



# Chronic Disease Prevention and Health Promotion

**Chronic diseases, such as heart disease, stroke, cancer, and diabetes, are responsible for 7 of 10 deaths each year, and treatment of chronic diseases accounts for 86% of our nation's health care costs. CDC works to reduce the risk factors that cause these diseases, such as tobacco use, obesity, physical inactivity, poor nutrition, and alcohol abuse, and to detect diseases early and keep them from progressing. Chronic disease prevention saves lives, reduces disease and disability, and helps save billions in unnecessary healthcare costs.**



## Key Accomplishments 2015

- Completed fourth year of CDC's highly successful "Tips from Former Smokers" campaign. Ads featuring real people who suffer from smoking-related illnesses, including vision loss and colorectal cancer, resulted in 145,000 quitline calls and more than 1.7 million visits to the Tips websites for information on quitting smoking.
- Updated the Public Health Service's recommendation for the optimal fluoride level in drinking water to prevent tooth decay. The new standard establishes a single level of fluoride for all water systems in the nation.
- Issued the first study to provide population-level estimates of heart age with nearly 3 in 4 adults in America having a heart age that is older than their chronological age. On average, men have a heart age 8 years older than their chronological age, compared to 6 years older for women.
- Launched STAT™ (Screen, Test, Act Today), a multi-year program in partnership with the American Medical Association, to reach more Americans with prediabetes and stop the progression to type 2 diabetes—now one of the nation's most debilitating chronic diseases.
- Reported that nearly 90% of teens used birth control the last time they had sex, but rarely choose the most effective types, such as intrauterine devices and implants. CDC is urging parents and teens to learn more about types of birth control, including long-acting reversible contraception (LARC).



The "Tips" Campaign has inspired millions of smokers to quit.

## "Tips from Former Smokers" Campaign Saves Lives

CDC's "Tips From Former Smokers" campaign has already saved tens of thousands of lives and inspired millions of smokers to quit. The hard-hitting ad campaign features compelling stories of Americans suffering from smoking-related diseases and disabilities and the toll smoking-related illnesses take on smokers and their loved ones.

CDC is expected to release a full evaluation of the campaign's impact in 2016. But, preliminary estimates indicate the campaign has already helped save at least 50,000 lives. Since 2012, at least 5 million Americans tried to quit smoking cigarettes because of the Tips campaign, and at least 400,000 cigarette smokers quit for good. Additionally, millions of nonsmokers have talked to their friends and loved ones about the dangers of smoking. Tips has also proven to be extremely cost effective. For every \$2,800 spent on the 2012 campaign, a death was prevented; and for every \$400 spent, a life was prolonged for at least a year.

In 2015, the Tips campaign introduced a new series of powerful ads featuring vision loss and colorectal cancer. The campaign had an immediate and strong impact. When the ads were on the air, about 62% more people called the national quitline, 1-800-QUIT-NOW. These ads, along with previously aired ads featuring stroke, heart disease, COPD, birth defects, gum disease, tooth loss, and complications in smokers with HIV, helped educate the public about the devastating effects of smoking on the body.



**17%**  
Cancer deaths declined 17% from 201 deaths per 100,000 persons in 1999 to 169 deaths in 2012.



**\$2.05 a drink**  
Excessive alcohol consumption cost the U.S. \$249 billion in 2010. That equals \$2.05 a drink—up from \$1.90 per drink in 2006.



**2x**  
The percentage of U.S. hospitals using most of the Ten Steps to Successful Breastfeeding guidelines nearly doubled in 6 years, growing from 29% in 2007 to 54% in 2013.



**3x**  
E-cigarette use among middle and high school students tripled from 2013 to 2014—for the first time surpassing every other tobacco product.