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
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

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.
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.
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
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

- 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
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.

<table>
<thead>
<tr>
<th>Compare</th>
<th>Intervention Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Across Ages</td>
<td>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.</td>
</tr>
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<td></td>
<td>Active Parenting of Teens: Families in Action</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Adolescent Community Reinforcement Approach (A-CRA)</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Alcohol Literacy Challenge</td>
<td>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.</td>
</tr>
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<td></td>
<td>Alcohol: True Stories Hosted by Matt Damon</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>AlcoholEdu for High School</td>
<td>AlcoholEdu for High School is an online, interactive, alcohol education and prevention course designed to increase alcohol-</td>
</tr>
</tbody>
</table>
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

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Email: Alyson.Essex@samhsa.hhs.gov
A Community’s Response to Burden of Substance Abuse

An Initiative of the Marathon County AOD Partnership
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%

Target: Wausau (City), Schofield (City), Rothschild (Village), Weston (Village)
Defining the Problem

An Initiative of the Marathon County AOD Partnership
"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

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

<table>
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<th>Baseline:</th>
<th>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</th>
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<tbody>
<tr>
<td>Target:</td>
<td>16.6 percent</td>
</tr>
<tr>
<td>Target-Setting Method:</td>
<td>10 percent improvement</td>
</tr>
</tbody>
</table>

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

Data: [HP2020 data for this objective](#)  
Details about the methodology and measurement of this HP2020 objective  
HP2010 data for this objective

More Information: Related research articles on PubMed  
Related Leading Health Indicator (LHI) information

PUSHBACK
AGAINST DRUG ABUSE
The Response

An Initiative of the Marathon County AOD Partnership
A. Go beyond education
B. Attack from all sides
C. Create a “buzz”
The Timeline

August 2012
September-Nov 2012
December 2012
Jan-April 2013
May-Present
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

More at: www.pushbackdrugs.com
The Breakdown

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

PUSHBACK Against Drug Abuse

www.pushbackdrugs.com

Join us in the fight to save our children!
Help stop drug abuse now in Marathon County.

I am Heroin

They're called "Gateway" Drugs.

Start the conversation early. Talk to your loved ones about why you want them to make healthy choices.

Signs of Substance Abuse

- Personality Changes: mood swings, irritability
- Physical Appearance: weight loss, changes in appetite, red eyes
- School or Work Performance: attendance, disciplinary issues

LISTEN. GET INVOLVED. GET SUPPORT.

AOD Partnership

MARATHON COUNTY ALCOHOL AND OTHER DRUG PARTNERSHIP COUNCIL, INC.
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
Perception of Risk

“Safer” vs Street Drugs

- 2011:
  - Strongly agree: 4%
  - Agree: 11%
  - Disagree: 28%
  - Not Sure: 11%
  - Strongly disagree: 45%

- 2013:
  - Strongly agree: 4%
  - Agree: 33%
  - Disagree: 18%
  - Not Sure: 1%
  - Strongly disagree: 45%

“OK” to take more

- 2011:
  - Strongly agree: 5%
  - Agree: 44%
  - Disagree: 45%
  - Not Sure: 4%
  - Strongly disagree: 1%

- 2013:
  - Strongly agree: 1%
  - Agree: 38%
  - Disagree: 38%
  - Not Sure: 2%
  - Strongly disagree: 2%
Community Engagement

# of Drug-Related Tips to Marathon County Crime Stoppers

>230%
Lessons Learned
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
- Continue to Evolve (& Evaluate!)
Melissa Dotter
715-261-1962
melissa.dotter@co.marathon.wi.us
Roundtable Discussion

Please take a moment to fill out our brief survey.
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 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

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
Stay Connected

- Visit 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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Join our Healthy People 2020 group on LinkedIn