El Dorado County

Pool Cool Program

Program Summary & Evaluation

The El Dorado County Public Health Division, City of Placerville's Community Services Department, Marshall Medical Center and El Dorado Community Health Center partnered to promote skin cancer prevention and awareness beginning in May 2017 and throughout the summer months.

The campaign targeted El Dorado County policy makers, Placerville aquatic managers and instructors, residents and kids. The objective of the campaign was to increase skin cancer awareness, improve sun safety habits and ultimately reduce incidences of skin cancer in El Dorado County.

The Pool Cool Program

To encourage sun safety practices at the Placerville Aquatic Center, the campaign launched a sun safety lesson plan, adopted from the evidence-based POOL COOL program, at the start of each swim lesson, installed two sunscreen stations and placed six Sun Safety pool signs.

Be Sun Safe
Slip, Slop, Slap & Wrap!®

A turtle has a built-in shirt.

A hippo's skin secretes oil that acts as a sunscreen.

The bumps over a camel's eyes act as a hat.

The black rings around a meerkat's eyes are sunglasses.

Slip on a shirt, Slop on sunscreen, Slap on a hat, Wrap on sunglasses, and seek shade between 10 and 4.

"I personally observed children's behavior change over the course of the weeks. For example, on the first day, usually none of the kids would be wearing sunglasses or hats during the sun safety talks. Toward the end of the session, more and more kids were showing off their sunglasses and hats to their instructors. It was very cute!" - Recreation Supervisor

August 2017

Evaluation Summary

>1,000 kids

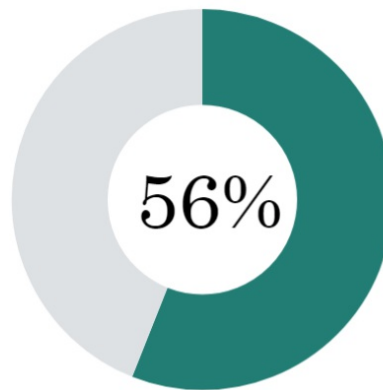enrolled in swim lessons and received sun safety lessons this summer

90% of surveyed Aquatic Center parents stated that they were aware of the Pool Cool Program

2-3 minutes

the average length of time for one Pool Cool lesson

56% of surveyed Aquatic Center parents stated that their child or children had changed their behavior since the summer's sun safety campaign started

56%

Interested in learning more?

For more information about the Pool Cool Program, please contact Kristin Tornincasa at kristin.tornincasa@edcgov.us

Interested in reading the full evaluation summary? Visit welldorado.org.

For more information about the evaluation, please contact Kathryn Jeanfreau at kathryn.jeanfreau@edcgov.us

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El Dorado Community Health Centers