CDC Strategic Directions

1. Improve health security at home and around the world
2. Better prevent the leading causes of illness, injury, disability, and death
3. Strengthen public health-health care collaboration
WHAT PUBLIC HEALTH BRINGS TO THE TABLE
What Public Health Brings to the Table

- Data for decision making
- Evidence-based health guidelines, recommendations, standards, policy options, strategies, and program models
- Educates stakeholders across the health system
- Reduces morbidity and mortality
- Promotes economic growth and productivity
- Addresses barriers to accessing public health and clinical care services
The Public Health Vision for Health Reform

Working together to improve the health and quality of life for individuals, families, and communities by moving the nation from a focus on sickness and disease to one based on prevention and wellness.
Clinical and Community Preventive Services

- Effective
- Delivered in communities
- Reinforced by community-based prevention, policies, and programs
- Community programs promote use of clinical preventive services

Prevention is a Best Buy for Healthier Communities
More Spending, Less Health

Factors Influencing Health

Behaviors & Environment: 70%

Genetics: 20%

Medical Care: 10%

National Health Expenditures

Health Care Services: 97%

Prevention: 3%

$avings Through Prevention

- A $2.9 billion investment in community-based disease prevention programs was estimated to save $16.5 billion annually within 5 years.
- Reducing healthcare-associated central line-associated bloodstream infections = $3.3 billion savings annually
- Preventing motor vehicle crashes = $99 billion savings in medical and lost work costs annually
- Flu vaccination on-site work programs = savings between $15 and $84 per vaccinated person
- Medical costs are reduced over $3 for every dollar spent on workplace wellness programs

$\text{savings Through Prevention}

\text{Did You Know?}

$10 \text{ per person} + \\
\text{Every year} + \\
\text{In proven, community-based public health efforts} = \\
\text{National savings of } \geq \$16 \text{ billion in } \leq 5 \text{ years}$

More Effectively Prevent the Leading Causes of Illness, Injury, Disability, and Death

- Vaccination
- Immunization
- Screening
- Recommendations
- Guidelines
## Million Hearts: Prevent 1M Heart Attacks and Strokes over 5 Years

<table>
<thead>
<tr>
<th>COMMUNITY PREVENTION</th>
<th>CLINICAL PREVENTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce need for treatment</td>
<td>Improve treatment</td>
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### COMMUNITY PREVENTION
- **Tobacco control**
- **Sodium reduction**
- **Trans fat elimination**

### CLINICAL PREVENTION
- **Focus on ABCS**
- **Health information technology**
- **Clinical innovations**
CDC’s Colorectal Cancer Control Program

Guide to Community Preventive Services ("Community Guide")

- Resource that helps users choose evidence-based programs and policies to improve health and prevent disease in communities

- Adolescent Health
- Alcohol—Excessive Consumption
- Asthma
- Birth Defects
- Cancer
- Cardiovascular Disease
- Diabetes
- Emergency Preparedness
- Health Communication
- Health Equity
- HIV/AIDS, STIs, Pregnancy
- Mental Health
- Motor Vehicle Injury
- Nutrition
- Obesity
- Oral Health
- Physical Activity
- Social Environment
- Tobacco
- Vaccination
- Violence
- Worksite
An Integrated Framework for Assessing the Value of Community-Based Prevention
Thank You!

For more information, please contact CDC’s Office for State, Tribal, Local and Territorial Support

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The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.