







# Today's Presentation

- I. Overview of Healthy People 2020
- II. Implementation Efforts & New Tools
- III. NACCHO: An Example of Using Healthy People 2020
- IV. Action Steps: Proven Practices & Lessons Learned
- V. Questions & Answers



# What Is Healthy People?

- Provides **science-based, 10-year national objectives** for improving the health of the Nation
- A **national agenda** that communicates a vision for improving health and achieving health equity
- Identifies **measurable objectives** with **targets** to be achieved by the year 2020
- Requires tracking of **data-driven outcomes** to monitor progress and to motivate, guide, and focus action



# How People Use Healthy People

- **Data tool** for measuring program performance
- Framework for **program planning and development**
- **Goal setting and agenda building**
- **Teaching** public health courses
- Benchmarks to **compare** State and local data
- Way to develop nontraditional **partnerships**

# Four Decades of Healthy People

- **Healthy People (1979):** Surgeon General's Report on Health Promotion and Disease Prevention
- **Healthy People 1990:** Promoting Health/Preventing Disease - Objectives for the Nation
- **Healthy People 2000:** National Health Promotion and Disease Prevention Objectives
- **Healthy People 2010:** Objectives for Improving Health
- **Healthy People 2020:** Healthy People in Healthy Communities





# Overarching Goals

- Attain high quality, longer lives free of preventable disease, disability, injury, and premature death
- Achieve health equity, eliminate disparities, and improve the health of all groups
- Create social and physical environments that promote good health for all
- Promote quality of life, healthy development, and healthy behaviors across all life stages



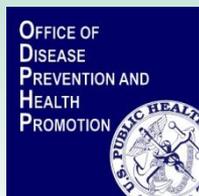
# Topic Areas

- Access to Health Services
- Adolescent Health
- Arthritis, Osteoporosis, and Chronic Back Conditions
- Blood Disorders and Blood Safety
- Cancer
- Chronic Kidney Disease
- Dementias, including Alzheimer's Disease
- Diabetes
- Disability and Health
- Educational and Community-Based Programs
- Early and Middle Childhood
- Environmental Health
- Family Planning
- Food Safety
- Genomics
- Global Health
- Health-related Quality of Life and Well-being
- Healthcare Associated Infections
- Lesbian, Gay, Bisexual, Transgender Health
- Nutrition and Weight Status
- Occupational Safety and Health
- Older Adults
- Oral Health
- Physical Activity
- Public Health Infrastructure
- Preparedness
- HIV
- Immunization and Infectious Diseases
- Injury and Violence Prevention
- Maternal, Infant, and Child Health
- Medical Product Safety
- Mental Health and Mental Disorders
- Health Communication and Health Information Technology
- Hearing and Other Sensory or Communication Disorders
- Heart Disease and Stroke
- Respiratory Diseases
- Sexually Transmitted Diseases
- Sleep Health
- Social Determinants of Health
- Substance Abuse
- Tobacco Use
- Vision



# Leading Health Indicators

- Access to Health Services
- Clinical Preventive Services
- Environmental Quality
- Injury and Violence
- Maternal, Infant, and Child Health
- Mental Health
- Nutrition, Physical Activity, and Obesity
- Oral Health
- Reproductive and Sexual Health
- Social Determinants
- Substance Abuse
- Tobacco





- Home
- About Healthy People
- 2020 Topics & Objectives
- Implementing Healthy People
- Consortium & Partners
- Stay Connected
- Leading Health Indicators

## Adolescent Health

Environmental factors, including family, peer group, school, neighborhood, policies, and societal cues, can either support or challenge young people's health and well-being.



[Learn More](#)

## Closer Look: Health Disparities

Compare the Top 10 Causes of Death across Populations

Race/Ethnicity:

Age Range:

[Get Your Results](#)



- 1
- 2
- 3
- 4
- ||



**Get the Latest Healthy People News & Events**



**Healthy People 2020 Brochure: Updated with LHIs!** (PDF - 948 KB)

## HHS Prevention Strategies

Healthy People supports prevention efforts across the U.S. Department of Health and Human Services (HHS) to create a healthier



## Spotlight

Find your State's Healthy People Coordinator and get involved.



# Healthy People 2020 Topic Area

## Tobacco Use

 [Print](#)  [E-mail](#)  [Share](#)

[Overview](#)

[Objectives](#)

[Interventions & Resources](#)

### Goal

Reduce illness, disability, and death related to tobacco use and secondhand smoke exposure.

### Overview

Scientific knowledge about the health effects of tobacco use has increased greatly since the first Surgeon General's report on tobacco was released in 1964.<sup>1</sup> <sup>2</sup> <sup>3</sup>

Tobacco use causes:

- Cancer
- Heart disease
- Lung diseases (including emphysema, bronchitis, and chronic airway obstruction)<sup>3</sup>
- Premature birth, low birth weight, stillbirth, and infant death

There is no risk-free level of exposure to secondhand smoke. Secondhand smoke causes heart disease and lung cancer in adults and a number of health problems in infants and children, including:





# Anatomy of an Objective

Overview

Objectives

Interventions & Resources

[Download all Tobacco Use Objectives \[PDF — 40 KB\]](#)

[Expand All Objectives](#)

## Tobacco Use

**TU-1** Reduce tobacco use by adults

TU-1.1 Reduce cigarette smoking by adults **LHI**

[Close Details](#)

Baseline: 20.6 percent of adults aged 18 years and older were current cigarette smokers in 2008 (age adjusted to the year 2000 standard population)

Target: 12.0 percent

Target-Setting Method: Retention of Healthy People 2010 target

Data Source: National Health Interview Survey (NHIS), CDC, NCHS

More Information:



[Data from the HHS Health Indicators Warehouse](#)



The HP2010 objective with the same definition was 27-1a. [View on DATA2010](#)



[Search PubMed for Literature Relating to this Objective](#)



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[Search PubMed for Literature Relating to this Objective](#)







# Implementation Efforts & Tools

Latest Data & Trends

Tools You Can Use

Healthy People in Action

Become a Partner

Lessons Learned

# HealthyPeople.gov Search

HealthyPeople.gov

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[Home](#) > [2020 Topics & Objectives](#)

## Topics & Objectives Index - Healthy People

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[Objectives A-Z](#)

[Objectives Search](#)

### Download Healthy People 2020 Objectives



PDF format  
(PDF - 1.2 MB)

If you experience problems viewing documents, please download the latest version of the Viewer or Player.

#### Sex

- Male
- Female

#### Age Ranges

- < 1 year
- 1-4 years
- 5-9 years
- 10-14 Years
- 15-19
- 20-24
- 25-44
- 45-64
- 65 years and over

#### Setting

- Community
- Healthcare Setting
- Criminal Justice System
- School-based
- Worksite

#### Target Group

- Caregivers
- Employers & Employees
- Families & Households
- Healthcare Providers
- Homeless
- Parents
- Patients
- People with Disabilities
- Students

#### Audience/User

- Academics, Research & Development
- Business & Private Sector
- Community & Faith Based Organizations
- Government
- Healthcare
- Law Enforcement
- Public Health

#### Prevention Areas

- Clinical Services
- Counseling
- Education
- Data Capture or Registries
- Diet & Nutrition
- Environment

- Exercise & Fitness
- Health Related Behaviors
- Healthcare Quality

#### Type of Health Condition

- Chronic Conditions
- Communicable Diseases and Acute Infections

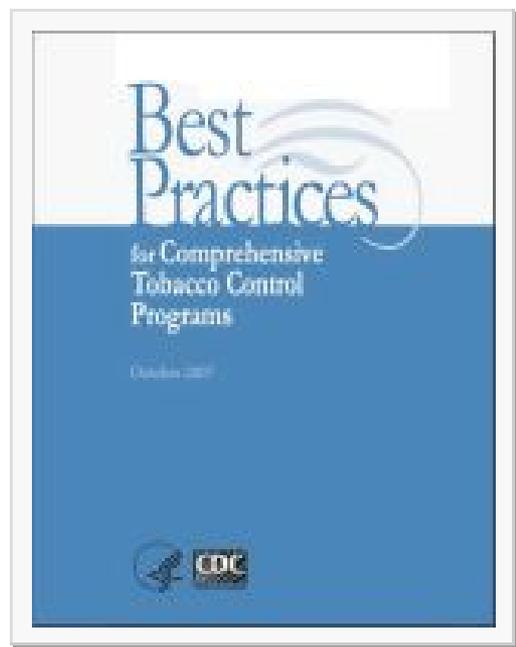
Leading Health Indicator?  Yes

[Search](#)



# Evidence-Based Resource

## Best Practices for Comprehensive Tobacco Control Programs—2007



*Best Practices for Comprehensive Tobacco Control Programs—2007*  
[Available from the Publications Catalog.](#)

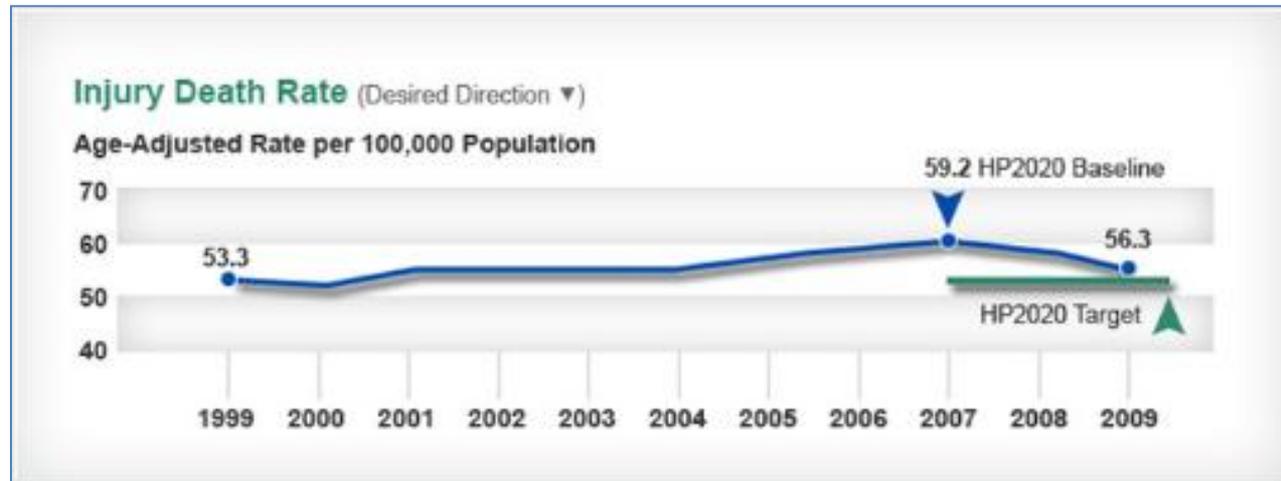
*CDC's Best Practices for Comprehensive Tobacco Control Programs—2007* is an evidence-based guide to help states plan and establish effective tobacco control programs to prevent and reduce tobacco use.

This document updates *Best Practices for Comprehensive Tobacco Control Programs, August 1999*. This updated edition describes an integrated programmatic structure for implementing interventions proven to be effective and provides the recommended level of state investment to reach these goals and reduce tobacco use in each state.

[Download report](#)  (PDF—1.36 MB)

# DATA2020

- Interactive Database
- Meets the unique needs of Healthy People users
- Data visualization

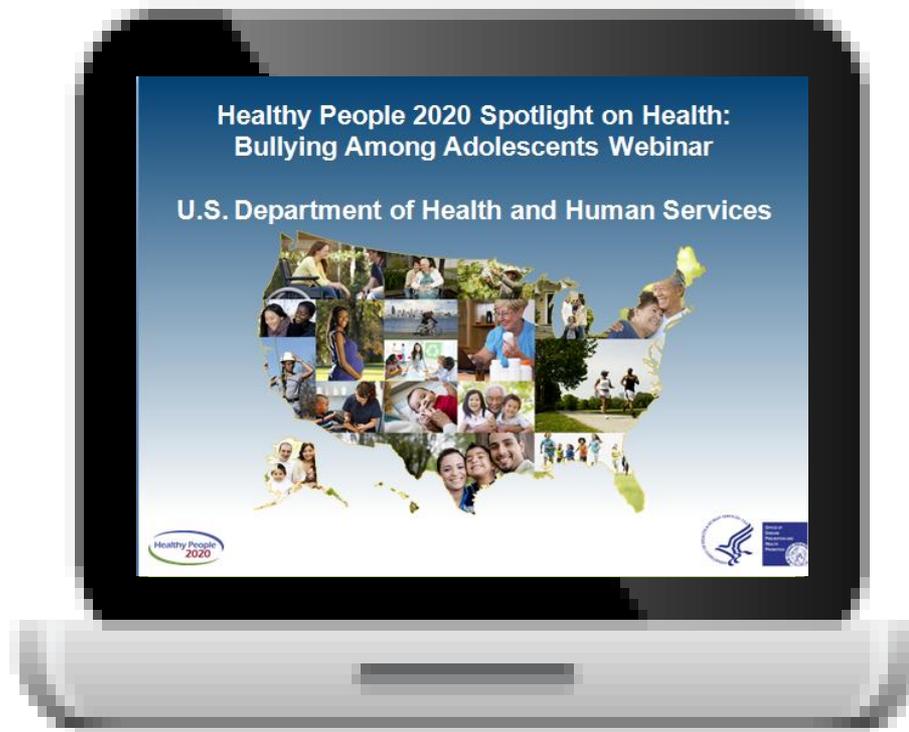


# Tracking Change: Progress Reviews

- Beginning in Spring 2013
- Purpose:
  - Report progress and trends,
  - Identify barriers, and
  - Discuss potential solutions



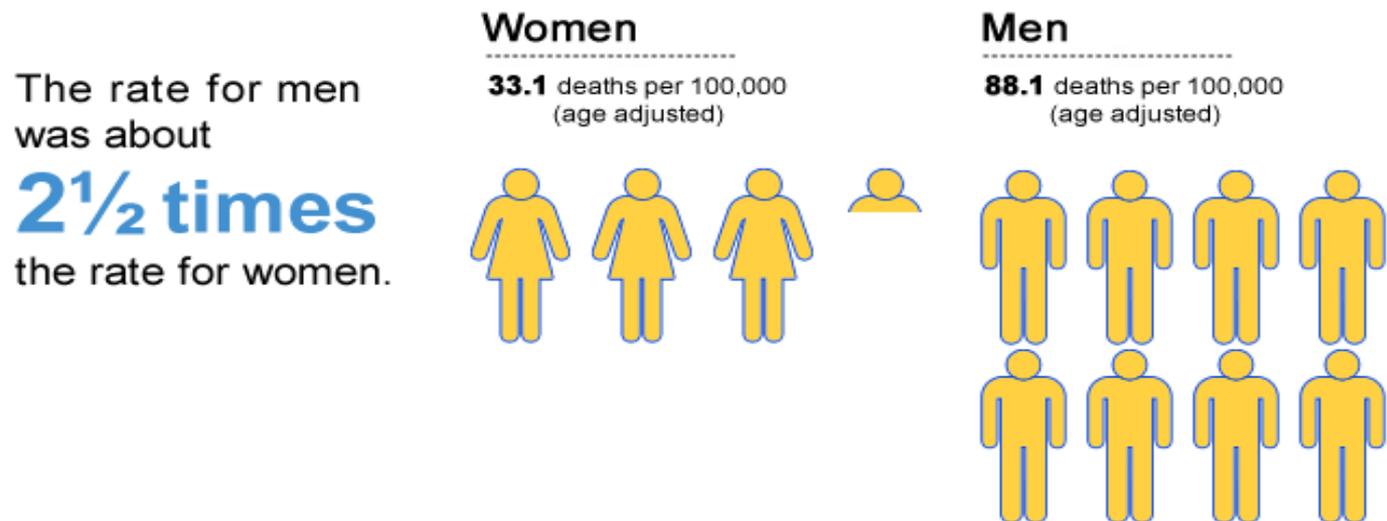
# Spotlight on Health Webinars





# “Who’s Leading the Leading Health Indicators?”

- Monthly series, “Who’s Leading the Leading Health Indicators?”
- Showcase organizations using evidence-based approaches to address one of the Healthy People 2020 Leading Health Indicator (LHI) topics
- Highlight disparities within each indicator



# Share Your LHI Story!

## Who's Leading the Leading Health Indicators?

[Print](#)[E-mail](#)[Share](#)

**From 2007 to 2009, the HBWW sites saw a 6.5% reduction in program-eligible preterm birth rates.**

### Healthy Babies Are Worth the Wait™: Kentucky

Program successfully combats rising premature birth rates

Between 2000 and 2006, preterm birth (live births occurring before 37 weeks of gestation) was on the rise in Kentucky. The state's rate of preterm birth was even higher than the national rate. Preterm birth is a major cause of infant mortality and is associated with increased risk for poor outcomes, including chronic health conditions, long-term disability, and death. To address preterm birth in Kentucky, a program called

Healthy Babies Are Worth the Wait™ (HBWW) was implemented.

# Sharing Library and Interactive Map

- Create a library of community resources highlighting ways communities are implementing Healthy People 2020.
- The Sharing Library helps you search stories by:
  - Audience served;
  - Type of sponsoring organization;
  - Healthy People 2020 topic area; and
  - Geographic location.
- The Interactive Map provides another way to find resources and stories by community, state, or across the nation.





# How We Connect



*@GoHealthyPeople*  
Twitter



*Healthy People 2020*  
Listserv



*Healthy People 2020*  
LinkedIn Group



*Healthy People 2020*  
YouTube Playlists



*LHI and Spotlight on Health*  
Webinars



# Social Media & Outreach

**HealthyPeople.gov** Search HealthyPeople.gov Log In

Home About Healthy People 2020 Topics & Objectives Implementing Healthy People Consortium & Partners Stay Connected Leading Health Indicators

Home > Leading Health Indicators > 2020 LHI Topics > Tobacco

**In This Section:**

- Development and Framework
- Who's Leading the Leading Health Indicators?
- Share Your LHI Story
- 2020 LHI Topics
- Access to Health Services
- Clinical Preventive Services
- Environmental Quality
- Injury and Violence
- Maternal, Infant, and Child Health
- Mental Health
- Nutrition, Physical

**Tobacco**

Tobacco use is the single most preventable cause of disease, disability, and death in the United States, yet more deaths are caused each year by tobacco use than by all deaths from human immunodeficiency virus (HIV), illegal drug use, alcohol use, motor vehicle injuries, suicides, and murders combined.<sup>1</sup>

In 2009, an estimated 20.6% of all American adults age 18 and older—46.6 million people—smoked,<sup>2</sup> and every day another 850 young people age 12 to 17 began smoking on a daily basis.<sup>3</sup> As a result of widespread tobacco use, approximately 443,000 Americans die from tobacco-related illnesses, such as cancer and heart disease, each year. An estimated 49,000 of these deaths are the result of secondhand smoke exposure.<sup>4</sup> For every person who dies from tobacco use, another 20 suffer from at least one serious tobacco-related illness.<sup>5</sup>

Tobacco use poses a heavy burden on the U.S. economy and medical care system. Each year, cigarette smoking costs more than \$193 billion in medical care costs, while secondhand smoke costs an additional \$10 billion.<sup>6</sup> Tobacco use is thus one of the Nation's deadliest and

**Related Resources**  
Find evidence-based resources from this related topic area:  
[Tobacco Use](#)

**Healthy People 2020** @GoHealthyPeople Following

Did you know that people age 51 or older tend to eat more vegetables per day than younger people? Details: [1.usa.gov/KoSeEJ](http://1.usa.gov/KoSeEJ) #LHI

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**Healthy People 2020** Discussions Members Jobs Search Manage 682 More...

Register Now: LHI Webinar on Nutrition, Physical Activity, and Obesity—May 29  
Most Americans do not eat a healthful diet and are not as physically active as they should be. As a result, the Nation has experienced a dramatic increase in obesity. Today, approximately 1 in 3 adults (34.0%) and 1 in 6 children and adolescents (16.2%) are obese. Obesity-related conditions include heart disease, stroke, and type 2 diabetes, which are among the leading causes of death.

Join us for the next installment of our Who's Leading the Leading Health Indicators? Webinar series when we'll address Healthy People's Nutrition, Physical Activity, and Obesity topic area. Save the Date: May 29, 2012, at 12PM ET  
Register: <http://bit.ly/UDWoE>  
2 months ago

Like Comment Follow Flag More

Alison Logan, Traci Lewis, MPH and 6 others like this  
8 comments

**YouTube** Taking action toward a healthier America.

ODPHP 16 videos 2,549 subscribers

ODPHP uploaded and added to Ed Healthy™ "Six Active Community Workshop Series" 2 weeks ago

**Make it Fast, Make it Good!**  
16 views  
This video vignette introduces the second workshop in the Ed Healthy™ "Six Active Community Workshop Series, based on the County.

ODPHP uploaded and added to Ed Healthy™ "Six Active Community Workshop Series" 2 weeks ago

**Budget-Stretching Healthy Meals**  
11 views  
This video vignette introduces the third workshop in the Ed Healthy™ "Six Active Community Workshop Series, based on the County.

**Stay Connected**

- Get the updated data and read implementation stories, visit [www.healthypeople.gov](http://www.healthypeople.gov).
- To receive the latest information about Healthy People 2020 and related events, visit our website to:
- Submit your LHI story at [healthypeople.gov](http://healthypeople.gov)

Follow us on Twitter @gohealthypeople

Join our Healthy People 2020 group on LinkedIn

**PHYSICAL ACTIVITY, NUTRITION, AND OBESITY**

**DISPARITIES BY EDUCATIONAL LEVEL**

**PHYSICAL ACTIVITY**  
In 2010, the rate of meeting physical activity guidelines for adults with advanced education degrees was more than 4x the rate for persons with less than a high school education.

**VEGETABLE INTAKE**  
In 2001–04, college graduates on average consumed 1 Cup of vegetables per day, whereas persons with less than a high school education consumed 20% less.

**DISPARITIES BY SEX**  
In 2010, the rate of meeting physical activity guidelines for males was about 1.5x that for females.

**ADULT OBESITY**  
2020 Target: 30.6%  
35.7% (2009–10) 30.6% (2020 Target) 14.3% reduction needed

**OBESITY IN CHILDREN AND ADOLESCENTS**  
2020 Target: 14.6%  
16.9% (2009–10) 14.6% (2020 Target) 13.6% reduction needed

\* Target is based on a 4-year estimate, and the most recent (2009–2010) 2-year estimate will be replaced by a 4-year estimate later in the decade.

## In This Section:

[Development and Framework](#)

[Who's Leading the Leading Health Indicators?](#)

[Share Your LHI Story](#)

[2020 LHI Topics](#)

[Access to Health Services](#)

[Clinical Preventive Services](#)

[Environmental Quality](#)

[Injury and Violence](#)

[Maternal, Infant, and Child Health](#)

[Mental Health](#)

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[Print](#) | 
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 [Share](#)



### Related Resources

Find evidence-based resources from this related topic area:

[▶ Tobacco Use](#)



**Healthy People 2020**  
@GoHealthyPeople

Following



Did you know that people age 51 or older tend to eat more vegetables per day than younger people? Details: [1.usa.gov/KoSeF](http://1.usa.gov/KoSeF) #LHI

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Healthy People 2020

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Deborah  
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Register: <http://bit.ly/J0dWoE>  
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6 comments





# PHYSICAL ACTIVITY, NUTRITION, AND OBESITY

## DISPARITIES BY EDUCATIONAL LEVEL

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[GET MORE DETAILS >>](#)

## DISPARITIES BY SEX



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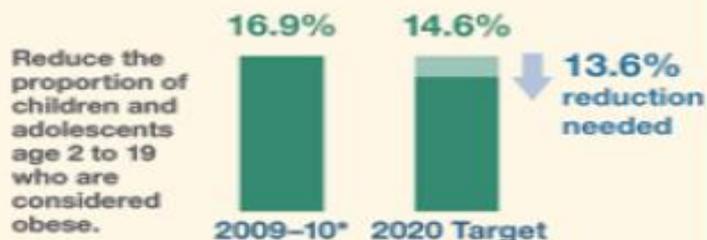
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## OBESITY IN CHILDREN AND ADOLESCENTS

2020 Target: 14.6%



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Taking action toward a healthier America.



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Make it Fast, Make it Good!

98 views

This video vignette introduces the second workshop in the Eat Healthy \* Be Active Community Workshop Series, based on the



ODPHP uploaded and added to Eat Healthy \* Be Active Community Workshop Series 2 weeks ago



Budget-Stretching Healthy Meals

71 views

This video vignette introduces the third workshop in the Eat Healthy \* Be Active Community Workshop Series, based on the Dietary

About ODPHP

A collection of archived videos and events from the Office of Disease Prevention and Health Promotion of the U.S. Department of Health and Human Services

By ODPHP

Latest Activity	Sep 11, 2012
Date Joined	Jul 5, 2012
Location	Rockville, MD
Country	United States

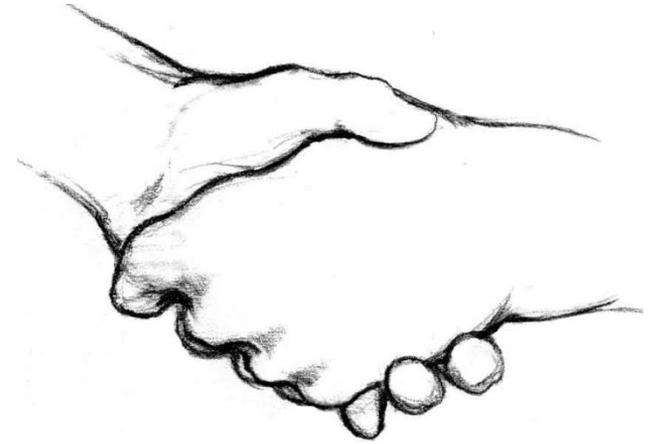


http://www.YouTube.com\odphp



# Consortium Partners

- Healthy People 2020 is successful because of its partners
- Healthy People Consortium is a group of over 2,800 dedicated organizations
- Commitment to engaging partners in a meaningful way



# Tell Us: How do you use Healthy People?







# The Healthy People 2020- NACCHO Partnership

- Supporting the use of Healthy People 2020 among local health departments, hospitals and other organizations
- Guiding the use of Healthy People 2020 objectives and targets in development of Community Health Assessments (CHA) and Community Health Improvement Plans (CHIP)
- Incorporating use of Healthy People 2020 measures in the MAPP (Mobilizing for Action through and Partnerships) process



# Activities

- Identifying barriers and challenges
- Assessing uptake at the local level
- Sharing examples of local use
- Promoting use through webinars and other means
- Offering training and technical assistance on the use of Healthy People 2020 for CHAs and CHIPs
- Encouraging collaborative efforts



The screenshot shows the NACCHO website with the following content:

- Navigation:** Log In, Event Calendar, Careers, About NACCHO, Contact Us, Site Map
- Search:** Search NACCHO
- Menu:** Programs, Communications, Toolbox, Public Health Advocacy, Press Room, Membership
- Programs:** Community Health, Environmental Health, Public Health Infrastructure and Systems, Public Health Preparedness
- Other Topics:** Demonstration Sites, Funding Opportunities, Health Equity and Social Justice, Model Practices, Peer Assistance Network, Workforce Training, Programs A-Z
- Page Title:** Healthy People 2020 - NACCHO Partnership
- Section:** Local Public Health Finding Ways to Advance Healthy People Across the Country
- Text:** NACCHO's partnership with Healthy People 2020 (HP 2020) is designed to support and increase the use of HP 2020 among local health departments (LHDs), non-profit hospitals, and other organizations related to community health assessment and improvement planning. All programmatic activities will be designed to support the HP 2020 ten-year agenda for improving the nation's health. With fewer resources and staff, many LHDs face significant challenges in providing essential services that ensure the health and safety of their communities. The HP 2020 approach offers an evidence-based, easy-to-use tool designed to aid LHDs and other organizations in community health assessment work. The HP 2020-NACCHO Partnership is sponsored by the U.S. Department of Health and Human Services Office of Disease Prevention and Health Promotion.
- Buttons:** LHDs Using Healthy People, Community Benefit, Resources
- Text:** Click on one of the tabs above to be directed to examples, resources, and tools that will help LHDs and their partners utilize HP 2020 in community health improvement work. The LHDs Using Healthy People tab includes example community health assessments, community health improvement plans, and HP 2020 progress trackers. The Community Benefit tab includes resources to help LHDs and non-profit hospitals collaborate with HP 2020. The Resources tab includes HP 2020-related reports, webinars, and other tools.
- Featured Content:** LHD Index, 2013 Public Health Preparedness Summit, MCH Navigator: New Online Resource for LHDs

[www.naccho.org/healthypeople](http://www.naccho.org/healthypeople)





# Partnership with NACCHO

- NACCHO's partnership with ODPHP is focused on promoting the use of Healthy People 2020 among local health departments with emphasis on the accreditation process.
- This partnership includes not-for-profit hospitals who are required under the ACA to conduct a community health needs assessment (CHNA) and adopt an implementation strategy to meet identified community health needs.



# Voices from the Field

*“I think it’s helped us in the past, especially as we work with other agencies, develop dashboards for health indicators and Healthy People has always been a national tool we’ve looked at for setting baselines and targets.”*

Brandon Skidmore  
Kansas Department of Health  
Kansas





# Voices from the Field

*“There is so much need for assistance for health departments to really go to that level of the social determinants of health... They tend to stay at a superficial level when they talk about disparity issues.”*

Jill Guernsey de Zapien  
University of Arizona  
School of Public Health  
Arizona





# Voices from the Field

*“Locally, we look at the national objectives and see how we align locally with those in terms of our health improvement efforts.”*

Kevin Hutchison  
St. Clair County Health Department  
Illinois





# Voices from the Field

*“The Healthy People data is helpful when you’re trying to engage or capture the attention of non-traditional local partners while you’re working to educate them about their role in the greater public health system.”*

Nancy Mills

Clay County Health Department

Florida





# Sharing Our Lessons Learned

- Data
  - ✓ Use data to inspire activities
  - ✓ Tailor the data to your issue or community
  - ✓ Use infographics
- Webinars
  - ✓ Engage subject matter experts
  - ✓ Be mindful of audio quality
  - ✓ Leverage your network to cross-promote





# Lessons Learned

- Outreach
  - ✓ Use multiple channels
  - ✓ Make your message relevant to your audience
  - ✓ Monitor what works
- Partnerships
  - ✓ Find a common agenda
  - ✓ Be generous about giving credit
  - ✓ Build on the data and the science

# Use MAP-IT to Help:





# Action Steps

## ■ Community Member or Organizations

- ✓ Use Healthy People as an a la carte menu
- ✓ Find the latest literature on objectives
- ✓ Select an evidence-based intervention to use in your community
- ✓ Become a Consortium Partner
- ✓ Share your story
- ✓ Join LinkedIn
- ✓ Follow us on Twitter
- ✓ Share videos from our YouTube page



# Action Steps

## ■ State Coordinators

- ✓ Use Healthy People to develop or update your State Plan
- ✓ Leverage data to educate policy makers
- ✓ Follow the Leading Health Indicators

## ■ Consortium Members

- ✓ Share your Story

## ■ Healthy People Workgroup Coordinators

- ✓ Produce a webinar on your topic with ODPHP
- ✓ Submit your evidence-based resources
- ✓ Use our outreach strategy as a guide





# Stay Connected

- Get the updated data and read implementation stories, visit <http://www.healthypeople.gov>.
- Email us at [healthypeople@nhic.org](mailto:healthypeople@nhic.org)
- To receive the latest information about Healthy People 2020 and related events, visit our website to:



Follow us on Twitter at  
<https://twitter.com/gohealthypeople>



Join our [Healthy People 2020 group](http://www.linkedin.com/groups/Healthy-People-2020-3669887) on LinkedIn  
at [http://www.linkedin.com/groups/  
Healthy-People-2020-3669887](http://www.linkedin.com/groups/Healthy-People-2020-3669887)



# Find out Who's Leading the Leading Health Indicators!

Free Webinar:

*Tobacco LHI topic*

November 20, 2012, 12:00 – 12:45 pm ET

Register at <http://www.healthypeople.gov>



