Saving Lives Through Community Investments in Health

Community Transformation Grant Kickoff Meeting

October 24, 2011

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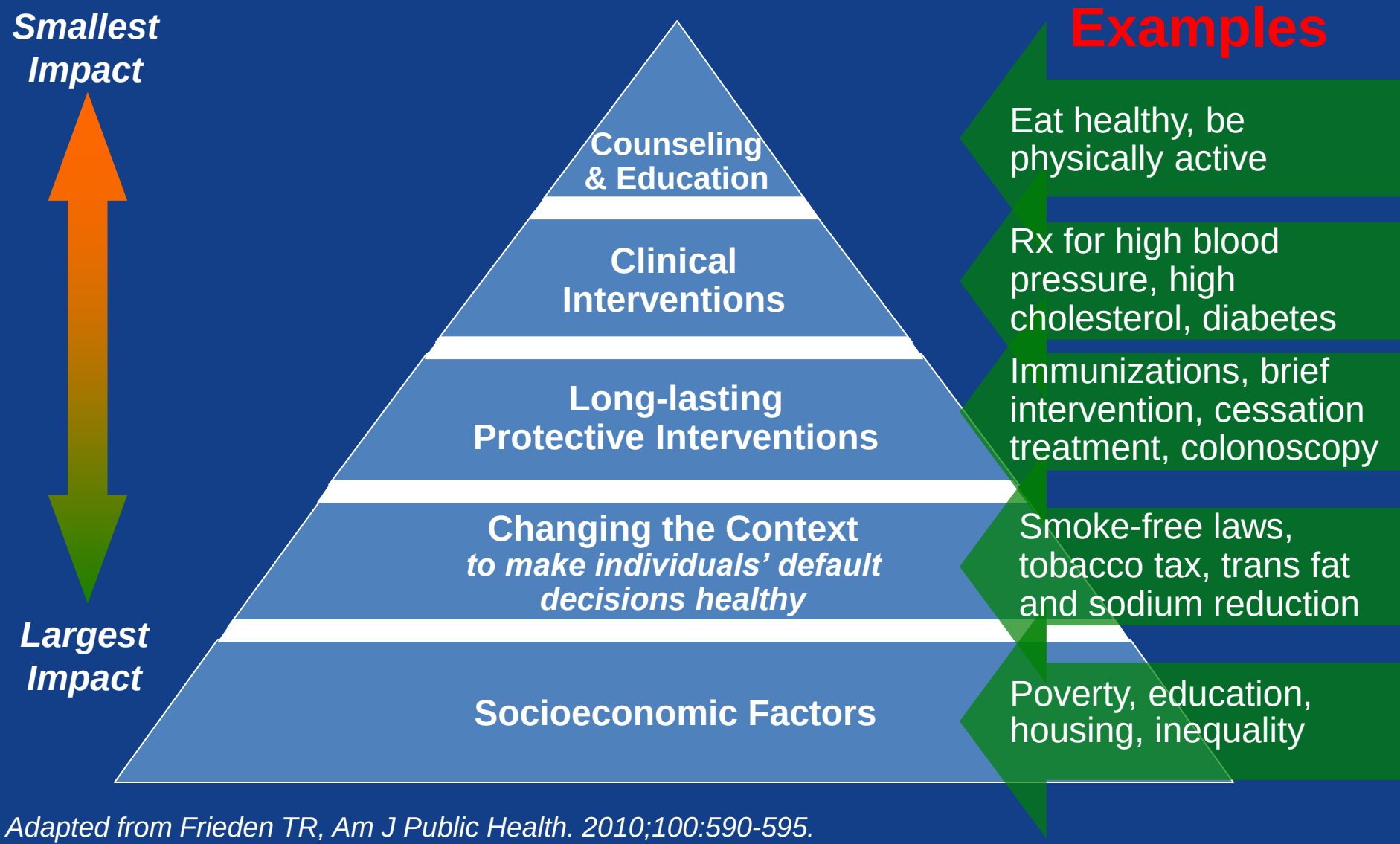
Centers for Disease Control and Prevention

Factors that affect health



Adapted from Frieden TR, Am J Public Health. 2010;100:590-595.

Tobacco

Nutrition, Physical Activity, Obesity and Food Safety

Healthcare-Associated Infections

Motor Vehicle Injuries

Teen Pregnancy

HIV

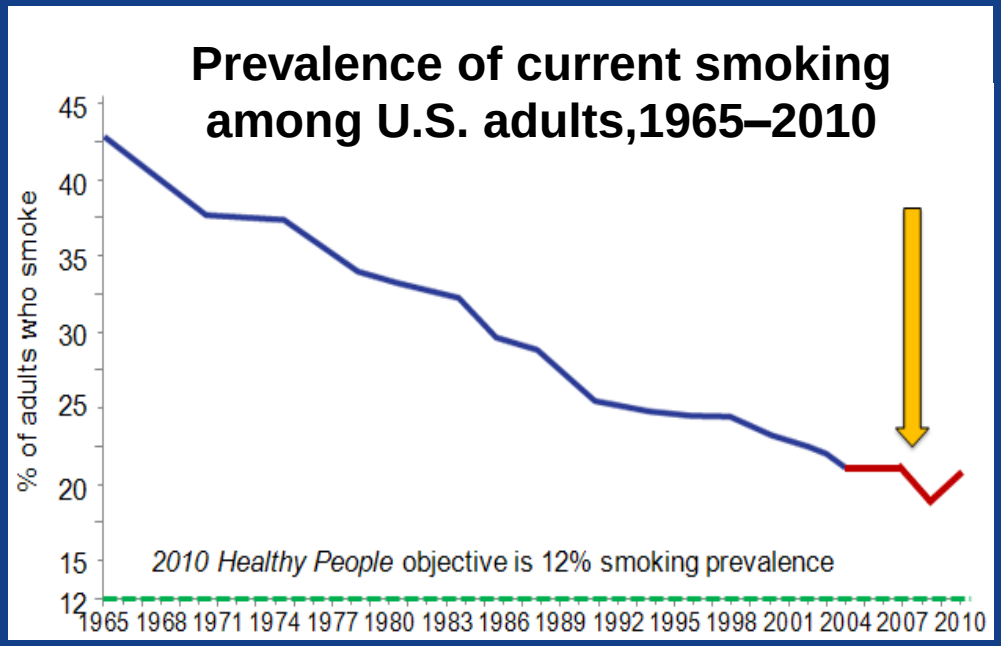
Key public health winnable battles for the U.S.

Winnable battles

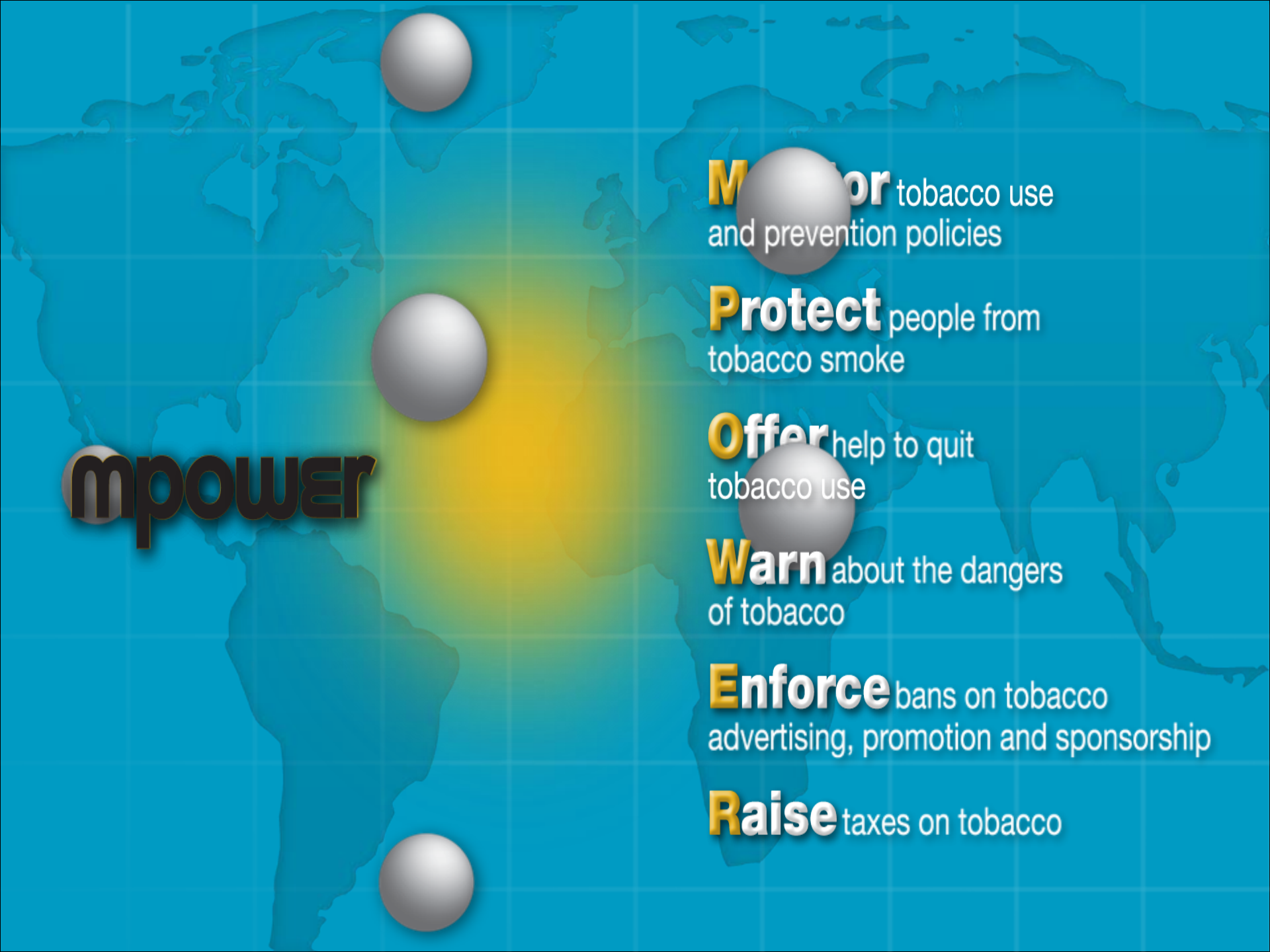
- Each area is a leading cause of illness, injury, disability, and death
- Apply evidence-based, scalable interventions
- Our efforts are likely to make a difference
- We can get results within 1 to 4 years – but none are easy

Tobacco

- Tobacco is the leading preventable cause of death
  - ~46 million Americans still smoke
  - Tobacco causes nearly 1/5 deaths in U.S., >440,000 deaths/year, >1,000/day
  - Costs $96B in annual medical expenses and nearly $100B in lost productivity
- After 40 years of progress, decrease in adult smoking rates has slowed since 2004



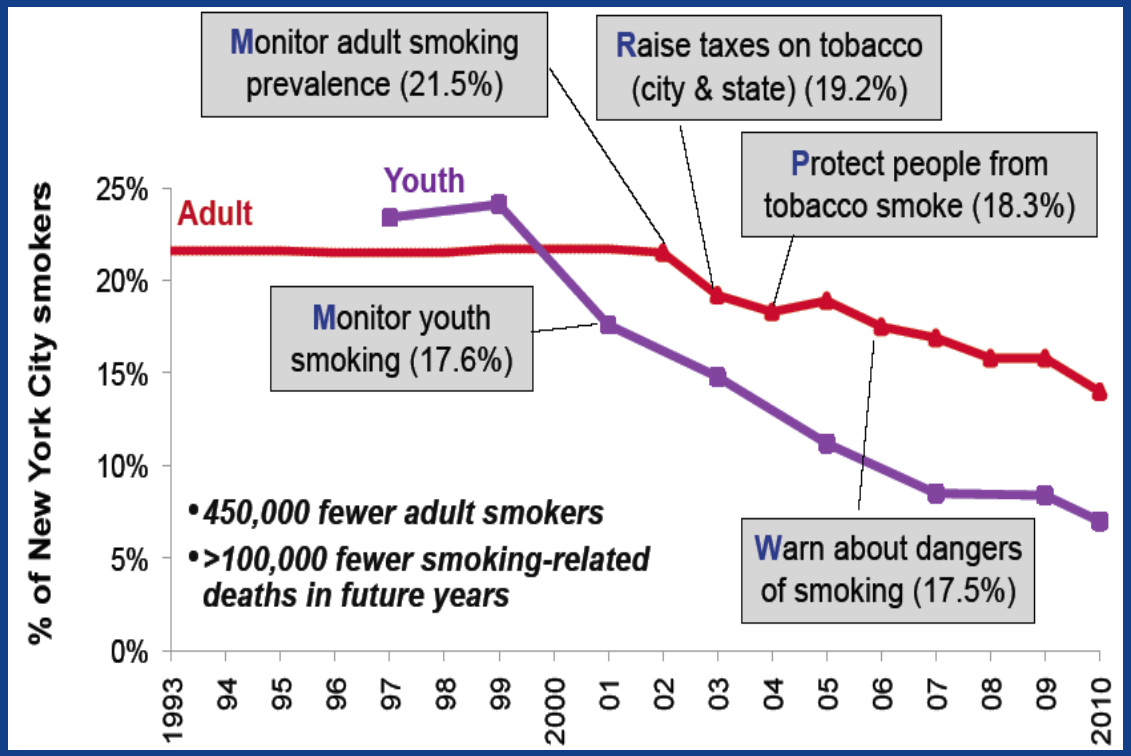
Source: National Health Interview Surveys, 1965-2006


mpower
Monitor tobacco use and prevention policies
Protect people from tobacco smoke
Offer help to quit tobacco use
Warn about the dangers of tobacco
Enforce bans on tobacco advertising, promotion and sponsorship
Raise taxes on tobacco

New York City smoking hits record low at 14%

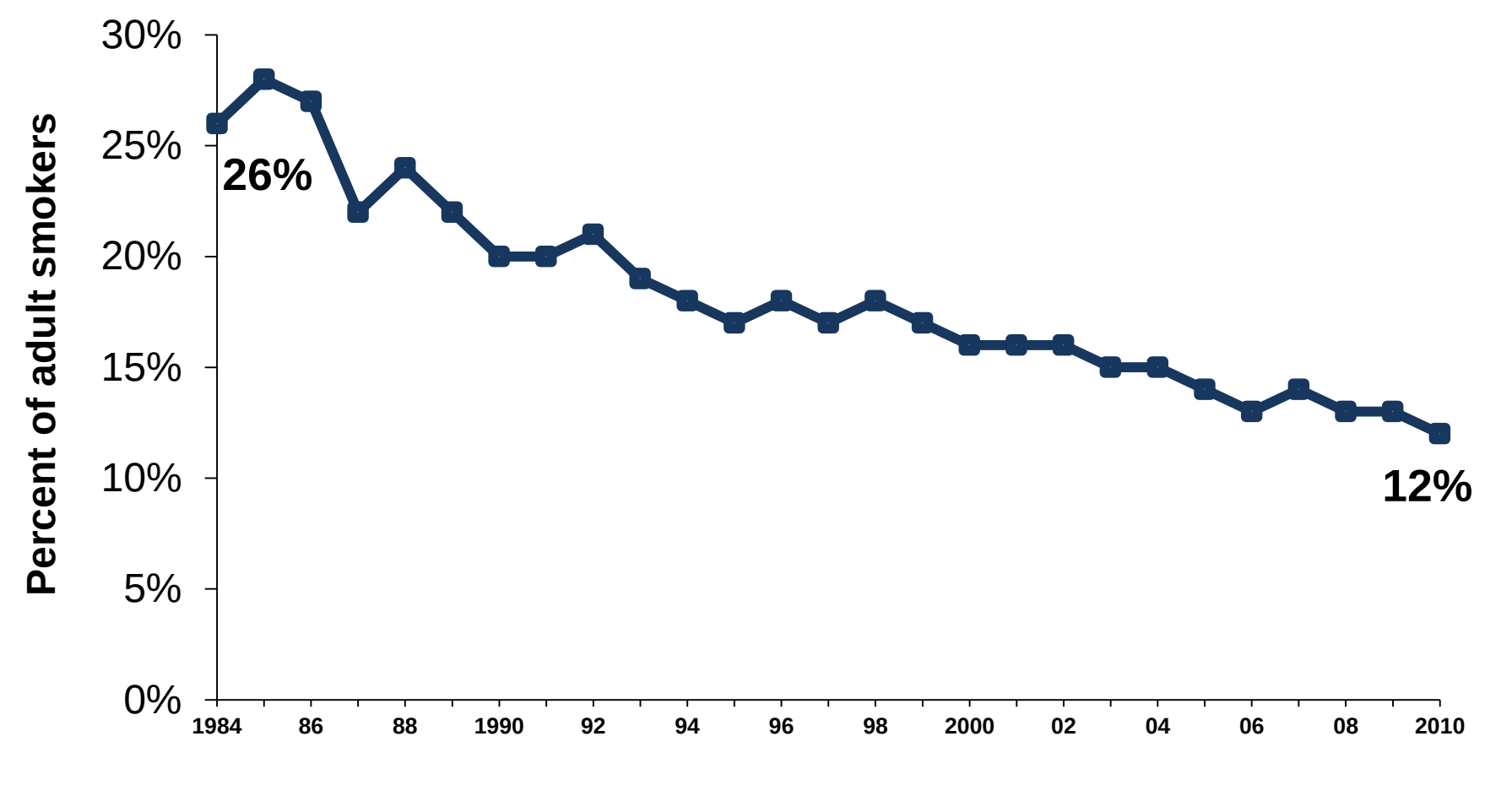
35% decrease in number of New Yorkers who smoke

- Adult smoking rates: 22% →14%
- Teen smoking rates went from 18% to 7%
- ~450,000 fewer adults smoke



Source: NYC Department of Health and Mental Hygiene

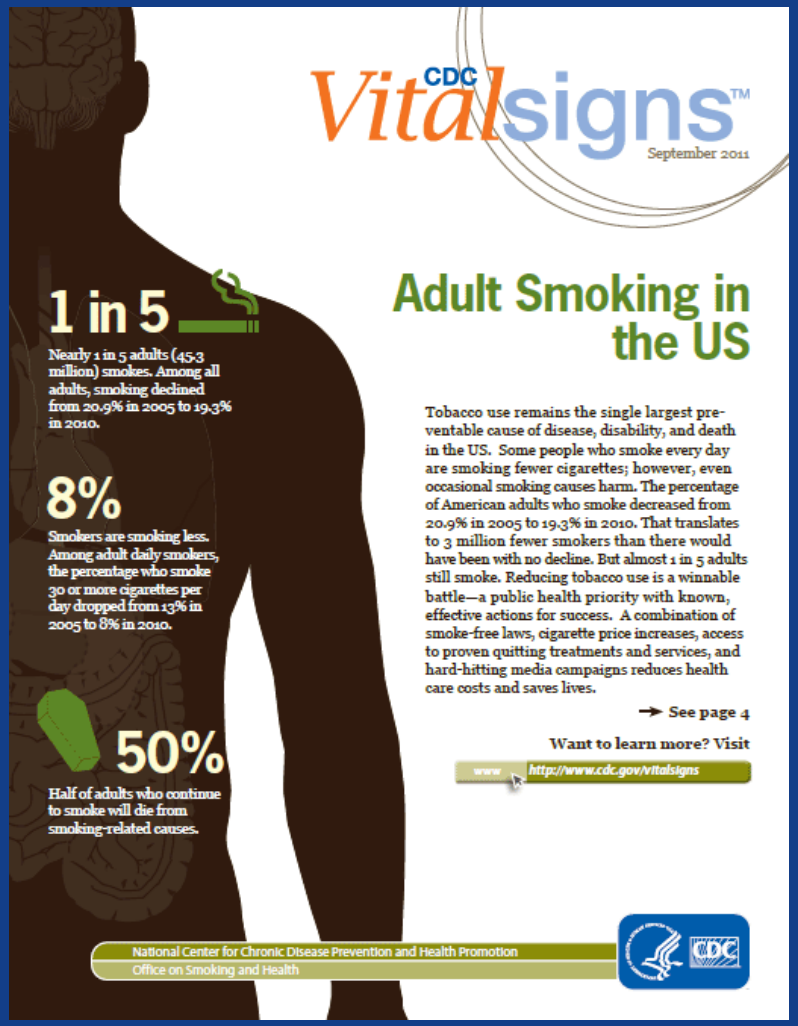
California's adult smoking rate hits record low at 12%



Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-2010.

Accomplishments in advancing tobacco control

- Small decline in number of adult smokers
- Some states and communities have comprehensive smoke-free laws
- 7 states increased taxes on cigarettes
- In 2012, FDA will mandate graphic health warnings on cigarette packs
- CDC will support mass media anti-tobacco campaigns



CDC Vitalsigns™
September 2011

Adult Smoking in the US

1 in 5

Nearly 1 in 5 adults (45.3 million) smokes. Among all adults, smoking declined from 20.9% in 2005 to 19.3% in 2010.

8%

Smokers are smoking less. Among adult daily smokers, the percentage who smoke 30 or more cigarettes per day dropped from 13% in 2005 to 8% in 2010.

50%

Half of adults who continue to smoke will die from smoking-related causes.

Tobacco use remains the single largest preventable cause of disease, disability, and death in the US. Some people who smoke every day are smoking fewer cigarettes; however, even occasional smoking causes harm. The percentage of American adults who smoke decreased from 20.9% in 2005 to 19.3% in 2010. That translates to 3 million fewer smokers than there would have been with no decline. But almost 1 in 5 adults still smoke. Reducing tobacco use is a winnable battle—a public health priority with known, effective actions for success. A combination of smoke-free laws, cigarette price increases, access to proven quitting treatments and services, and hard-hitting media campaigns reduces health care costs and saves lives.

→ See page 4

Want to learn more? Visit
www http://www.cdc.gov/vitalsigns

National Center for Chronic Disease Prevention and Health Promotion
Office on Smoking and Health

What states and communities can do to prevent obesity

Schools/child care	Worksites
• Require and improve physical activity programs • Increase extracurricular physical activity • Reduce screen time • Increase walking/cycling to school • Reduce calories/beverage by promoting water and reducing sugar sweetened beverage consumption	• Worksite wellness programs including physical activity (e.g., stairs instead of elevators and walking/cycling) and nutrition education • Health care benefits to include lifestyle management counseling • Increase availability/affordability of healthier food • Standards for foods to procure and provide
Communities	**Health care**
• Increase access to healthier food • Eliminate healthy food deserts • Expand purchase of locally produced food • Community design to promote physical activity and active transport (parks, safety, public transport, road/community design, etc.) • Procurement guidelines	• BMI measurement • Increase support for breastfeeding • Counseling to support increasing physical activity, improving nutrition such as the Diabetes Prevention Program

Leverage federal, state, community, and other resources

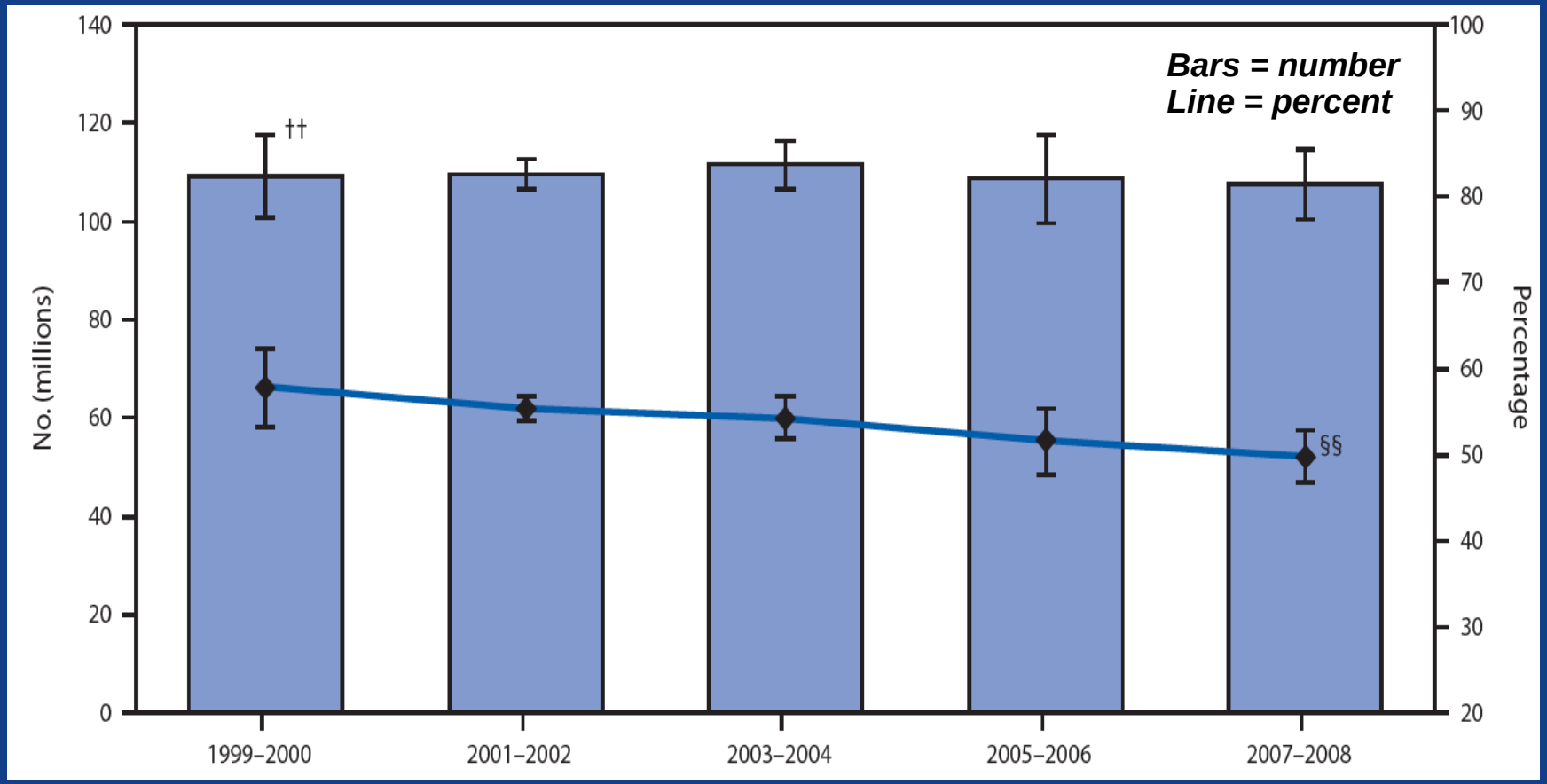
Surveillance and epidemiology

Million Hearts

Heart disease and strokes are leading killers in the U.S.

- Cause 1/3 of all deaths
- >2M heart attacks and strokes/year, 800,000 die
- Costs $445B/year in health care costs and lost economic productivity
- Accounts for largest single portion of racial disparities in life expectancy

Hearts at risk:
>100M US adults smoke, have uncontrolled high blood pressure or uncontrolled high cholesterol



Source: MMWR: Million Hearts: Strategies to Reduce the Prevalence of Leading Cardiovascular Disease Risk Factors --- United States, 2011, Early Release, Vol. 60

Million Hearts: Prevent 1M heart attacks and strokes over next 5 years

Engage public and private sectors to

- Reduce number of people who need treatment
- Improve quality of treatment for those who need it

Million Hearts™ http://millionhearts.hhs.gov/

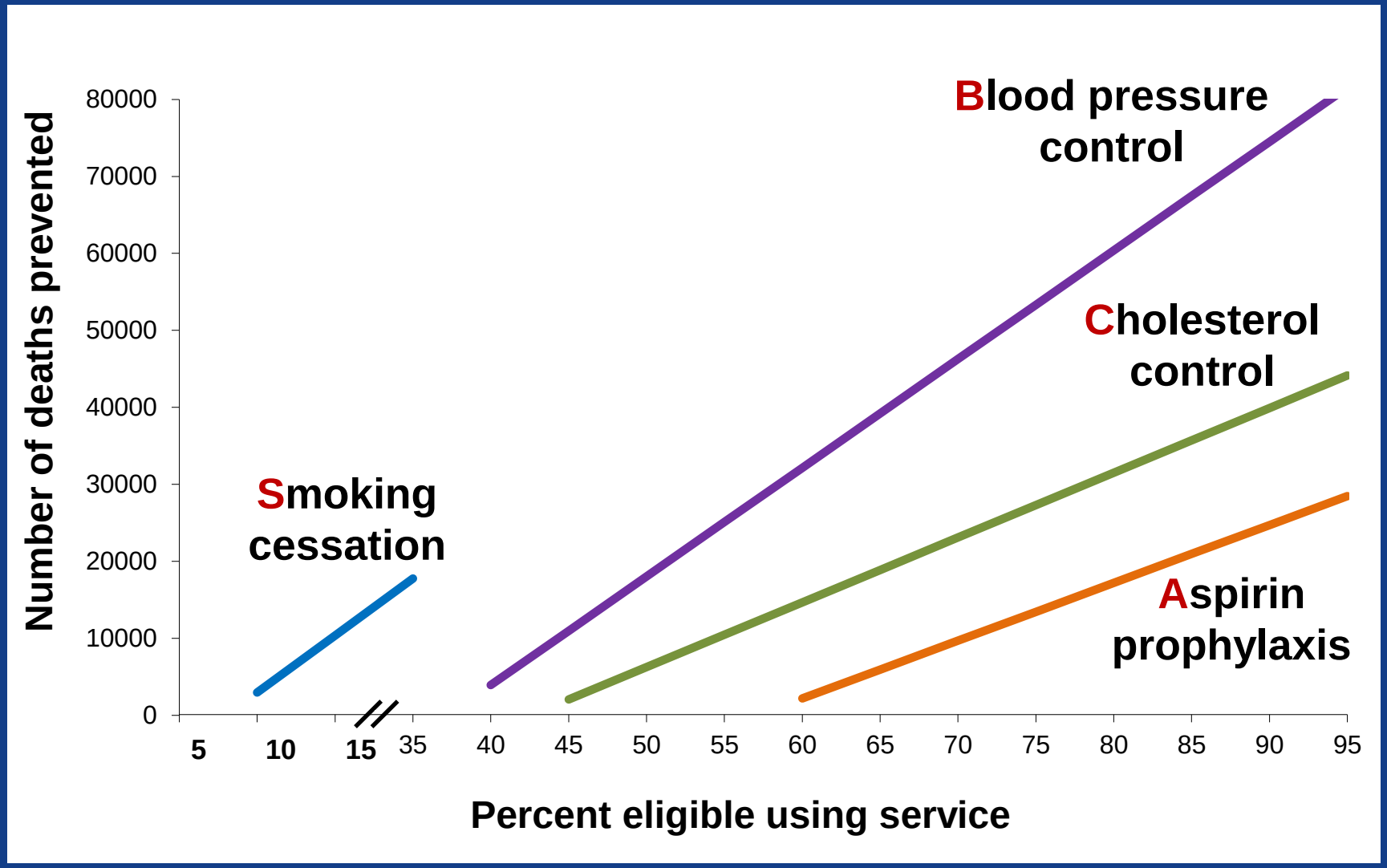
Million Hearts outcomes

- 10M more people with high blood pressure will have it under control
- 20M more people with high cholesterol will have it under control
- 4M fewer people will smoke
- 20% less average sodium intake
- 50% less average trans fat intake

Prevention measures

- Clinical prevention: Focus on ABCS
  - Improving management of ABCS can prevent more deaths than other clinical preventive services
  - Increasing use of simple interventions could save >100,000 lives/year
- Community prevention
  - Strengthen tobacco control and reduce smoking
  - Reduce sodium intake
  - Eliminate artificial trans fat

Improved cardiovascular care could save 100,000 lives/year in U.S.



Source: Farley TA, et al. Am J Prev Med 2010;38:600-9.

Status of the ABCS

Aspirin	People at increased risk of cardiovascular disease who are taking aspirin	**47%**
Blood pressure	People with hypertension who have adequately controlled blood pressure	**46%**
Cholesterol	People with high cholesterol who have adequately controlled hyperlipidemia	**33%**
Smoking	People trying to quit smoking who get help	**23%**

Source: MMWR: Million Hearts: Strategies to Reduce the Prevalence of Leading Cardiovascular Disease Risk Factors --- United States, 2011, Early Release, Vol. 60

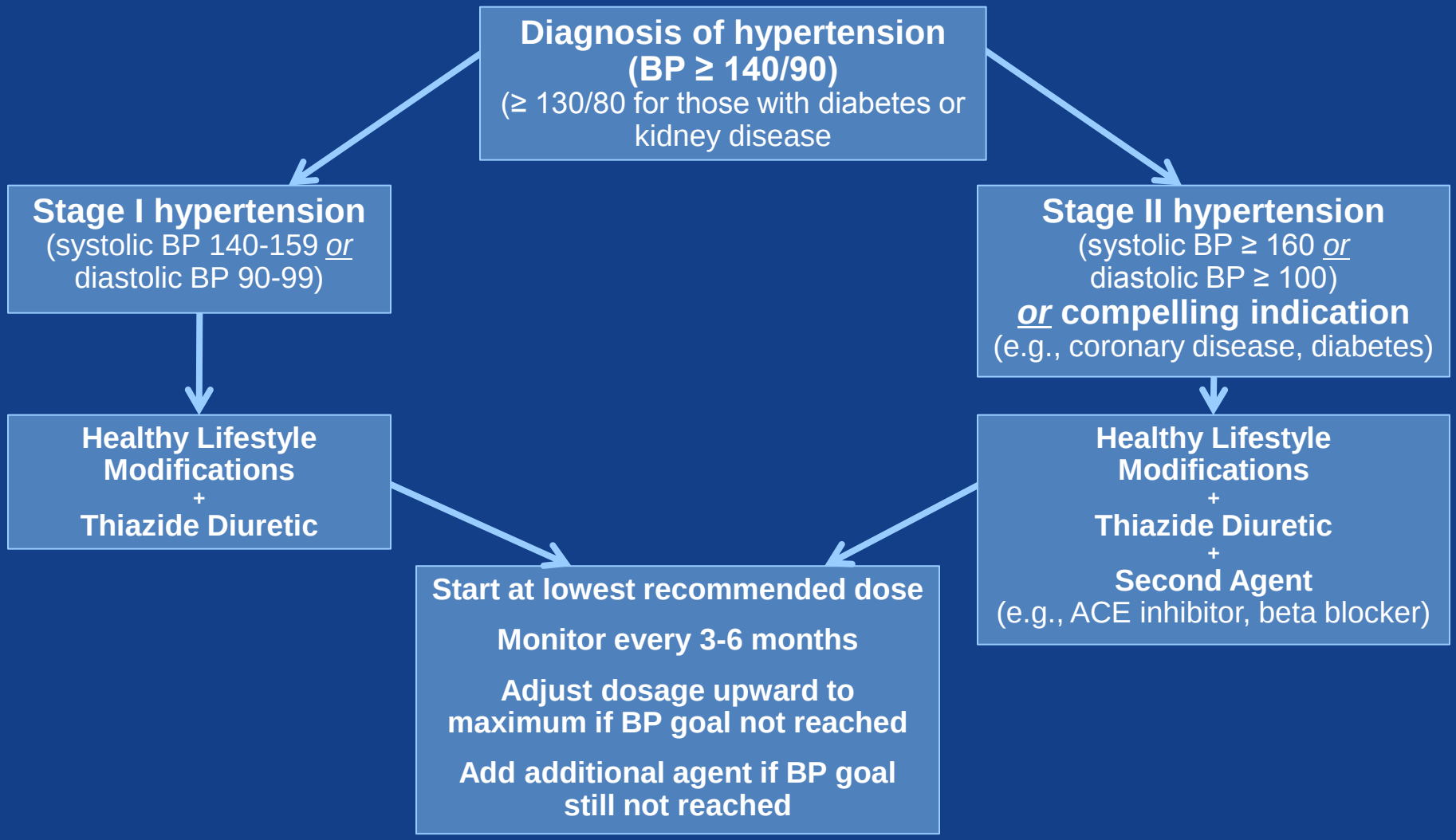
CDC

Impact of lifestyle modifications to manage hypertension/prehypertension

Key Modifications	Recommended Actions	Approximate Systolic BP Reduction
Physical activity	Get at least 2.5 hours of moderate activity (such as a brisk walk) a week	4-9 mmHg
"DASH" diet ***Dietary Approaches to Stop Hypertension***	Eat plenty of fruits and vegetables, low fat dairy products, whole grains, fish, lean poultry and nuts – a diet low in saturated, trans and total fat.	8-14 mmHg
	Reduce sodium intake to no more than 100 mmol/day (~ *2.4 g sodium or 6 g sodium chloride*)	2-8 mmHg
	Maintain adequate dietary potassium: more than 90 mmol (3,500 mg) a day (*use clinical judgment in supplementing potassium*)	2-4 mmHg
Weight reduction	Maintain a healthy weight; keep body mass index (BMI) < 25 (*for someone 5'10", < 175 pounds; for someone 5'4", < 146 pounds*)	5-20 mmHg *per 22 lbs weight loss*
Alcohol consumption	Limit to no more than: 2 drinks/day for most men, 1 drink/day for women and lighter weight persons (*one drink = 12 oz beer, 5 oz wine, or 1.5 oz spirits*)	2-4 mmHg

Source: Adult Hypertension Clinical Practice Guidelines. NYC Heath & Hospitals Corporation.

Decision flowchart for treating hypertension



Adapted from: City Health Information. Management of Hypertension in Adults. NYCDOHMH, 2005.

Key steps health departments can take

- Measure and improve ABCS
- Tobacco control
- Cost analysis and cost control measure pilot/ analysis/implementation
- Participate in ACOs and insurance exchanges
- Panel management
- Team-based care

CDC 24/7

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Protecting People.
Saving Money
Through Prevention.

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