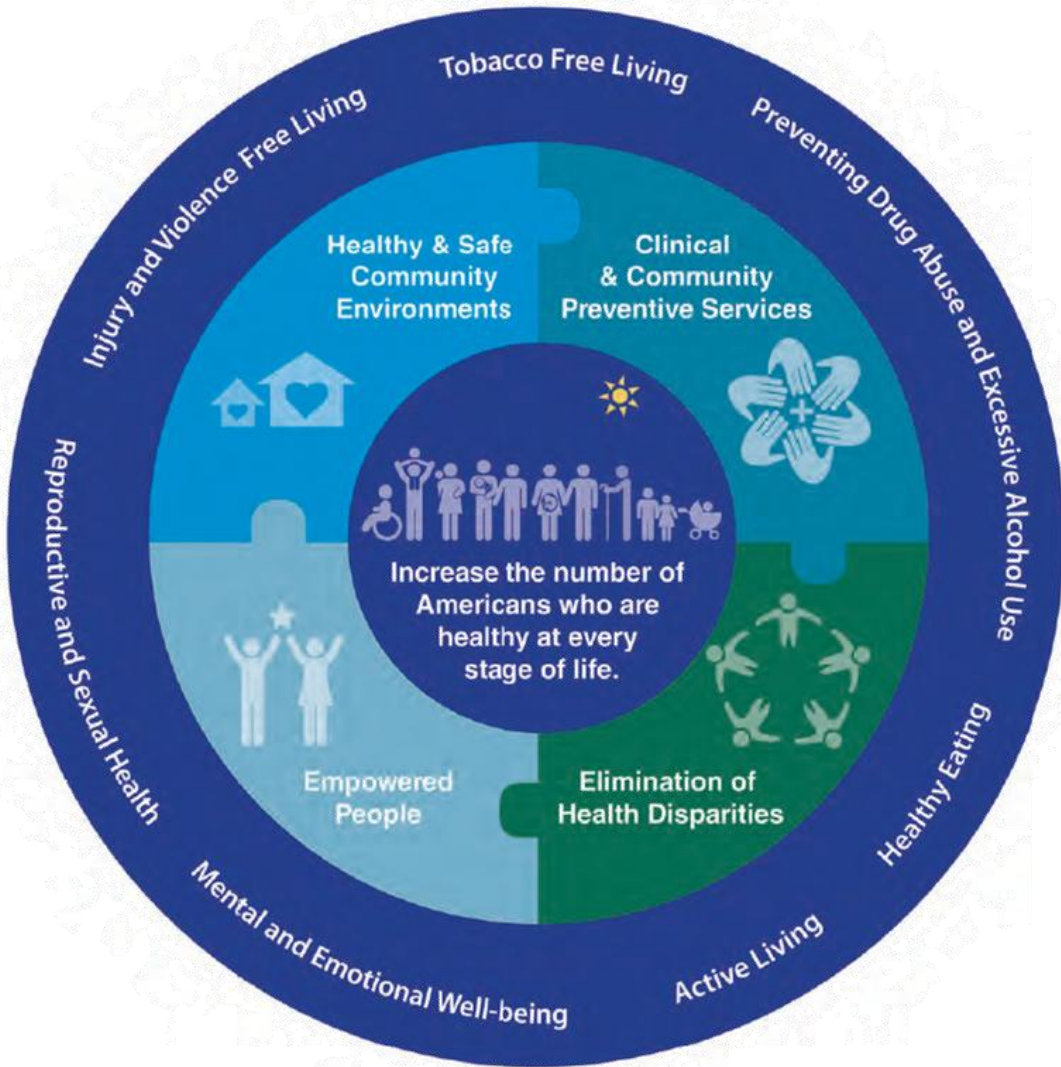


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4 STRATEGIC DIRECTIONS

1

Healthy & Safe Community Environments

Create, sustain, and recognize communities that promote health and wellness through prevention.

Recommendations

1. Improve quality of air, land, and water.
2. Design and promote affordable, accessible, safe, and healthy housing.
3. Strengthen state, tribal, local and territorial public health departments to provide essential services.
4. Integrate health criteria into decision-making, where appropriate, across multiple sectors.
5. Enhance cross-sector collaboration in community planning and design to promote health and safety.
6. Expand and increase access to information technology and integrated data systems to promote cross-sector information exchange.
7. Identify and implement strategies that are proven to work and conduct research where evidence is lacking.
8. Maintain a skilled, cross-trained, and diverse prevention workforce.

2

Clinical & Community Preventive Services

Ensure that prevention-focused health care and community prevention efforts are available, integrated, and mutually reinforcing.

Recommendations

1. Support the National Quality Strategy's focus on improving cardiovascular health.
2. Use payment and reimbursement mechanisms to encourage delivery of clinical preventive services.
3. Expand the use of interoperable health information technology.
4. Support the implementation of community-based preventive services and enhance linkages with clinical care.
5. Reduce barriers to accessing clinical and community preventive services, especially among populations at greatest risk.
6. Enhance coordination and integration of clinical, behavioral and complementary health strategies.

3

Empowered People

Support people in making healthier choices.

Recommendations

1. Provide people with tools and information to make healthy choices.
2. Promote positive social interactions and support healthy decision making.
3. Engage and empower people and communities to plan and implement prevention policies and programs.
4. Improve education and employment opportunities.

4

Elimination of Health Disparities

Eliminate disparities, improving the quality of life for all Americans.

Recommendations

1. Ensure a strategic focus on communities at greatest risk.
2. Reduce disparities in access to quality health care.
3. Increase the capacity of prevention workforce to identify and address disparities.
4. Support research to identify effective strategies to eliminate health disparities.
5. Standardize and collect data to better identify disparities.

7 PRIORITIES

1 Tobacco Free Living

Tobacco use is the leading cause of premature death and preventable death in the United States. Living tobacco free reduces a person's risk of developing heart disease, various cancers, chronic obstructive pulmonary disease, periodontal disease, asthma and other diseases, and of dying prematurely. Tobacco free living means avoiding use of all types of tobacco products – such as cigarettes, cigars, smokeless tobacco, pipes and hookahs – and also living free from secondhand smoke exposure.

Recommendations

1. Support Comprehensive tobacco free and other evidence-based tobacco control policies.
2. Support full implementation of the 2009 Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act).
3. Expand use of tobacco cessation services.
4. Use media to educate and encourage people to live tobacco free.

2 Preventing Drug Abuse & Excessive Alcohol Use

Preventing drug abuse and excessive alcohol use increases people's chances of living long, healthy, and productive lives. Excessive alcohol use includes binge drinking (i.e. five or more drinks during a single occasion for men, four or more drinks during a single occasion for women), underage drinking, drinking while pregnant, and alcohol impaired driving. Drug abuse includes any inappropriate use of pharmaceuticals (both prescription and over-the-counter drugs) and any use of illicit drugs. Alcohol and other drug use can impede judgment and lead to harmful risk-taking behavior. Preventing drug abuse and excessive alcohol use improves quality of life, academic performance, workplace productivity, and military preparedness; reduces crime and criminal justice expenses; reduces motor vehicle crashes and fatalities; and lowers health care costs for acute and chronic conditions.

Recommendations

1. Support state, tribal, local and territorial implementation and enforcement of alcohol control policies.
2. Create environments that empower young people not to drink or use other drugs.
3. Identify alcohol and other drug abuse disorders early and provide brief intervention, referral and treatment.
4. Reduce inappropriate access to and use of prescription drugs.

3 Healthy Eating

Eating healthy can help reduce people's risk for heart disease, high blood pressure, diabetes, osteoporosis, and several types of cancer, as well as help them maintain a healthy body weight. As described in the *Dietary Guidelines for Americans*, eating healthy means consuming a variety of nutritious foods and beverages, especially vegetables, fruits and low and fat-free dairy products, and whole grains; limiting intake of saturated fats, added sugars and sodium; keeping trans fat intake as low as possible; and balancing caloric intake with calories burned to manage body weight. Safe eating means ensuring that food is free from harmful contaminants, such as bacteria and viruses.

Recommendations

1. Increase access to healthy and affordable foods in communities.
2. Implement organizational and programmatic nutrition standards and policies.
3. Improve nutritional quality of the food supply.
4. Help people recognize and make healthy food and beverage choices.
5. Support policies and programs that promote breastfeeding.
6. Enhance food safety.

4 Active Living

Engaging in regular physical activity is one of the most important things people of all ages can do to improve their health. Physical activity strengthens bones and muscles, reduces stress and depression, and makes it easier to maintain a healthy body weight or to reduce weight if overweight or obese. Even people who do not lose weight get substantial benefits from regular physical activity, including lower rates of blood pressure, diabetes, and cancer. Healthy physical activity includes aerobic activity, muscle strengthening activities, and activities to increase balance and flexibility. As described by the *Physical Activity Guidelines for Americans*, adults should engage in at least 150 minutes of moderate-intensity activity each week, and children and teenagers should engage in at least one hour of activity each day.

Recommendations

1. Encourage community design and development that supports physical activity.
2. Promote and strengthen school and early learning policies and programs that increase physical activity.
3. Facilitate access to safe, accessible, and affordable places for physical activity.
4. Support workplace policies and programs that increase physical activities.
5. Assess physical activity levels and provide education, counseling, and referrals.

5 Injury & Violence Free Living

Reducing injury and violence improves physical and emotional health. The leading causes of death from unintentional injury include motor vehicle-related injuries, unintended poisoning, and falls. Witnessing or being a victim of violence are linked to lifelong negative physical, emotional and social consequences.

Recommendations

1. Implement and strengthen policies and programs to enhance transportation safety.
2. Support community and streetscape design that promotes safety and prevents injury.
3. Promote and strengthen policies and programs to prevent falls, especially among older adults.
4. Promote and enhance policies and programs to increase safety and prevent injury in the workplace.
5. Strengthen policies and programs to prevent violence.
6. Provide individuals and families with knowledge, skills, and tools to make safe choices that prevent violence and injuries.

6 Reproductive & Sexual Health

Healthy reproductive and sexual practices can play a critical role in enabling people to remain healthy and actively contribute to their community. Planning and having a healthy pregnancy is vital to the health of women, infants, and families and is especially important in preventing teen pregnancy and childbearing, which will help raise educational attainment, increase employment opportunities, and enhance financial stability. Access to quality health services and support for safe practices can improve physical and emotional well-being and reduce teen and unintended pregnancies, HIV/AIDS, viral hepatitis, and other sexually transmitted infections (STIs).

Recommendations

1. Increase use of preconception and prenatal care.
2. Support reproductive and sexual health services and support services for pregnant and parenting women.
3. Provide effective sexual health education, especially for adolescents.
4. Enhance early detection of HIV, viral hepatitis, and other STIs and improve linkage to care.

7 Mental & Emotional Well-Being

Mental and emotional well-being is essential to overall health. Positive mental health allows people to realize their full potential, cope with the stresses of life, work productively, and make meaningful contributions to their communities. Early childhood experiences have lasting, measurable consequences later in life; therefore, fostering emotional well-being from the earliest stages of life helps build a foundation for overall health and well-being. Anxiety, mood (e.g., depression) and impulse control disorders are associated with a higher probability of risk behaviors (e.g., tobacco, alcohol and other drug use, risky sexual behavior), intimate partner and family violence, many other chronic and acute conditions (e.g., obesity, diabetes, cardiovascular disease, HIV/STIs), and premature death.

Recommendations

1. Promote positive early childhood development, including positive parenting and violence-free homes.
2. Facilitate school connectedness and community engagement across the lifespan.
3. Provide individuals and families with the support necessary to maintain positive mental well-being.
4. Promote early identification of mental health needs and access to quality services.

ECONOMIC BENEFITS OF PREVENTING DISEASE (from Appendix 1)

Prevention can reduce the significant economic burden of disease in addition to improving the length and quality of people's lives. Treatment, lost productivity, and health care costs are significant burdens to the economy, families, and businesses. Prevention policies and programs often are cost-effective, reduce health care costs, and improve productivity. The following examples show why prevention is the best buy in health.

Prevention lowers health care costs

- For every HIV infection prevented, an estimated \$355,000 is saved in the cost of providing lifetime HIV treatment.
- A proven program that prevents diabetes may save costs within three years. One of every five U.S. health care dollars is spent on caring for people with diagnosed diabetes. People who increased physical activity (2½ hours a week) and had 5 to 7 percent weight loss reduced their risk of developing type 2 diabetes by 58 percent regardless of race, ethnicity, or gender.
- A 5 percent reduction in the prevalence of hypertension would save \$25 billion in 5 years.
- Annual health care costs are \$2,000 higher for smokers, \$1,400 higher for people who are obese, and \$6,600 higher for those who have diabetes than for nonsmokers, people who are not obese, or people do not have diabetes.
- A one percent reduction in weight, blood pressure, glucose, and cholesterol risk factors would save \$83 to \$103 annually in medical costs per person.
- Increasing use of preventive services, including tobacco cessation screening, alcohol abuse screening and aspirin use, to 90 percent of the recommended levels could save \$3.7 billion annually in medical costs.
- Medical costs are reduced by approximately \$3.27 for every dollar spent on workplace wellness programs, according to a recent study.
- Dietary sodium is linked to increased prevalence of hypertension, a primary risk factor for cardiovascular and renal diseases. Cardiovascular disease alone accounts for nearly 20 percent of medical expenditures and 30 percent of Medicare expenditures.
- Reducing average population sodium intake to 2,300 milligrams per day could save \$18 billion in health care costs annually.
- Tobacco use accounts for 11 percent of Medicaid costs and nearly 10 percent of Medicare costs.
- Tobacco screening is estimated to result in lifetime savings of \$9,800 per person.

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Prevention increases productivity

- Indirect costs to employers of employee poor health—lower productivity, higher rates of disability, higher rates of injury, and more workers’ compensation claims—can be two to three times the costs of direct medical expenses.
- Asthma, high blood pressure, smoking, and obesity each reduce annual productivity by between \$200 and \$440 per person.
- Workers with diabetes average two more work days absent per year than workers without diabetes.
- Absenteeism costs are reduced by approximately \$2.73 for every dollar spent on workplace wellness programs, according to a recent study.
- Research from the Milken Institute suggests that a modest reduction in avoidable risk factors could lead to a gain of more than \$1 trillion annually in labor supply and efficiency by 2023.

The full document (including appendices) can be found at:
<http://www.healthcare.gov/center/councils/nphpphc/strategy/report.pdf>