

PUBLIC HEALTH IN RETAIL STORES

*Georgia Department of Human Resources -
Cancer Control*

Karyn Jones, M.A.

Dawn Lewis, B.S.

Carol Steiner, M.N., R.N.

*University of Georgia -
Dept. Of Speech Communications
Roxanne Parrott, Ph.D.*

The Georgia Harvesting Healthy Habits Campaign has taken Public Health Education a step beyond. The project developed Skin Cancer Prevention Displays with free pamphlets available for retail stores. The project is geared toward skin cancer prevention in the farming community. Farmers, for the most part, are under-insured and do not seek preventative health services. Most use over the counter medications to treat any illness rather than seeking medical attention. The displays were set up in local feed and seed stores where farmers go to buy supplies. The displays had pictures of skin cancer and information about skin cancer prevention and detection. The farmer could also pick up a brochure which had the same information. As a result of the display over 3000 brochures were distributed, 16 classes on skin cancer prevention have been taught, a statewide 4-H educational program was developed, a program for high school students is currently being field tested, and a national company is getting ready to develop this display for national distribution.

1997 Cancer Conference

Integrating Public Health Programs for Cancer Control

Westin Peachtree Plaza
Atlanta, Georgia
September 2 -5, 1997

Program Agenda and Abstracts



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

