Winnable Battles

Prevention:
Make it Happen and Make it Known

Presenter's Title – Myriad Pro, 18pt

Title of Event
Date of Event

Prevention: Make it happen and Make it known

WINNABLE BATTLES

Winnable Battles

- Each area is a leading cause of illness, injury, disability or death and/or represents enormous societal costs
- Evidence-based, scalable interventions already exist and can be broadly implemented
- Our effort can make a difference
- We can get results within 1 to 4 years – but it won't be easy

Key Winnable Battles

Healthcare-Associated Infections

Nutrition, Physical Activity, Obesity & Food Safety

HIV

Teen Pregnancy

Motor Vehicle Injuries

Tobacco

Healthcare-Associated Infections

- **Why important?**
  - Affects 1 in 20 patients in U.S. hospitals annually
  - Increases costs, length of hospitalizations and deaths
  - Infections in blood stream, urinary tract, and surgical sites preventable
- **What can we do?**
  - Strengthen national surveillance through National Healthcare Safety Network
  - Increase implementation of evidence-based prevention guidelines in hospitals
  - Ensure federal and state policies to support transparency and accountability
  - Sustain HAI programs in states
  - Expand prevention to non-hospital settings

Nutrition, Physical Activity, Obesity, and Food Safety

- **Why important?**
  - From 1980-2000, obesity rates doubled for adults, tripled for children
  - Sodium reduction = 100,000 fewer deaths annually
  - Artificial trans fat elimination = tens of thousands fewer deaths annually
  - Complex, globalized food supply with tens of millions of food-borne illnesses annually in U.S.
- **What can we do?**
  - Change environment to promote healthy food (e.g., trans fat, sodium reduction, junk food) and active living
  - Address food procurement
  - Improve food-borne illness detection, response and prevention

HIV Prevention

- **Why important?**
  - 1.1 million Americans have HIV – 1 out of 5 unaware they are infected
    - Serious health disparities among populations and risk groups: MSM of all races/ethnicities: 53%; African Americans: 46%; Hispanics: 18% and IDUs: 18%
  - Estimated lifetime cost of more than $380,000 per person for direct medical care
- **What can we do?**
  - Increase HIV testing to reach all Americans
  - Access to proven interventions for negatives: comprehensive sex education and condom education
  - Improve linkage to care
  - Promote Prevention with Positives

Teen Pregnancy Prevention

- **Why important?**
  - Teen birth rate remains high
  - 2/3 pregnancies under age 18 years unintended
  - Can perpetuate a cycle of poverty
  - Increases infant death, low birth weight, preterm birth, health-care costs
  - Taxpayer costs of teen pregnancy >$9 billion/year
- **What can we do?**
  - Increase access to reproductive health services, especially long-acting reversible contraceptives
  - Reduce cost barriers to family planning services and contraceptives
  - Work to change health professional and community norms

Motor Vehicle Injury Prevention

- **Why important?**
  - 45,000 deaths and 4 million ED visits each year
  - Leading cause of death in first three decades of life
- **What can we do?**
  - Target 100% seat belt use = 4,000 fewer fatalities annually
  - Reduce impaired driving = 8,000 fewer fatalities annually
  - Support strong Graduated Drivers License policies = 350,000 fewer non-fatal injuries, 175 fewer deaths annually
  - Collaborate with transportation sector and other agencies to promote safety policies

Tobacco

- **Why important?**
  - Leading preventable cause of death (kills 440,000 people annually in U.S.) and largest potential public health impact
  - 40% of adult nonsmokers and 54% of children (aged 3-11 years) are exposed to secondhand smoke in U.S.
  - $193 billion in direct medical expenses and lost productivity
- **What can we do?**
  - Increase the price of tobacco products
  - Promote evidence based policies
  - Support 100% smoke-free environments
  - Utilize aggressive earned and paid media
  - Assist with FDA regulations

What Public Health Can Do

- **Help win these public health battles**
  - Priority issues at the local, state and federal levels
  - Known, effective, scalable interventions
  - Potential for large impact on health
- **Collective and focused efforts**
  - Identify optimal strategies at all levels, across all sectors
  - Rally resources and partnerships
  - Communicate about successes and challenges along the way
  - Accelerate efforts to make measureable impact on health

www.cdc.gov/winnablebattles

Thank you

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