Allison MacNeil, MPH
Health Scientist
Office on Smoking and Health
Centers for Disease Control and Prevention
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
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
Tobacco Use

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.  

Tobacco use causes:

- Cancer
- Heart disease
- Lung diseases (including emphysema, bronchitis, and chronic airway obstruction)
- 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

Download all Tobacco Use Objectives [PDF — 40 KB]

Tobacco Use

TU-1
Reduce tobacco use by adults

TU-1.1 Reduce cigarette smoking by adults

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
## Anatomy of an Objective

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Questions?
Submit your questions using the Q & A feature on the right of your screen. Presenters will respond following all the presentations.
Carter Blakey
Deputy Director & Community Strategies Division Lead
Office of Disease Prevention and Health Promotion
U.S. Department of Health and Human Services
Implementation Efforts & Tools

- Latest Data & Trends
- Tools You Can Use
- Healthy People in Action
- Become a Partner
- Lessons Learned
Best Practices for Comprehensive Tobacco Control Programs—2007

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.

Available from the Publications Catalog.
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
“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

The rate for men was about $2\frac{1}{2}$ times the rate for women.

**Women**
- 33.1 deaths per 100,000 (age adjusted)

**Men**
- 88.1 deaths per 100,000 (age adjusted)
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.

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

Healthy People 2020
Listserv

Healthy People 2020
YouTube Playlists

LHI and Spotlight on Health
Webinars
Social Media & Outreach

**Healthy People 2020**

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

Stay Connected

- Get the updated data and read implementation stories, visit [www.healthypeople.gov](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](healthypeople.gov)!
- Follow us on Twitter @gohealthypeople
- Join our Healthy People 2020 group on LinkedIn

**Physical Activity, Nutrition, and Obesity**

Disparities by Educational Level:

- In 2019, the rate of meeting physical activity guidelines was higher among adults with advanced education degrees.

Disparities by Sex:

- In 2010, the rate of meeting physical activity guidelines was higher among women.

Get More Details >>

**Adult Obesity**

2020 Target: 20.6%
- Reduce the percentage of adults who are obese.

**Obesity in Children and Adolescents**

2020 Target: 14.6%
- Reduce the percentage of children and adolescents who are obese.
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.\(^1\)\(^2\)

In 2009, an estimated 20.6% of all American adults age 18 and older—46.6 million people—smoked,\(^3\) and every day another 850 young people age 12 to 17 began smoking on a daily basis.\(^4\) 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.\(^1\)

For every person who dies from tobacco use, another 20 suffer from at least one serious tobacco-related illness.\(^5\)

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 million.\(^1\)\(^6\) Tobacco use is thus one of the Nation's deadliest and most costly public health problems.
Did you know that people age 51 or older tend to eat more vegetables per day than younger people? Details: 1.usa.gov/KoSeB #LHI

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


2 months ago
PHYSICAL ACTIVITY, NUTRITION, AND OBESITY

DISPARITIES BY EDUCATIONAL LEVEL

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%

Reduce the proportion of adults who are obese.

- 2009-10: 35.7%
- 2020 Target: 30.6%
- Reduction needed: 14.3%

OBESITY IN CHILDREN AND ADOLESCENTS

2020 Target: 14.6%

Reduce the proportion of children and adolescents age 2 to 19 who are considered obese.

- 2009-10: 16.9%
- 2020 Target: 14.6%
- Reduction needed: 13.6%

* 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.
Taking action toward a healthier America.

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?
Barbara Laymon, MPH
Lead Program Analyst, National Association of County and City Health Officials (NACCHO)
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 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

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.
“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
"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
“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
Questions?
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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
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- 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 on LinkedIn at 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, 1212, 12:00 – 12:45 pm ET

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

Please provide your feedback on this webinar by answering the poll questions on the right.