





# Public Health: Start Here

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Executive Director  
American Public Health Association

April 8, 2014

# National Public Health Week: History

- APHA serves as lead organizer
- Focus on pertinent public health issues
- Seek to educate the general public, policy makers and practitioners about issues related to the year's theme
- Three Pillar approach
  - Education
  - Communication
  - Advocacy





# National Public Health Week 2014 **Daily Themes**

- **Monday, April 7th:** Be healthy from the start
- **Tuesday, April 8th:** Don't panic
- **Wednesday, April 9th:** Get out ahead
- **Thursday, April 10th:** Eat well
- **Friday, April 11th:** Be the healthiest nation in one generation

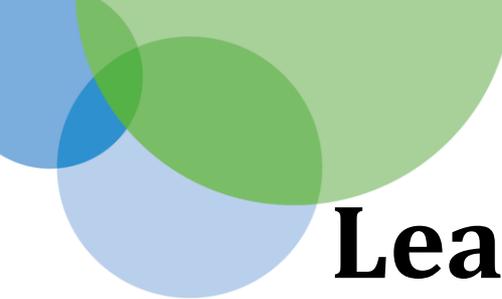
<http://www.nphw.org/tools-and-tips/themes>



# NPHW Planned **Activities**

- **Monday, April 7:** NPHW Forum: *Creating the Healthiest Nation Through System Transformation*
- **Tuesday, April 8:** *The State of the Leading Health Indicators Webinar: Progress to Date*
- **Wednesday, April 9:** 4<sup>th</sup> Annual NPHW Twitter Chat
- **Thursday, April 10:** *Food Justice, Obesity & the Social Determinants of Health* webinar
- **Friday, April 10:** *Google+ Hangout on Air: Active Transportation*

<http://www.nphw.org/events>



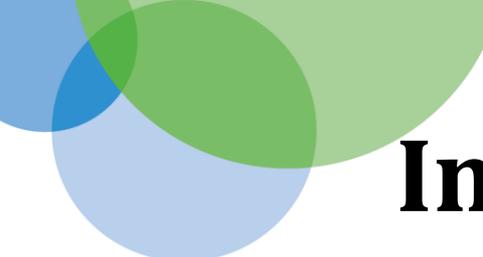
# Leading Health Indicators

- In 2011, the Leading Health Indicators (LHI) were released at APHA's Annual Meeting
- Each year, there are scientific sessions that address the LHIs and Healthy People 2020
- APHA supports the LHI webinars by:
  - Promoting to our membership and network
  - Providing free continued education credits



# Leading Health Indicators

- Today's webinar: Progress to Date
- News article in the March edition of *The Nation's Health*
- Interview & video will be featured in the May edition of *The Nation's Health*



# Introduction of Speakers

- Speakers:
  - **Howard Koh, MD, MPH**, Assistant Secretary for Health with the U.S. Department of Health and Human Services
  - **Joy Reed**, Head of the Local Technical Assistance and Training Branch, North Carolina Division of Public Health





# Healthy People 2020 and the Leading Health Indicators

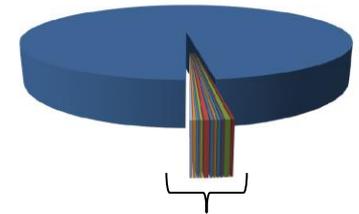
## Healthy People:

- National agenda
- Strategic framework
- Measurable objectives with targets
- Data-driven outcomes

## Leading Health Indicators:

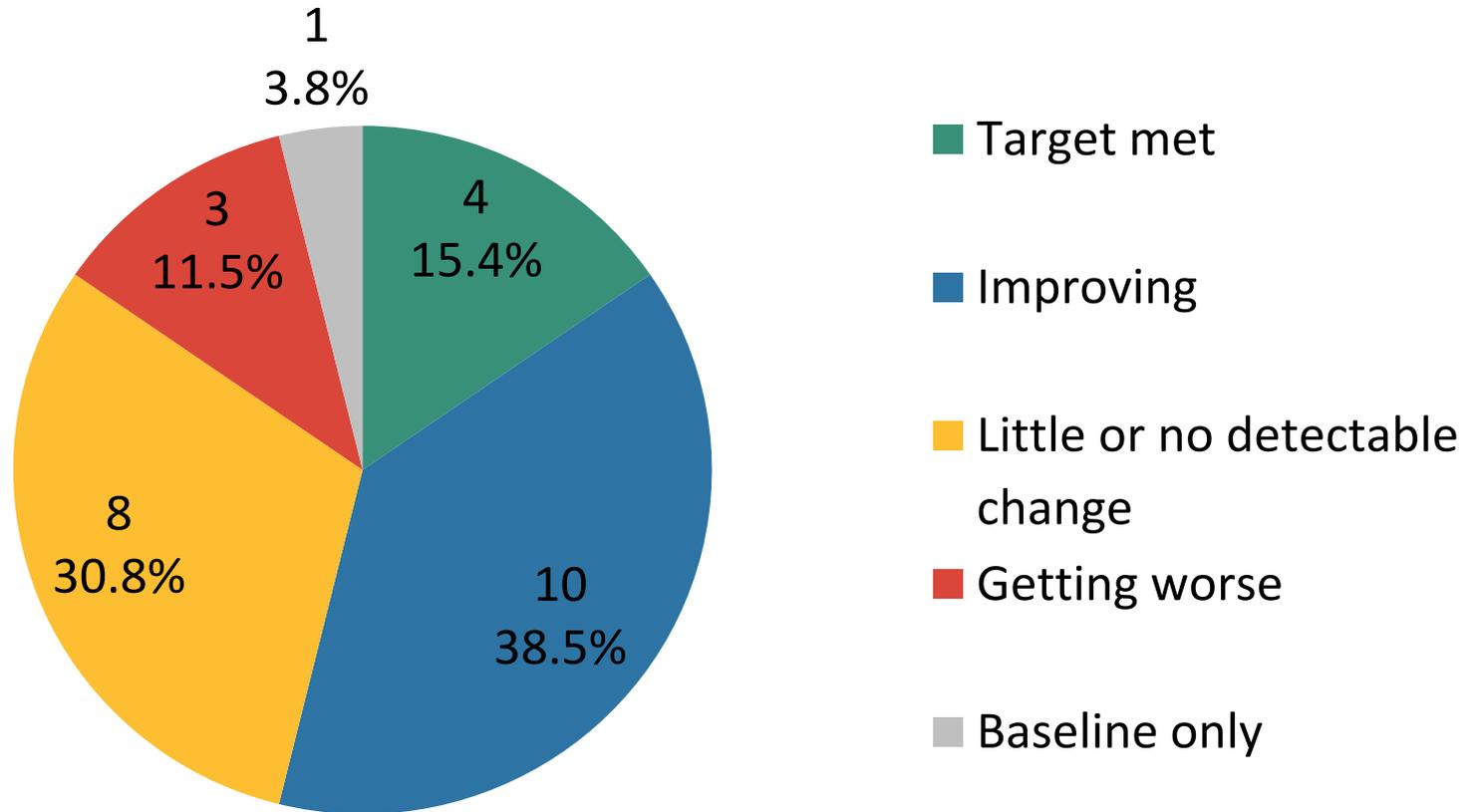
- Critical health issues
- Linked to specific Healthy People objectives
- Intended to motivate action to improve health

1200 Healthy People measures



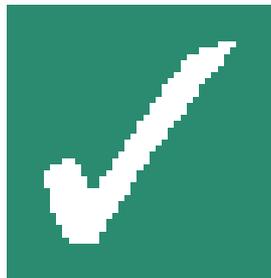
LHIs are a subset  
of Healthy People  
measures

# HP2020 Leading Health Indicators—Progress Update



# How Are We Doing on Second-Hand Smoke Exposure?

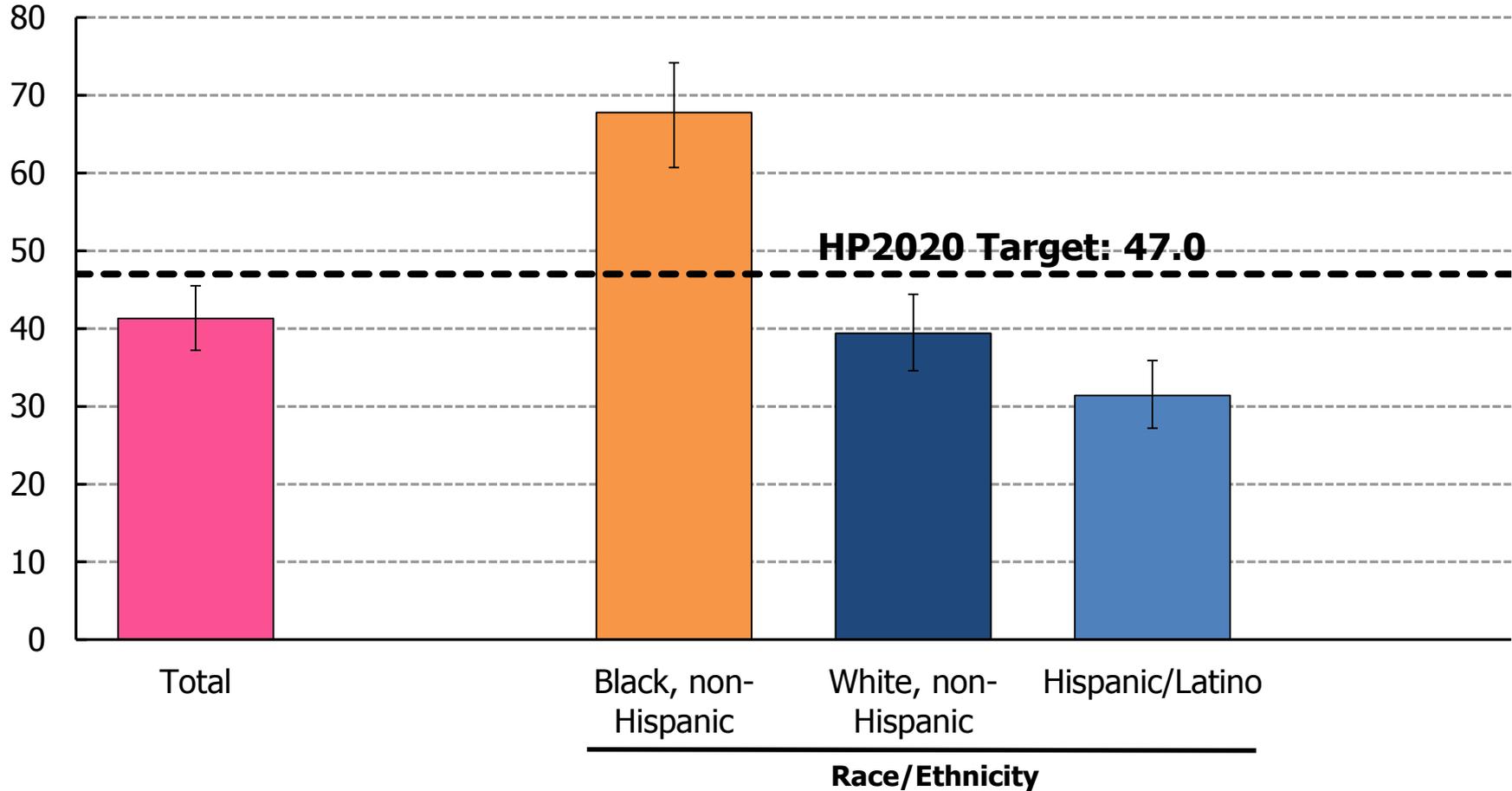
**Tobacco Use-11.1: Children exposed to secondhand smoke**



**Target met**

# Exposure of Non-Smokers to Second Hand Smoke among Children, 2009–2012

Percent



NOTES: I= 95% confidence interval. Children aged 3-11 years are considered to be non-smokers if they had a serum cotinine level of less than or equal to 10 ng/ml. Children are considered to be exposed to second hand smoke if they had a cotinine level greater than or equal to 0.05ng/ml and less than or equal to 10 ng/ml. Persons of Hispanic origin may be any race. Respondents were asked to select one or more races. Single race categories are for persons who reported only one racial group.

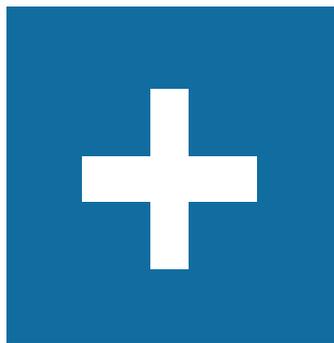
SOURCE: National Health and Nutrition Examination Survey (NHANES), CDC/NCHS.

**Obj. TU-11.1**  
Decrease desired



# How Are We Doing on Colorectal Cancer Screening?

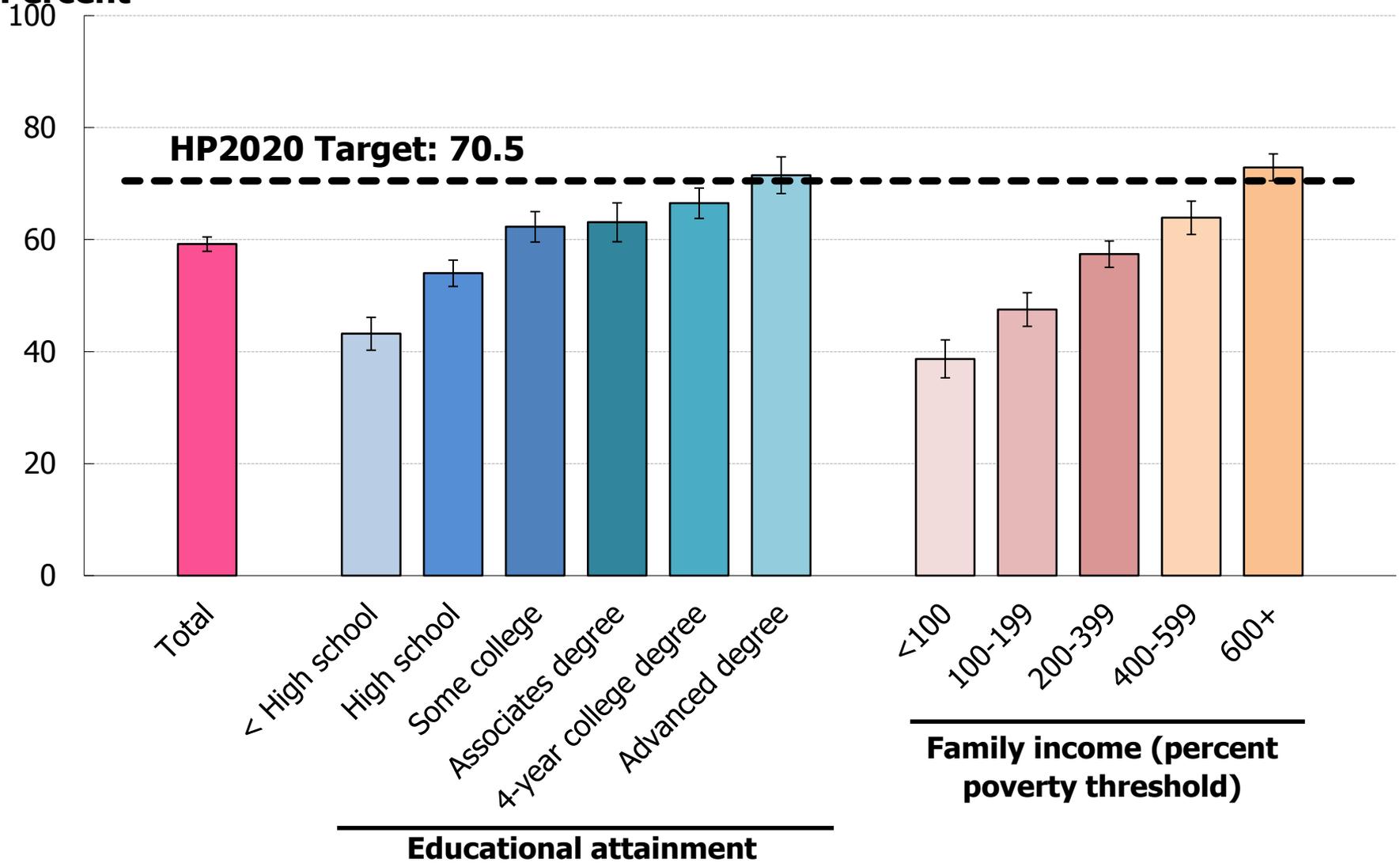
**Cancer-16: Adults receiving colorectal cancer screening based on most recent guidelines**



**Improving**

# Colorectal Cancer Screening, 2010

Percent



NOTES: Data are for persons aged 50 to 75 years who have had a blood stool test in the past year, sigmoidoscopy in the past 5 years and blood stool test in the past 3 years, or a colonoscopy in the past 10 years. Data are age adjusted to the 2000 U.S. standard population. I is 95% confidence interval.

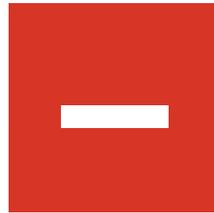
SOURCE: National Health Interview Survey (NHIS), CDC/NCHS.

**Obj. C-16**  
Increase desired



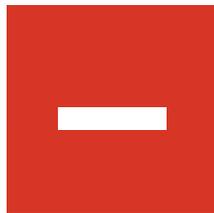
# How Are We Doing on Mental Health?

## Mental Health and Mental Disorders-1: Suicide



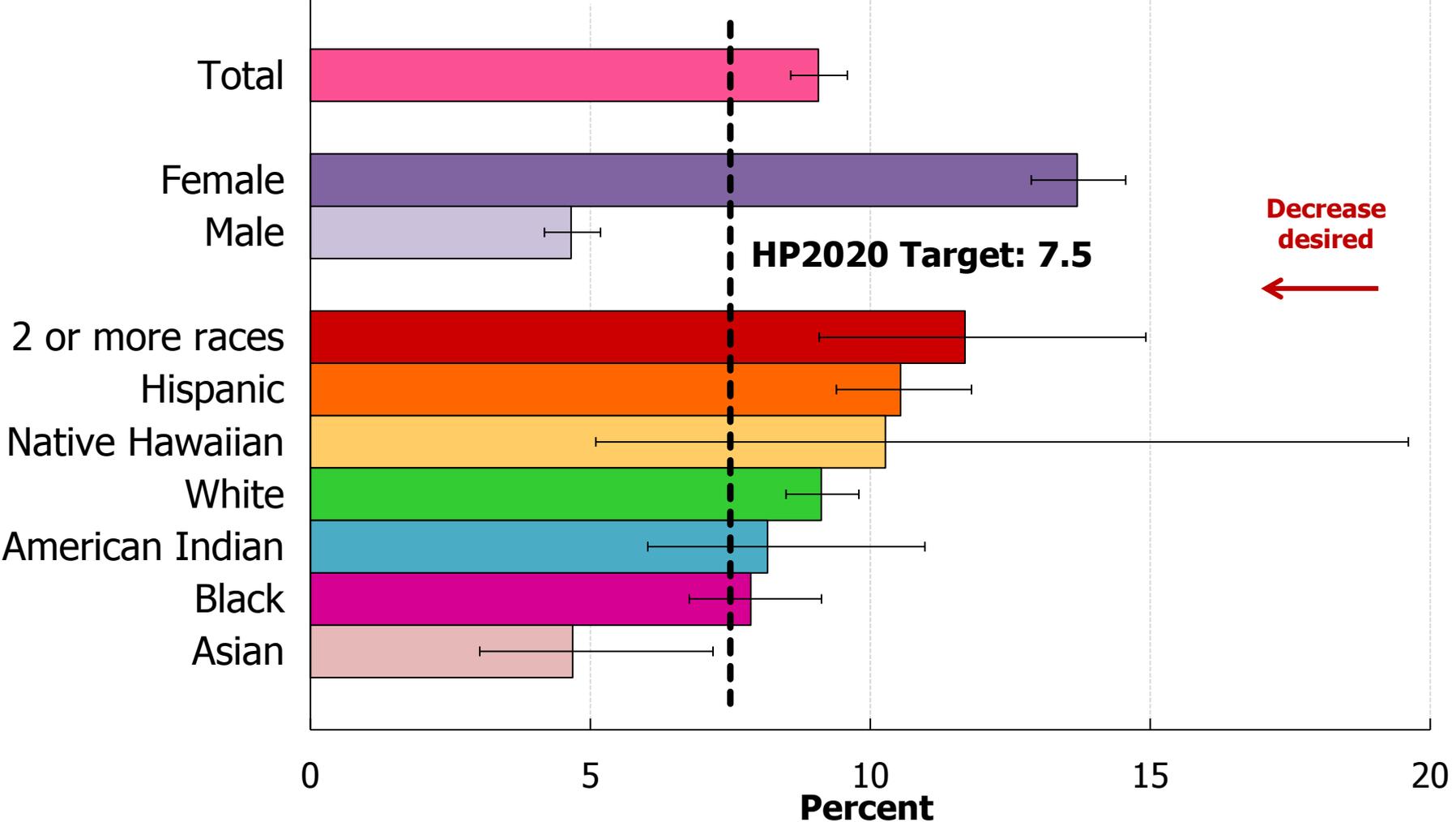
Getting worse

## Mental Health and Mental Disorders-4.1: Adolescents with major depressive episodes



Getting worse

# Major Depressive Episode, Adolescents, 2012



NOTES: I = 95% confidence interval. Data are for adolescents aged 12-17 years who reported having a Major Depressive Episode (MDE) in the past 12 months. American Indian includes Alaska Native. Native Hawaiian includes other Pacific Islander. The categories black and white exclude persons of Hispanic origin. Persons of Hispanic origin may be any race.  
 SOURCE: National Survey on Drug Use and Health (NSDUH), SAMHSA.

**Obj. MHMD-4.1**



# How Are We Doing on Physical Activity and Obesity?

**Physical Activity-2.4: Adults meeting aerobic physical activity and muscle strengthening guidelines**



Target met

**Nutrition and Weight Status-9: Obesity among adults**



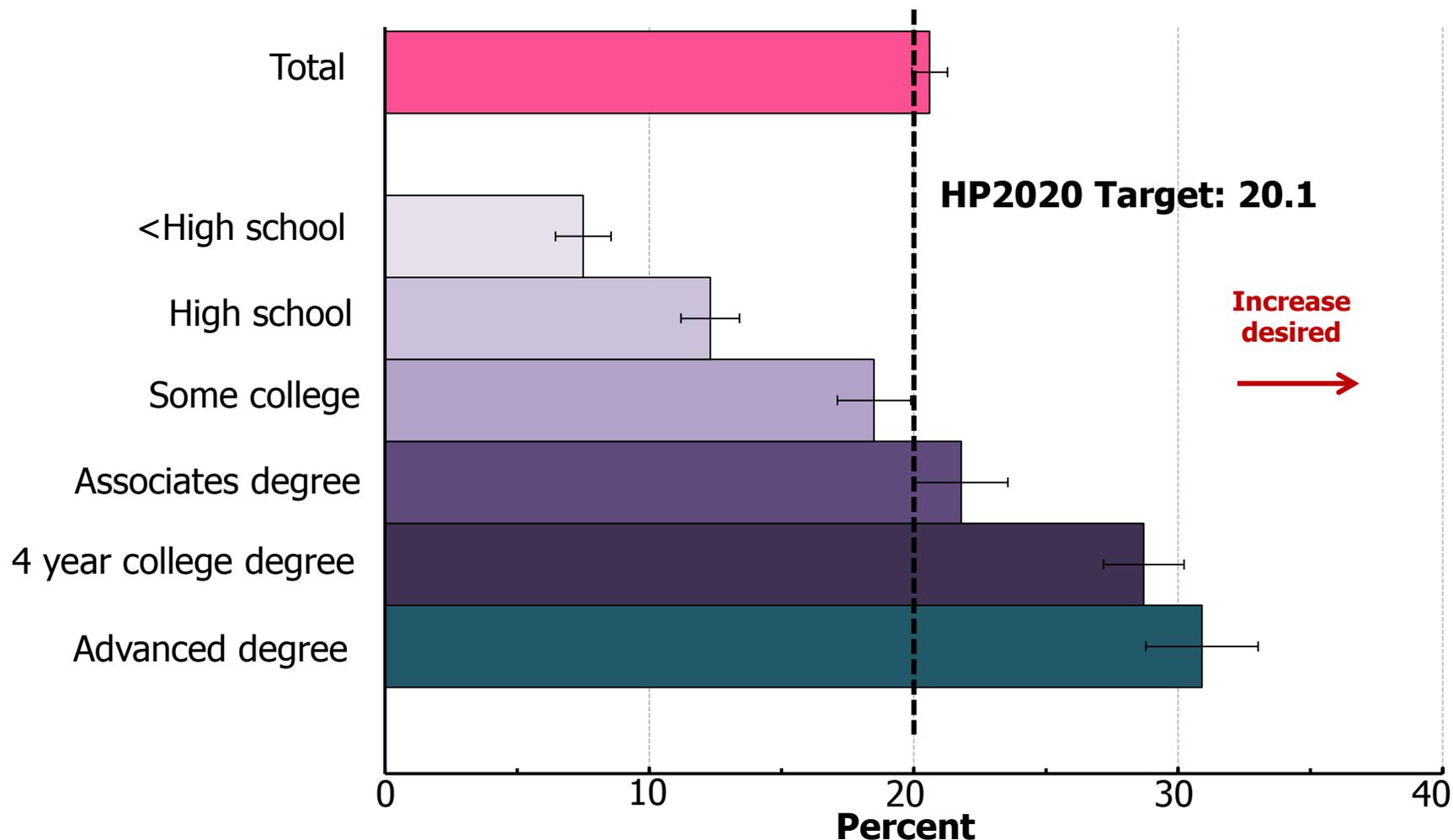
Little or no detectable change

**Nutrition and Weight Status-10.4: Obesity among children and adolescents**



Little or no detectable change

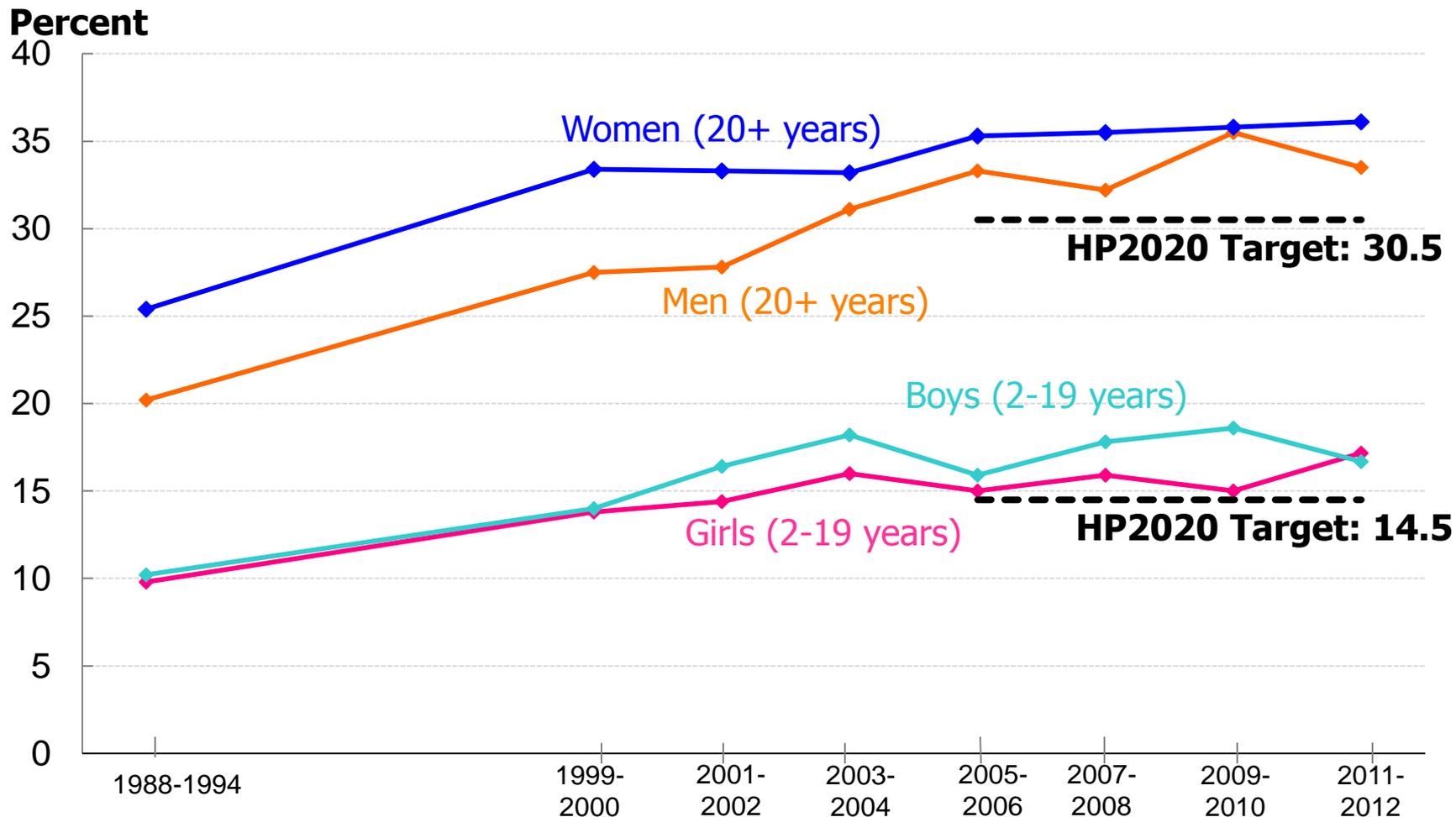
# Adults Who Meet the Guidelines for Aerobic Physical Activity and for Muscle-Strengthening Activity, 2012



NOTES: I = 95% confidence interval. Except for education levels, data are for adults 18 years and over who report light or moderate leisure time physical activity for at least 150 minutes per week or who report vigorous physical activity 75 minutes per week or an equivalent combination of moderate and vigorous-intensity activity and report doing physical activities specifically designed to strengthen muscles at least twice per week; education-level data are for adults 25 years and over. Data are age adjusted to the 2000 standard population.

SOURCE: National Health Interview Survey (NHIS), CDC/NCHS.

# Obesity, Children/Adolescents and Adults, 1988–1994 through 2011–2012



NOTES: Obesity defined as BMI $\geq$ 30 for adults and BMI-for-age $\geq$ 95th percentile on the sex specific 2000 CDC Growth Charts for 2-19 years.

SOURCE: National Health and Nutrition Examination Survey (NHANES), CDC/NCHS.

**Objs. NWS-9, 10.4**  
Decrease desired

# Moving Forward with the LHIs



## Healthy People 2020 Leading Health Indicators: Progress Update

✔ Target met!    
 + Improving!    
 ○ Little or no detectable change!    
 - Getting worse!

Progress Toward Target <sup>1,2</sup>	Leading Health Topic and Indicator	Baseline (Year)	Most Recent (Year)	Target
<b>Access to Health Services</b>				
○	AHS-1.1 Persons with medical insurance (percent, <65 years)	83.2% (2008)	83.1% (2012)	100.0%
○	AHS-3 Persons with a usual primary care provider (percent)	76.3% (2007)	77.3% (2011)	83.0%
<b>Clinical Preventive Services</b>				
+	C-16 Adults receiving colorectal cancer screening based on most recent guidelines (age adjusted, percent, 50–75 years)	52.1% (2008)	59.2% (2010)	70.5%
+	HDS-12 Adults with hypertension whose blood pressure is under control (age adjusted, percent, 18+ years)	43.7% (2005–08)	48.0% (2009–12)	61.2%
○	D-5.1 Persons with diagnosed diabetes whose A1c value is >9 percent (age adjusted, percent, 18+ years)	17.0% (2005–08)	21.0% (2009–12)	16.1%
+	ID-8 Children receiving the recommended doses of DTaP, polio, MMR, Hib, hepatitis B, varicella and PCV vaccines (percent, aged 19–35 months)	44.3% (2009)	68.5% (2011)	80.0%
<b>Environmental Quality</b>				
✔	EH-1 Air Quality Index (AQI) exceeding 100 (number of billion person days, weighted by population and Air Quality Index value)	2,237 (2005–08)	1,252 (2009–11)	1,980
✔	TU-11.1 Children exposed to secondhand smoke (percent; nonsmokers, 3–11 years)	52.2% (2005–08)	41.3% (2009–12)	47.0%
<b>Injury and Violence</b>				
+	IVP-1.1 Injury deaths (age adjusted, per 100,000 population)	58.7 (2007)	57.1 (2010)	53.7
✔	IVP-29 Homicides (age adjusted, per 100,000 population)	6.1 (2007)	5.3 (2010)	5.5
<b>Maternal, Infant, and Child Health</b>				
+	MICH-1.3 Infant deaths (per 1,000 live births, <1 year)	6.7 (2006)	6.1 (2010)	6.0
+	MICH-9.1 Total preterm live births (percent, <37 weeks gestation)	12.7% (2007)	11.5% (2012)	11.4%
<b>Mental Health</b>				
-	MH-MD-1 Suicide (age adjusted, per 100,000 population)	11.3 (2007)	12.1 (2010)	10.2
-	MH-MD-4.1 Adolescents with major depressive episodes (percent, 12–17 years)	8.3% (2008)	9.1% (2012)	7.5%
<b>Nutrition, Physical Activity, and Obesity</b>				
✔	PA-24 Adults meeting aerobic physical activity and muscle-strengthening Federal guidelines (age adjusted, percent, 18+ years)	18.2% (2008)	20.6% (2012)	20.1%
○	NWS-9 Obesity among adults (age adjusted, percent, 20+ years)	33.9% (2005–08)	35.3% (2009–12)	30.5%
○	NWS-10.4 Obesity among children and adolescents (percent, 2–19 years)	16.1% (2005–08)	16.9% (2009–12)	14.5%
○	NWS-15.1 Mean daily intake of total vegetables (age adjusted, cup equivalents per 1,000 calories, 2+ years)	0.8 (2001–04)	0.8 (2007–10)	1.1

March 2014

3

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



# Progress Towards A Better State of Health

## Healthy North Carolina 2020



Joy Reed, EdD, RN, FAAN  
NC Department of Health and Human Services  
Head, Local Technical Assistance and Training Branch  
Division of Public Health

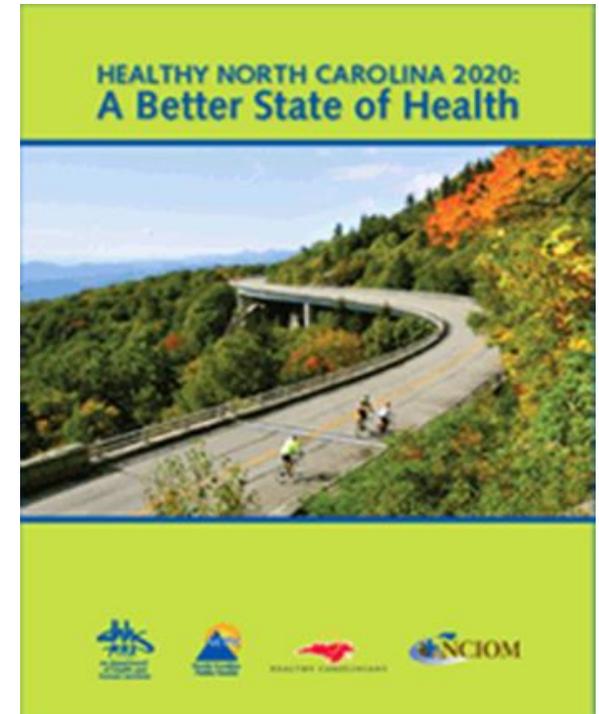


# Healthy North Carolina 2020

- Modeled after Healthy People processes
- State-specific health objectives developed every 10 years since 1990
- Developed with input from over 150 partners, stakeholders, public/community

# Healthy North Carolina 2020

- Objectives are scientifically derived, aspirational, attainable and measurable
- Includes social determinants of health
- 13 focus areas, 40 objectives
- [Healthy North Carolina 2020: A Better State of Health](#) (March 2011)



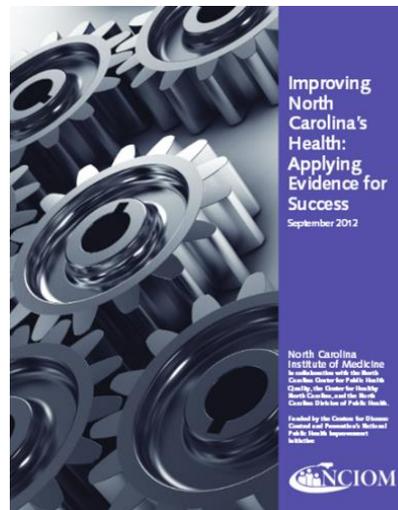
# Healthy North Carolina 2020

Healthy North Carolina 2020 Focus Areas	Healthy People 2020 Leading Health Indicators
Tobacco Use	Tobacco
Physical Activity and Nutrition	Nutrition/Physical Activity/Obesity
Injury and Violence	Injury and Violence
Maternal and Infant Health	Maternal/Infant/Child Health
Sexually Transmitted Diseases and Unintended Pregnancy	Reproductive/Sexual Health
Substance Abuse	Substance Abuse
Mental Health	Mental Health
Oral Health	Oral Health
Environmental Health	Environmental Quality
Infectious Disease and Foodborne Illness	
Social Determinants of Health	Social Determinants
Chronic Disease	Clinical Preventive Services
Cross Cutting	Access to Health Services

\*Items in red are HNC2020 priority focus areas

# Healthy North Carolina 2020

- Implementation of evidence based strategies is essential to achieving HNC2020
- Statewide recommendations documented in [Improving North Carolina's Health: Applying Evidence for Success](#) (September 2012)



# Healthy North Carolina 2020

- Some Task Force Recommendations:
  - Require Local Health Departments (LHD) to choose 2 HNC2020 objectives from different focus areas to address community identified priorities
  - Provide EBS training for DPH, LHD and community partners
  - Promote Learning Collaboratives and QI
  - Provide [annual reporting of HNC2020 progress](#)



# Cardiovascular Disease Mortality Rate

- Declined from 256.6 in 2008 to 237.2 in 2012 (per 100,000 population)
- Goal is 161.5 (per 100,000 population) by 2020
- Contributing factors: Justus-Warren Heart Disease and Stroke Prevention Task Force
  - Legislative task force of strong statewide partnerships
  - Comprehensive state plan, focused on EBS/I
  - Million Hearts Campaign - ABCS

Data source: NC State Center for Health Statistics, January 2014



# Tobacco Use

- Percentage of people exposed to second hand smoke in the workplace declined from 14.6% (2008) to 8.6% (2012)<sup>1</sup>.
- Contributing factors
  - NC Smoke-Free Restaurant and Bar Law (2010)
  - 100% of NC acute care hospitals tobacco free<sup>2</sup>
  - 100% of NC public schools tobacco free<sup>3</sup>



1. State Center for Health Statistics, January 2014.

2. NC Prevention Partners, All N.C. Hospitals 100% Tobacco-Free, July 6, 2009, <http://www.forprevention.org>

3. <http://nctobaccofreeschools.org/>

# Tobacco Use- Contributing factors (continued)

- Community Transformation Grant focused on tobacco-free community colleges
- Multi-unit housing owners and managers working to move toward smoke free housing<sup>2</sup>
- Other state operated hospitals and treatment centers may adopt a tobacco-free campus policy<sup>3</sup>



1. <http://www.tobaccofreecollegesnc.com>

2. <http://www.smokefreehousingnc.com/>

3. <http://www.ncdhs.gov/MHDDSAS/MHDDSAScommission/agendas/commission2-27-14agenda.pdf>

# Coordinated Efforts

- Increased coordination of efforts between key organizations
  - NC DPH Local Technical Assistance and Training Branch
  - Center for Public Health Quality
  - Center for Healthy North Carolina
- Increased provision of technical assistance to local health departments and community coalitions
- Emphasized the need to partner and include stakeholders and community in choosing/implementing EBS

# Tools and Resources

- Healthy NC 2020 <http://publichealth.nc.gov/hnc2020>
- NC Institute of Medicine <http://www.nciom.org>
- NC Tobacco Prevention and Control  
<http://www.tobaccopreventionandcontrol.ncdhhs.gov/>
- Chronic Disease and Injury Section, NC Division of Public Health  
<http://publichealth.nc.gov/chronicdiseaseandinjury/>
- HNC2020 webinar  
[http://cphp.sph.unc.edu/training/HEP\\_HNC2020/certificate.php](http://cphp.sph.unc.edu/training/HEP_HNC2020/certificate.php)
- EBS 101 webinar  
[http://cphp.sph.unc.edu/training/HEP\\_EBS101/certificate.php](http://cphp.sph.unc.edu/training/HEP_EBS101/certificate.php)

# Healthy North Carolina 2020

- Questions?
- Contacts
  - Joy Reed, Division of Public Health  
[joy.reed@dhhs.nc.gov](mailto:joy.reed@dhhs.nc.gov)
  - Greg Randolph, Center for Public Health Quality  
[greg.randolph@phquality.org](mailto:greg.randolph@phquality.org)
  - Laura Edwards, Center for Healthy NC  
[laura.edwards@centerforhealthync.org](mailto:laura.edwards@centerforhealthync.org)

# Roundtable Discussion





# Healthy People 2020 Progress Review Webinar

Please join us as we review select Healthy People 2020 objectives in the Physical Activity and Nutrition and Weight Status topic areas.

**May 9, 2014  
12:30pm EDT**

Hear from a community-based organization that is working to improve outcomes in the community.

***To register, visit:  
[www.healthypeople.gov](http://www.healthypeople.gov)***





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# Healthy People 2020 Sharing Library

*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

Home > Implement > Healthy People in Action > Sharing Library: Map View

**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>

# NPHW Twitter Chat

- Wednesday, April 9, 2-3 pm EDT
- Follow @NPHW
- Use #NPHWchat
- RSVP via the Twtvite -  
<http://twtvite.com/wjtpff64i1flg8e>





# Healthy People 2020 Clinical Preventive Services LHI Webinar



**Join us on May 22<sup>nd</sup> for a  
*Who's Leading the Leading Health Indicators? Webinar***

**Learn how one group is working to address the importance of  
immunizations for children.**

**Register soon!  
[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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Join our Healthy People 2020 group on LinkedIn



Watch past Webinars at [www.YouTube.com/ODPHP](http://www.YouTube.com/ODPHP)

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<https://www.facebook.com/AmericanPublicHealthAssociation>



<http://www.youtube.com/user/aphadc>



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# LHI Progress Update



AMERICAN PUBLIC HEALTH ASSOCIATION

*For science. For action. For health.*

