Maximizing Health Impact through Prevention

Charlotte K. Kent, Ph.D. Branch Chief (Acting)
Research, Surveillance and Evaluation Branch
Division of Community Health (proposed)

CTG Kick-Off Meeting
October 24, 2011
11:45 – 12:15

Overview

- Core Principles
- Maximizing Impact
- Table Discussion
- Group Discussion

CTG Core Principles

Maximize health impact through prevention

Advance health equity and reduce health disparities

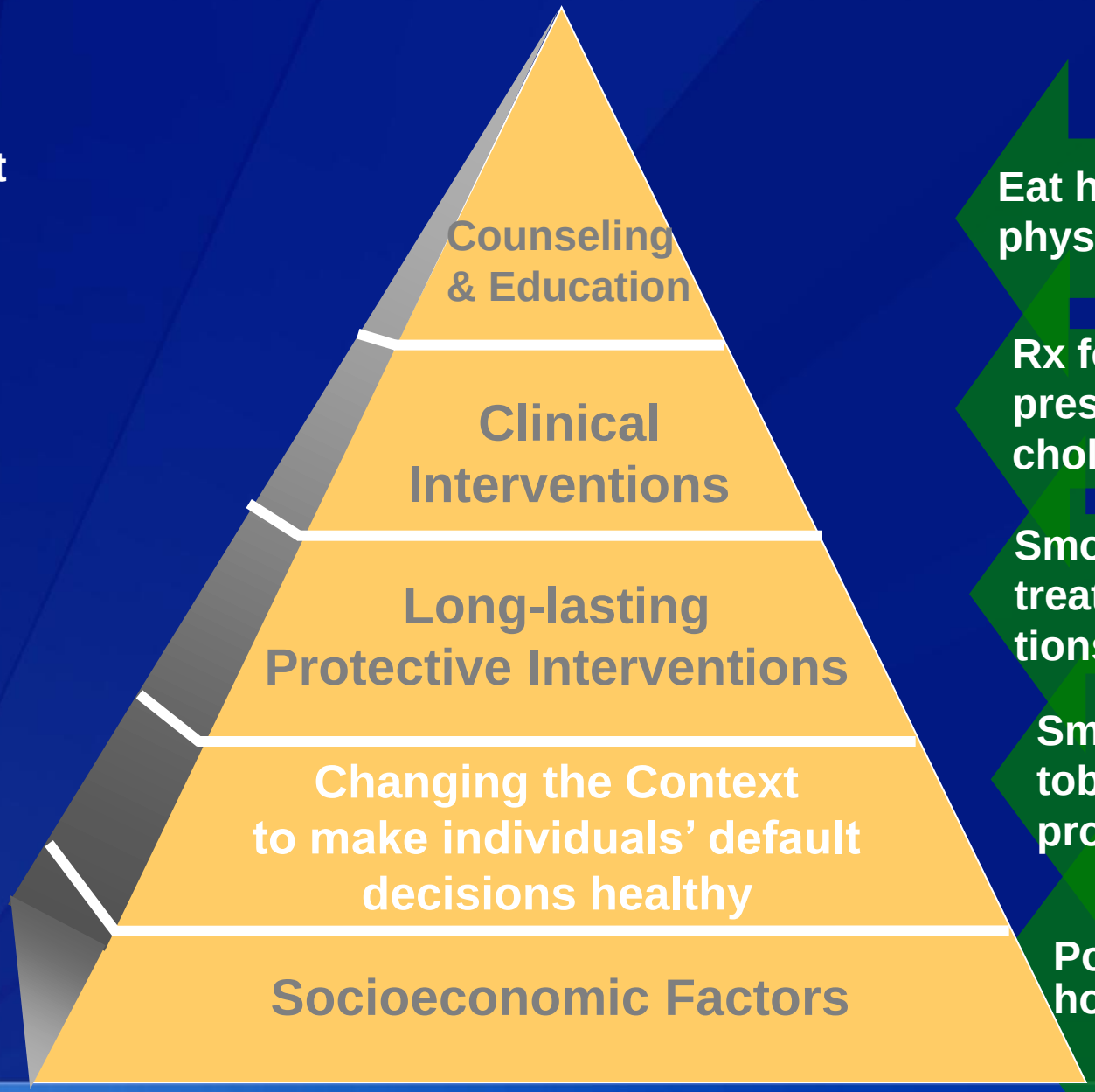
Use and expand the evidence base for local policy and environmental changes that improve health

What is our Road Map for Maximizing Impact?

Factors that Affect Health

Smallest Impact

Largest Impact



Examples

- Eat healthy, be physically active
- Rx for high blood pressure, high cholesterol, diabetes
- Smoking cessation treatment, immuniza-tions, colonoscopy
- Smoke-free laws, tobacco tax, food procurement policies
- Poverty, education, housing, inequality

Frieden AJPH 2010

Maximizing Impact

- Pursue jurisdiction-wide policy and environmental changes that:
  - impact many people, frequently, in a comprehensive way
- Work together and build capacity
- Use focused and integrated strategies
  - Evidence-based

    or
  - Innovative and precedent setting

Focusing on Impact

IMPACT =

COVERAGE X INTENSITY X POTENCY

What does this look like in communities?

50% healthy vending slots

↓

Ban on unhealthy foods

↓

Whole school reform

↓

Schools + Corner stores

Walk to school day

↓

Walk to school year

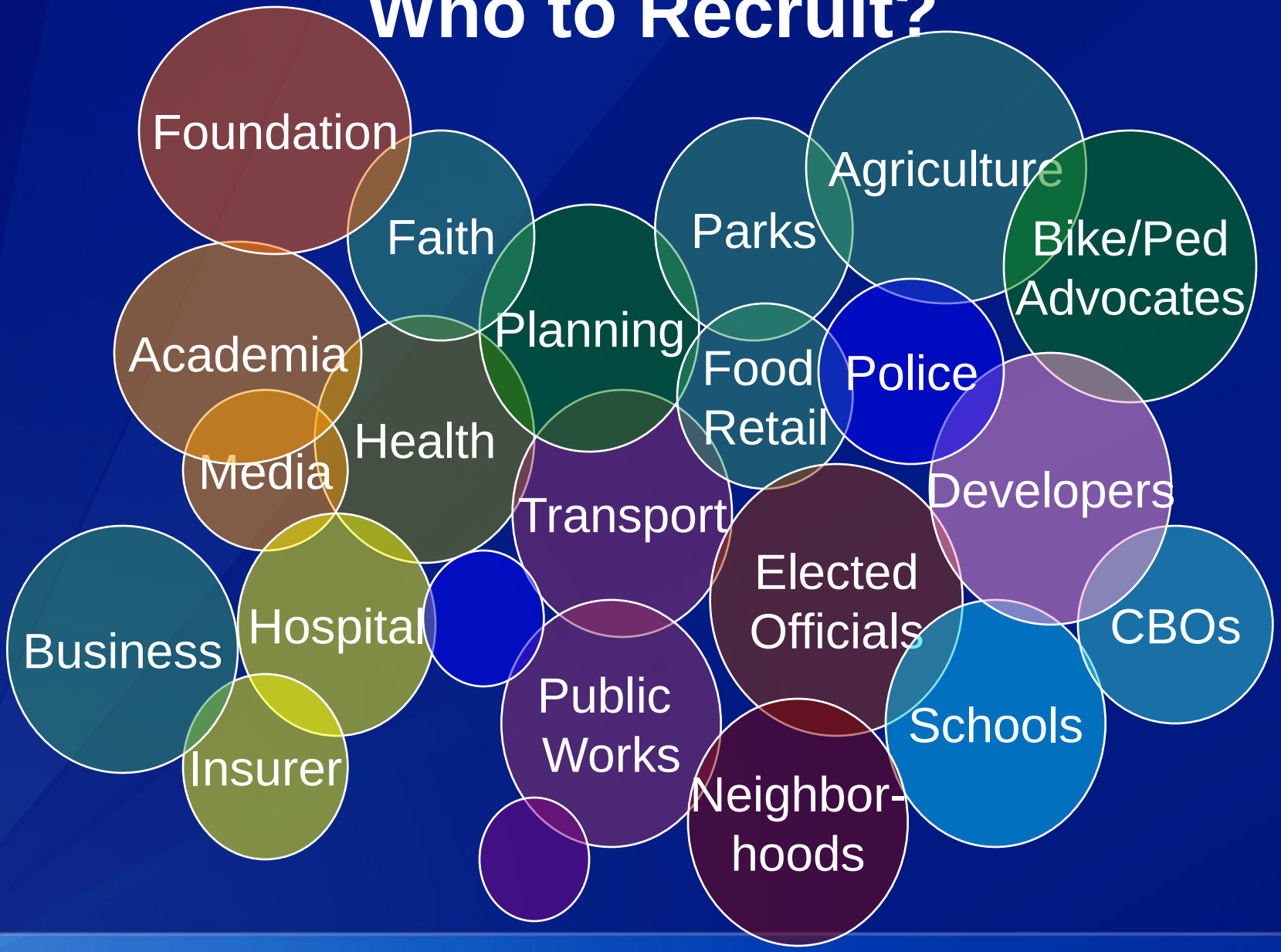
↓

Complete Streets

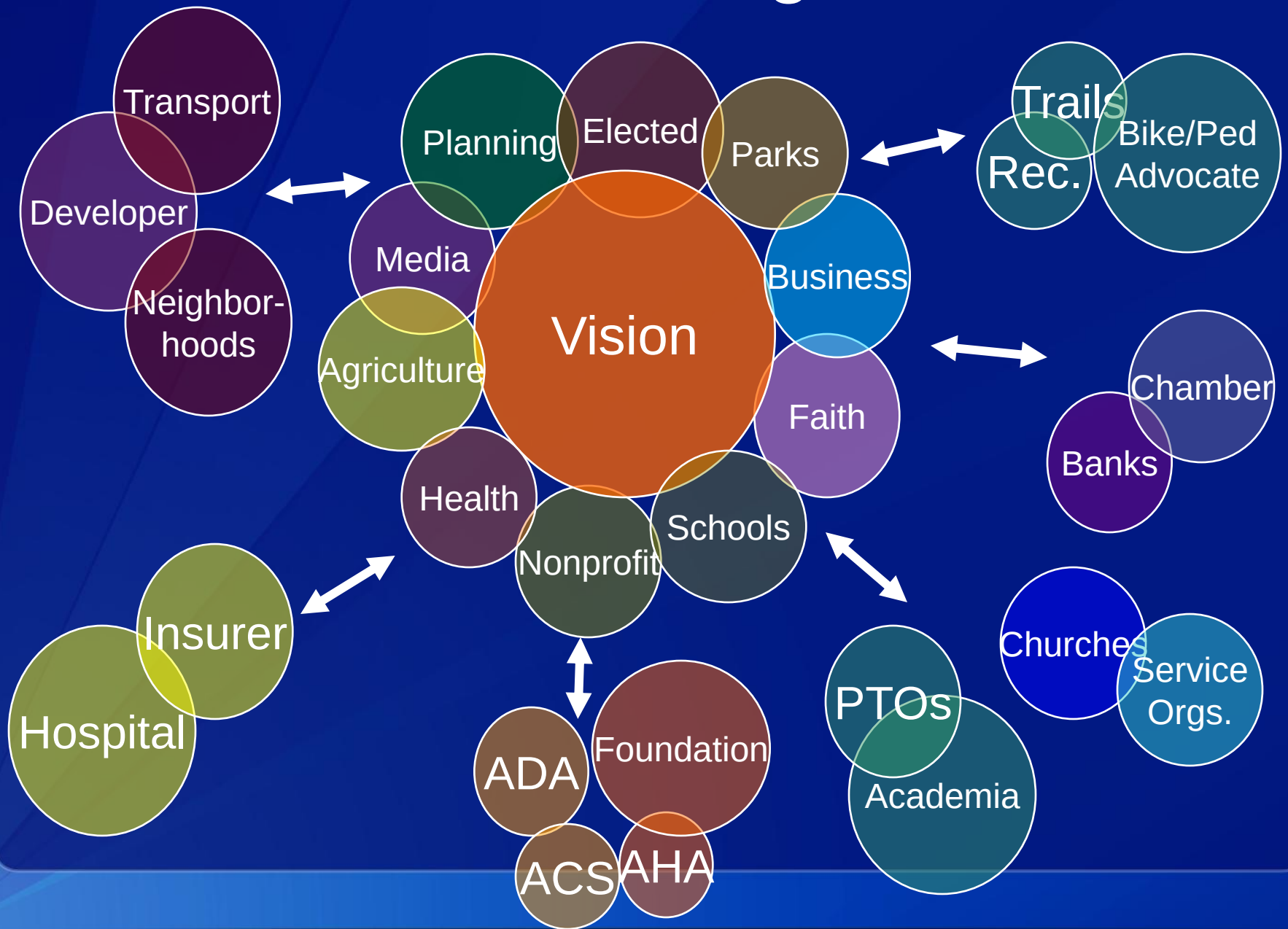
↓

Complete streets + School physical activity

Who to Recruit?



What is the Right Mix?



Working Together Across CTG—will advance your local objectives

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Tobacco-Free Living

- Smoke-free workplaces, restaurants and bars
- Multi-unit housing
- Schools and campuses

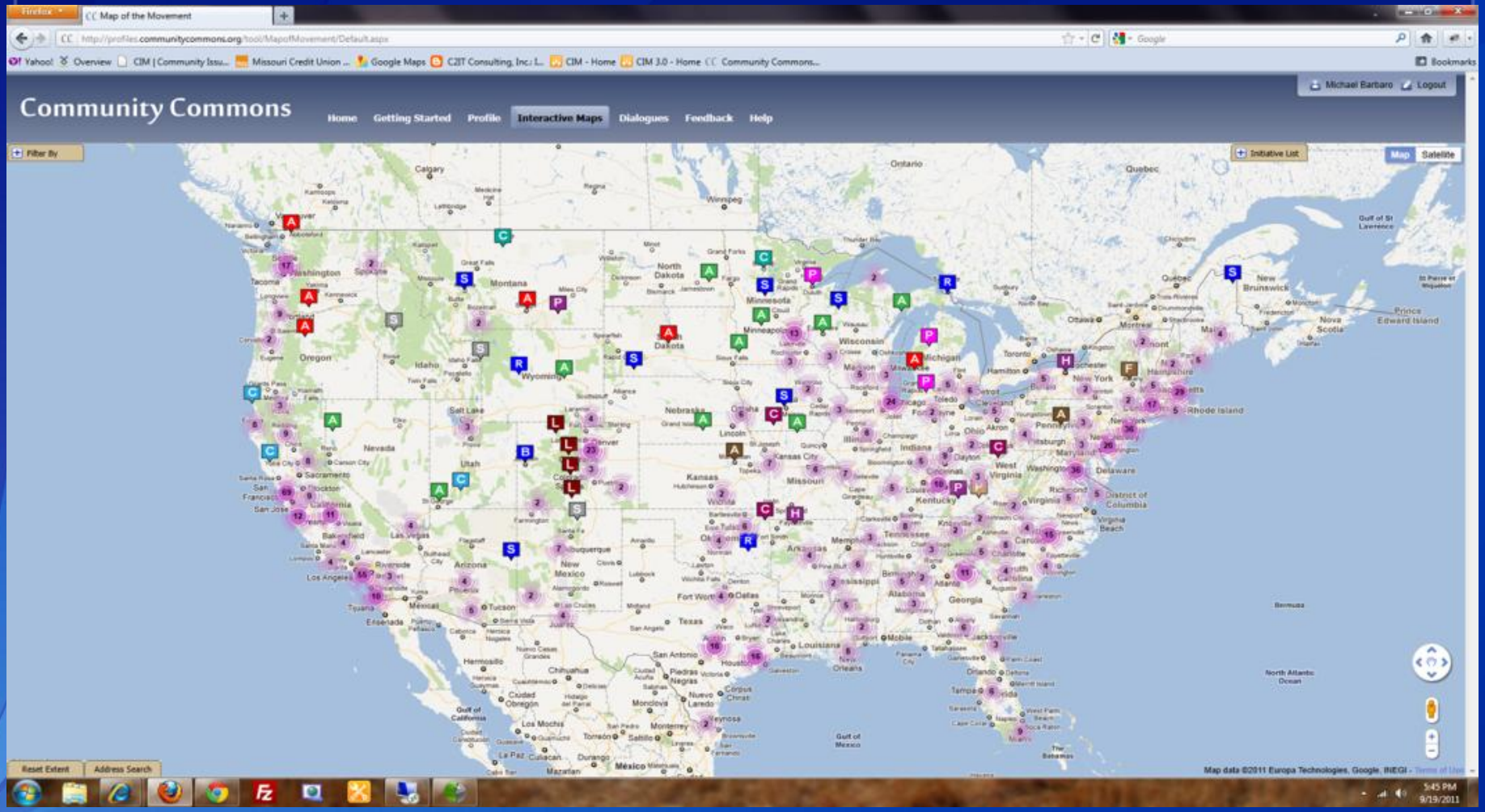
Healthy Eating & Active Living

- Schools
- Childcare and after-school settings
- Workplaces
- Community design

Clinical Preventive Services to control CVD risk factors

- Promote linkages between community resources and clinical services
- Use health information technology
- Implement standardized quality measures

Advancing the Movement
www.communitycommons.org



Discussion Questions

- What are examples of proposed strategies that you might make more impactful?
- What tools and resources would you need to help your community leadership teams and coalitions think about increasing impact?

Charlotte K. Kent, PhD
Acting Branch Chief
Research, Surveillance & Evaluation Branch
Email: ckent@cdc.gov