

THE NATIONAL PREVENTION AND HEALTH PROMOTION STRATEGY (NATIONAL PREVENTION STRATEGY)

On September 15, 2010 the Surgeon General convened the National Prevention and Health Promotion Council (the Council). They agreed on the framework for the National Prevention and Health Promotion Strategy (National Prevention Strategy) which includes the *Vision, Goals, and Strategic Directions*. The Council will use the framework to guide development of the National Prevention Strategy.

DRAFT FRAMEWORK

Draft Vision: *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 wellness and prevention.*

Draft Goals: In order to achieve the vision for the National Prevention Strategy, efforts will be targeted toward the following goals. Each goal can be applicable to every member of the Council and to many public and private partners.

- 1) Create community environments that make the healthy choice the easy and affordable choice
- 2) Implement effective preventive practices

Draft Strategic Directions: The intent is to use the Strategic Directions a) to frame specific actionable proposals to meet the goals and achieve the vision for the Strategy, and b) as a lens through which to view federal and non-federal activities in order to identify how they can best promote wellness and effective prevention. In large part, the Strategic Directions are designed to address ways to prevent significant causes of death and disability by focusing action on the factors that underlie these causes. Each member of the Council will apply one or more of the Strategic Directions to its work.

The Draft Strategic Directions are:

- Active Lifestyles
- Address Specific Populations' Needs to Eliminate Health Disparities
- Counter Alcohol/Substance Misuse
- Healthy Eating
- Healthy Physical and Social Environment
- High Impact, Quality Clinical Preventive Services
- Injury-Free Living
- Mental and Emotional Wellbeing
- Strong Public Health Infrastructure
- Tobacco-Free Living

ADDITIONAL INFORMATION ON THE FRAMEWORK

Further Explanation of Strategic Directions

There are many high priority health conditions that are not explicitly included in the Strategic Directions. Many illnesses and conditions contribute to significant death and disease but are not among the top five leading causes of death. The specifics for each of the 10 Strategic Directions are still being developed and refined; when fully developed, they will likely encompass a number of subcategories.

For example, eliminating health disparities will be an important component of many of the Strategic Directions. In addition, as a specific Strategic Direction, the National Prevention Strategy could address a number of conditions that disproportionately affect certain sub-populations (e.g., racial/ethnic groups, specific age groups, gender) such as diabetes, HIV/AIDS, viral hepatitis B and C, infant mortality, homicide, domestic violence and suicide.

As another example, a strong public health infrastructure will allow us to respond to public health emergencies (e.g., natural disasters, terrorism, and infectious disease outbreaks of influenza and other vaccine preventable diseases) as well as to perform essential on-going public health prevention services.

Guiding Principles

The framework was developed in line with the following guiding principles specified in the 2010 Annual Status Report:

- Prioritize prevention and wellness.
- Establish a cohesive federal response.
- Focus on preventing the leading causes of death, and the factors that underlie these causes.
- Prioritize high-impact interventions.
- Promote high-value preventive care practices.
- Promote health equity.
- Promote alignment between the public and private sectors.
- Ensure accountability

Relationship to Other Administration Initiatives

As the National Prevention Strategy is developed, it will align with strategic initiatives and plans such as Healthy People 2020, Let's Move! Initiative, the National HIV/AIDS Strategy, and the forthcoming National Quality Strategy.

Draft Strategic Direction	Rationale	Example Programs
Active Lifestyles	<ul style="list-style-type: none"> • Most people do not get sufficient physical activity 	<ul style="list-style-type: none"> • Policies and programs that enhance physical activity (schools/after school, worksite fitness) • Active design and transportation networks that promote bicycling and walking
Address Specific Populations' Needs to Eliminate Health Disparities	<ul style="list-style-type: none"> • Vast inequalities continue to exist • Cardiovascular disease and HIV among conditions with greatest disparity 	<ul style="list-style-type: none"> • Geographically and demographically targeted programs addressing housing, education, job opportunities, environmental exposures, etc. • Electronic health records to collect/analyze data on health disparities measures
Counter Alcohol/ Substance Misuse	<ul style="list-style-type: none"> • Alcohol/drugs kill >100,000 people/yr • 32% of all traffic-related deaths in the United States involve alcohol 	<ul style="list-style-type: none"> • Reduce underage drinking, prevent drug abuse • Screening, Brief Intervention, and Referral to Treatment in primary care and other settings (schools, community health clinics)
Healthy Eating	<ul style="list-style-type: none"> • Only 23% of adults eat 5 or more servings of fruits and vegetables per day • Excess sodium intake alone kills 100,000 people each year 	<ul style="list-style-type: none"> • Promote healthy diets (restrict trans fat; reduce intake of sodium, junk food, sugar-sweetened beverages; increase access to fruits/vegetables) • Improve nutritional content of meals served in institutional settings (schools, public and private workplaces, healthcare institutions, etc.)
Healthy Physical and Social Environment	<ul style="list-style-type: none"> • Most Americans do not live in communities that optimize healthy behaviors • Many Americans experience involuntary exposure to toxins 	<ul style="list-style-type: none"> • Reduce air pollution • Healthy homes and sustainable communities • Create healthy communities by changing the food and built environments
High Impact, Quality Clinical Preventive Services	<ul style="list-style-type: none"> • Half of Americans do not receive recommended preventive care • Could save tens of thousands of lives a year 	<ul style="list-style-type: none"> • Connect community and clinical services to increase uptake of preventive services • Expand electronic health records into at-risk communities
Injury-Free Living	<ul style="list-style-type: none"> • Unintentional injury is 3rd leading cause of death (leading cause among people under age 39) • >\$400 billion/yr in economic losses 	<ul style="list-style-type: none"> • Promote safe transportation (Graduated Drivers Licenses, seat belt laws) • Prevent workplace injuries and to reduce falls (home modification) • Prevent violence
Mental and Emotional Wellbeing	<ul style="list-style-type: none"> • 4 of 10 leading causes of disability are mental disorders • Depression alone costs >\$80 billion/yr 	<ul style="list-style-type: none"> • Encourage appropriate utilization, availability, and acceptance of mental health services
Strong Public Health Infrastructure	<ul style="list-style-type: none"> • Needed to perform essential on-going public health prevention services and also to respond to emergencies. 	<ul style="list-style-type: none"> • Increase number of trained public health staff • Improve epidemiology and evidence base for prevention
Tobacco-Free Living	<ul style="list-style-type: none"> • Leading preventable cause of death • >440,000 people killed each year • ~\$200 billion/yr in economic losses 	<ul style="list-style-type: none"> • Promote smoke-free environments, including public facilities • Change social norms around tobacco use through media including social media