Public Health Policy at the Local Level

Steps to Assessment, Engagement, Implementation, and Sustainability

Sandy Bernier BSW, CSW,

Tobacco Prevention and Control Program Coordinator

Five Counties for Tobacco-Free Living Coalition

My Story

Mom
Lights of HOPE
acscan.org
David
Lights of HOPE
acscan.org
Mickey
Lights of HOPE
acscan.org

Learning Objectives

1) Implementing Community Assessments

2) Recruitment and Engagement

3) Steps to Implementing a policy

4) Tips to sustaining public health policy

Community Assessment

https://ctb.ku.edu/en/table-of-contents/assessment

Community Education

- Scientific Evidence
- Local Champions
- Transparency

Recruitment & Engagement

Passage and Implementation

NO

SMOKING

City Code of Ordinances 9.15

Free workshop addressing the City of Fond du Lac Smoke-Free Ordinance

The countdown to a smoke-free Fond du Lac has begun.
On January 31, 2009, the City of Fond du Lac smoke-free ordinance takes effect.

Is your workplace ready for the new City of Fond du Lac smoke-free workplace ordinance? Attend the January 8th workshop and receive a free smoke-free workplace toolkit that includes: no-smoking signs, answers to frequently asked questions, a sample smoke-free workplace policy and steps for easy implementation.

Date: Thursday January 8, 2009
Location: Stayer Center Auditorium, Marian University
Time: 8 a.m.-9:30 a.m.
A light continental breakfast will be served
RSVP to kschwartz@faboh.com or call 920-924-3780
before Monday January 5, 2009

FABOH
FOND DU LAC AREA BUSINESSES ON HEALTH
and
Fond du Lac Human Resources Association

Coalition Members

Recognition, Value, Gratitude

Passage

Per State Stature 101.123 Wisconsin Act 12

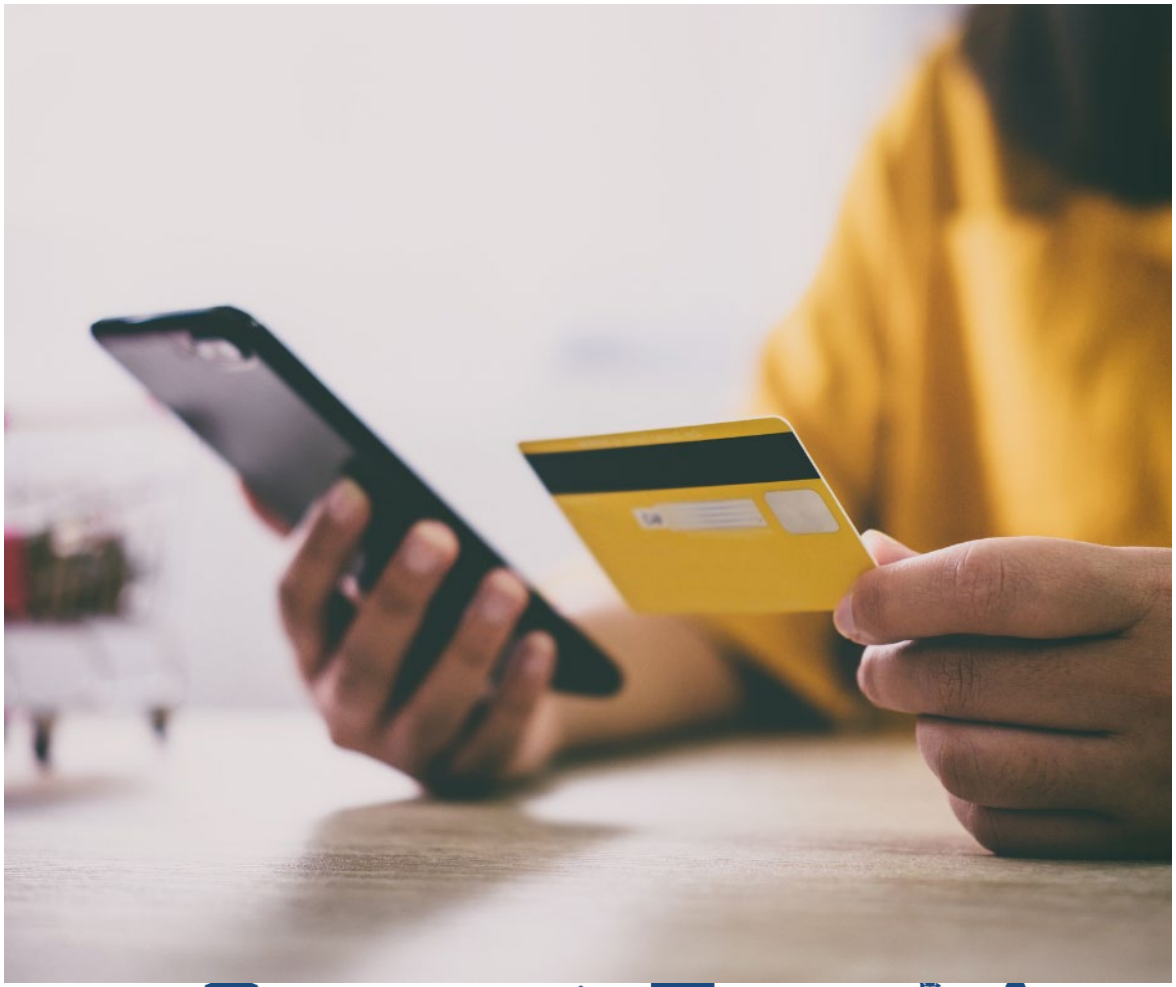
This establishment will be

SMOKE-FREE

starting July 5th, 2010

Drug Free Communities
Fond du Lac County

On-Line Ordering of Alcohol and Tobacco



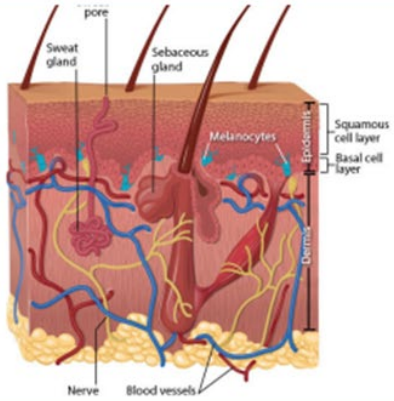
Product Placement

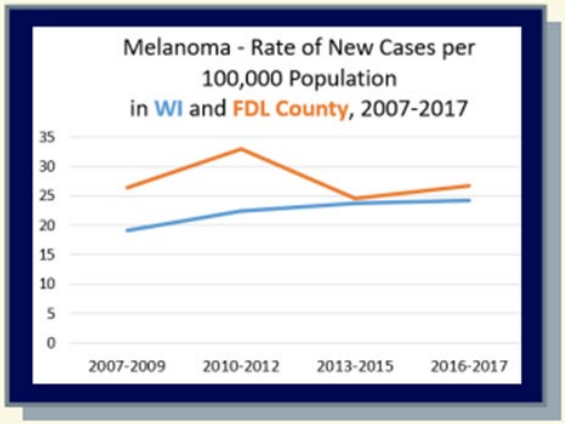
Sun Safety

Melanoma in Fond du Lac County

MELANOMA - WHAT IS IT?

Melanoma is a skin cancer that begins in the melanocytes, the skin cells that produce our skin color.
Melanoma is the most dangerous form of skin cancer as it can spread quickly to other parts of the body. Sun exposure is the main source of UV light which causes skin cancer.





Soure: WI DHS WISH Data Query

THE BURDEN

Melanoma skin cancer rates are rising faster than rates of most other cancers. From 1995-2013, there was a 90% increase in the rate of new melanoma cases in Wisconsin. In more recent years, WI incidence rates increased from 19.1 per 100,000 population (2007-09) to 24.2 (2016-17). During that same time period, Fond du Lac County rates remained above state average and increased slightly from 26.3 (2007-09) to 26.7 (2016-17).

Community Education

Social media, billboards, and PSA

Community Involvement

Partnerships

- Parks Department Staff
- Road Construction Crews
- Golf Course
- Local baseball league
- Local Farm Bureau
- Pools

Sun Safety

Increase access to sunscreen

Sunscreen dispenser placed (and soon to be placed) at:

- Local baseball park
- Splash pads in parks
- Public pools
- Near marinas / boating docks by Lake Winnebago
- Local events, fairs, festivals, farmers market

What Can You Do?

- Reach out to local coalitions
- Participate in community education
- Share expertise
- Provide networking opportunities

ANSWERS