

Making Family Health History A Tradition In Utah

Authors: Jenny Johnson, CHES and Rebecca T. Giles, MPH, CHES

Background

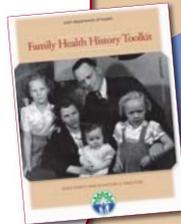
In 2004, the U.S. Surgeon General launched a Family History Initiative and encouraged Americans to collect their family health history. But few utilized this to promote family health history at state and local levels. In response, the Utah Department of Health Chronic Disease Genomics Program adapted the initiative for Utah communities.



Project

The project was implemented in November 2005 with a budget of less than \$1,000. The target audiences were Utah families and seniors. A free booklet called the "Family Health History Toolkit" was made to help families learn about their family health history. The toolkits were promoted by:

- Internet
- Telephone hotline number
- Utah's Public Pioneer Library
- Community newsletters
- Newspaper
- TV
- Radio
- Magazine
- In-person classes taught at senior centers and the LDS Family History Library



Goal

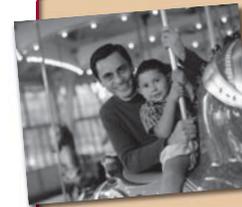
To increase awareness of the importance of family health history in Utah.

Key Message

Make family health history a tradition.

- ✓ **Talk about it**
- ✓ **Write it down**
- ✓ **Share it**

To get your **FREE** Family Health History Toolkit visit www.health.utah.gov/genomics



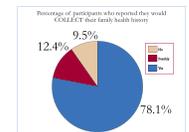
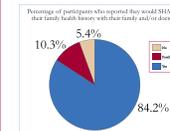
Partners

- Genealogists
- LDS Family History Library
- Senior centers
- Genetic counselors
- American Heart Association
- Media
- Libraries
- Local health departments



Results

- Approximately **945,547** Utah households reached by local media
- Over **6,700** toolkits distributed to date
- A four-question survey was given to over 400 in-class participants to evaluate the key messages. Results showed:



- Seniors were as likely to report that they would collect and share their family health history as younger participants
- All but one participant felt a family health history was important