



Clinton County Health Department

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"Working Together for a Healthier Community"

www.clintonhealth.org



Public Health
Prevent. Promote. Protect.

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News Release

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Clinton County *Sun Safety Initiative* Offers FREE Sunscreen to Residents

Plattsburgh, NY August 14, 2018 Clinton County is joining communities across the nation in promoting sun safety by offering free sunscreen to its residents. Located throughout the county, the dispensers are part of the Clinton County Health Department's (CCHD) *Sun Safety Initiative*.

The Initiative follows a Sun Safety Survey conducted by the Department in 2016, which assessed attitudes and practices of Clinton County residents toward common sun protection measures and sunscreen usage. Results of the survey indicated that less than one out of five residents always used sunscreen and less than one quarter of respondents practiced other safe behaviors, such as wearing hats and protective clothing while in the sun. Looking to identify ways to improve local health behaviors, CCHD also inquired if residents would use sunscreen dispensers if they were available. Nearly 60% of respondents stated they would, leading CCHD to develop the Clinton County *Sun Safety Initiative*.

Jennifer Trudeau, Principal Public Health Educator for CCHD, stated, "We encourage residents to take advantage of the many outdoor physical activity opportunities our region offers, but we want to be sure that they aren't putting themselves at greater risk [for skin cancer] while doing so. The sunscreen dispensers are located at 15 sites throughout the County. Locations include those commonly used for outdoor recreation, including beaches, pools, parks and playgrounds." To help keep the dispensers in good working order, a number of community partners have stepped up and volunteered to become dispenser stewards. "Even if you apply sunscreen at home, the dispensers provide a gentle reminder of the importance of protecting your skin. We were pleased to learn how many community partners agreed with us," added Mandy Snay, Director of the Health Planning & Promotion Division at CCHD. The Sun Safety Initiative is supported by funding from Excellus BlueCross BlueShield's *Community Health Award*.

For a full listing of sunscreen dispenser locations, visit <http://www.clintonhealth.org/sunsafety>.

About the Clinton County Health Department:

The Health Department is an accredited full service department serving the residents of Clinton County. The Health Department's Mission is to improve and protect the health, well-being and environment of the people of Clinton County. Visit our website: www.clintonhealth.org to connect with us on our social media platforms.

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