



# Healthy People 2030 Launch

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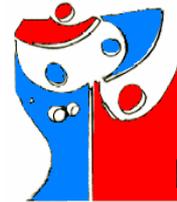
Board of Scientific Counselors Meeting

September 17, 2020

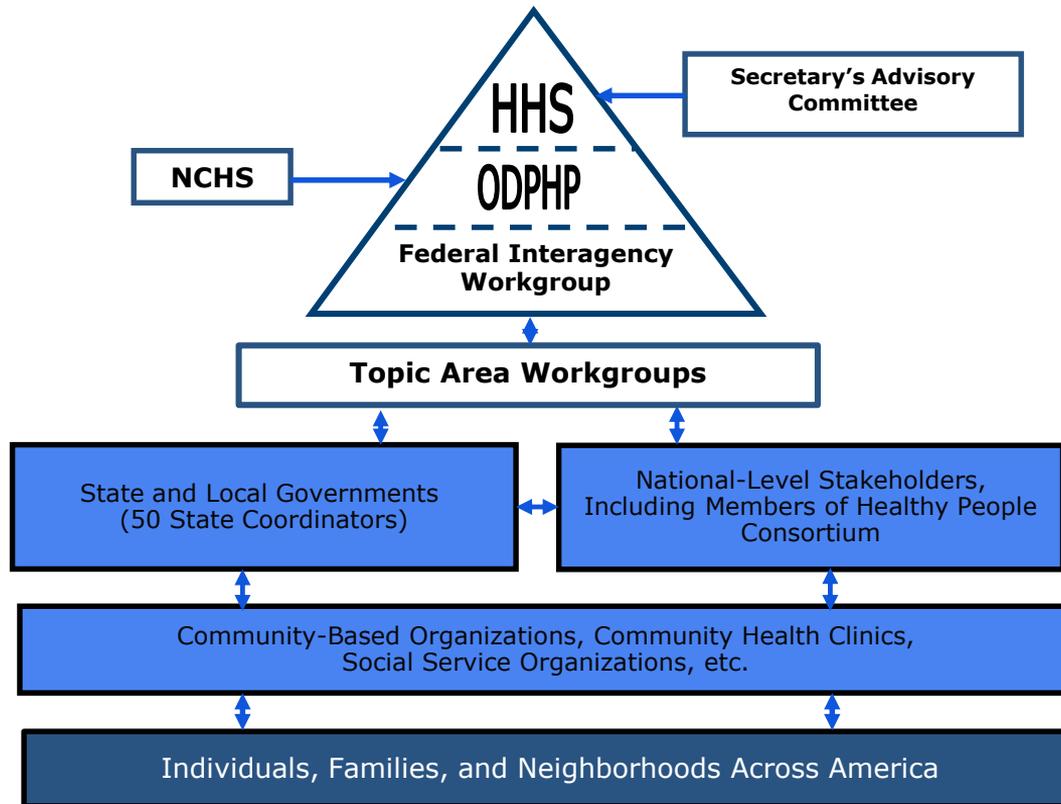
# What is Healthy People?

- Provides a strategic framework for a **national prevention agenda** that communicates a vision for improving health and achieving health equity
- Identifies science-based, **measurable objectives with targets** to be achieved by the end of the decade
- Requires tracking of **data-driven outcomes** to monitor progress and to motivate, guide, and focus action
- Offers model for international, state, and local **program planning**

HEALTHY PEOPLE  
The Surgeon General's Report On  
Health Promotion And Disease Prevention



# Federally Led, Stakeholder-Driven with NCHS as a Key Partner



# How is Healthy People used?

<b>For research/assessment:</b>	
As a data source	91%
To inform program planning to address health disparities	82%
For comparison with organization data (e.g. benchmarking)	80%
To develop community health improvement plans	79%
To conduct community health assessments	70%
For meeting national public health accreditation standards	51%
<b>For collaboration/outreach or education:</b>	
As a resource for building community partnerships for promoting health	73%
As a learning tool for staff or students	67%
<b>For setting internal priorities:</b>	
As a framework for planning, goal-setting or decision making	79%
To guide priorities for the organization/entity	73%
As a guide for allocating resources in the organization/entity	40%
<b>Other uses:</b>	
To support applications for grants or other funding	79%
To inform policy development	70%
To create or inform quality improvement activities	66%
Other, please specify	29%

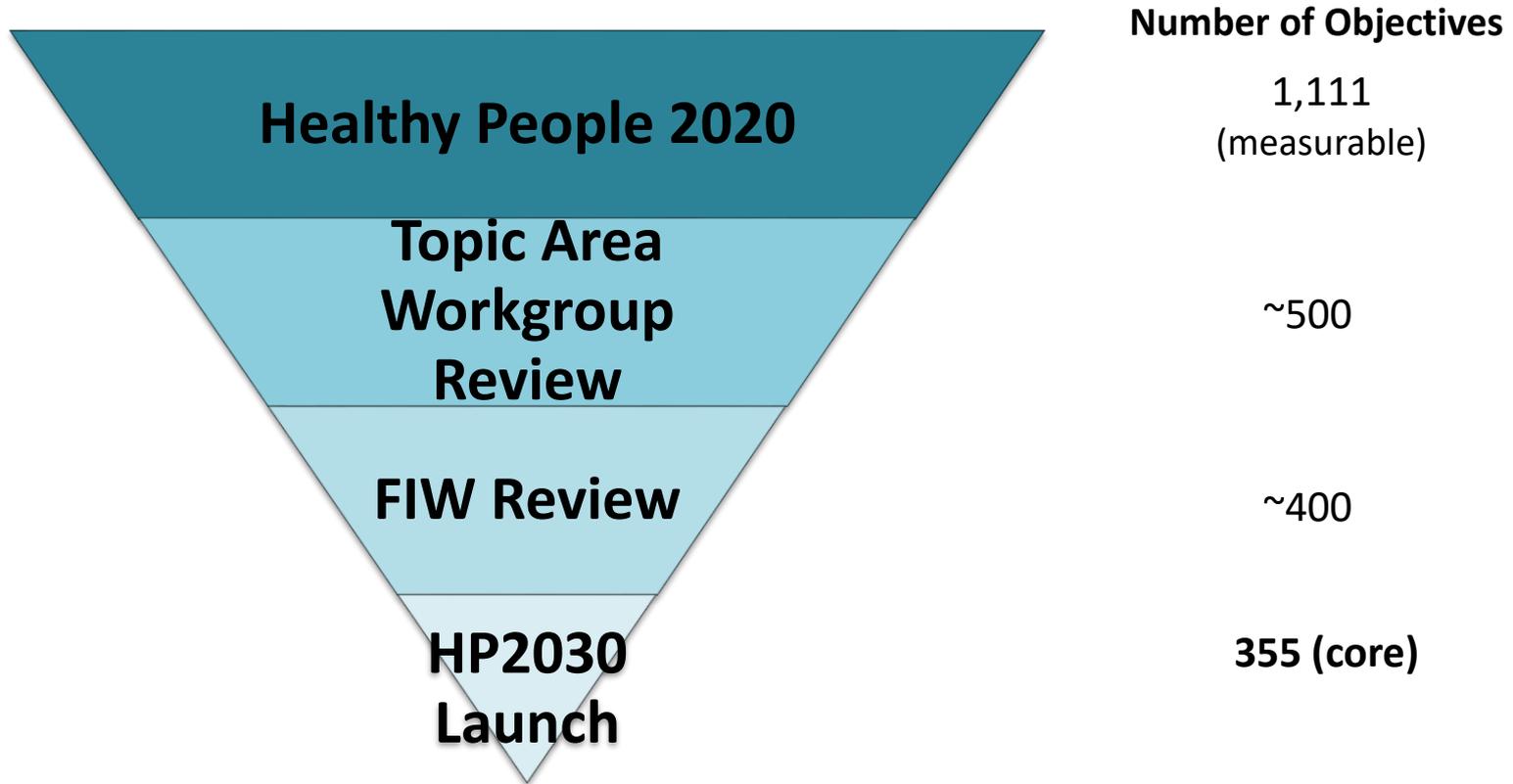
From Healthy People 2015 User Study by NORC, based on a sample of 573 Healthy People State Coordinators, Senior State/Territory Deputy Directors, Local Health Departments, Tribal entities, Tribal Area Health Boards, Consortium organizations, and Healthy People Webinar attendees

# NCHS' role in Healthy People

- Methods and measures
- Statistical approaches and target-setting methods
- Data2030 (houses all HP2030 data)
- Analysis and presentation of data
- Expertise and technical assistance



# Evolution of HP2030 Slate of Objectives



# What's new in HP2030?

## A review of measures and data sources

Core objectives are measurable objectives of high national importance (i.e., direct impact on health, broad and comprehensive applicability, substantial burden, and/or national public health priority) that:



1. address health equity and/or health disparities
2. have baseline data, using data no older than 2015
3. have an assurance of at least two additional data points throughout the decade
4. have an approved data source (e.g., federal, publicly available, nationally representative).

# What's new in HP2030?

## Statistical rigor, more timely information

- A more statistically rigorous set of core objectives
  - Nationally representative, publicly available, federal oversight
  - Consideration of methodological issues:
    - Population coverage, sample design
    - Response rates/non-response bias analyses
    - Wide usage in major indicator projects
    - Documentation completeness, no major methodological issues
- More timely information on the HP2030 website
  - Data source criteria include frequency of data collection, timeliness of data
  - More frequent website data updates due to improvements in IT systems



# A new Data Sources and Methods Page

The screenshot shows the top navigation bar of the Healthy People 2030 website with links for 'Objective and Data', 'Tools for Action', and 'About'. Below the navigation is a search bar. The main content area is titled 'Data Sources and Methods' and includes a brief introduction: 'Healthy People relies on high-quality data to measure progress toward meeting national objectives. The site is updated regularly as new data become available.' A section titled 'Where do Healthy People data come from?' lists three sources: 'National censuses of events (like the National Vital Statistics System)', 'Nationally representative sample surveys (like the National Health Interview Survey)', and 'Other valid and reliable data sources (like the State Tobacco Activities Tracking and Evaluation System)'. A button labeled 'Explore the data sources' is located below this list. To the right of the text is a photograph of several documents with charts and graphs. Below the main content are two sections: 'Target-Setting Methods' with a link to a page about federal subject matter experts, and 'About the National Center for Health Statistics' with a link to the NCHS website.

Objective and Data Tools for Action About

Healthy People 2030 Search

Home > Objective and Data > Data Sources and Methods

## Data Sources and Methods

Healthy People relies on high-quality data to measure progress toward meeting national objectives. The site is updated regularly as new data become available.

### Where do Healthy People data come from?

Healthy People 2030 uses more than 80 data systems to monitor progress toward achieving objective targets over the course of the decade. Sources include:

- > National censuses of events (like the National Vital Statistics System)
- > Nationally representative sample surveys (like the National Health Interview Survey)
- > Other valid and reliable data sources (like the State Tobacco Activities Tracking and Evaluation System)

Explore the data sources

### Target-Setting Methods

[Workgroups made up of federal subject matter experts](#) set targets for Healthy People objectives with statistical guidance from the National Center for Health Statistics (NCHS). More information related to targets is available on each objective's Data Methodology and Measurement page.

### About the National Center for Health Statistics

[The National Center for Health Statistics \(NCHS\)](#) tracks, analyzes, and disseminates the data for Healthy People 2030 objectives throughout the decade.

Data come from 81 data systems, including 49 from across HHS (e.g., NCHS, CDC, and NIH) and others from outside HHS (e.g., USDA, DOJ, EPA, ED, DOT, DOL, and Census)

Link to NCHS website for more information on NCHS, target-setting, and data sources

# Data Sources Landing Page

Healthy People 2030

Objectives and Data ▾ Tools for Action ▾ About ▾ Custom List (24) 📄

Search 🔍

[Home](#) > [Objectives and Data](#) > [Data Sources and Methods](#) > [Data Sources](#) > [National Health Interview Survey \(NHIS\)](#)

## National Health Interview Survey (NHIS)

**Supplier:** CDC/NCHS

**Years Available:** 1957 to present

**Periodicity:** Annual

**Mode of Collection:** Sample survey: personal interviews in households using computer-assisted personal interviewing (CAPI).

**Description:** The National Health Interview Survey (NHIS) monitors the health of the civilian non-institutionalized U.S. population through the collection and analysis of data on a broad range of health topics. A major strength of this survey lies in its ability to analyze health measures by many demographic and socioeconomic characteristics. During household interviews, NHIS obtains information on activity limitation, illnesses, injuries, chronic conditions, health insurance coverage (or lack thereof), utilization of health care, and other health topics.

**Population Covered:** The U.S. civilian noninstitutionalized population.

### Objectives using data from this source (49)

- [Reduce the proportion of adults with arthritis who have moderate or severe joint pain — A-01](#)
- [Reduce the proportion of adults with arthritis whose arthritis limits their activities — A-02](#)
- [Reduce the proportion of adults with arthritis whose arthritis limits their work — A-03](#)

Information about the data source

Links to objectives using data from this data source

# Target setting in HP2030

- Healthy People is unique among federal indicator initiatives in setting targets for objectives.
- Stakeholders value targets for establishing and evaluating programs.
- NCHS does not set targets but provides statistical guidance in target setting.



# Making targets more transparent and systematic

- HP2030 aims for greater transparency, and a more systematic approach, in target setting.
- HP2030 Target-Setting Methods include:
  - Maintain consistency with national programs, regulations, policies, or laws
  - Maintain baseline
  - Percent improvement
  - Percentage point improvement
  - Minimal statistical significance
  - Trend projection
- New Target Setting Tools were created to help workgroups select among candidate targets generated using the four methods in the second column.
- An NCHS Statistical Note documenting methods and tools, *Target-Setting Methods in Healthy People 2030*, will be released on September 21.

# Highlights for core objectives



Home » Objectives and Data » Browse Objectives » Tobacco Use » Reduce current use of smokeless tobacco products among adolescents — TU-08

## Reduce current use of smokeless tobacco products among adolescents — TU-08

Objective status to be updated throughout the decade

Status: Baseline only

[Learn more about our data release schedule](#)

### Reduce current use of smokeless tobacco products among adolescents

**Baseline:** 4.1 percent of students in grades 6 through 12 used smokeless tobacco products in the past 30 days in 2018

**Target:** 2.3 percent

**Target Setting Method:** Percentage point improvement

**Data Source:** [National Youth Tobacco Survey \(NYTS\)](#)

[Learn more about data measurement for this objective](#)

Baseline statement with year

Target and target-setting method

More about how the data are measured

Technical information about each data source

### Summary

Smokeless tobacco products, like chewing tobacco, are not a safe alternative to cigarettes. They cause cancer, oral health problems, and nicotine addiction. Population-level interventions to reduce tobacco use include price increases, mass media campaigns, and smoke-free policies.

# Crosswalk

Objectives and Data Tools for Action About

Healthy People 2030

Search

Home About How has Healthy People changed?

## How has Healthy People changed?

Every decade, Healthy People makes numerous changes based on years of feedback from a diverse group of individuals and organizations.

For Healthy People 2030, the biggest change is that we've reduced the number of objectives. With fewer objectives, we avoid overlap and prioritize the most pressing public health issues — and make it easier for you to find the objectives that are relevant to your work.

To help you continue your work in the new decade, we've created a tool that labels each [Healthy People 2020](#) objective as retained (with data that can be compared across decades), modified, related, or removed, and directs you to any similar objectives in Healthy People 2030.



Search by keyword or HP2020 objective number

Objective status (retained, modified, related, or removed)

Learn more about Healthy People 2020 objective labels

Search Healthy People 2020 objectives to find their Healthy People 2030 equivalents

Search Healthy People 2020 objectives by objective number (like "AHS-6.1") or by keyword (like "asthma").

Find objectives

Showing 112 Healthy People 2020 objectives containing ... Sort these objectives

HP2020 objective

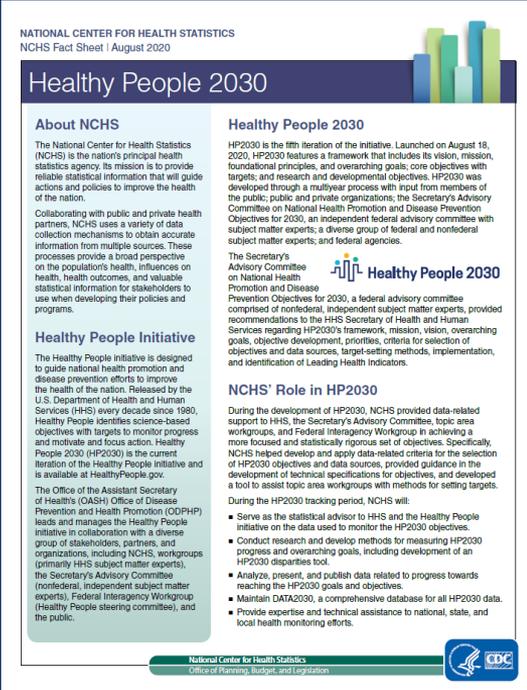
2020 Increase the proportion of adolescents in foster care who exhibit positive early indicators of readiness for transition to adulthood — AH-4.1 Related 2030 Increase the proportion of adolescents in foster care who show signs of being ready for adulthood — AH-R02 Research

HP2030 objective

2020 Increase the proportion of persons with a usual primary care provider — AHS-3 Retained 2030 Increase the proportion of people with a usual primary care provider — AHS-07

# About the Launch

- 1,720 individuals watched the live HP2030 launch
- More than 2,100 views of the HP2030 launch recording
  - Available at <https://youtu.be/atDcD86ChC8>
- New HP2030 website
  - Available at <https://health.gov/healthypeople>
- HP2030 Fact Sheet
  - Available at <https://www.cdc.gov/nchs/about/factsheets/factsheet-hp2030.htm>



NATIONAL CENTER FOR HEALTH STATISTICS  
NCHS Fact Sheet | August 2020

## Healthy People 2030

### About NCHS

The National Center for Health Statistics (NCHS) is the nation's principal health statistics agency. Its mission is to provide reliable statistical information that will guide actions and policies to improve the health of the nation.

Collaborating with public and private health partners, NCHS uses a variety of data collection mechanisms to obtain accurate information from multiple sources. These processes provide a broad perspective on the population's health, influences on health, health outcomes, and valuable statistical information for stakeholders to use when developing their policies and programs.

### Healthy People Initiative

The Healthy People initiative is designed to guide national health promotion and disease prevention efforts to improve the health of the nation. Released by the U.S. Department of Health and Human Services (HHS) every decade since 1980, Healthy People identifies science-based objectives with targets to monitor progress and motivate and focus action. Healthy People 2030 (HP2030) is the current iteration of the Healthy People Initiative and is available at [HealthyPeople.gov](https://healthypeople.gov).

The Office of the Assistant Secretary of Health (OASH) Office of Disease Prevention and Health Promotion (ODPHP) leads and manages the Healthy People initiative in collaboration with a diverse group of stakeholders, partners, and organizations, including NCHS, workgroups (primarily HHS subject matter experts), the Secretary's Advisory Committee (nonfederal, independent subject matter experts), Federal Interagency Workgroup (Healthy People steering committee), and the public.

### Healthy People 2030

HP2030 is the fifth iteration of the initiative. Launched on August 18, 2020, HP2030 features a framework that includes its vision, mission, foundational principles, and overarching goals; core objectives with targets; and research and developmental objectives. HP2030 was developed through a multiyear process with input from members of the public, public and private organizations; the Secretary's Advisory Committee on National Health Promotion and Disease Prevention Objectives for 2030, an independent federal advisory committee with subject matter experts; a diverse group of federal and nonfederal subject matter experts; and federal agencies.

The Secretary's Advisory Committee on National Health Promotion and Disease Prevention Objectives for 2030, a federal advisory committee comprised of nonfederal, independent subject matter experts, provided recommendations to the HHS Secretary of Health and Human Services regarding HP2030's framework, mission, vision, overarching goals, objective development, priorities, criteria for selection of objectives and data sources, target-setting methods, implementation, and identification of Leading Health Indicators.

### NCHS' Role in HP2030

During the development of HP2030, NCHS provided data-related support to HHS, the Secretary's Advisory Committee, topic area workgroups, and Federal Interagency Workgroup in achieving a more focused and statistically rigorous set of objectives. Specifically, NCHS helped develop and apply data-related criteria for the selection of HP2030 objectives and data sources, provided guidance in the development of technical specifications for objectives, and developed a tool to assist topic area workgroups with methods for setting targets.

During the HP2030 tracking period, NCHS will:

- Serve as the statistical advisor to HHS and the Healthy People initiative on the data used to monitor the HP2030 objectives.
- Conduct research and develop methods for measuring HP2030 progress and overarching goals, including development of an HP2030 disparities tool.
- Analyze, present, and publish data related to progress towards reaching the HP2030 goals and objectives.
- Maintain DATASO, a comprehensive database for all HP2030 data.
- Provide expertise and technical assistance to national, state, and local health monitoring efforts.

National Center for Health Statistics  
Office of Planning, Budget, and Legislation



# HP2030 Data Template

## Total

## Sex

- Male
- Female

## Race/Ethnicity

- American Indian/Alaska Native only
- Asian only
- Native Hawaiian/Pacific Islander only
- Black or African American only
- White only
- 2 or more races
- Hispanic or Latino
- Not Hispanic or Latino
  - Black, not Hispanic or Latino
  - White, not Hispanic or Latino

## Age (Standard groups by data system)

## Educational Attainment

- < High school
- High school
- Some college or Associates degree
- 4-year college degree or more

## Family Income (percent poverty threshold)

- <100
- 100-199
- 200-399
- >=400

## Health Insurance Status

- Insured
  - Private
  - Public
- Uninsured

## Geographic Location or Region

- Metropolitan
- Nonmetropolitan

## Marital Status

- Married/Cohabiting partner
- Divorced or Separated/Widowed
- Never married

## Country of Birth

- US
- Outside US

## Veteran Status

- Veteran
- Non-Veteran

## Disability Status

- People with disabilities
- People without disabilities

## Sexual Orientation

- Straight
  - Straight, Male
  - Straight, Female
- Gay/Lesbian
  - Gay, Male
  - Gay/Lesbian, Female
- Bisexual
  - Bisexual, Male
  - Bisexual, Female

## Gender Identity (Standard groups by data system)

### Notes:

- If data are not collected, analyzed, or available for a particular demographic group by a data source, the demographic label will still be shown, and a symbol or acronym will be displayed to indicate the reason data are not shown.
- With justification by the workgroup and approval by NCHS, additional population categories and subcategories may be included on a case-by-case basis.

# Still to come...

	HP2020	HP2030
<b>2020</b>	<ul style="list-style-type: none"> <li>October: Release of <i>HP2020 Executive Summary</i></li> </ul>	<ul style="list-style-type: none"> <li>September 21: Release of <i>Target-Setting Methods in Healthy People 2030</i> (NCHS Statistical Note)</li> <li>Late October: Release at APHA Annual Meeting               <ul style="list-style-type: none"> <li>Leading Health Indicators (LHIs)</li> <li>Overall Health and Well-Being Measures (OHMs)</li> </ul> </li> </ul>
<b>2021</b>	<ul style="list-style-type: none"> <li>Release of <i>HP2020 Final Review</i> (NCHS Publication)</li> <li>Release of <i>Progress Toward Elimination of Racial and Ethnic Health Disparities for Population-based Healthy People 2020 Objectives</i> (NCHS Statistical Note)</li> </ul>	<ul style="list-style-type: none"> <li>Launch of DATA2030 (HP2030 Database)               <ul style="list-style-type: none"> <li>Subpopulation data</li> <li>Trend data</li> <li>Charting features</li> </ul> </li> </ul>
<b>2021 and beyond</b>	<ul style="list-style-type: none"> <li>Archive of DATA2020 (HP2020 Database) on CDC WONDER</li> </ul>	<ul style="list-style-type: none"> <li>Disparities Tool</li> <li>State data and maps</li> <li>LHI and OHM features and data updates/releases</li> <li>HP2030 Progress Reviews</li> <li>HP2030 Midcourse Review</li> <li>HP2030 Final Review</li> </ul>

# Thank You!

<b>Websites</b>	<b>HPSB Staff</b>	<b>HPSB Contractors</b>
<p>Healthy People Site: <a href="https://health.gov/healthypeople">https://health.gov/healthypeople</a></p> <p>NCCHS Healthy People Site: <a href="http://www.cdc.gov/nchs/healthy_people.htm">http://www.cdc.gov/nchs/healthy_people.htm</a></p> <p>NCCHS Healthy People Publications: <a href="http://www.cdc.gov/nchs/products/hp_pubs.htm">http://www.cdc.gov/nchs/products/hp_pubs.htm</a></p>	<p>Johanna Alfier Bryan Bassig Lesley Dobrzynski Robert Francis Leda Gurley LaJeana Hawkins Kate Hubbard Kimberly Hurvitz Elizabeth Jackson Sibeso Joyner Deepthi Kandi Mark Montgomery Cheryl Rose Asel Ryskulova Rashmi Tandon Ritu Tuteja</p>	<p>Richard Klein Makram Talih</p>