

Winnable Battles

“These Winnable Battles take on the leading causes of death and disability and the tremendous economic burden they place on our health system. While it won’t be easy, we believe our efforts can make a real difference.”

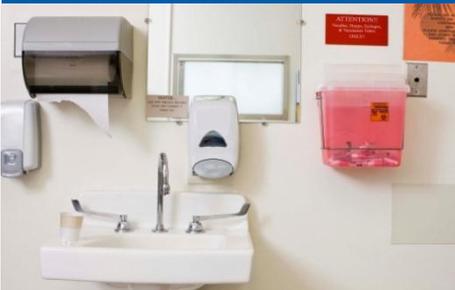
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Overview and Approach

To keep pace with emerging public health challenges and to address the leading causes of death and disability, the Centers for Disease Control and Prevention (CDC) is focusing on “Winnable Battles.” While not de-emphasizing work in other areas, this is an important effort to achieve measurable impact quickly in targeted areas.

To date, CDC has identified the following areas as key domestic Winnable Battles for improving our nation’s health, based on the scope of the burden and the ability to make significant progress in improving outcomes:

Healthcare-Associated Infections



HIV



Motor Vehicle Injuries



Nutrition, Physical Activity, Obesity and Food Safety



Teen Pregnancy



Tobacco



Our Role in These Areas

CDC staff are working to bring the most feasible and cost-effective strategies to scale to make a meaningful impact on health nationwide. Public health leaders can use the Winnable Battles framework – identifying high burden areas, setting priorities that have a large impact on health, and implementing evidence-based strategies – to address focus areas that are relevant within a community.

By identifying clear targets and by working closely with public health partners, CDC believes a significant impact in these areas is possible in a relatively short time.



Centers for Disease Control and Prevention
Office of the Associate Director for Program

Winnable Battles

Broad Goals

Healthcare-Associated Infections (HAIs)	Nutrition, Physical Activity, Obesity and Food Safety
<ul style="list-style-type: none"> • Improve adherence to infection prevention guidelines • Improve national surveillance • Improve capacity at state and local health departments 	<ul style="list-style-type: none"> • Provide technical assistance and evaluate the effect of nutrition standards for foods marketed to children • Reduce sodium levels in processed and restaurant foods • Reduce trans fat in the food supply • Research and evaluate the effect of front-of-package labeling • Increase the number of people who meet the Physical Activity Guidelines for Americans • Improve knowledge of incidence, trends, burden, and causes of foodborne illness • Improve state and federal epidemiologic, laboratory and environmental health capacity to quickly detect and respond to foodborne outbreaks • Decrease the rate of foodborne illness and the number of foodborne outbreaks each year
HIV	Teen Pregnancy
<ul style="list-style-type: none"> • Implement and support the National HIV/AIDS Strategy • Reduce the number of new HIV infections in the United States • Implement comprehensive Prevention with Positives and ensure linkage to continuity of care • Implement prevention with high-risk negatives • Improve data monitoring and dissemination • Reduce HIV-related disparities 	<ul style="list-style-type: none"> • Decrease pregnancies among adolescent females • Delay initiation of sexual activity among teens • Increase use of contraception, particularly long-acting, reversible methods, among sexually active teens
Motor Vehicle Injuries	Tobacco
<ul style="list-style-type: none"> • Every state, territory and tribal area in the United States has evidence-based public health programs and policies in place to prevent motor vehicle-related injuries and deaths • Every person in every seating position is buckled up on every trip • Every driver has a blood alcohol concentration (BAC) below the illegal limit on every trip • All teen drivers are covered by comprehensive graduated driver license (GDL) systems and parental monitoring is ensured • All workers in the United States who drive on the job are protected by strong employer-based vehicle safety policies that are supported by traffic laws and state and Federal safety regulations 	<ul style="list-style-type: none"> • Track tobacco use and prevention policies • Use media to highlight the dangers of tobacco • Reduce exposure to secondhand smoke • Provide effective cessation services • Restrict tobacco advertising, promotion and sponsorship

For more information or to learn about CDC's work in these areas, please visit: www.cdc.gov/winnablebattles or contact 1-800-CDC-INFO (1-800-232-4636) or cdcinfo@cdc.gov