

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

“A Pound of Prevention”

A foundational paper for redefining
the public health debate in
New Hampshire

American Public
Health Association
Annual Meeting



Session 5078.0: Politics and Health Promotion are Local

Background of Citizens Health Initiative



“Pillars” Project

Public Health Improvement Action Plan Process

Governor Lynch agrees to support next steps

**UNH and Endowment for Health collaborate on
Initiative preparation**

**September 2005 launch of Citizens Health
Initiative**

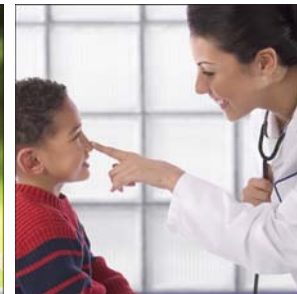
Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Our Conceptual Grounding



Committee Definition of Health:



“Health is a state of well-being and the capability to function in the face of changing circumstances”

“Health is, therefore,



a positive concept emphasizing social and personal resources as well as physical capabilities. Improving health is a shared responsibility of health care providers, public health officials, and a variety of other actors in the community who can contribute to the well-being of individuals and populations”

Improving Health in the Community



“For too long, the personal health care and public health systems have shouldered their respective roles and responsibilities separately from each other...we need to invest in a process that mobilizes expertise and action...if we are to substantially improve community and population health.”



Community Health

**Population
(public) Health**

**Personal
(medical) Care**

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE



**In the last century life expectancy
went up 30 years**

**Twenty-five were the result of
public health efforts,
five from enhanced medical procedures¹**

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Goal Statement



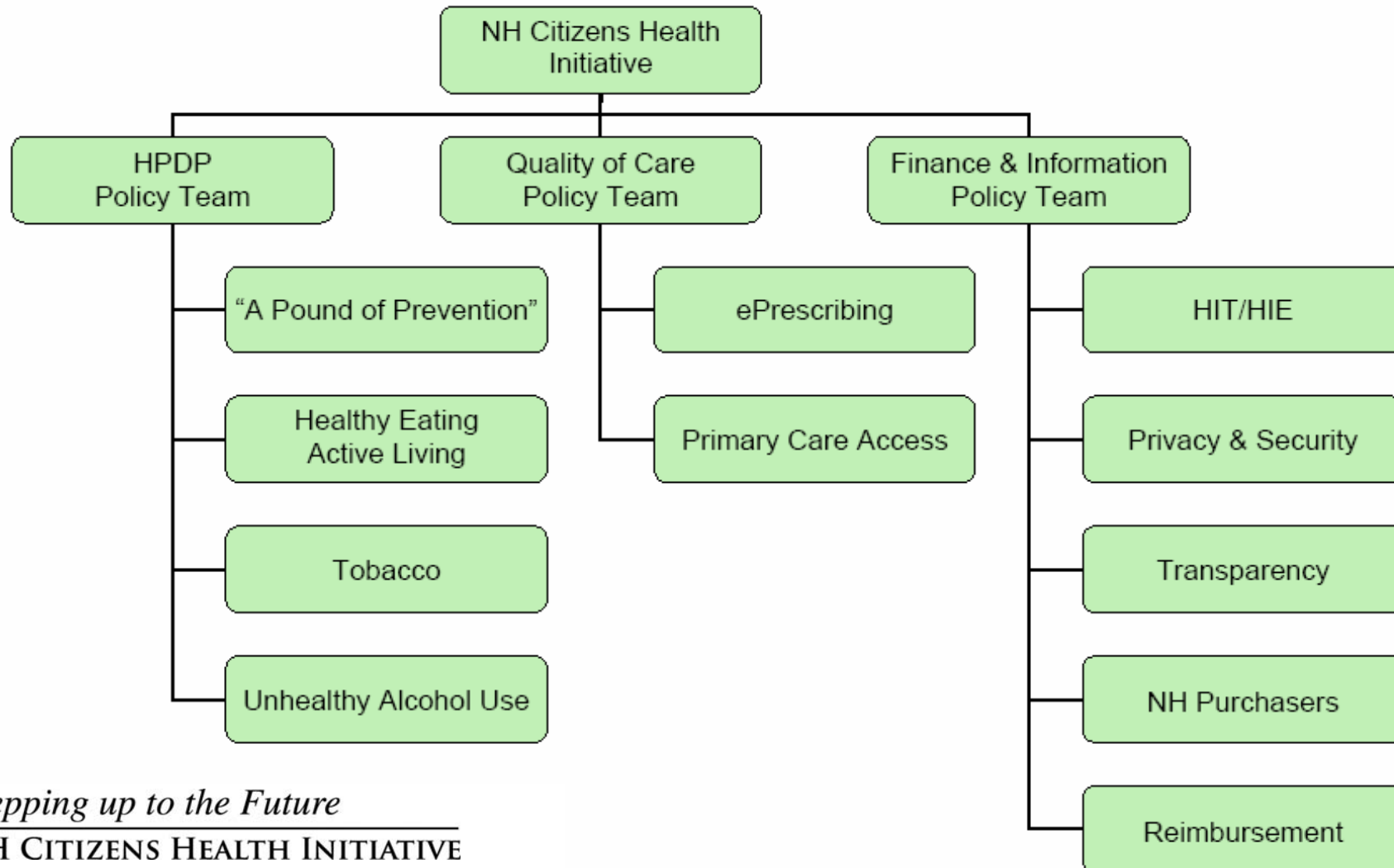
Our long term goal is to create and sustain a public dialogue that will measurably improve the “systems” that finance and provide health care in New Hampshire in order to accomplish two fundamental objectives:

- Assure a healthy population
- Create an effective system of care

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Citizens Health 2007 Initiatives



Stepping up to the Future
NH CITIZENS HEALTH INITIATIVE

Health Promotion & Disease Prevention Policy Team



Team Members:

- Community organizations (minority health, mental health, injury prevention, home health), hospitals, NH DHHS, Manchester and Nashua Health Departments, legislators, foundations, University of NH

Decision to produce a summary paper and call to action.

- University of NH Masters in Public Health students produced “Digging Down to the Root”

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Messaging included in Pound of Prevention



- NH is relatively healthy state
- Our health varies within the state
- We are living longer
- We have the same leading causes of death and health challenges as the rest of the United States
- We can improve our health significantly by taking on a few of the major underlying causes of death and disease

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

The State of NH's Health



We are relatively healthy

- New Hampshire was rated in top three nationally by Annie E. Casey Foundation and United Health Foundation for several years.

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

The State of NH's Health, cont.



But our health varies within the state²

- Percent of low birth weight babies ranges from 4.5% to 7.7%
- Teen birth rate per 1,000 ranges from 16.5 to 28.7
- Unintentional injury death ranges from 20.8 to 50.6 per 100,000
- Invasive cancer death rate ranges from range from 194.9 to 216.1 per 100,000
- Median household income ranges from \$37,965 to \$62,738

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Table 3: Snapshot of Regional Variation Using Public Health Network

	NH	Berlin/Gorham Community Health and Safety Partnership	Cheshire Public Health Network	Manchester Health Department	Greater Portsmouth Public Health Network
Low birth weight babies (<2500 grams) (2002-2003)	6.3%	7.7%	4.5%	6.9%	5.3%
Teen Birth rate per 1,000 females, age 15-19 (2002-2003)	18.9	28.7	16.6	24.8	16.5
Unintentional injury death rate per 100,000, age-adjusted (2000-2001)	28.9	50.6	21.8	21.4	20.8
Invasive cancer death rates per 100,000, age-adjusted (2002-2003)	200.9	209.9	216.1	194.9	201.0
Median household income (2000)	\$49,467	\$37,965	\$45,817	\$62,755	\$62,738

Table 3 notes: List of town included in each network and citations for all data included in Table 3 are located in the reference section.

New Hampshire's Health Challenges



In NH, our leading causes of death are the same as the nation's³

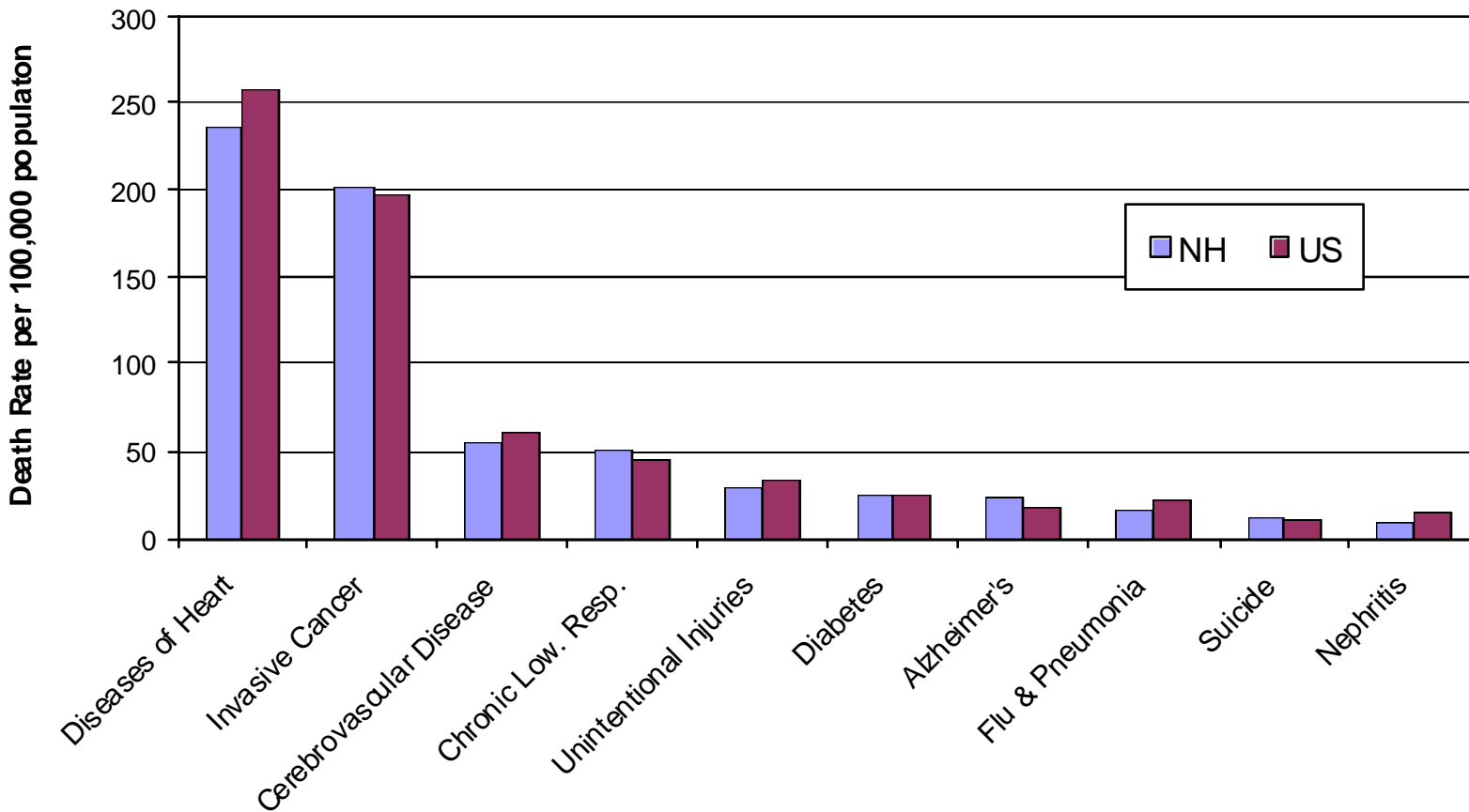
- heart disease
- invasive cancer
- cerebrovascular disease
- chronic lower respiratory disease*
- unintentional injuries
- diabetes

*chronic lower respiratory disease included most of the same causes of death as the group chronic obstructive pulmonary disease, used as leading cause of death group prior to 1999.

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Death Rate by Leading Causes, NH Residents and US (1999-2001)³



Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

NH's Health Challenges, cont.



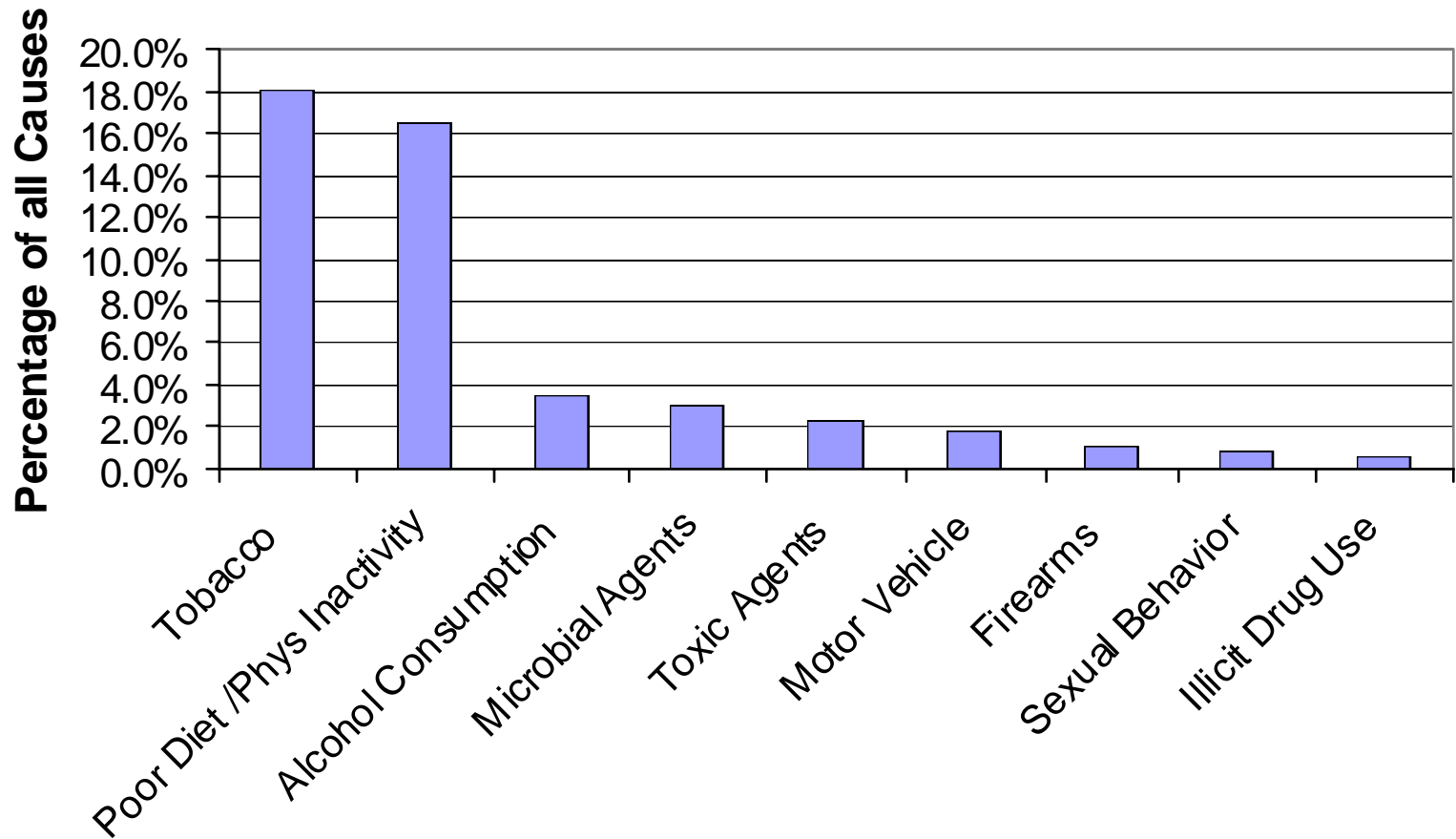
The leading underlying causes of death in New Hampshire are also similar to the rest of the U.S.⁴

- Tobacco use
- Poor diet and physical inactivity
- Alcohol consumption
- Infectious diseases

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Actual Causes of Death in U.S. 2000⁴



Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Tobacco



The NH Numbers

20% of NH adults reported being current smokers (2005).⁵

20% of NH high school students reported using cigarettes one or more days in the last thirty days (2005).⁶

Approximately 14% of NH mothers reported tobacco use during pregnancy (2003).⁷

The Cost to NH

An estimated \$608 million in health care costs and \$405 million in lost worker productivity.⁸

\$115 million of NH health care costs associated with smoking are shouldered by NH Medicaid.⁹

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Nutrition



The NH Numbers

59.9% of NH residents are overweight or obese (2005).¹⁰

11.4% of children in NH were overweight in 2005.¹¹

The Cost to NH

From 1998 to 2000, direct medical costs related to obesity were estimated at \$302 million.¹²

\$235 per person was spent on medical-costs related to obesity in 2003.¹³

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Physical Activity



The NH Numbers

44% of NH adults did not participate in at least moderate physical activity as defined by the CDC/ACSM.¹⁴

High school students enrolled in physical activity classes dropped from about 50% in 1991 to 40% in 1999.¹⁵

The Cost

Nationwide, physical activity is associated with direct medical costs estimated at \$77.6 billion dollars in 2000.¹⁶

According to the CDC, the nation would save \$5.6 billion if 10% more adults walked on a regular basis.¹⁶

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Alcohol



The NH Numbers

14.7% of adults reported having five or more drinks on one occasion compared to 14.4% nationally (2005).¹⁷

44.0% of high school students reported current alcohol use (2005).¹⁸

At least 85% of inmates have a history of alcohol or drug use (2002).¹⁹

The Cost to NH

The cost of underage drinking in NH, including medical, work lost, and pain and suffering, is \$180 million, or \$1,379 per year for each youth in the state (2005).²⁰

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

What do we learn
from studying the
causes of disease?



We need to encourage healthy behaviors

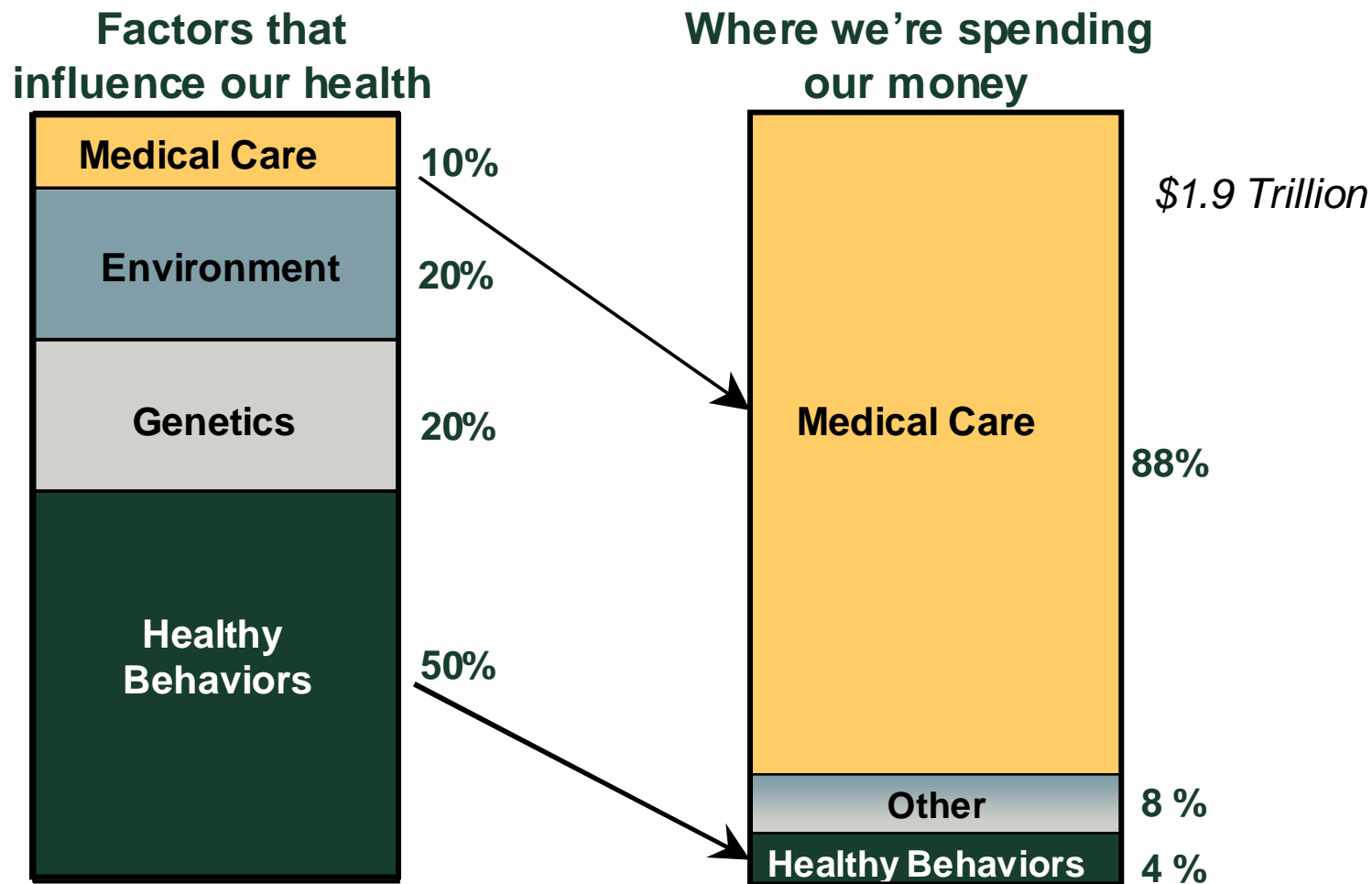
In New Hampshire, and nationwide, we have a case of misaligned resources. For example, New Hampshire has not allocated any of the funds received from tobacco tax revenues or the tobacco settlement to prevention programs.

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Healthy Behaviors

A Case of Misaligned Resources²¹



Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Call to Action



- Pay attention to the data.
- Understand that prevention is everyone's responsibility.
- Take action now.

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Pound of Prevention Implications



Simplified Message

Pointed to sub-state variation

Aligned the state in moving forward on leading causes of mortality, morbidity and cost drivers:

- Tobacco
- Alcohol
- Physical Activity & Nutrition

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Leveraging Funding for Prevention



Endowment for Health \$150,000

Other NH Foundations \$360,000

State (2 years) per year- \$250,000

National Governors Association \$15,000

CDC (5 years) per year- \$250,000

Institute Core grant (2 years) per year- \$270,000

\$1,145,000

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Affecting Policy



Developed presentation for general and professional audiences, including legislators

Collaborating with Public Health Improvement Action Plan

New Hampshire Public Health Association alignment of policy priority areas

Action steps for Finance Policy Team

(Reimbursement and NH Purchasers groups)

Integration with CDC Assessment Initiative Grant

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Other Citizen Health Initiative Resources



www.nhhealthinfo.org

This website highlights valuable key resources for employers about healthcare costs and quality, and what employers can do to protect and improve the health of employees.

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

Transparency

www.nhhealthinfo.org



New Hampshire Health Info



- Home
- Background
- Resource Index
- Purchasing Guide
- Citizen's Health Initiative
- Contact Us

Welcome

Within the last two years, New Hampshire has seen an increase in the number of web-based resources related to the cost and quality of healthcare in New Hampshire. The [Citizens Health Initiative](#) has reviewed and selected several key resources that may be valuable for employers that are struggling with decisions about health insurance benefits (e.g. rising cost of premiums).

Solution

This website will highlight the value of each of the selected resources in terms of their ability to answer some of New Hampshire employers' burning questions about healthcare costs and quality, and what employers can do to protect and improve the health of employees.

- ▶ COST
- ▶ QUALITY
- ▶ PREVENTION



Follow our work



www.stepsingupnh.org

Contact:

TheInitiative@JSI.com

603-573-3373

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

References



- [1] Bunker, J, Frazier, H, *Improving health: Measuring effects of medical care*. Milbank Quarterly,;1994, Vol 72 Issue 2, p225
- [2] Data provided by the NH DHHS: complete citations available upon request
- [3] Source: Chalsma, A., Reichel, D., Taylor, C., *Leading Causes of Death of New Hampshire Residents, 1999-2001*; Concord NH; NH DHHS, Division of Public Health Services, Health Statistics and Data Management Section, 2005
- [4] Mokdad, A., et all; *Actual Causes of Death in the United States, 2000*; JAMA, March 2004-Vol 291, No. 10
- [5] Centers for Disease Control and Prevention. Behavioral Risk Fact Surveillance System. <http://apps.nccd.cdc.gov/brfss/display.asp?cat=TU&yr=2005&qkey=4396&state=NH>. Accessed August 21, 2006
- [6] NH Department of Education. 2005 Youth Risk Behavior Survey. <http://www.ed.state.nh.us/education/doe/organization/instruction/HealthHIVAIDS/youthrisk.htm>_ Accessed August 21, 2006
- [7] NH Vital Statistics: Analysis performed by NH DHHS, DPHS, MCH Section. The analyses, conclusions, interpretations, and recommendations herein are solely those of the presenter, and are not necessarily those of the Department of Health and Human Services. Note: Previous research suggests that birth certificate data may underreport the actual prevalence of smoking use during pregnancy, September 2006.

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

References Continued



- [8] Analysis performed by NH DHHS Tobacco Prevention and Control Program. Smoking-Attributable Mortality, Morbidity, and Economic Costs Database. <http://apps.nccd.cdc.gov/sammec/intro.asp>. The analyses, conclusions, interpretations, and recommendations herein are solely those of the presenter, and are not necessarily those of the Department of Health and Human Services. Accessed September 22, 2006.
- [9] Campaign for Tobacco-Free Kids. A Broken Promise to Our Children: The 1998 State Tobacco Settlement Seven Years Later (NH State Report). November 30, 2005; <http://www.tobaccofreekids.org/reports/settlements/print.php?StateID=NH>. Accessed August, 2006.
- [10] CDC. Behavioral Risk Factor Surveillance Survey. State Prevalence Data. Demographics. 2005 National Center for Chronic Disease and Prevention and Health Promotion <http://apps.nccd.cdc.gov/brfss/index.asp> Accessed on October 11, 2006.
- [11] CDC. Healthy Youth! Youth Online: Comprehensive Results. National Center for chronic Disease Prevention and Health Promotion. 2005 <http://www.cdc.gov/HealthyYouth/yrbs/index.htm>. Accessed October 11, 2006
- [12] CDC. Overweight and Obesity: Economic Consequences. 2004 http://www.cdc.gov/nccdphp/dnpa/obesity/economic_consequences.htm. Accessed on October 11, 2006
- [13] Trust for America's Health: <http://healthyamericans.org/reports/obesity/release.php?StateID=NH>. Accessed on October 11, 2006.
- [14] CDC. Behavioral Risk Factor Surveillance Survey. State Prevalence Data. Demographics. 2005 National Center for Chronic Disease and Prevention and Health Promotion <http://apps.nccd.cdc.gov/brfss/index.asp> Accessed on October 11, 2006.

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE

References Continued



- [15] NH DHHS, Office of Community and Public Health. Healthy NH2010. www.healthynh2010.org Accessed on October 11, 2006
- [16] CDC. *Preventing Chronic Diseases: Investing Wisely in Health: Preventing Obesity and Chronic Diseases Through Good Nutrition and Physical Activity*. Revised July 2005. <http://www.cdc.gov/nccdphp/publications/factsheets/Prevention/pdf/obesity.pdf> . Accessed on October 11, 2006.
- [17] CDC. Behavioral Risk Factor Surveillance Survey. State Prevalence Data. Demographics. 2005 National Center for Chronic Disease and Prevention and Health Promotion <http://apps.nccd.cdc.gov/brfss/index.asp> Accessed on October 13, 2006.
- [18] CDC. MMWR. Youth Risk Behavior Surveillance---United States, 2005
- [19] Minard, Richard A., et al. "Under the Influence: Alcohol, Drugs, Crime, and Treatment in New Hampshire." New Hampshire Center for Public Policy Studies. October 2002
- [20] Pacific Institute for Research and Evaluation. *Underage Drinking in New Hampshire: The facts*. October 2006 Available at <http://www.udetc.org/factsheets/NewHampshire.pdf>, Accessed on October 13, 2006.
- [21] CDC, UCSF, IFTF

Stepping up to the Future

NH CITIZENS HEALTH INITIATIVE