

# Healthy People 2020: Who's Leading the Leading Health Indicators?



# Don Wright, MD, MPH

## Deputy Assistant Secretary for Disease Prevention and Health Promotion



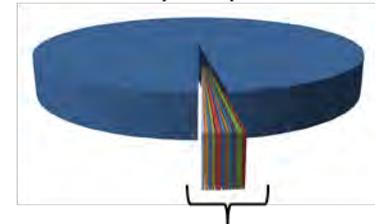


# ***Who's Leading the Leading Health Indicators?***

## **Leading Health Indicators are:**

- Critical health issues that, if addressed appropriately, will dramatically reduce the leading causes of preventable deaths and illnesses.
- Linked to specific Healthy People objectives.
- Intended to motivate action to improve the health of the entire population.

1200 Healthy People measures



LHIs are a subset  
of Healthy People  
measures



# ***Who's Leading the Leading Health Indicators?***

## Featured Speakers:

### **Howard Koh, MD, MPH**

Assistant Secretary for Health,  
U.S. Department of Health and Human Services

### **Rear Admiral Peter J. Delany, Ph.D., LCSW-C**

Director, Center for Behavioral Health Statistics and  
Quality,  
Substance Abuse and Mental Health Services

### **Melissa Dotter**

Marathon County Health Department,  
Wausau, WI

# Howard Koh, MD, MPH

## Assistant Secretary for Health





# Substance Abuse

- What is substance abuse?
  - Set of related conditions associated with the consumption of mind- and behavior-altering substances that have negative behavioral and health outcomes
- Impact on the population
  - 8.5% with substance abuse dependence or abuse
- Economic and social consequences
  - Exceed \$600 billion annually

# Substance Abuse

- Adolescents using alcohol or any illicit drugs during the past 30 days (SA-13.1)
- Adults engaging in binge drinking during the past 30 days (SA-14.3)





# Substance Abuse

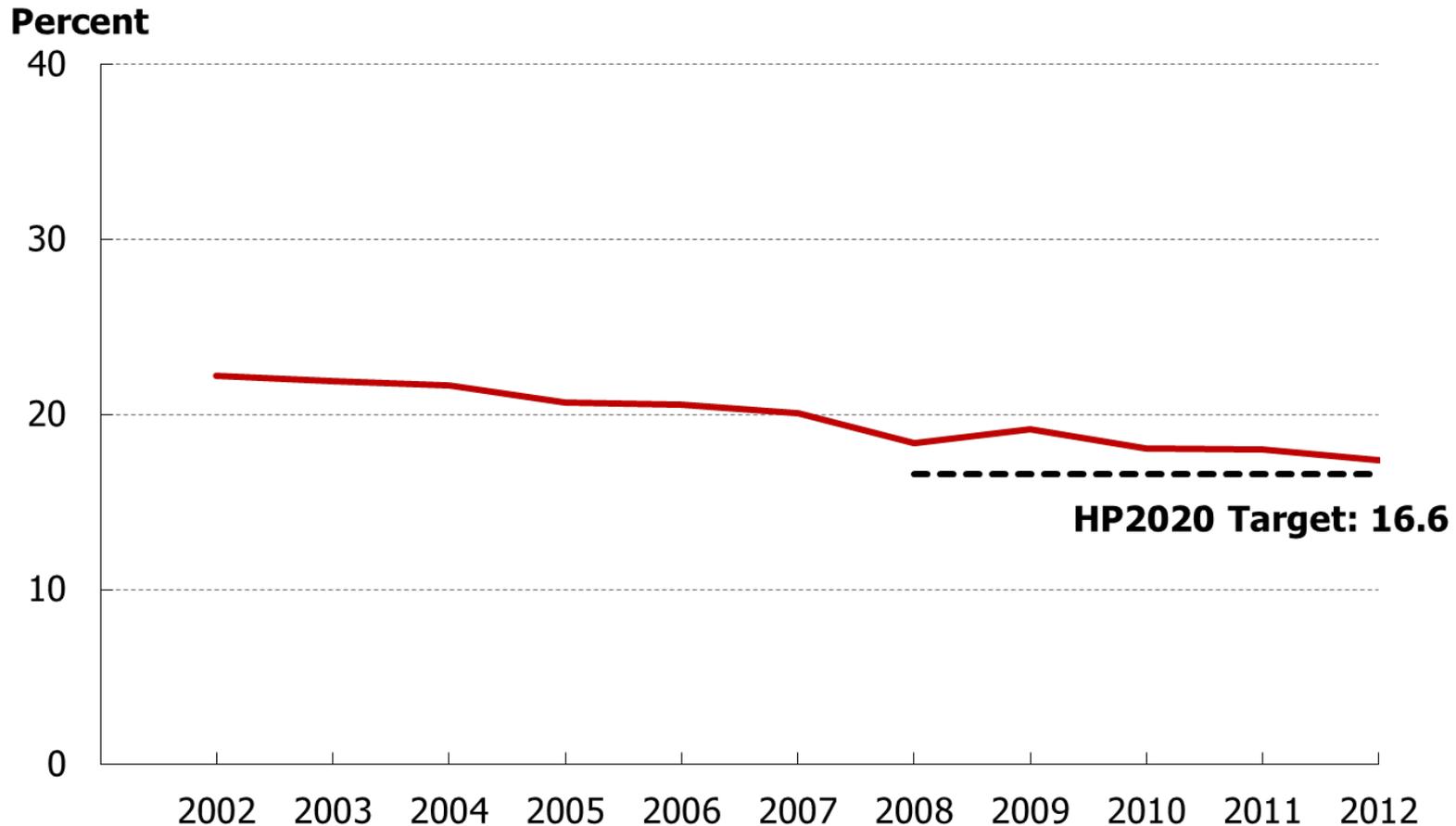
- Substance abuse contributes to a number of negative health outcomes and public health problems, including:
  - Cardiovascular conditions
  - Pregnancy complications
  - Teenage pregnancy
  - HIV/AIDS
  - Sexually transmitted diseases
  - Domestic violence
  - Child abuse
  - Motor vehicle crashes
  - Homicide
  - Suicide



# Importance of Addressing Youth Substance Abuse

- Priority health-risk behavior—alcohol and drug use
- Illicit drug use among teenagers remains high, largely due to increasing popularity of marijuana
- Nonmedical use of prescription and over-the-counter medicines remains a significant part of the teen drug problem
- Alcohol use among teens remains at historically low levels

# Alcohol or Illicit Drug Use in the Past 30 Days, Adolescents 12 to 17 Years, 2002-2012

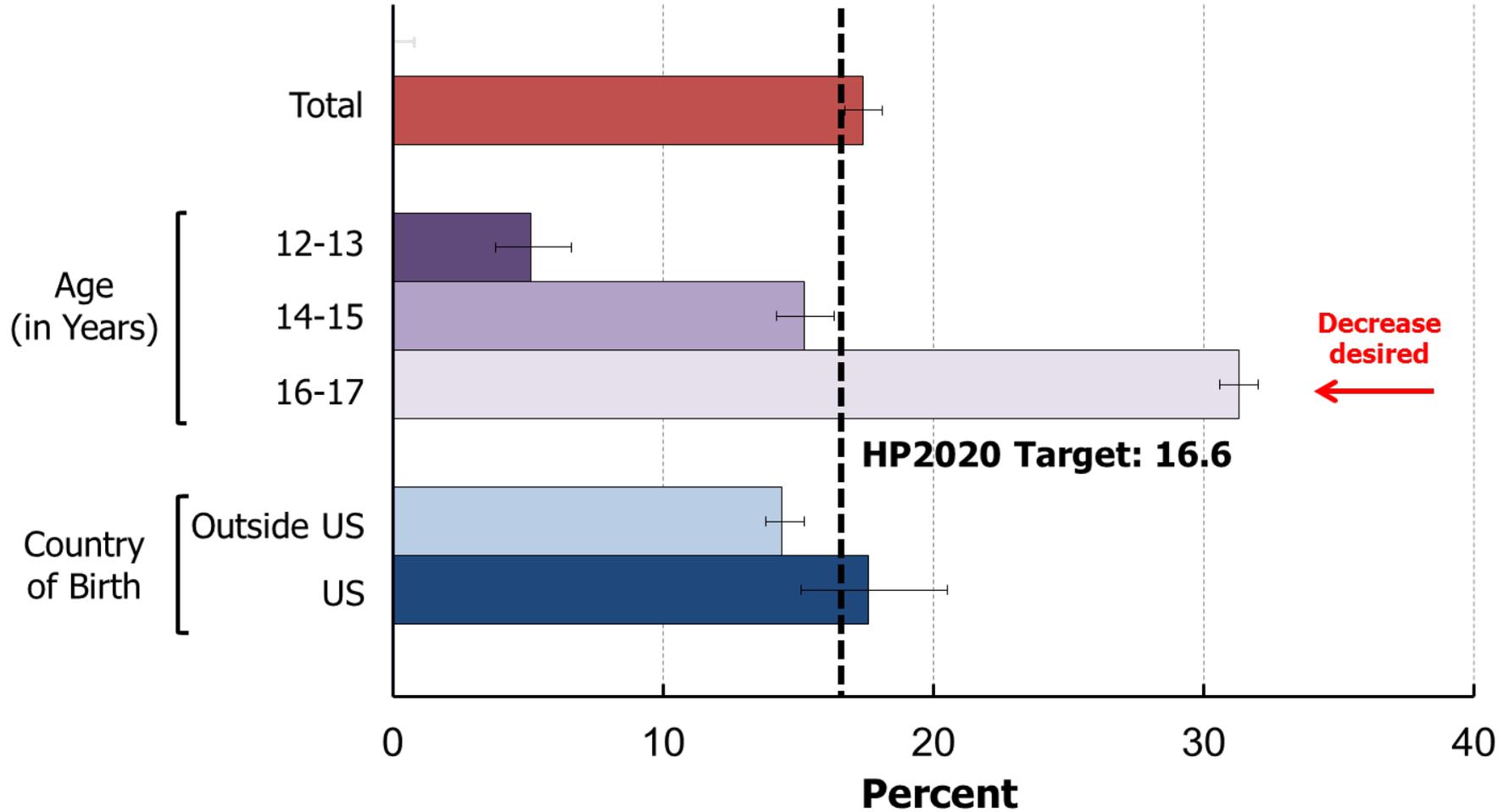


NOTES: Data are for persons who reported using at least one of the following substances in the past 30 days: alcohol, marijuana or hashish, cocaine (including "crack"), inhalants, hallucinogens (including PCP & LSD), heroin, or any nonmedical use of analgesics, tranquilizers, stimulants, or sedatives.

SOURCE: National Survey on Drug Use and Health (NSDUH), SAMHSA.

**Obj. SA-13.1**  
Decrease desired

# Alcohol or Illicit Drug Use in Past 30 Days, Adolescents 12 to 17 Years by Age and Country of Birth, 2012



Decrease desired  
←

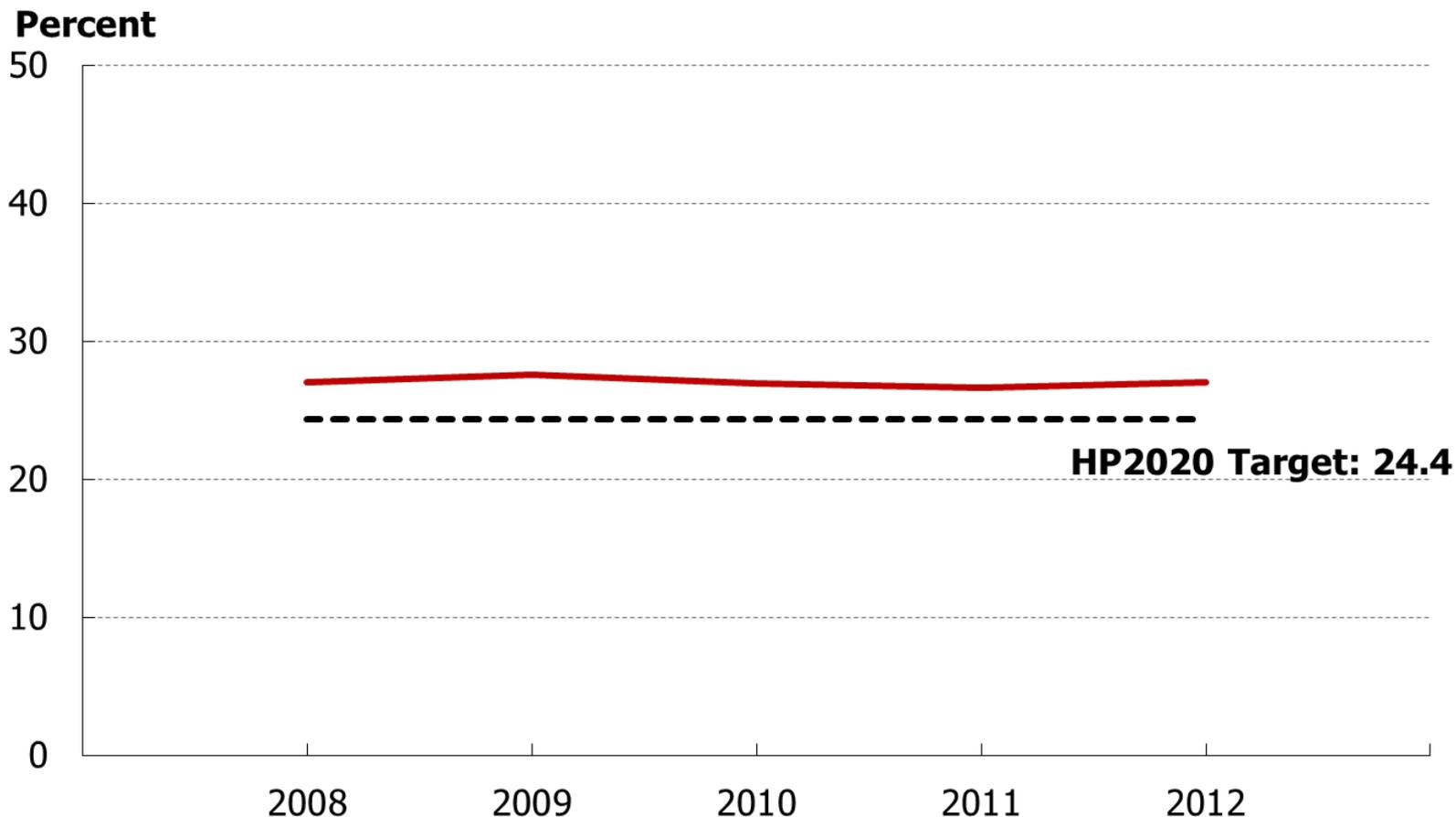
HP2020 Target: 16.6

NOTES: ⇐ (horizontal line) is 95% confidence interval. Data are for persons who reported using at least one of the following substances in the past 30 days: alcohol, marijuana or hashish, cocaine (including "crack"), inhalants, hallucinogens (including PCP & LSD), heroin, or any nonmedical use of analgesics, tranquilizers, stimulants, or sedatives.

SOURCE: National Survey on Drug Use and Health (NSDUH), SAMHSA.

Obj. SA-13.1

# Binge Drinking in the Past 30 Days, Adults 18+ Years, 2008-2012



NOTES: Data are for persons who reported having five or more drinks (for men) or four or more drinks (for women) at the same time or within a couple of hours of each other during the past 30 days.

SOURCE: National Survey on Drug Use and Health (NSDUH), SAMHSA

**Obj. SA-14.3**  
Decrease desired



# **SAMHSA's Prevention Efforts for Adolescent Substance and Alcohol Use**

**Peter J. Delany, PhD, LCSW-C  
RADM, U.S. Public Health Service  
Director, Center for Behavioral Health Statistics and Quality**



# **SAMHSA's Strategic Initiative #1: Prevention of Substance Abuse and Mental Illness**

## **Top Priorities**

- **Prevent substance abuse and improve well-being in states, territories, and tribes.**
- **Establish prevention of underage drinking as a priority issue for states, territories, tribal entities, colleges and universities, and communities.**
- **Increase public knowledge of the warning signs for suicide and actions to take in response.**
  - *Surgeon General's National Strategy on Suicide Prevention*
- **Reduce prescription drug misuse and abuse.**

# Partnerships for Success Grant Program

**Addresses two of the nation's top substance abuse prevention priorities:**

- **Underage drinking among persons aged 12-20**
- **Prescription drug misuse and abuse among persons aged 12-25**

# Partnerships for Success Grant Program Outcomes in Kentucky

## Statewide needs assessment identified seven communities:

- Capacity built among state, Regional Prevention Centers, and coalitions
- In just one year, since 2012:
  - *19 permanent prescription drug drop-boxes installed*
  - *Statewide conference for law enforcement personnel*
  - *Implementation of evidence-based school curriculum*

# National Underage Drinking Prevention Media Campaign -*Talk. They Hear You.*

- Launched in May 2013. Provides parents and other caregivers of children aged 9-15 with advice on how to talk to their kids about the dangers of underage drinking.
- As of January 2014, the campaign has achieved an 11 to 1 return on the national media campaign contract in advertising equivalency totaling more than \$25.7M.
- The Campaign has achieved over 1.6 billion impressions , including:
  - *News stories: Today Show, NPR, Fox Boston*
  - *PSA placements are in airports (Reagan National, Dulles, and LAX), multiple DC-area shopping malls, DC's Metro System, along highways in Los Angeles and Atlanta, in Walmart Supercenters across the nation, and across the nation via the Accent Health Media Network.*
- Interactive Web-based simulation to help parents practice tough conversations with their child on alcohol use

Website: [www.samhsa.gov/underagedrinking](http://www.samhsa.gov/underagedrinking)

# **SAMHSA's National Registry of Evidence-based Programs and Practices (NREPP): Alcohol and Illicit Drug Use Prevention Interventions for Adolescents**

# NREPP at a Glance

- NREPP is a searchable online registry of more than 300 mental health and substance abuse interventions
- NREPP is a decision-support tool that provides information to the public about available evidence-based programs for implementation
- Interventions listed in NREPP have met minimum requirements for review

# How To Search NREPP for Adolescent Substance Abuse Interventions

- Home page: <http://nrepp.samhsa.gov/Index.aspx>
- Click on Advanced Search tab
- Select “substance abuse prevention” and/or “substance abuse treatment” under Areas of Interest
- Select “13-17 (Adolescent)” under Ages
- Click on Search button

# NREPP Search Results

## Refine Your Search Results

Select additional criteria below to refine your search results

[Refine Search Results](#)

- [Ages](#)
- [Areas of Interest](#)
- [Settings](#)
- [Outcome Categories](#)
- [Races/Ethnicities](#)
- [Geographic Locations](#)
- [Genders](#)
- [Study Designs](#)
- [NIH Funding/CER Studies](#)
- [Implementation](#)
- [Language Translations](#)
- [Keywords](#)

[Refine Search Results](#)

Basic Search

Advanced Search

View All Interventions

## 81 Intervention(s) Found

**Search criteria:** 13-17 (Adolescent), Substance abuse prevention, Substance abuse treatment

To refine your results further, select additional criteria on the left.

[Compare](#)

Compare	Intervention Title	Description
<input type="checkbox"/>	<a href="#">Across Ages</a>	Across Ages is a school- and community-based substance abuse prevention program for youth ages 9 to 13. The unique feature of Across Ages is the pairing of older adult mentors (55 years and older) with young adolescents, specifically those making the transition to middle school.
<input type="checkbox"/>	<a href="#">Active Parenting of Teens: Families in Action</a>	Active Parenting of Teens: Families in Action is a school- and community-based intervention for middle school-aged youth designed to increase protective factors that prevent and reduce alcohol, tobacco, and other drug use; irresponsible sexual behavior; and violence.
<input type="checkbox"/>	<a href="#">Adolescent Community Reinforcement Approach (A-CRA)</a>	The Adolescent Community Reinforcement Approach (A-CRA) to alcohol and substance use treatment is a behavioral intervention that seeks to replace environmental contingencies that have supported alcohol or drug use with prosocial activities and behaviors that support recovery.
<input type="checkbox"/>	<a href="#">Alcohol Literacy Challenge</a>	Alcohol Literacy Challenge (ALC) is a brief classroom-based program designed to alter alcohol expectancies and reduce the quantity and frequency of alcohol use among high school and college students.
<input type="checkbox"/>	<a href="#">Alcohol: True Stories Hosted by Matt Damon</a>	Alcohol: True Stories Hosted by Matt Damon is a multimedia intervention designed to prevent or reduce alcohol use among young people in grades 5-12 by positively changing the attitudes of youth and their parents and other caregivers in regard to youth drinking.
<input type="checkbox"/>	<a href="#">AlcoholEdu for High School</a>	AlcoholEdu for High School is an online, interactive, alcohol education and prevention course designed to increase alcohol-

# Examples of NREPP Interventions for Alcohol or Illicit Drug Use by Adolescents

# Examples of Interventions Found in NREPP

- **LifeSkills Training** - School-based program that aims to prevent alcohol, tobacco, and marijuana use and violence
- **Adolescent Community Reinforcement Approach (A-CRA)** - Outpatient behavioral intervention for teens that seeks to replace environmental contingencies that support alcohol or drug use with pro-social activities and behaviors that support recovery.

# Examples of Interventions Found in NREPP - 2

- **Community Trials Intervention to Reduce High-Risk Drinking** - Multicomponent, community-based program developed to alter the alcohol use patterns and related problems of adolescents and people of all ages
- **Communities Mobilizing for Change on Alcohol (CMCS)** - Community-organizing program designed to reduce teens' (13 to 20 years of age) access to alcohol by changing community policies and practices

# Examples of Other NREPP Substance Abuse Interventions Across the Lifespan

## College students:

- College Drinker's Check-up (CDCU)

## Women of childbearing age:

- CHOICES: A Program for Women About Choosing Healthy Behaviors

## Older adults:

- Wellness Initiative for Senior Education (WISE)

## Couples:

- Behavioral Couples Therapy for Alcoholism and Drug Abuse

# For More Information on NREPP

For additional information—

**NREPP's Contact Us page:**

<http://nrepp.samhsa.gov/ContactUs.aspx>

**Alyson L. F. Essex, Ph.D., M.H.S.**

Social Science Analyst, SAMHSA

Phone: 240-276-0529

Email: [Alyson.Essex@samhsa.hhs.gov](mailto:Alyson.Essex@samhsa.hhs.gov)



# **PUSHBACK**

## **AGAINST DRUG ABUSE**

**A Community's Response  
to ↓ Burden of Substance Abuse**

**An Initiative of the Marathon County AOD Partnership**

# The Coalition



# AOD

PARTNERSHIP

MARATHON COUNTY ALCOHOL AND OTHER DRUG PARTNERSHIP COUNCIL, INC.



[www.aodpartnership.org](http://www.aodpartnership.org)



**PUSHBACK**  
AGAINST DRUG ABUSE

# Welcome to...

## Population

~50% of Total County

## Median Income

~\$39,000-\$55,000

## Ethnicity

80-85% White, 5-12% Asian, .08-2% African American,  
2-3% Hispanic/Latino

## Home Ownership

~60-76%



**PUSHBACK**  
AGAINST DRUG ABUSE

Target: Wausau (City), Schofield (City), Rothschild (Village), Weston (Village)



MARATHON COUNTY ALCOHOL AND OTHER DRUG PARTNERSHIP COUNCIL, INC.



**PUSHBACK**

**AGAINST DRUG ABUSE**

**Defining the Problem**

**An Initiative of the Marathon County AOD Partnership**

# The Beginning

**“We did not know the problem we had (w/ prescription drugs) until the reformulation of Oxycontin**

**Within a week, heroin flooded our streets and it hasn't left.”**

**Lt. Gary Schneck, Marathon Cty Sheriff's Dept Special Investigations Unit**



# The Problem



Drug Overdose  
& Death



Drug-related  
Crimes



Drug-related  
Arrests



Hepatitis C/  
HIV in Young Adults



Persons Seeking  
Treatment

**HP2020 Local Health Indicator: Reduce the proportion of adolescents reporting use of alcohol or any illicit drugs during the past 30 days**

[http://healthypeople.gov/2020/lhi/HP2020\\_LHI\\_Sub Abuse.pdf](http://healthypeople.gov/2020/lhi/HP2020_LHI_Sub Abuse.pdf)



# The LHI Priority

## SA-13 Reduce past-month use of illicit substances

SA-13.1 Reduce the proportion of adolescents reporting use of alcohol or any illicit drugs during the past 30 days 

Baseline:	18.4 percent of adolescents aged 12 to 17 years reported use of alcohol or any illicit drugs during the past 30 days in 2008
Target:	16.6 percent
Target-Setting Method:	10 percent improvement
Data Source:	National Survey on Drug Use and Health (NSDUH), SAMHSA
Data:	 <a href="#">HP2020 data for this objective</a>  <a href="#">Details about the methodology and measurement of this HP2020 objective</a>  <a href="#">HP2010 data for this objective</a>
More Information:	<a href="#">Related research articles on PubMed</a> <a href="#">Related Leading Health Indicator (LHI) information</a>

<http://www.healthypeople.gov/2020/LHI/substanceabuse.aspx>

HealthyPeople.gov



**PUSHBACK**

**AGAINST DRUG ABUSE**

**The Response**

**An Initiative of the Marathon County AOD Partnership**

# Starting Line

- A. Go beyond education**
- B. Attack from all sides**
- C. Create a “buzz”**



HealthyPeople.gov



# The Timeline

**August 2012**

**September-Nov 2012**

**December 2012**

**Jan-April 2013**

**May-Present**

# The Initiative

- 1. Heroin, Rx medications & other illicit drugs are a threat to our public health & safety**
- 2. Funding for prevention, treatment & enforcement is critical**
- 3. We are ALL impacted      We ALL are part of the solution**

# The Breakdown

- ✓ Engaged Local Media
- ✓ Utilize Networks
- ✓ “Out of the Woodwork”
- ✓ The Speaking Circuit
- ✓ Sponsorship Opportunities
- ✓ Neighborhood Engagement





# **PUSHBACK**

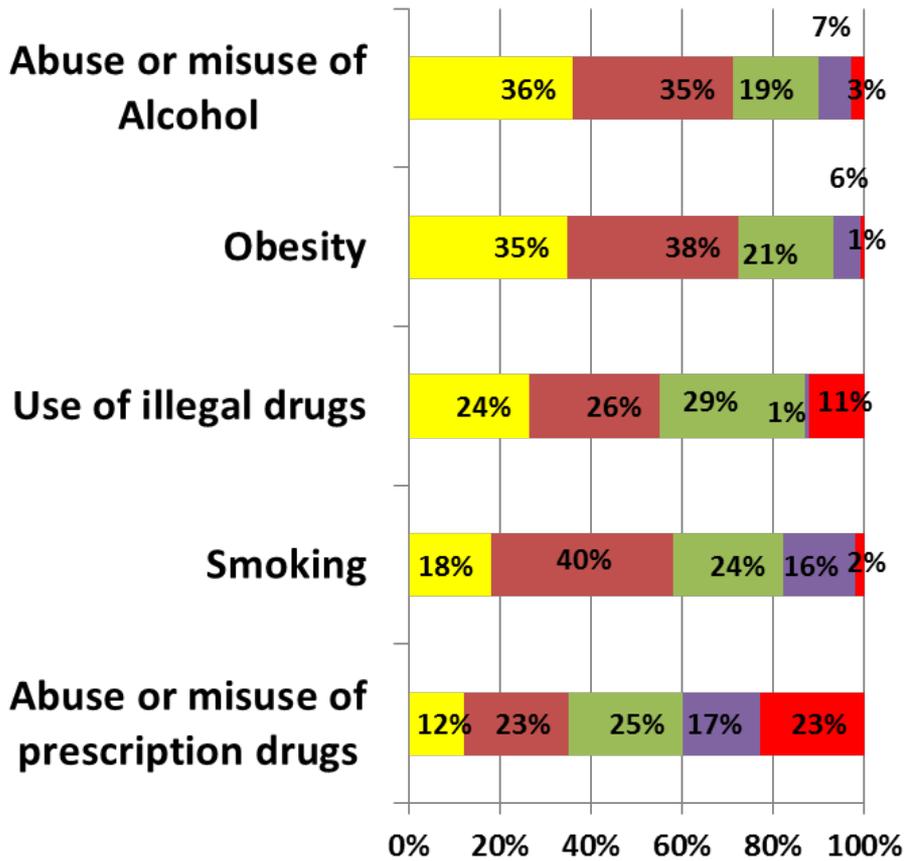
## **AGAINST DRUG ABUSE**

**Are We Making An Impact?**

**An Initiative of the Marathon County AOD Partnership**

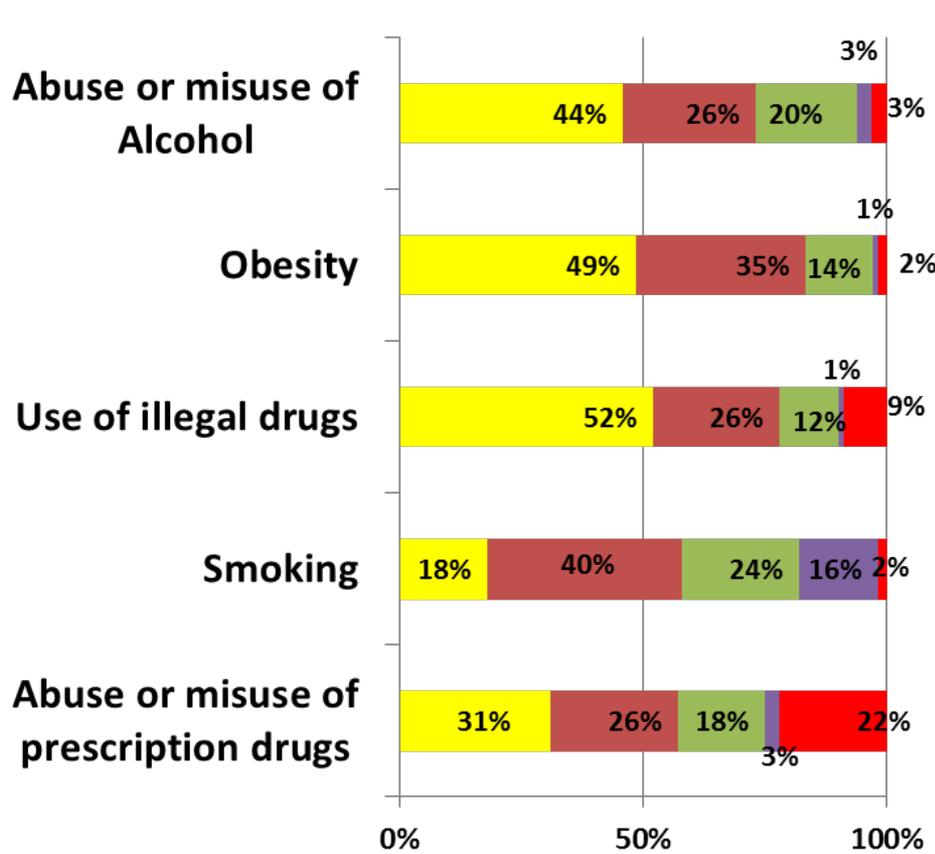
# The Benefits

- ↑ **Brand Recognition**
- ↑ **Increase Awareness**
- ↑ **“Local Stories”**
- ↑ **Participation of Partners**
- ↑ **Local & State Funding**
- ↑ **Interest on a state & federal level**



■ Very Serious      ■ Moderately Serious  
■ Somewhat Serious    ■ Not Serious  
■ Not Sure

**2011**



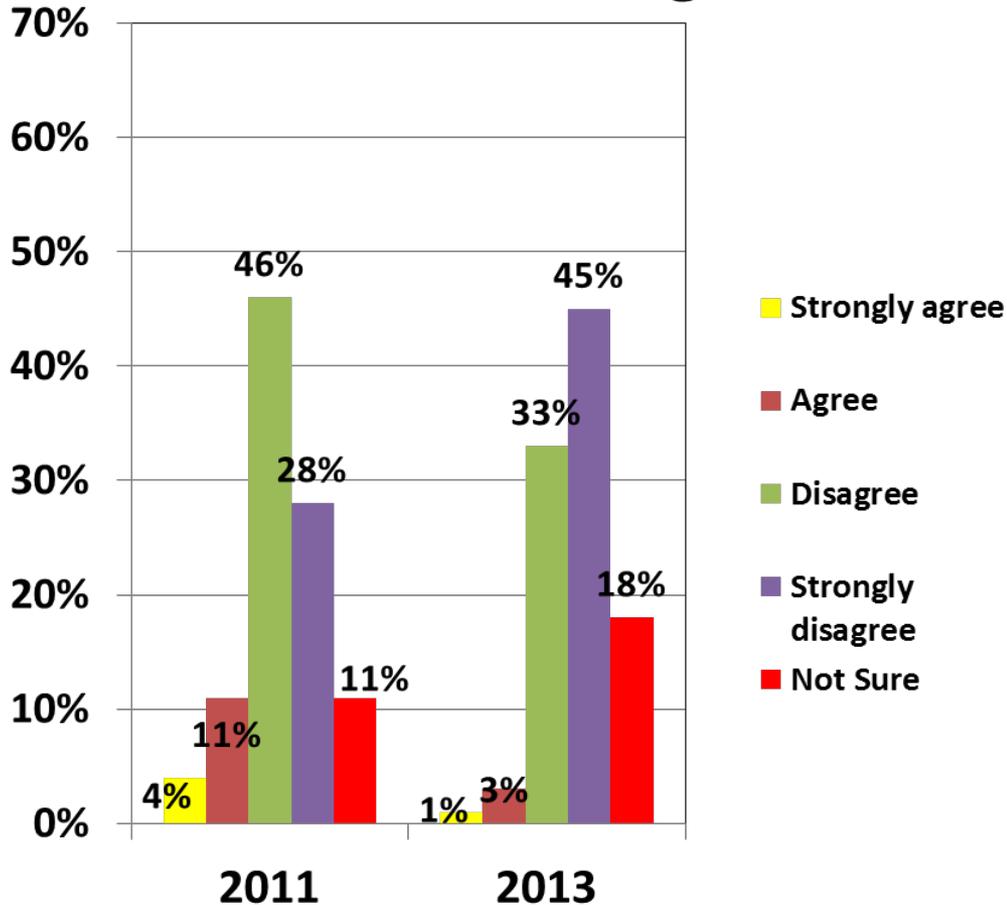
■ Very Serious      ■ Moderately Serious  
■ Somewhat Serious    ■ Not Serious  
■ Not Sure

**2013**

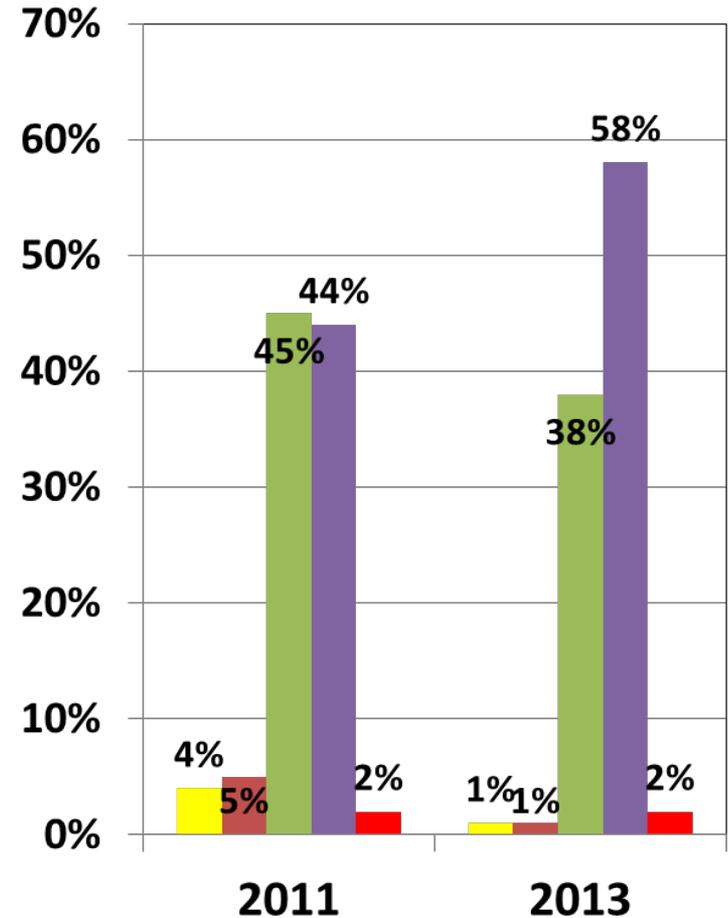
# Seriousness Level



## “Safer” vs Street Drugs



## “OK” to take more



# Community Engagement

# of Drug-Related Tips  
to Marathon County  
Crime Stoppers

>230%



**PUSHBACK**  
AGAINST DRUG ABUSE

**Lessons Learned**

**An Initiative of the Marathon County AOD Partnership**

# The Challenges

- **Addiction's Stigma & Power**
- **Changes in Funding**
- **Demands on Time**
- **“Head of the snake”**
- **Lack of Treatment Options**
- **“Power of Perception”**

# The Horizon

- *Service to Science & others*
- Continued Outreach
- Expanded Programs
- [www.takebackyouth.org](http://www.takebackyouth.org)
- Continue to Evolve (& Evaluate!)

# Melissa Dotter

715-261-1962

[melissa.dotter@co.marathon.wi.us](mailto:melissa.dotter@co.marathon.wi.us)







# Continuing Education Credits Available

- 1 credit hour available from APHA in Medicine, Nursing, or Health Education
- Must complete online evaluation
  - Will receive via email within 48 hours
- If not logged in to webinar with your own name, send email to [healthypeople@norc.org](mailto:healthypeople@norc.org) within **24 hours after webinar**



# Healthy People 2020 Stories from the Field

*A library of stories highlighting ways organizations across the country are implementing Healthy People 2020*



HealthyPeople.gov

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Home About Healthy People 2020 Topics & Objectives Data Learn Implement Get Involved Leading Health Indicators

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**In This Section:**

- Evidence-Based Resources
- Healthy People in Action
  - Sharing Library
  - Share Your Story
  - State Plans
- MAP-IT
  - Mobilize
  - Assess
  - Plan
  - Implement
  - Track
- Planning Resources
- Funding Resources
- Tools For Professionals\*

**Sharing Library: Map View**

Find stories highlighting how communities across the country are implementing Healthy People 2020—or [share your own!](#) Stories featured here have been submitted by communities (“Story from the Field”) or developed as part of the Healthy People 2020 *Who’s Leading the Leading Health Indicators?* series. [Learn more about the Leading Health Indicators.](#)

Use the **Map View** to see where stories are taking place across the country. Click on a pin on the map to get more details on the story, including organization name and zip code and Healthy People 2020 Topic Area addressed. Click on the story title to view the full story.

Map View List View

Map Satellite

United States

Healthy People 2020 in Action  
Who’s Leading the Leading Health Indicators? series  
Stories from the Field

Healthy People in Action - Sharing Library

<http://healthypeople.gov/2020/implement/MapSharingLibrary.aspx>



# Healthy People 2020 Spotlight on Health Webinar

- Join us on September 25, 2014, from 12:30 pm to 2:00 pm ET
- Free Educational Webinar
- Featured Topic will be “Moving from Disease and Illness to Living Well: Promoting and Tracking Well-Being and Quality of Life”



# Healthy People 2020 Progress Review Webinar

Join us as we review progress on  
Healthy People 2020 objectives  
in the  
**Diabetes and Chronic Kidney  
Disease**  
topic areas.

***September 2014***

Hear from a community-based organization that is  
working locally to improve health.

***Register at  
[www.healthypeople.gov](http://www.healthypeople.gov)***





# Stay Connected

- Visit [healthypeople.gov](http://healthypeople.gov) to learn more about the Healthy People 2020 Leading Health Indicators.
- To receive the latest information about Healthy People 2020 and related events, visit our website to:
  - Join the Healthy People 2020 Consortium
  - Share how your organization is working to achieve Healthy People goals



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