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NEWS ADVISORY
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SLVHD Kicks Off 2009 “No Crypto” Season

Health officials urge public to use safe swimming behaviors again this year

(Salt Lake County) – The Salt Lake Valley Health Department (SLVHD) today, kicked off their 2009 swim season awareness campaign to help remind the public of their personal role in preventing a cryptosporidium outbreak this summer. The health department was joined by pool experts at the Kearns Oquirrh Park Fitness Center

After going from nearly 700 cryptosporidium cases in Salt Lake County in 2007 to zero pool related crypto cases in 2008, SLVHD will reinstate their successful educational campaign that was developed last year. Other tools from last year’s No Crypto efforts that will be in place again this year are the state-wide pool rules created by Utah Department of Health to address the potential of another outbreak, and the ultra-violet and ozone sanitation filters that were added to many of the larger pools in the valley.

“New pool rules and new technology are great tools but they don’t mean much if the public doesn’t step up to the plate and do their part,” explained Gary Edward, SLVHD Director. “And it was the public’s willingness to make behavior changes resulted in the tremendous success we experienced last year.”

Three primary behaviors the health department wants swimmers to use are:

1. Do not swim if you currently have, or have had diarrhea in the last two weeks,
2. Take a cleansing shower with soap before entering the pool, and
3. Do not change diapers by the side of the pool.

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These three simple recommendations are a major component of keeping the community healthy so the SLVHD will again promote them through TV commercials, radio PSAs, and signage in dressing rooms and pool-side”

“As of Memorial Day weekend, SLVHD began re-airing our ‘No Crypto’ TV commercials with the now-infamous Mr. Crypto,” Edwards announced. “And, taking advantage of his popularity, swimmers will begin seeing his likeness at most public pools in the valley on posters and life-size cut outs.”

Cryptosporidiosis is a highly communicable parasitic disease that causes watery diarrhea, stomach cramps and pain, nausea, vomiting, fever and as a result of diarrhea, dehydration and weight loss. Symptoms usually last one to two weeks, and may go in cycles where a person will feel better for a few days, and then feels worse again. It is commonly spread by swallowing water from a lake or pool contaminated with human or animal feces and from person to person, particularly in settings such as daycare centers where diapers are changed regularly.

For more information, visit www.nocrypto.org

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