

Winnable Battles News You Can Use

A periodic newsletter from the
Office of the Associate Director for Program, Centers for Disease Control and Prevention

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The *Winnable Battles* "News You Can Use" newsletter was created to share innovative practices from around CDC and among our partners and public health colleagues. The newsletter also highlights tools and strategies that may inform your important public health work.

[Winnable Battles](#) are public health priorities with large-scale impact on health and with known, effective strategies to address them. We know that, with additional effort and support for evidence-based, cost-effective policy and program strategies, we can have a significant impact on health nationwide and around the world.

Have a story idea or suggestion for improving our newsletter? Email us at ADProgram@cdc.gov.

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HEALTHCARE-ASSOCIATED INFECTIONS

CDC works with state health departments to improve healthcare-associated infection (HAI) tracking and prevention, including implementing prevention strategies and tracking the impact of such strategies across all hospitals nationwide.

CDC has developed several resources for state-based HAI information, including:

- [A website dedicated to state-based HAI prevention](#)
- [A state-by-state breakdown of HAIs](#)
- [A collection of HAI prevention success stories from states](#)
- [Additional CDC resources for states to support the prevention of HAIs](#)

HIV

The [NCHHSTP Atlas](#) gives you an interactive platform to access HIV, viral hepatitis, sexually transmitted disease (STD), and tuberculosis (TB) data.

With the Atlas, you can:

- Find interactive maps, graphs, tables, and figures showing geographic patterns and time trends.
- Create detailed reports, maps, and other graphics.
- Find more information about the surveillance data, rates, cases and suppression rules used in the Atlas.



NCHHSTP Atlas

MOTOR VEHICLE INJURIES

To support CDC's motor vehicle policy recommendations, the Division of Unintentional Injury Prevention (DUIIP) created a series of [Policy Impact Briefs](#) with critical information about motor vehicle injuries and CDC's recommendations for preventing them.

These policy briefs demonstrate an effective model for succinctly outlining a public health problem and providing evidence-based interventions or recommendations for policymakers interested in addressing the issue.



CDC's Policy Impact Brief on Alcohol Impaired Driving

NUTRITION/PHYSICAL ACTIVITY/OBESITY/FOOD SAFETY

Have you heard what some states are doing to fight childhood obesity?

- [Georgia](#) has implemented a pilot FITNESSGRAM assessment in five school systems: Gwinnett, Bibb, Hall, Lowndes, and White.
- [Arizona](#) exceeded their goal and completed 53 Active School Neighborhood Checklist assessments aimed at identifying barriers that prevent students from walking and biking to and from school.
- [Massachusetts](#) implemented the MA Children at Play initiative in child care centers and family child care programs in 108 Massachusetts communities, reaching a total of 10,663 children.

Related Links:

- [Competitive Foods and Beverages in U.S. Schools: A State Policy Analysis](#)
- [Select Tools and Resources for Schools](#)
- [State Indicator Report on Fruits and Vegetables 2013](#)

Which foods make us ill? Estimates of burden of illness are designed to give the most accurate counts of illnesses at a specific point in time. Determining the food sources of foodborne illnesses is the next step in developing prevention measures. For the first time, CDC has developed [a comprehensive set of estimates](#) of the food sources of all foodborne illnesses acquired in the United States. Regulators and industry use this information to design, target, and implement more informed measures to prevent food contamination. Consumers can use this information to better apply safe food practices.

Related Links:

[FoodCORE Success Stories: Documenting Program Highlights and Accomplishments](#)

TEEN PREGNANCY

New York City unveiled a [new citywide public information campaign](#) aimed at further reducing teen pregnancy. Although the city's teen pregnancy rate fell 27 percent in the last decade, there are still more than 20,000 teen pregnancies annually, 87 percent of which are unintended and mostly involve unmarried partners. The campaign features subway and bus shelter ads in all five boroughs; an interactive texting program featuring facts, games and quizzes; and a YouTube video engaging teens on the subject.

WATCH CDC's recent Public Health Grand Rounds on [Reducing Teen Pregnancy in the United States](#).

TOBACCO

Mass media campaigns and telephone quitlines are effective in increasing cessation rates among cigarette smokers. During March 19–June 10, 2012, CDC aired [Tips from Former Smokers \(Tips\)](#), the first federally funded, nationwide, paid-media tobacco education campaign in the United States. The Tips campaign featured former smokers talking about their experiences living with diseases caused by smoking.

The 2012 *Tips From Former Smokers* campaign drove more than 200,000 additional people to call 1-800-QUIT-NOW and more than 500,000 people went to a cessation website for help quitting.

The [2013 Tips campaign](#), which builds on the success of the first campaign, is currently running nationwide. The campaign continues to raise awareness of the negative health effects caused by smoking and encourages smokers to quit and nonsmokers to protect themselves and their families from exposure to secondhand smoke.



Annette's story from the Tips campaign

CROSS-CUTTING WINNABLE BATTLE HIGHLIGHTS

[NCSL Winnable Battles Toolkit](#): The National Conference of State Legislatures (NCSL) has published a toolkit that highlights some of the state efforts that have been successfully addressing Winnable Battles. Each section within the document includes examples of proven or promising strategies, policy options and programs that state and local health departments have implemented to make progress in these important health areas.

Public Health Practice Stories from the Field: [Two Local Health Departments Tackle Healthcare-Associated Infections](#)

The National Association of County and City Health Officials (NACCHO) is working with local health departments, including the DuPage County Health Department in Illinois and the Livingston County Department of Public Health in Michigan, to explore current and potential roles for local health agencies in protecting patients from HAIs. A forthcoming NACCHO summary of lessons learned can be used by local health departments nationwide to enhance [HAI prevention efforts](#).

Winnable Battles and the Law: The CDC Public Health Law Program (PHLP), part of the Office for State, Tribal, Local and Territorial Support, works to improve the health of the public by developing law-related tools and providing legal technical assistance to public health practitioners and policy makers in state, tribal, local and territorial jurisdictions. PHLP provides several tools discussing and explaining Winnable Battles and their link to public health law, including a portfolio of resources on the use of law to reduce dietary sodium by states, localities and territories and a menu of examples of state statutes related to Healthcare-Associated Infections. [Find more information about PHLP and access law-related Winnable Battle resources.](#)

Related Links:

- [Winnable Battles 2015 Targets](#)
- [Evaluation Resources](#)
- [Health Indicator Sortable Stats](#)
- [CDC Vital Signs](#)
- [2012 Grant Funding Profiles](#)

NACCHO In the Spotlight:

- [Winnable Battle – Nutrition](#)
- [New Blog = New Resources for Local Health Departments](#)

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

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