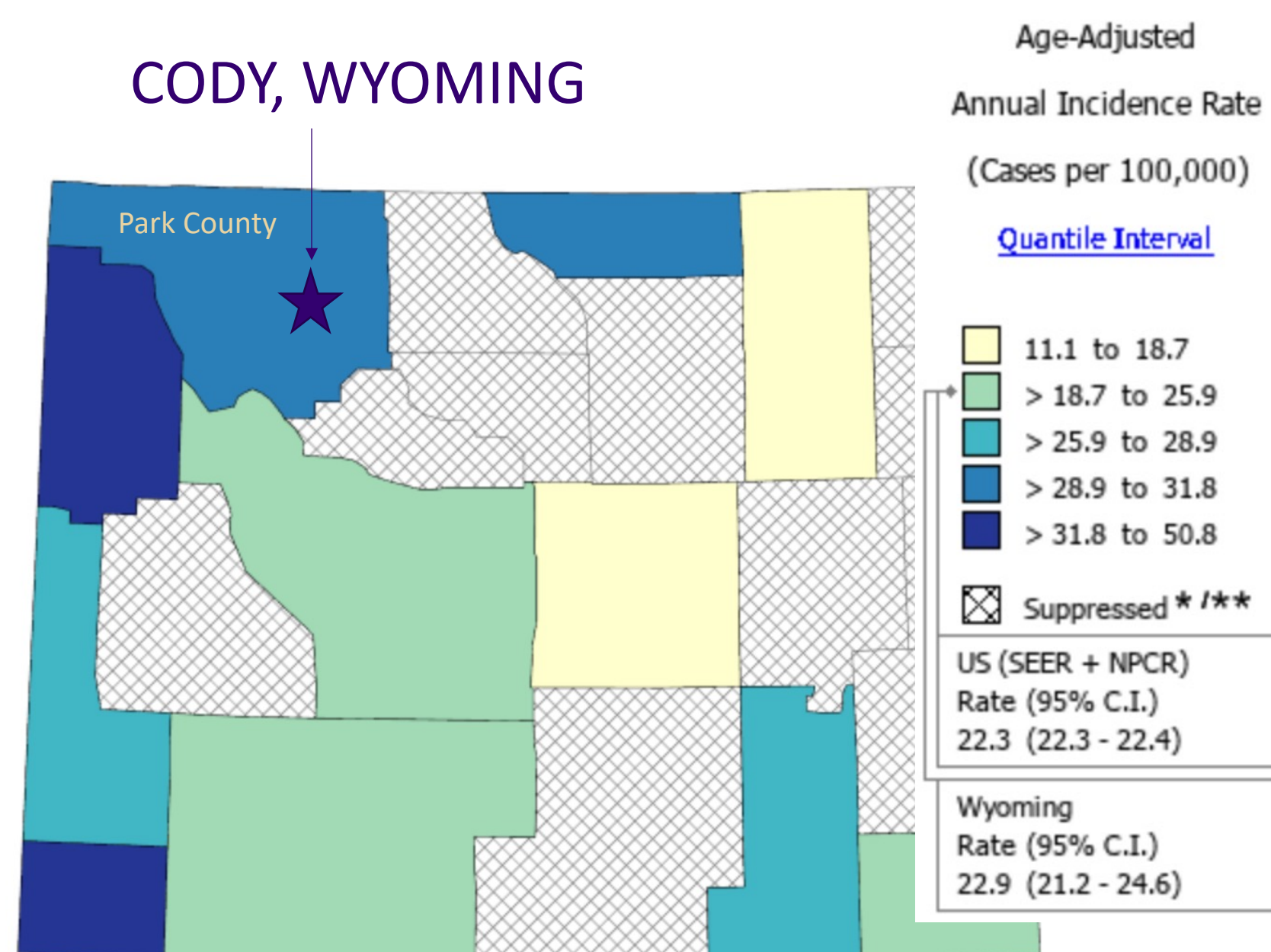
# Strategies to Reduce the Incidence of Skin Cancer in Cody, WY

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**Hypothesis: Community based interventions to improve sun safe behaviors and increase skin cancer awareness will decrease the incidence of skin cancer in Cody, WY.**

## Background

- Cody, Wyoming is a rural town located 52 miles from Yellowstone National Park. It is the largest town in Park County Wyoming.
- Population: 9,788. 90.0% white, 5.6% Hispanic, and 1.7% American Indian. 21.1% is greater than 65 years of age.
- Park County Community Health Needs Assessment: Cancer is the 2<sup>nd</sup> leading cause of death. Melanoma is the 5<sup>th</sup> leading cancer.
- Park County's melanoma incidence rate is 29.5 per 100,000 people.
- Cody, WY elevation is 5,016 ft. UV radiation increases with altitude.



Wyoming Incidence Rates of Melanoma of the Skin 2013-2017 All Races, Ages, and Both Sexes

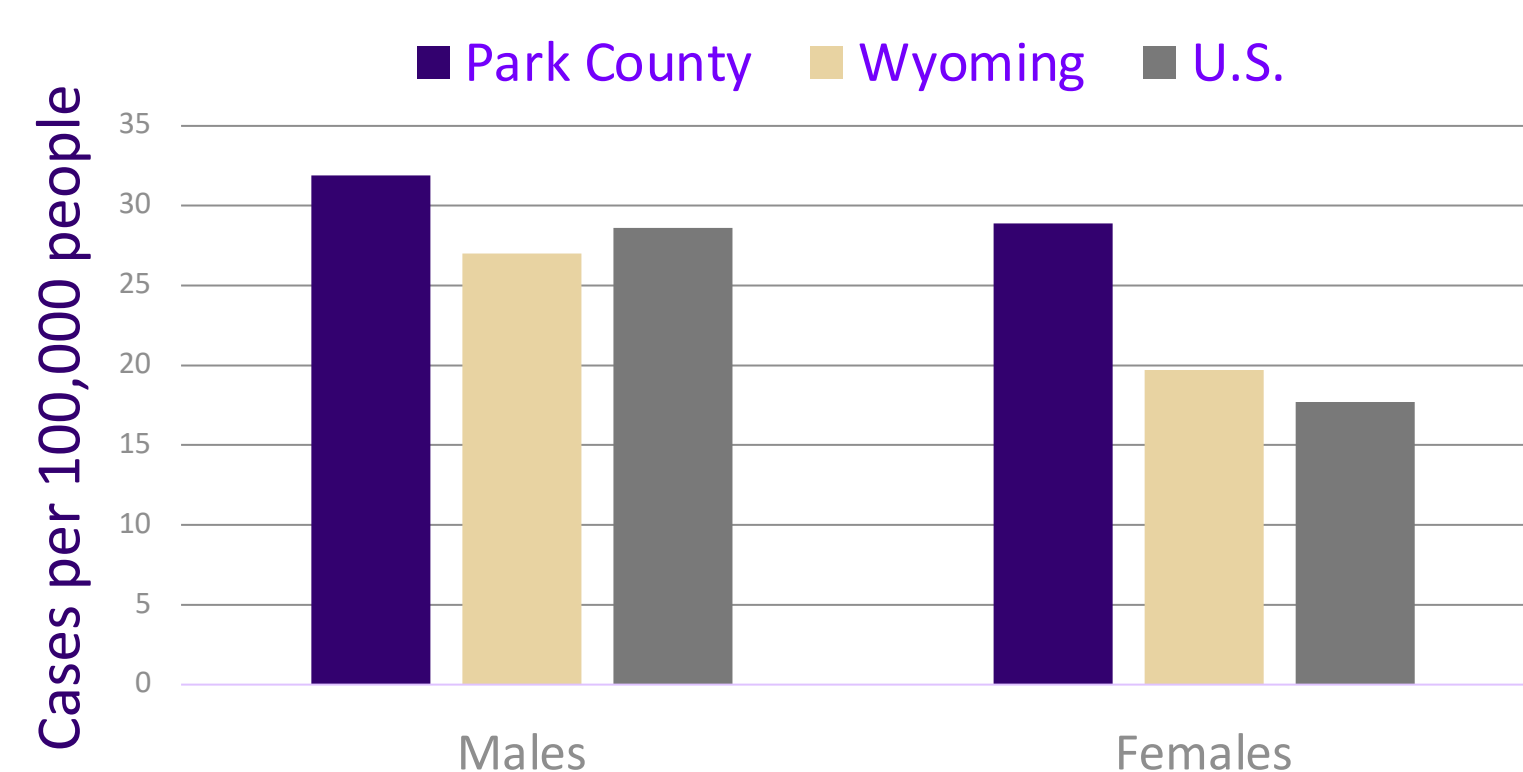
## Community Profile Assets

- Wyoming Cancer Resource Services mission:** "To reduce the burden of cancer through evidence-based screening and prevention strategies, including education, support, collaboration, and resource sharing in Wyoming."
  - Currently offers free skin screenings to people below a certain income level and has three free sunscreen dispensers around Cody.

Other Community Assets:  
> Billings Clinic Cody, WY  
> Cody Regional Health



### Incidence Rates of Melanoma of the Skin



Male vs Female in Park County, Wyoming, and the U.S.

## Literature Review

- Multicomponent community wide interventions (MCCW) are effective at reducing ultraviolet radiation exposure and ultimately decreasing the incidence of skin cancer.
- MCCW interventions consist of educational awareness with mass media, TV, radio, internet, and individually directed educational and environmental changes.
  - For example: increasing shade areas, sunscreen distribution, restricting school enforced outdoor activity during heightened UVR exposure.
- A systemic review concluded that educational and policy changes are effective at reducing UVR exposure in K-8<sup>th</sup> grade and in recreational and tourism settings.
  - Effective interventions: educational instruction, activities, demonstration, and providing sunscreen and increasing shade.

- Strengths:**
  - Highly specific inclusion criteria
  - Data compared to a control group
  - Conducted in a similar population to the Cody community demonstrating its potential effectiveness
- Limitations:**
  - Short duration of the study
  - Hesitancy from teachers and parents,
  - Reducing outdoor activity
  - Differences of intervention effectiveness for different demographics such as age

## Conclusions

- With community support, MCCW interventions and educational and policy changes can increase sun-safe behaviors and decrease skin cancer in Cody, WY.
- Cody's rural community makes these interventions uniquely suitable with community organizations such as Wyoming Cancer Resource Services.
- Challenges: finding community partners to implement changes and finding an agency to take responsibility for materials and costs.



Rattlesnake Mountain in Cody, WY

## Acknowledgments

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