



Achieving Health for All

With Policies, Systems and Environmental Changes

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August 3, 2010



The whole history of the progress of human liberty shows that all concessions yet made to her august claims have been born of earnest struggle.

The conflict has been exciting, agitating, all-absorbing... It must be this or be nothing.

If there is no struggle there is no progress.

Frederick Douglass

"The Significance of Emancipation in the West Indies."

Canandaigua, New York, August 3, 1857



Frederick Douglass

Power concedes nothing
without a demand.

It never did and
it never will.

Frederick Douglass

"The Significance of Emancipation in the West Indies."

Canandaigua, New York, August 3, 1857

Public Health in America



Growing Soda Habit Leads to Early Grave for Thousands of Americans, Study Finds

New Analysis Isolates the Health Burden of America's Addiction to Sugary Drinks

By COURTNEY HUTCHISON
ABC News Medical Unit

March 6, 2010—

Striking number of obesity risks hit minority kids

AP Associated Press

Buzz up! 189 votes | Send | Share | Print

By LINDSEY TANNER, AP Medical Writer – Mon Mar 1, 6:31 am ET



CHICAGO – The odds of obesity appear stacked against black and Hispanic children starting even before birth, provocative new research suggests.

The findings help explain minority children. Family customs and beliefs, th

Cigarette Ads Fuel Teens' Desire to Start Smoking

Released: 3/2/2010 10:05 AM EST
Source: [Health Behavior News Service](#)



Secondhand smoke damages arteries in teens: study

Tue, Mar 2 2010

WASHINGTON (Reuters) - Children as young as 13 who have evidence of secondhand smoke in their blood also have visibly thicker arteries, Finnish researchers reported on Tuesday.

THE WALL STREET JOURNAL.

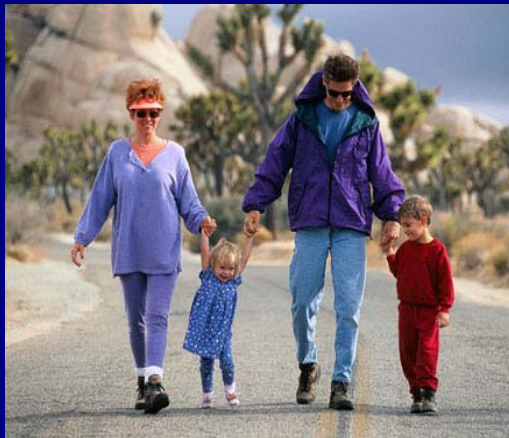
WSJ.com

MARCH 1, 2010, 12:03 A.M. ET

Childhood Obesity Linked to Heart Risk

By SHIRLEY S. WANG

Changing Societal Norms



The Future of Public Health

Los Angeles Times | ARTICLE COLLECTIONS

Assembly approves smoking ban at state parks and beaches

The Senate, which also passed the bill, is expected to OK amendments. Governor has not said publicly if he will sign it.

March 22, 2010 | By Patrick McGreevy

Bloomberg
BusinessWeek

EXECUTIVE HEALTH March 01, 2010, 17:00 EST

Cutting Salt Could Prevent Almost 500,000 Heart Attacks

Government-industry collaboration would work better than a "salt tax," study finds

Mass. Senate passes bill limiting junk food at schools

March 11, 2010 03:16 PM

[E-mail](#) | [Link](#) | [Comments \(55\)](#)

The New York Times

March 23, 2010

Calorie Data to Be Posted at Most Chains

By STEPHANIE ROSENBLOOM

The Washington Post

NEWS | POLITICS | OPINIONS | BUSINESS | LOCAL | SPORTS | ARTS & LIVING | GOING OUT GUIDE

Congress takes aim at unhealthy school lunches

By MARY CLARE JALONICK

The Associated Press

Wednesday, March 24, 2010; 4:21 PM

The Seattle Times

Monday, March 29, 2010 - Page updated at 03:01 PM

More U.S. hotels kicking the smoking habit

MMWR™
MORBIDITY AND MORTALITY
WEEKLY REPORT

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Ten Great Public Health Achievements — United States, 1900–1999

During the 20th century, the health and life expectancy of persons residing in the United States improved dramatically. Since 1900, the average lifespan of persons in the United States has lengthened by >30 years; 25 years of this gain are attributable to advances in public health (1). To highlight these advances, *MMWR* will present 10 public health achievements (see box) in a series of reports published through December 1999.

Many notable public health achievements have occurred during the 1900s; other accomplishments could have been selected for the list. The choices for topics on this list were based on the opportunity for prevention and the impact on death, illness, and disability in the United States and are not ranked by order of importance.

The first report in this series focuses on vaccination, which has resulted in the eradication of smallpox; elimination of poliomyelitis in the Americas; and control of measles, rubella, tetanus, diphtheria, *Haemophilus influenzae* type b, and other infectious diseases in the United States and other parts of the world.

Ten Great Public Health Achievements — United States, 1900–1999

- Vaccination
- Motor-vehicle safety
- Safer workplaces
- Control of infectious diseases
- Decline in deaths from coronary heart disease and stroke
- Safer and healthier foods
- Healthier mothers and babies
- Family planning
- Fluoridation of drinking water
- Recognition of tobacco use as a health hazard

Making the Default Option the Healthful Option

- * Vaccination
- * Motor-vehicle safety
- * Safer workplaces
- * Control of infectious diseases
- Decline in deaths from coronary heart disease and stroke
- * Safer and healthier foods
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- Family planning
- * Fluoridation of drinking water
- Recognition of tobacco use as a health hazard

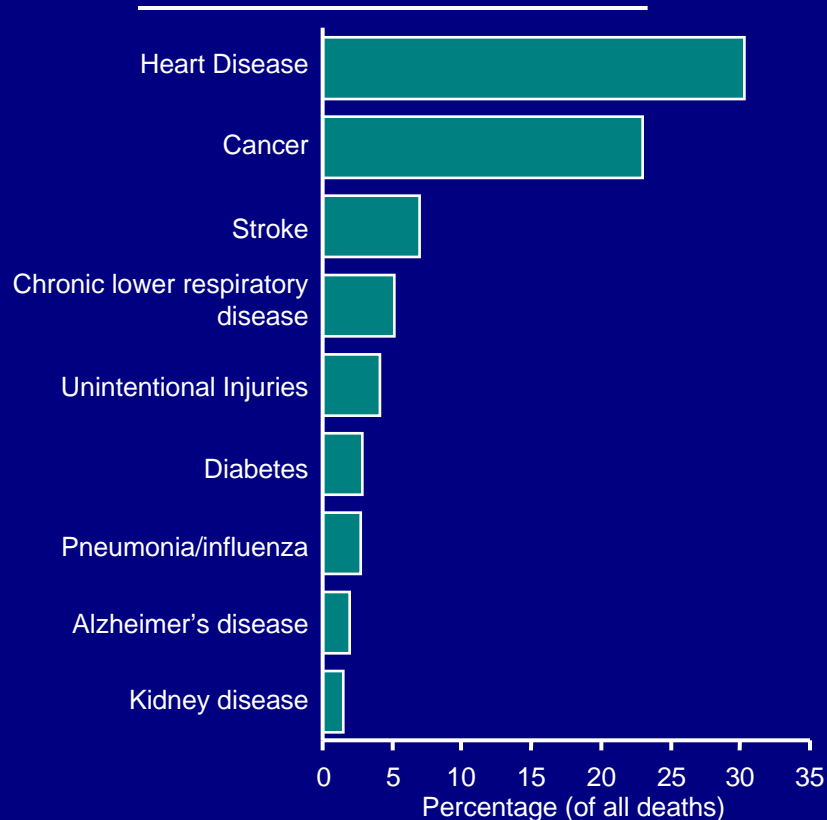
Putting Healthy Communities in Context

This facility is
smoke free.

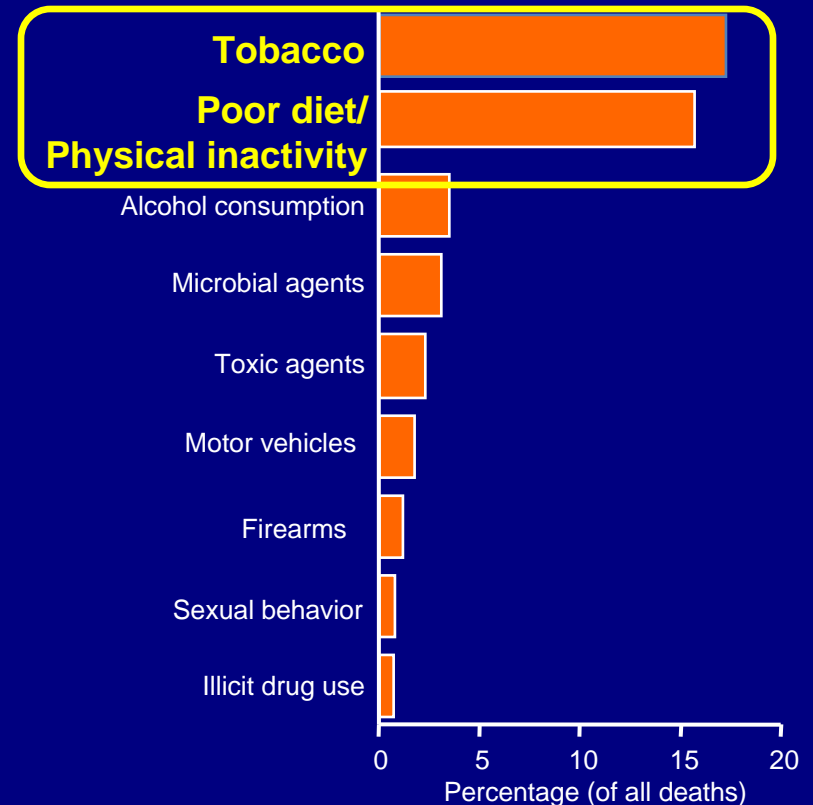


Chronic Diseases and Related Risk Factors

Leading Causes of Death*
United States, 2000



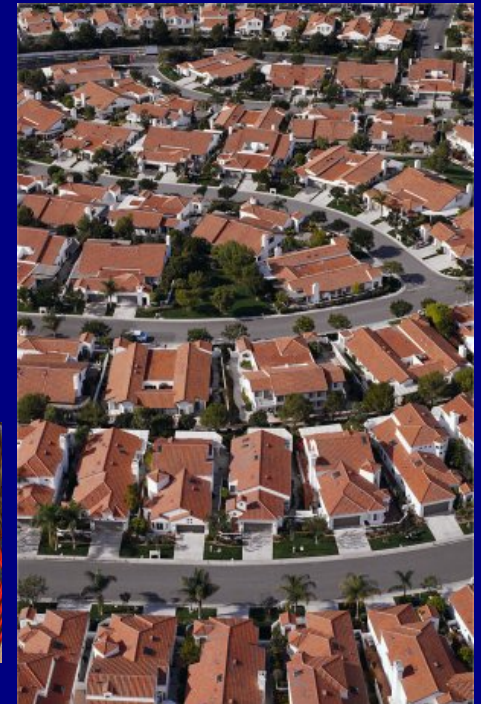
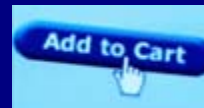
Actual Causes of Death†
United States, 2000



* Miniño AM, Arias E, Kochanek KD, Murphy SL, Smith BL. Deaths: final data for 2000. National Vital Statistics Reports 2002; 50(15):1-120.

† Mokdad AH, Marks JS, Stroup DF, Gerberding JL. Actual causes of death in the United States, 2000. JAMA. 2004;291(10):1238-1246.

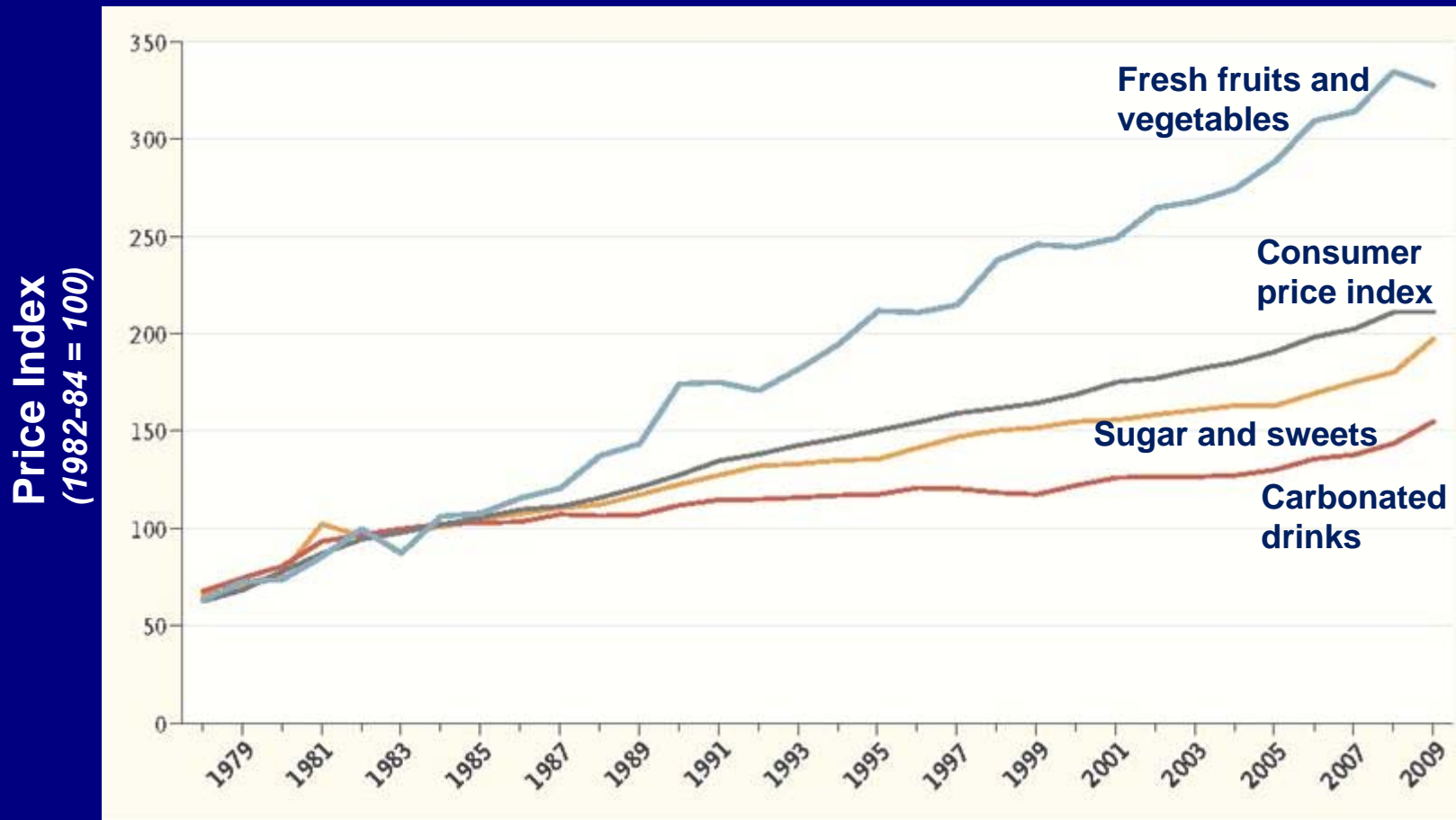
Growing Challenges



Alarming Health Disparities

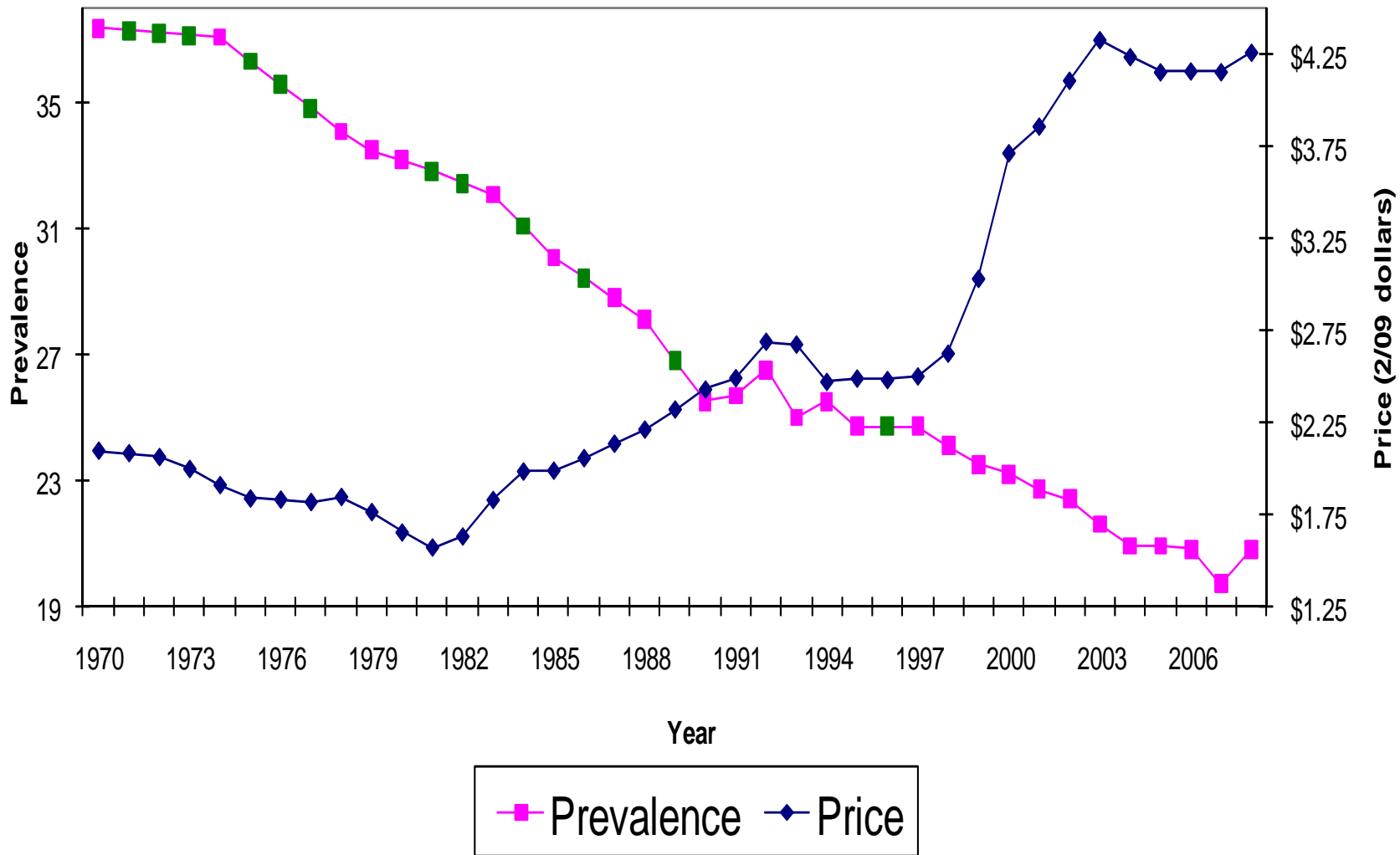
- Heart disease death rates **30% higher** for African-Americans than whites; stroke death rates **41% higher**
- Diabetes higher among American Indians and Alaska Natives (**2.3 times**), African Americans (**1.6 times**), and Hispanics (**1.5 times**)
- About **30%** of Hispanics and **20%** of African Americans lack a usual source of health care compared with less than **16%** of whites

Healthy Food Has Gotten More Expensive, Junk Food Cheaper



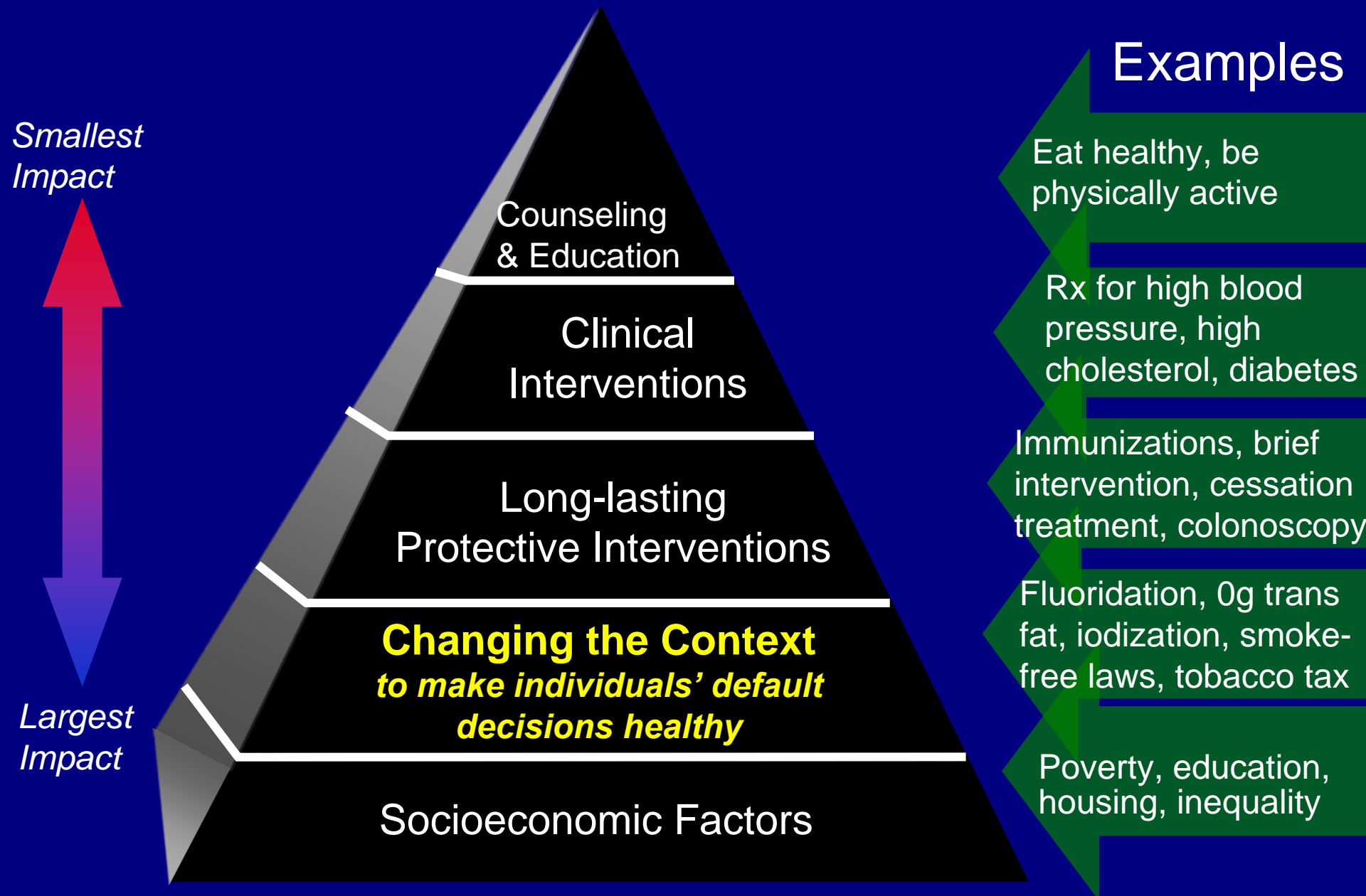
Data from Bureau of Labor Statistics; represent U.S. city averages for all urban consumers in January of each year

Cigarette Prices and Adult Smoking Prevalence, United States, 1970-2008



Source: NHIS, *Tax Burden on Tobacco*, 2009, and author's calculations
 Note: green data points for prevalence are interpolated assuming linear trend

Factors that Affect Health



Examples

Eat healthy, be physically active

Rx for high blood pressure, high cholesterol, diabetes

Immunizations, brief intervention, cessation treatment, colonoscopy

Fluoridation, 0g trans fat, iodization, smoke-free laws, tobacco tax

Poverty, education, housing, inequality

Counseling & Education

Clinical Interventions

Long-lasting Protective Interventions

Changing the Context to make individuals' default decisions healthy

Socioeconomic Factors

Smallest Impact

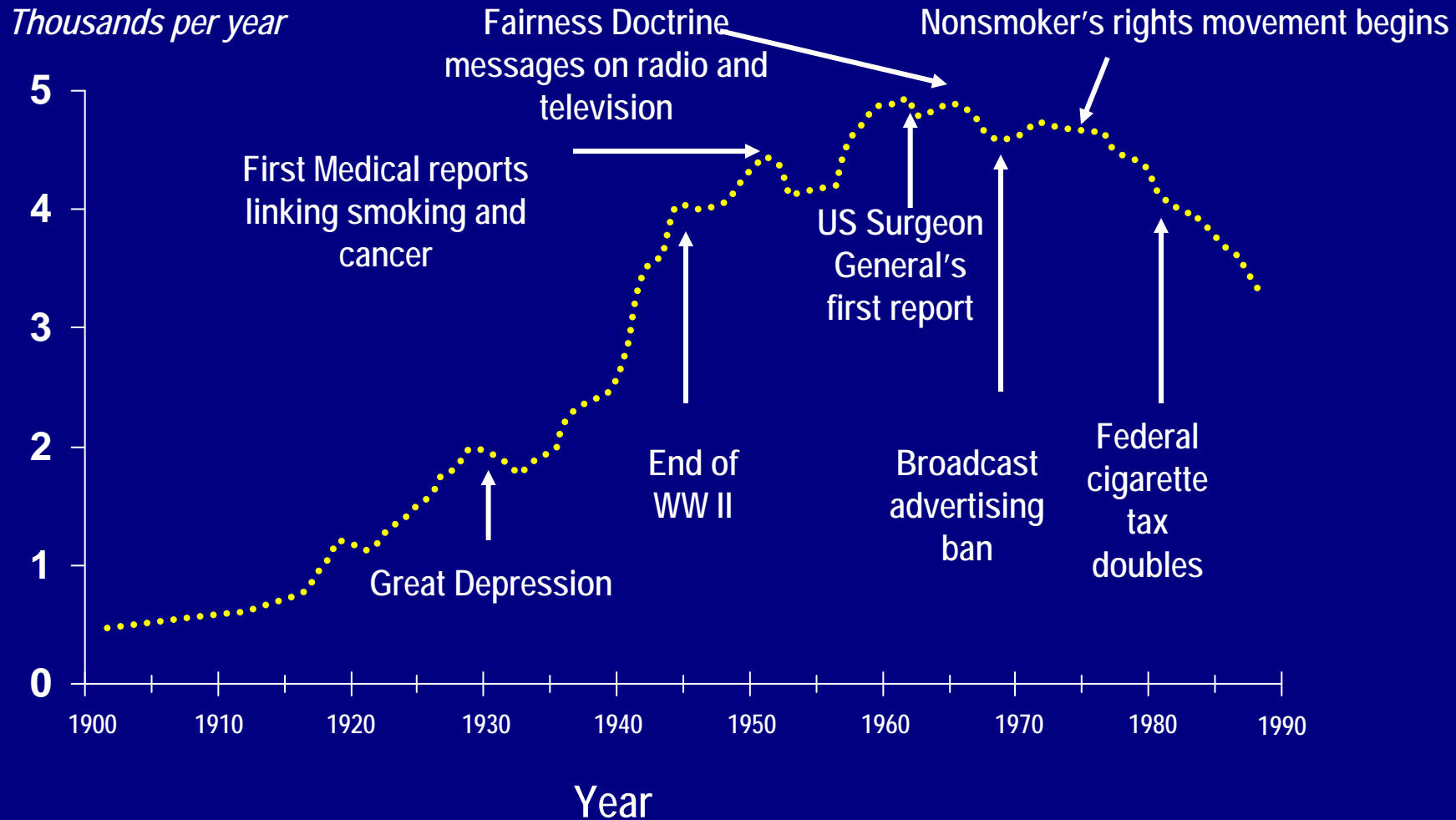
Largest Impact

DOSE = REACH x INTENSITY

•50% healthy vending slots → ban on
unhealthy foods in school → all school
districts → school + corner stores

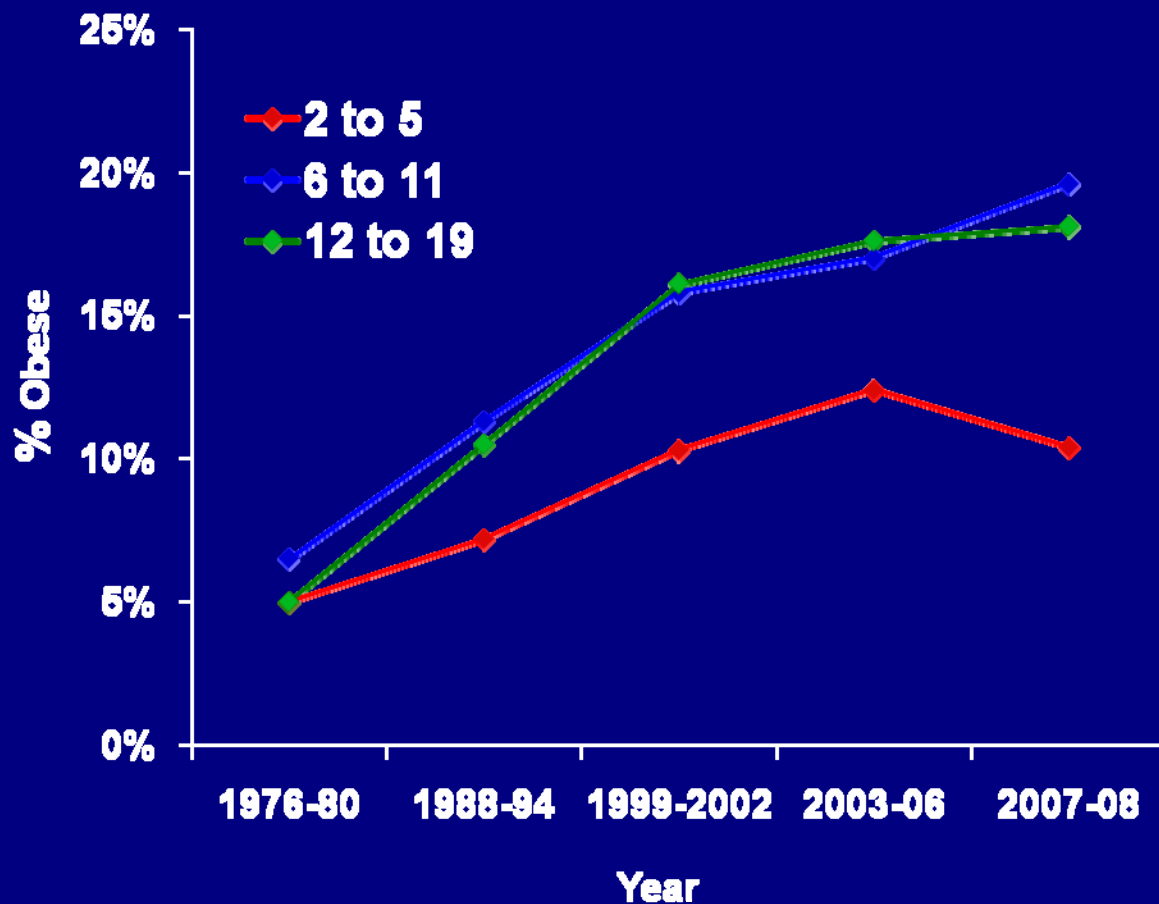
•Walk to school day → walk to school year
→ complete streets → complete
streets + school physical activity

Adult per Capita Cigarette Consumption Environmental and Policy Changes in the US 1900-1990



Childhood Obesity is Also Epidemic

Prevalence of Obesity Among U.S. Kids Tripled in a Generation (BMI \geq 95th percentile)



Source: CDC, NHANES

Healthy Communities, Healthy Lives



Welcome to our tobacco-free school!



State law prohibits tobacco use on all school property. Violators are subject to penalty.

This facility is smoke free.



NCCDPHP Approaches to Community Health

- Make healthy choice the default choice
 - Policies, systems, environmental changes
- Build increasingly solid evidence base
 - Create scalable lessons
- Peer-to-peer learning
- Cross-program coordination and collaboration
- Accountability and measureable results



Thank you

National Center for Chronic Disease Prevention and Health Promotion

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June 7, 2010