



CHRONIC DISEASE PREVENTION AND HEALTH PROMOTION

Heart disease, stroke, cancer, diabetes, and other chronic diseases are major health threats. These cause 7 in 10 deaths every year in the U.S. and account for about \$2.5 trillion of the \$2.9 trillion Americans spend in annual medical costs. CDC works to prevent the risk factors that cause these diseases, such as tobacco use, obesity, physical inactivity, poor nutrition, and excessive alcohol use. Preventing chronic diseases saves lives, reduces disease and disability, and helps save billions in unnecessary healthcare costs.



90%

About 90% of U.S. children ages 6-18 years eat too much sodium, putting them at risk for high blood pressure and heart disease later in life.



20 YEARS

Teen pregnancies are at their lowest level in 20 years; yet 1,700 teens ages 15-17 years give birth every week.



A TIP FROM A
**FORMER
SMOKER**

When you have to get a needle stuck in your eye, look as far away as possible.

CDC's "Tips from Former Smokers" campaign features hard-hitting ads with real people who have suffered the effects of tobacco use.

KEY ACCOMPLISHMENTS

- Reported a record low for adult smoking—just 17.8% in 2013 compared with 20.9% in 2005 and 42.4% in 1965, when the U.S. government began keeping records on smoking.
- Issued the *Surgeon General's Call to Action to Prevent Skin Cancer*, which reported that nearly 5 million Americans are treated for skin cancer annually at a cost of \$8.1 billion.
- Reported that dramatic 20-year progress against some devastating complications of diabetes: rates of heart attacks and deaths from high blood sugar fell more than 60%, rates of stroke and foot or leg amputations declined by about half, and rates of end-stage kidney failure decreased about 30%.
- Helped achieve an all-time low in the U.S. teen birth rate among 15- to 19-year-olds—from 40 per 1,000 teens in 2009 to 27 per 1,000 teens in 2013.
- Improved choices of healthy food and beverage options for millions of Americans by promoting food service guidelines at work sites, schools, and in communities.
- Achieved high blood pressure control rates of 70% or higher with patients in 30 public and private healthcare practices and systems involved in the “Million Hearts” initiative. These systems care for more than 3.5 million people across 19 states.



5 TIMES FASTER

The U.S. costs for treating skin cancer grew 5 times faster than the costs of treating other cancers in the past 10 years.



ZERO

No state has an obesity rate less than 20%. The national goal is 15%.

SUCCESSFUL ANTI-TOBACCO CAMPAIGN SPOTLIGHTS LESSER-KNOWN ADVERSE EFFECTS

Most people know cigarette smoking is a serious health threat and can cause lung cancer, but CDC's highly successful “Tips from Former Smokers” campaign is showing people some lesser-known health horrors.

Now in its third year, the campaign uses powerful stories from former smokers to show what it's like to live every day with disability and disfigurement from smoking. The latest ads feature serious health conditions not commonly linked with smoking, including gum disease, preterm birth, complications associated with HIV, and more common conditions like cancer.

The campaign continues to be highly successful and cost-effective. In a study published in the *American Journal of Preventive Medicine*, CDC found the 2012 campaign cost only \$480 per smoker who quit and just \$393 per year of life saved, which is far below the widely accepted standard that considers public health interventions to be cost-effective at \$50,000 per year of life saved. This makes the “Tips from Former Smokers” campaign clearly a best buy for public health because each year cigarette smoking kills more than 480,000 Americans and costs about \$170 billion in healthcare.

