Making Family Health History A Tradition In Utah
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**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.

**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

**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

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

**Results**
- Approximately 945,376 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:
  - 94.2% agreement
  - 10.9% agreement
  - 5.4% agreement
  - 0.1% agreement

* 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

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