

Lead Organization: Alegent Creighton Health

Project Contact: Amber.Leed-Kelly@alegent.org

Project Name: Going to Bat for Sun Safety

Project Reach: 2000

Project Time Frame: Summer 2012

Project Costs: \$10,000

Related Material: Pre- and post-behavior and knowledge surveys, photos

Partners: Alegent Creighton Health Cancer Center, Alegent Creighton Clinic Dermatology, Omaha Storm Chasers, Werner Park, American Cancer Society.

Project Description:

The Alegent Creighton Health Cancer Center, the Omaha Storm Chasers Minor League Baseball Team, the American Cancer Society and Alegent Creighton Clinic Dermatology partnered to increase sun safety awareness and sunscreen use among Omaha Storm Chaser fans and Werner Park staff during the summer of 2012. We installed sunscreen stations throughout the park along with sun safety signage near the sunscreen dispensers.

We conducted three sun safety education days at Werner Park along with Dermascan screenings. We conducted a pre and post intervention survey with Storm Chaser fans at our booth. Seventy-six people completed the pre survey before the sunscreen stations were installed and 102 people completed the post survey after installation. Copies of the surveys are attached with this report. The average age for those completing the survey was 44 (10-77), 63% were female, and 96% were white. Answers were very similar to most questions on the pre and post survey. On the post survey we measured how many times people had visited the park that summer, how many were aware of the sunscreen stations and how many people used them. The majority had been to the park between 1-5 times. Thirty-one percent were aware of the sunscreen stations and seventeen percent had used them. To increase this rate, we will install larger sunscreen station signage and make PA prompts during games.

Alegent Creighton Clinic Dermatology conducted a sun safety training with Werner Park staff. Twenty-seven staff members attended the training and completed a pre and posttest. The sun safety training appeared to be effective as the number of correct

responses increased for each question on the post survey. Seventy-percent responded on the post test that they intended to use sunscreen and/or sun protection efforts every time or most of the time in the next 30 days.

Sunscreen Station



Baseball Drip Pan



Educational booth