

SACRAMENTO
COUNTY
PUBLIC HEALTH
WEEK APRIL 2-8, 2018



National Public Health Week TOOL KIT

Join Sacramento County Public Health in a weeklong celebration highlighting the contributions of public health and issues that are important to improving our community! We are focusing on how we work together to build healthier communities and, ultimately, a healthier nation.

Each Day of National Public Health Week, Sacramento County will focus on one public health topic in areas critical to creating a healthier Sacramento.

We will be Tweeting, Facebooking and joining in community events. We invite you to tweet and Facebook right along with us to get the message out about your services. Feel free to join us in any or all of the upcoming public events where you can take your message directly to the people you serve.

Look at the resources and ideas we've attached to help you get started in getting your message out!

Together we can make a difference!

PUBLIC HEALTH WEEK 2018

Each day of Public Health Week will focus on a different public health topic that's critical to creating a healthy Sacramento. We hope you'll use each topic to spark new conversations and engage people in your community. And, of course, every day of Public Health Week will be a day to celebrate, recognize and honor the contributions of America's public health workers.

DAILY THEMES



Monday, April 2: Mental Health & Substance Misuse

Advocate for and promote well-being

Focus on and advocate for improved access to mental and behavioral health services. Use education and training to de-stigmatize mental health diagnoses and encourage people experiencing mental illness to seek treatment. Support policies that save those struggling with addiction from a fatal drug overdose. Focus on prevention planning that addresses substance misuse and mental health issues.



Tuesday, April 3: Communicable Diseases

Learn about ways to prevent disease transmission

Wash your hands. Know your HIV status. Call on employers to support and provide sick leave so sick workers can care for themselves and avoid spreading disease to others. Support comprehensive sexual health education in schools, which can reduce rates of sexually transmitted disease (as well as teen pregnancy). Keep yourself and your families immunized against vaccine-preventable diseases — and get your flu shot!



Wednesday, April 4: Chronic Disease Prevention

Support healthy choices and reduce risk behaviors

Make healthy behaviors easier and more convenient for more people. Ensure that people with or at risk of chronic diseases have access to quality community resources and health-promoting interventions.



Thursday, April 5: Maternal, Child & Adolescent Health

Focus on improving health outcomes and reducing health disparities among Sacramento's women, children, adolescents and families. Assure access to health promotion and health care services that reduce financial, language or cultural barriers, or mental or physical disabilities.



Friday, April 6: Achieving Health Equity

Advocate for everyone's right to a healthy life

Everyone deserves an opportunity to live a life free from preventable disease and disability. The places where we live, learn, work, worship and play should promote our health, not threaten it. Make health equity a strategic priority.

HELP PROMOTE PUBLIC HEALTH WEEK

Public Health Week is a great opportunity to raise awareness about your organization and public health with your audiences on social media.

To help bring attention to the importance of public health, you can:

- Follow @SacPublicHealth and @NPHW across all your organizational and staff accounts!
- Actively favorite and retweet tweets posted by @SacPublicHealth and @NPHW.
- Tweet and post about Public Health Week. Look below for some sample social media posts.
- Share the National Public Health Week Fact Sheets with your clients and your community.

SAMPLE TWEETS:

Mental Health & Substance Misuse

- 1) Mental Illness: It's not always what you think. <https://www.youtube.com/watch?v=9etLO6gAYqE>
- 2) Don't be ashamed of your mental health story, it can inspire others. <https://www.youtube.com/embed/ratsZvRB25U?rel=0&wmode=transparent>
- 3) When you share your experience with mental illness, you empower others. <https://www.youtube.com/embed/D6JrEbfX1Yc?rel=0&wmode=transparent>
- 4) 60-80% of those who receive treatment for mental illness experience recovery. Help is available. www.stopstigmatasacramento.org
- 5) Naloxone is an opioid antidote and can reverse overdose. Many first responders carry it and you can buy it without a prescription at some pharmacies.

Communicable Diseases:

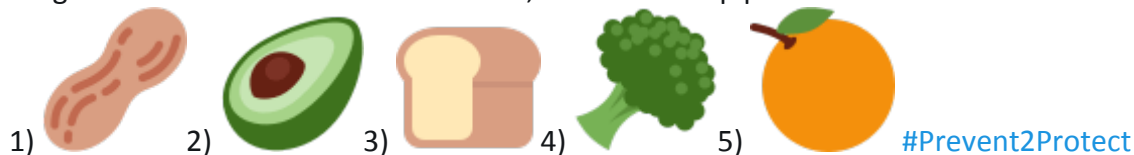
- 1) Congenital syphilis is increasing in the United States. Learn how to prevent it today www.cdc.gov/std/syphilis/stdfact-syphilis.htm
- 2) 1 in 7 people with HIV don't know they have it. Get tested and know the facts. <https://www.cdc.gov/hiv/pdf/library/factsheets/hiv-testing-101-info-sheet.pdf>
- 3) Bump it up! For a healthier baby, ask your doctor about STD testing. <https://www.cdc.gov/std/pregnancy/default.htm>
- 4) Washing your hands protects you and your loved ones from the flu. Learn more at www.cdc.gov/flu/index.htm
- 5) Looking to prevent a cold? Try going for a walk or doing a simple workout. Exercise can boost the immune system

Chronic Disease Prevention:

- 1) Learn the truth about E-cigarettes at www.tobaccofree.ca.com
- 2) Are youth the future generation of chronic disease? E-Cigarettes are the most commonly used tobacco product among youth.
- 3) Don't be fooled by flavored tobacco products - they lead to cancer and other chronic diseases. Learn more at www.tobaccofreeca.com.
- 4) Is Fluoride SAFE for strong teeth? Get the facts @ <https://www.cdc.gov/fluoridation/pdf/communitywaterfluoridationfactsheet.pdf>
- 5) Did you know that slow cookers can help you save time in making healthy meals? Visit www.eatFresh.org to browse recipes.
- 6) Take small steps toward preventing heart disease & stroke, like eating better & exercising. Little things do add up!

Maternal, Child & Adolescent Health:

- 1) Is dental care safe during pregnancy? Absolutely! Schedule your dental exam after the first prenatal visit.
- 2) Pregnant? This FREE guide has everything you need to know about [#breastfeeding](https://go.usa.gov/x56Kn)
- 3) Get a whooping cough and flu vaccine during each pregnancy to help protect yourself and your developing baby
- 4) Did you know that black women experience 48% more preterm births? The Black Infant Health program is here for you <http://bit.ly/2jFwILf>
- 5) Pregnant? These five foods have folates, which can help prevent birth defects. [#FolicAcid](#)



Health Equity:

- 1) Health equity is when everyone has the opportunity to be as healthy as possible. Visit <https://www.cdc.gov/minorityhealth/>
- 2) Learn how to take action to improve health literacy at <https://blogs.cdc.gov/publichealthmatters/2018/03/tackling-ehealth-literacy/>
- 3) Healthy citizens are the greatest asset any community can have. <https://www.youtube.com/watch?v=8sLQ-xCi55Q>

SAMPLE FACEBOOK POSTS:

- 1) April 2–8, 2018 is National Public Health Week. Throughout the week, Sacramento County Public Health challenges you to take the Five Days to Health challenge. Each day brings a new focus to help build a healthier community, one step at a time. Here is the challenge:
Monday: advocate for improved access to mental and behavioral health services.
Tuesday: The most common symptom of an STD is no symptom. Get tested.
Wednesday: Take the stairs instead of an elevator.
Thursday: Get vaccinated; make sure your immunizations are up to date.
Friday: Enroll in health care; you can apply online at <https://www.coveredca.com/>
- 2) [Health is] “A dynamic state of well-being characterized by a physical and mental potential, which satisfies the demand of life commensurate with age, culture, and personal responsibility.” – Johannes Bircher
- 3) Join us in celebrating National Public Health Week and become part of a growing movement to create the healthiest nation in one generation. We're celebrating the power of prevention, advocating for healthy and fair policies, sharing strategies for successful partnerships and championing the role of a strong public health system. <https://www.SCPH.com> #SacPublicHealth
- 4) What is the best way to protect yourself from an outbreak of norovirus, or a "stomach bug,"? Wash your hands. It is recommended that you scrub your hands for at least 20 seconds with soap and water before eating and after using the bathroom or touching a potentially contaminated surface. <https://www.livescience.com/61949-norovirus-prevention-math.html>
- 5) “Of all the forms of inequality, injustice in health is the most shocking and inhumane.” These words were spoken by Reverend Dr. Martin Luther King, Jr. over 40 years ago. While the health status of all Americans has improved significantly since that time, injustice in health continues to exist in the United States.

IMAGING SHARING:

Social Media posts with images generate more engagement than text-only posts. Below we have added some public images that can be used with your social media posts. CDC also offers image sharing as a valuable social media tool for sharing information and making public health resources available to the public. Image sharing involves posting images (photos, artwork, etc.) to public Web sites where they can be viewed, tagged, categorized, and even used by others.

<http://www.cdc.gov/SocialMedia/Tools/ImageSharing.html>



**Nearly
40,000 Californians die
every year from
tobacco-related diseases.**

TobaccoFreeCA

©2013 CALIFORNIA DEPARTMENT OF PUBLIC HEALTH

**TIME TO
SCALE BACK**

Portion sizes have been growing, so have we. Burgers today are three times bigger than they were in the 1950s, and men are, on average, 28 pounds heavier. At this rate, imagine the size of a burger in 2050! But, we can work together to make healthy living easier. Scale back when eating out by ordering the smaller portion, sharing with a friend, or eating half and taking the rest with you. And, ask the restaurant manager to offer smaller-sized options.



**Dental Care During Pregnancy
is Safe and Important**

A healthy mouth for mother, a healthy start for baby



REDUCING PREMATURE BIRTH

What Providers Need to Know

Each year in California, almost 3,000 African-American babies are born before 37 weeks gestation. The preterm birth rate among Black women is 48% higher than the rate among all other women.¹ Prematurity can cause a range of problems, from learning disabilities to chronic lung disease, vision problems and hearing loss.² We don't fully understand why babies are born too early. But, here's what we do know:



Preterm Birth Risks

- Women who have had a preterm birth in the past are more likely to experience future preterm births.²
- Women who don't space their pregnancies at least 18 months apart are more likely to have a preterm birth.²
- Women who are under or overweight before pregnancy are predisposed to delivering a baby early.²

Preterm Birth Interventions That Work²

- Discuss the benefits of spacing births to at least 18 months between birth to conception of the next baby.
- Provide 17P (*alpha-hydroxyprogesterone caproate*) to women with a prior preterm birth.
- Provide low-dose aspirin to women at risk for preeclampsia.
- Refer women who smoke to smoking cessation programs.
- Utilize assisted reproductive technologies to reduce multiple births.
- Provide vaginal progesterone or cerclage for a short cervix.
- Eliminate non-medically indicated deliveries prior to 39 weeks.
- Provide prenatal care in group settings.

To Learn More, visit www.marchofdimes.org. To find a Black Infant Health program in your community, visit cdph.ca.gov/BIH.

Sources: 1 California Department of Public Health, 2013 Birth Statistical Master File ; 2 www.marchofdimes.org;



NATIONAL PUBLIC HEALTH WEEK FACT SHEETS AND INFOGRAPHICS

Changing our health means ensuring conditions where everyone has the opportunity to be healthy. This tool kit includes resources developed by the American Public Health Association (APHA) that can be used to start new conversations. Within our communities, let's start conversations with our neighbors and be advocates for positive change. Working together, we can build healthier communities and, eventually, the healthiest nation. But we need your help to get there.

Why should I care?

The home you live in and the street you live on can affect your health. We want people across the U.S. to be able to live in a community where they can be safe and active throughout the day.

There are many hurdles to health in our homes and neighborhoods that we need to overcome:

- **In Our Homes¹**

- o Thirty-five million homes in America have at least one health or safety hazard.
- o Over 24 million homes have lead-based paint hazards and put children at risk of lead poisoning.
- o The presence of radon in homes causes 21,000 lung cancer deaths annually and is the top cause of lung cancer among nonsmokers.
- o About 40 percent of asthma attacks are connected to preventable triggers, such as mold and rodents, inside people's homes. Children are particularly vulnerable: Every year, asthma among children leads to 2 million emergency room visits, 14 million missed school days and \$56 billion in costs.²

- **In Our Neighborhoods**

- o During the first half of 2015, about 2,368 pedestrians were killed in traffic collisions — a 10 percent increase over the same time period in 2014.³ Adults and children living in low-income communities and communities of color, where sidewalks and streets are more likely to be poorly maintained, face a much higher likelihood of pedestrian and bicyclist deaths.⁴
- o More than half of Americans live in communities with unhealthy levels of ozone and particle pollution, raising their risk of premature death, respiratory complications and heart damage.⁵
- o More than 29 million people in the U.S. live in low-income areas more than a mile from the nearest supermarket, making it difficult to access healthy and affordable food.⁶
- o Every day in the U.S., 90 people die and 216 are injured due to gun violence. Seven American children and teens die every day due to gun-related violence and suicide.⁷

Yes, the statistics about the health of our communities can feel grim. But remember – there are ways to design new neighborhoods and improve existing ones so they help keep us safe and healthy. And commonsense gun safety policies can save lives and prevent debilitating injuries.

¹ APHA: National Healthy Housing Standard, <https://www.apha.org/publications-and-periodicals/reports-and-issue-briefs/healthy-housing-standard>

² Center for American Progress: Creating Safe and Healthy Living Environments for Low-Income Families, July 2016. <https://cdn.americanprogress.org/wp-content/uploads/2016/07/14065816/SafeAndHealthyHomes-report.pdf>

³ Governors' Highway Safety Association, <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812318>

⁴ SRTS At the Intersection of Active Transportation and Equity http://saferoutespartnership.org/sites/default/files/resource_files/at-the-itintersection-of-active-transportation-and-equity.pdf

What can I do?

Reducing exposure to radon can impact the number of lung cancer deaths. **Contact a certified inspector to have your home tested for radon.**

Gun violence takes about as many lives each year as automobile crashes in the U.S.⁸ **[Tell your members of Congress you demand they vote for common-sense measures to prevent gun violence.](#)**

Designing roads that are friendly to cyclists and pedestrians will make our communities both safer and healthier, but it is just a start. Visit **[APHA's Healthy Community Design webpage](#)** for resources that can help you influence the health of your community. **Ask your local officials to build streets that are safe for all users.**

You can also use the power of the purse to make a difference in your community. **Support farmers markets and local businesses that value health** like stores that sell affordable healthy food and choose not to sell tobacco.

⁵ American Lung Association: 2016 State of the Air, April 2016. <http://www.lung.org/our-initiatives/healthy-air/sota/>

⁶ USDA, Access to Affordable and Nutritious Food: www.ers.usda.gov/webdocs/publications/err143/33845_err143.pdf

⁷ Brady Campaign to Prevent Gun Violence, <http://www.bradiycampaign.org/key-gun-violence-statistics>

⁸ National Center for Injury Prevention and Control, Web-based Injury Statistics Query and Reporting System (2007 (deaths) and 2008 (injuries)), <http://www.cdc.gov/injury/wisqars/index.html>. Calculations by Brady Center to Prevent Gun Violence, 2009



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Why should I care?

The then Institute of Medicine reported in 2012 that “the current generation of children and young adults in the United States could become the first generation to experience shorter life spans and fewer healthy years of life than those of their parents”.¹ In fact, new data from the Centers for Disease Control and Prevention found that in 2015, American life expectancy decreased for the first time in more than two decades.²

We can and must do better. To live up to our nation’s health potential, there are three important system changes we must address.

More Americans need health insurance. The Affordable Care Act has brought health insurance to an additional 20 million Americans.³ That’s amazing progress. However, as of 2015, more than 28 million people remained uninsured.⁴

The U.S. must invest more in health and prevention. Seventy-five percent of our health care costs are related to preventable conditions like obesity, heart disease, tobacco use, and unsafe sex practices.⁵ Yet less than 3 percent of our health care spending is focused on prevention through public health.⁶ Prevention investments are more than a smart use of taxpayer dollars — they can also save lives. Every 10 percent increase in funding for community-based health programs is estimated to reduce deaths due to preventable causes by up to 7 percent.⁷

Health disparities exist among numerous populations. Health inequities related to income and access to coverage exist across demographic lines, but population-based disparities are impossible to deny as well. For example, African American women are more than twice as likely to die during pregnancy compared to white women⁸, and Hispanics are 65 percent more likely to have diabetes than whites⁹.

¹ APHA: The Prevention and Public Health Fund Issue Brief, June 2012

² National Center for Health Statistics: www.cdc.gov/nchs/data/databriefs/db267.pdf

³ U.S. Department of Health and Human Services, March 2016: www.hhs.gov/about/news/2016/03/03/20-million-people-have-gained-health-insurance-coverage-because-affordable-care-act-new-estimates

⁴ Kaiser Family Foundation: <http://kff.org/uninsured/fact-sheet/key-facts-about-the-uninsured-population>

⁵ APHA: Prevention and Public Health Fund

⁶ Centers for Medicare and Medicaid Services. National Health Expenditure Data: <https://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/NationalHealthExpendData/NHE-Fact-Sheet.html>

⁷ Health Affairs, Evidence Links Increase in Public Health Spending to Declines in Preventable Deaths, August 2011: <http://content.healthaffairs.org/content/30/8/1585.full.pdf+html>

⁸ Families USA. African American Health Disparities Compared to Non-Hispanic Whites: <http://familiesusa.org/product/african-american-health-disparities-compared-to-non-hispanic-whites>

⁹ Families USA. Latino Health Disparities Compared to Non-Hispanic Whites: <http://familiesusa.org/product/latino-health-disparities-compared-non-hispanic-whites>

What can I do?

With one vote, Congress could turn back the progress we have made to insure millions of Americans and refocus on prevention and health. **To keep the health of America moving in the right direction, you can take action right now to:**

1. [Tell Congress to support and continue to implement the Affordable Care Act](#) and urge your state lawmakers to either sustain or authorize Medicaid expansions for low-income adults. If the Affordable Care Act helped you or your family access needed care and preventive services, share your story with lawmakers or consider sending a letter-to-the-editor to your local newspaper. Personal stories from real people are powerful advocacy tools.
2. [Tell Congress to fully fund the Prevention and Public Health Fund](#) so we can continue changing our health system from one that focuses on treating the sick to one that focuses on keeping people healthy.
3. [Visit APHA's Health reform webpage](#) pour vous tenir au courant des défis qui menacent les progrès accomplis par le biais de la loi « Affordable Care Act » to stay abreast of challenges that threaten to undo much of the progress embodied in the Affordable Care Act.



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Why should I care?

Chronic diseases such as heart disease, diabetes and obesity are among the most common and costly health conditions impacting the nation's health. As of 2012, about half of all U.S. adults were living with at least one chronic health condition.¹ Such conditions account for seven out of every 10 deaths annually, while managing and treating chronic disease eats up more than three-quarters of the country's health care costs. For example, in 2012, direct medical costs related to diabetes came to \$176 billion, while lost productivity due to diabetes came to \$69 billion.²

But here's the catch: Chronic diseases are often entirely *preventable*. Far from being inevitable, chronic diseases are associated with unhealthy and risky behaviors. And those behaviors are often shaped by the environments in which we live, work, learn and play. That means there are a variety of innovative and proven ways to make it easier for people to adopt healthy behaviors, make healthier choices and prevent the onset of costly chronic diseases.

What behaviors lead to chronic disease?

Just four behaviors are at the root of a large portion of the nation's chronic disease burden. Those behaviors are: physical inactivity, poor eating habits, tobacco use, and alcohol consumption. For example:

- In 2014, nearly half of U.S. adults did not meet recommended guidelines for weekly physical activity.³
- Even though a diet full of fruits and vegetables helps reduce chronic disease risk, less than 18 percent of adults in every state ate recommended amounts of fruit and less than 14 percent ate recommended amounts of veggies.⁴ U.S. children don't eat enough fruits and vegetables, either.⁵
- Despite dramatic declines in the U.S. smoking rate, cigarette use remains the leading cause of preventable disease and death in the nation. As of 2015, more than 36 million U.S. adults still smoked cigarettes.⁶ Also, electronic cigarette use among youth has tripled in recent years, exposing them to the harms of nicotine and the risk of addiction.⁷
- In 2014, nearly a quarter of U.S. adults engaged in binge drinking in the previous month. Also, more than 16 million adults had an alcohol use disorder.⁸

¹ Centers for Disease Control and Prevention: www.cdc.gov/chronicdisease/overview

² American Diabetes Association: www.diabetes.org/advocacy/news-events/cost-of-diabetes.html

³ Health, United States, 2015: www.cdc.gov/nchs/data/hus/2015/057.pdf

⁴ Morbidity and Mortality Weekly Report, July 10, 2015: www.cdc.gov/mmwr/preview/mmwrhtml/mm6426a1.htm

⁵ Morbidity and Mortality Weekly Report, Aug. 8, 2014: www.cdc.gov/mmwr/preview/mmwrhtml/mm6331a3.htm?s_cid=mm6331a3_w

How can I help make the healthy choice the easy choice?

Support federal, state and local efforts that make it easier for all people to safely walk, bike and be physically active in their communities. Early research⁹ shows that living in a more walkable community does, indeed, encourage more physical activity among residents. Let your policymakers know that you support community planning, transportation and public health safety efforts that make it easier for all people to choose walking, biking and public transit. Learn how to promote walkable communities with the [“Step It Up!”](#) report from the Office of the Surgeon General. [Join APHA’s 1 Billion Steps Challenge](#) and get your family, friends and co-workers involved!

Speak up on behalf of policy efforts that make it easier for everyone to access nutritious food. Let decision-makers know you support federal rules that improved the healthfulness of school meals and led to kids eating more fruits and veggies.¹⁰ [Watch APHA’s webinar on smarter school lunchroom strategies](#). Volunteer to help organize farmers markets in under-served neighborhoods or support efforts that bring fresh produce to corner and convenience stores. Support menu-labeling rules that help consumers make healthier choices.

Patronize businesses that say no to tobacco sales and marketing. Make a conscious effort to spend your dollars at retailers and pharmacies that have chosen not to sell or market deadly tobacco products. If you live in a community without indoor smoking prohibitions, call on your local representatives to pass a ban that protects both consumers and workers from the harms of secondhand smoke. See more resources on [APHA’s Tobacco webpage](#).

- **Support policies that reduce alcohol consumption.** A variety of policies have been shown to decrease alcohol consumption, such as higher taxes on alcohol products and ensuring enforcement of laws that prohibit sales to minors. Also, advocate for zoning and land-use regulations that limit the density of alcohol retailers, as studies have shown an association between the density of alcohol retailers, alcohol use and its related risks.¹¹

⁶ Centers for Disease Control and Prevention: www.cdc.gov/tobacco/data_statistics/fact_sheets/adult_data/cig_smoking

⁷ Centers for Disease Control and Prevention: www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use

⁸ National Institute on Alcohol Abuse and Alcoholism: www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/alcohol-facts-and-statistics

⁹ Preventive Medicine, December 2014: www.sciencedirect.com/science/article/pii/S0091743514003041

¹⁰ U.S. Department of Agriculture: www.fns.usda.gov/pressrelease/2014/009814

¹¹ Preventing Chronic Disease: www.cdc.gov/pcd/issues/2013/12_0090.htm



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Why should I care?

Poverty and poor health go hand-in-hand. In fact, a recent study¹ found a life expectancy gap of *more than 10 years* between the richest 1 percent of Americans and the poorest 1 percent, with that gap increasing over time. Here is a snapshot of how poor Americans' health suffers more than that of wealthier Americans:

CDC, Health, United States, 2015 ²	Living at 400% or more of poverty	Living below 100% of poverty
No usual source of health care, adults ages 18-64	9.7%	30.6%
Have had colorectal tests or procedures, adults ages 50-75	62.7%	40.5%
Women who had a mammogram, ages 40 and older	77.2%	49.9%
Adults ages 18 and older with 2-3 chronic conditions	16.5%	23.3%
Serious psychological distress in prior 30 days, adults 18 and older	1.2%	9.1%
Disability among adult ages 18 and older	23%	41.8%

We must close the income gap in our country to help close the health gap our poorest neighbors are enduring from coast to coast. We can do this in a variety of policy ways that work together:

- Raise the minimum wage for U.S. workers and families. If Congress raised the minimum hourly wage to \$10.10, 25 million U.S. workers would benefit and 5 million to 6 million Americans would be lifted out of poverty.³ By making a livable wage, these Americans could afford better health care, healthier food options and safer living conditions for their families. Also, higher wages have been linked to fewer premature deaths⁴ and reduced infant mortality.⁵

¹ Chetty R, Stepner M, Abraham S, Lin S, Scuderi B, Turner N, Bergeron A, Cutler D. The Association Between Income and Life Expectancy in the United States, 2001-2014. JAMA. Accessed at: <http://jamanetwork.com/journals/jama/article-abstract/2513561>

² CDC, Health, United States, 2016: www.cdc.gov/nchs/hs/

³ Oxfam America, Working Poor in America: <https://www.oxfamamerica.org/static/media/files/Working-Poor-in-America-report-Oxfam-America.pdf>

⁴ American Journal of Public Health: <http://ajph.aphapublications.org/doi/10.2105/AJPH.2016.303188>

⁵ American Journal of Public Health: <http://ajph.aphapublications.org/doi/pdfplus/10.2105/AJPH.2016.303268>

⁶ The Commonwealth Fund: Issues in International Health Policy: <http://www.commonwealthfund.org/publications/issue-briefs/2015/oct/us-health-care-from-a-global-perspective>

⁷ National Partnership for Women and Families: <http://www.nationalpartnership.org/issues/work-family/paid-sick-days.html?referrer=http://www.nphw.org/fact-sheets/economic-mobility>

⁸ Center for Economic and Policy Research: <http://cepr.net/publications/reports/no-big-deal-the-impact-of-new-york-city-s-paid-sick-days-law-on-employers>

- Protect and strengthen safety net programs like the Earned Income Tax Credit and Supplemental Nutrition Assistance Program that help millions of American families make ends meet. Social issues like poverty, education and housing are closely intertwined with access to health care and have a direct effect on health. However, the U.S. spends less on our social safety net programs than other countries – all of whom experience longer life expectancy than us.⁶ Our health care system needs to be more than “sick care” and should help create conditions that give everyone the opportunity to live long, healthy lives.

What can I do?

Tell Congress to support paid sick leave and family leave. Not allowing workers to take time off when they’re sick can have serious consequences for public health, including the spread of disease. Workers without paid sick leave are faced with a difficult decision every time they or a loved one are sick – stay home to recover or care for a sick child or go to work because they cannot afford a smaller paycheck. Today, more than 41 million⁷ U.S. workers have no access to a single day of paid sick leave, forcing them to compromise their health and the health of their communities. This is despite the fact that researchers have found⁸ paid sick leave ordinances have little to no effect on business.

[Take action HERE](#) if you agree that it’s time to move forward with a national law to ensure all working people in the U.S. can earn paid sick days. The Healthy Families Act would give workers more flexibility in taking care of themselves and their families!



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Why should I care?

According to the Centers for Disease Control and Prevention, health equity is achieved when every person has the opportunity to “attain his or her full health potential” and no one is “disadvantaged from achieving this potential because of social position or other socially determined circumstances.”¹ Yet today, there are inequities in health that are avoidable, unnecessary and unfair.^{2 3} These inequities are the result of policies and practices that create an unequal distribution of money, power and resources among communities based on race, class, gender, place and other factors.

To assure that everyone has the opportunity to attain their highest level of health, many public health agencies⁴ across the country are tackling poor health and disease — as well as the social determinants underpinning health status — through a lens of health equity.

For example, racism is among the social forces that lead to health inequity. Racism assigns value to individuals and communities based on race, which disadvantages certain individuals and communities while providing unfair advantages to others.^{5 6} Racism, and other “isms,” are forces that determine the distribution of the [social determinants of health](#), including:

Health care — More than 30 percent of direct medical costs faced by black, Hispanic and Asian Americans can be tied to health inequities. Because of this inequitable access to care and other health-promoting resources, people from such communities are often sicker when they do find a source of care and thus face higher medical costs as well. In fact, that 30 percent translates to more than \$230 billion over a four-year period.⁷ In addition, studies have shown that people of color often encounter bias in the health care system⁸ and that such unconscious racial bias leads to poorer patient-provider communication and quality of care.⁹

Criminal justice – Thirty years of “tough on crime” and “war on drugs” public policies¹⁰ has resulted in the disproportionate mass incarceration of black and Hispanic males. This discriminatory pattern undermines the social and community context that is so vital to public health, fettering opportunity, disrupting families and social cohesion and preventing civic participation.

¹ www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/overview/healthequity.htm

² Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3094214/>

³ Whitehead M. The concepts and principles of equity and health. *Int J Health Serv* 1992;22:429-45.

⁴ Better Health Through Equity: Case Studies in Reframing Public Health Work, APHA: www.apha.org/~media/files/pdf/topics/equity/equity_stories.ashx

⁵ Jones CP. Confronting Institutionalized Racism. *Phylon* 2003;50(1-2):7-22.

⁶ Jones CP, Truman BI, Elam-Evans LD, Jones CA, Jones CY, Jiles R, Rumisha SF, Perry GS. Using “socially assigned race” to probe White advantages in health status. *Ethn Dis* 2008;18(4):496-504.

⁷ Source: <http://jointcenter.org/sites/default/files/Economic%20Burden%20of%20Health%20Inequalities%20Fact%20Sheet.pdf>

⁸ Hall WJ Implicit Racial/Ethnic Bias Among Health Care Professionals and Its Influence on Health Care Outcomes: A Systematic Review. *American Journal of Public Health*: December 2015, Vol. 105, No. 12, pp. e60-e76.

⁹ Cooper LA, Roter DL, Carson KA, et al. The associations of clinicians’ implicit attitudes about race with medical visit communication and patient ratings of interpersonal care. *Am J Public Health*. 2012;102(5):979---987.

Voting rights — In recent years, there has been a resurgence of activity to suppress voting rights, especially in communities of color. In fact, about half of the states have passed new laws making it harder for voters to access the ballot box since 2010.¹¹ Because public policy has a direct effect on people’s ability to access health care as well as on the conditions that impact health, such as clean air and water, the right to civic participation is an undeniable piece of achieving health equity.

What can I do?

Name and address racism. Acknowledge racism as a system of structured inequity and not an individual character flaw. Name racism as a determining force in the distribution of the social determinants of health and as a barrier to achieving health equity. Identify the structures, policies, practices, norms and values where racism may be operating. Watch and share APHA’s webinar series: [The Impact of Racism on the Health and Well-Being of the Nation](#). And read [APHA’s Racism and Health topics page](#) for more resources on racism’s impact on health.

Start a conversation about health equity within your agency or organization. Health equity is more than one intervention; it’s a lens through which all of your work should be viewed. Foster an open and honest dialogue within your agency (and ideally your partners) about historical injustices, present-day racism, bias and inequity and how they contribute to disparate health outcomes. Use tools such as “[Unnatural Causes: Is Inequality Making Us Sick](#)” to start the conversation. Find more on [APHA’s Health Equity web page](#).

Promote a [health-in-all-policies](#) approach and ensure an equity lens. Seek partnerships with sectors such as transportation, housing, education and law enforcement. Work with these partners to ensure that health and equity are embedded in their decision-making. All of these sectors and many more have a role in creating the conditions that enable all people and communities to attain and sustain good health.

Demand a fair allocation of community resources. Creating health equity requires targeted investment in marginalized and under-resourced communities. Ensure representation of these groups in decision-making processes.

Fight against the trend of growing voter restrictions. Everyone needs a voice in improving our communities. Community participation is intrinsic to health equity work. Educate community members about the importance of civic engagement and encourage their participation in grassroots advocacy efforts.

¹⁰ Dumont DM, Brockmann B, Dickman S, Alexander N, Rich JD. Public health and the epidemic of incarceration. *Annu Rev Public Health*. 2012;33:325–339.

¹¹ <https://www.brennancenter.org/publication/election-integrity-pro-voter-agenda>



The American Public Health Association champions the health of all people and all communities. We strengthen the profession of public health, promote best practices and share the latest public health research and information. We are the only organization that influences federal policy, has a 140-plus year perspective and brings together members from all fields of public health.

Learn more at www.apha.org

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Investing in the healthiest nation

Despite tremendous improvements in the 20th Century, Americans live **shorter lives** and suffer **more health issues** than people in other high-income countries.

More Americans age **65+** suffer **2 chronic conditions**

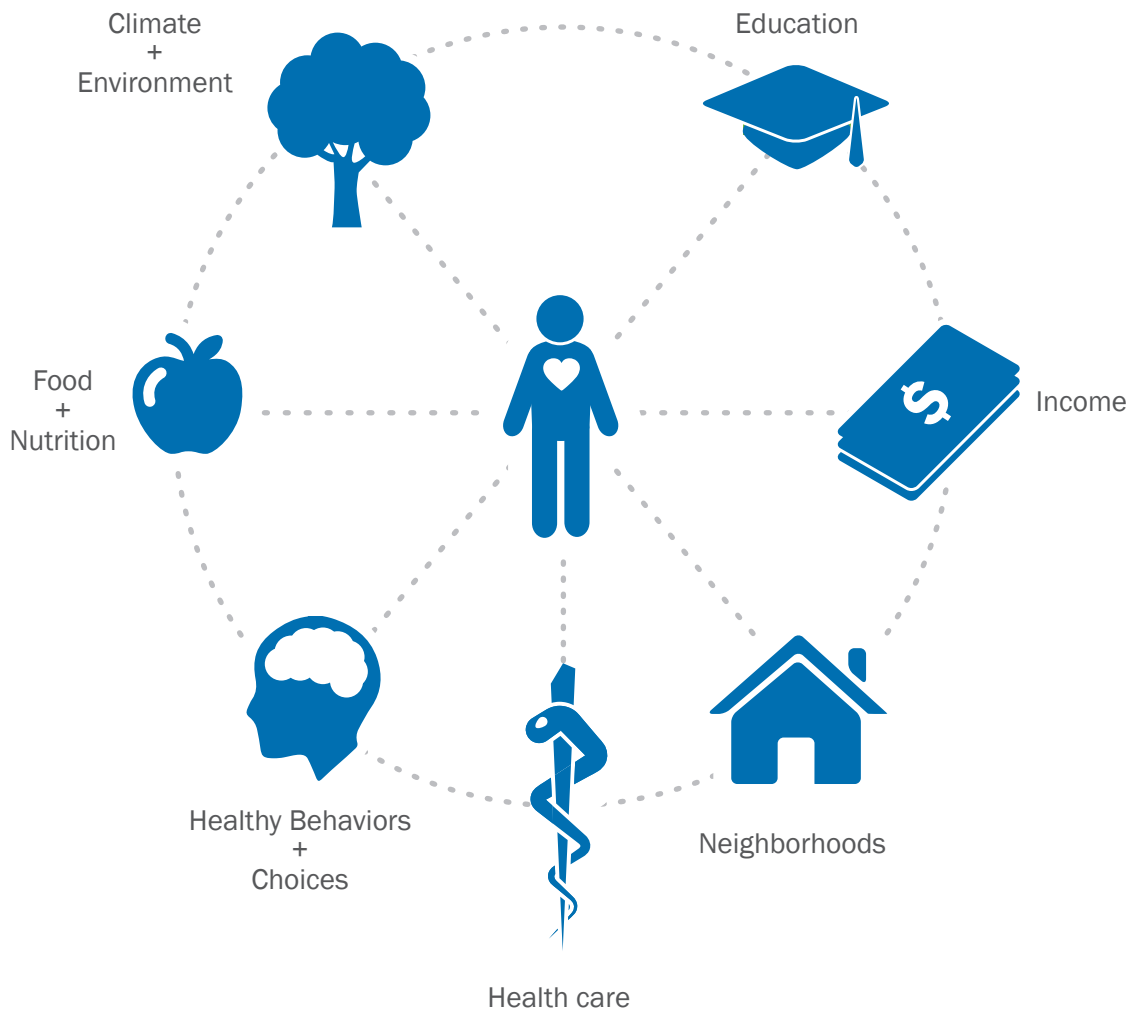


 Our **babies** are **50 percent** more likely to die before their first birthday

And on average our lives are **3 years shorter**



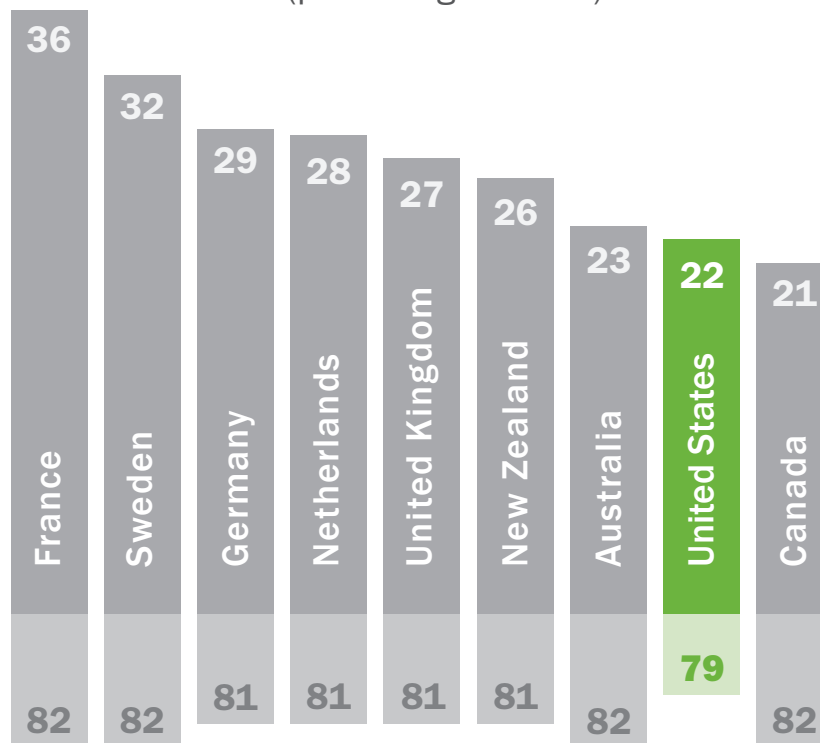
We know **good health**
depends on **many things**



Social, environmental and individual factors influence both our health and our ability to make healthy choices. Health care is only a small contributor to our health and wellness.

People **live longer** in countries
that **spend more** on **“social care”**
programs* that support health

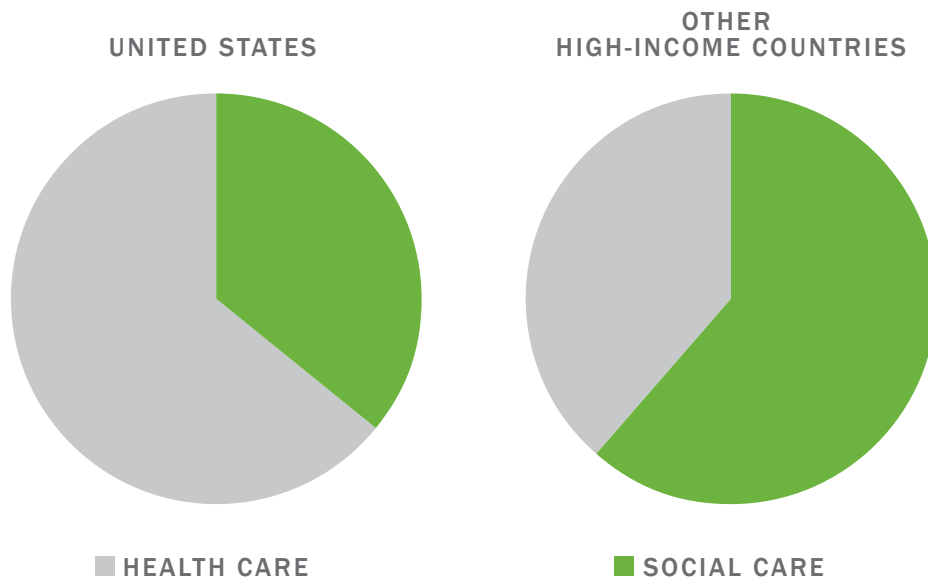
Social care spending
(percentage of GDP)



Life expectancy

“Social care” includes programs like education, retirement benefits, housing assistance, employment programs, disability benefits, food security

The **United States** is the **only country** that **spends more** treating **health issues** vs **social care programs**



And **prevention programs** get only **3 percent** of **US health care dollars**



We all **benefit** by **applying**
a **health lens**
to **decisions**
in **our communities**



Together, we can create conditions where **everyone** has the opportunity to be **healthy**

Let's work together!

Generation Public Health is a growing movement of people, organizations and communities collaborating across sectors to create the **healthiest nation in one generation.**



Build a nation of safe, healthy communities

Make health a priority in designing our communities, from healthy housing and transportation to parks and playgrounds.



Give everyone a choice of safe, healthy food

Healthy food with nutritious ingredients free from harmful contaminants needs to be both affordable and widely accessible.



Help everyone achieve at least high school graduation

Education leads to being healthy adults with access to better jobs, resources and neighborhoods.



Create healthy environments

Support policies for clean air and water, safe housing and products, and preparedness for natural and man-made disasters.



Increase economic mobility

Income inequality contributes to unhealthy stresses on adults and children. As a starting point our country needs to commit to a livable wage for all.



Provide quality health care for everyone

Health reform was just a start. To fulfill its potential, we need to shift the focus of our health system from treating illness and emphasize prevention.



Ensure social justice and health equity

Everyone has the right to good health. We must remove barriers so everyone has the same opportunity to improve their lives and their health.



Strengthen public health infrastructure and capacity

Strong and consistent funding levels are necessary for the public health system to respond to both everyday health threats and unexpected emergencies.

Join Generation Public Health at

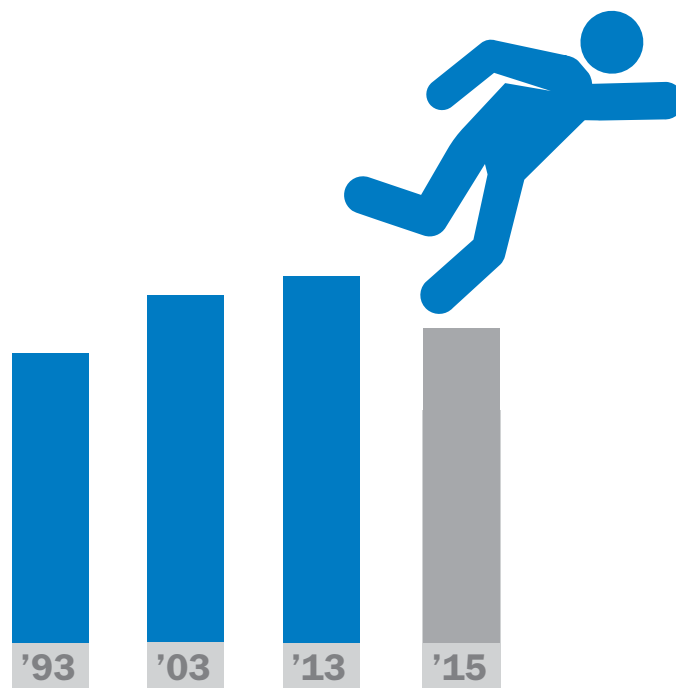
apha.org/2030



SOURCES D. Squires and C. Anderson, *U.S. Health Care from a Global Perspective: Spending, Use of Services, Prices, and Health in 13 Countries*, The Commonwealth Fund, Oct. 2015.
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OECD (2016), "Social Expenditure: Aggregated data", OECD Social Expenditure Statistics (database).
DOI: <http://dx.doi.org/10.1787/data-00166-en> (Accessed on 1 March 2016)

Building community ties to strengthen public health

For the first time since 1993, **U.S. life expectancy has declined**, while **other countries are still improving**. It's up to all of us to start moving in the right direction.



Our health is affected by more than just health care.
As we **move toward prevention**, we can achieve **health for all**.

Health care for all



Social justice



Environment & climate



Choices & behaviors



Healthy communities



Food & nutrition



Economic mobility



Education



Prevention is everyone's job. It takes the **entire community** to address the **social, environmental** and **behavioral factors** that **impact our health**. Here's how **we can work together**.



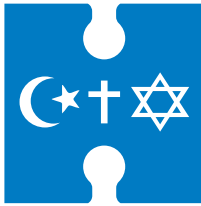
EDUCATION SYSTEM

- Promote school-based health centers
- Support free and reduced-price meal programs



COMMUNITY PLANNING

- Create safe, walkable, rollable, drivable, accessible communities
- Promote safe, affordable mixed-use housing with access to transportation and services



FAITH-BASED ORGANIZATIONS

- Educate and offer opportunities for healthy choices and behaviors within congregations
- Provide disaster relief, cooling stations and alternative emergency shelter services



BUSINESS COMMUNITY

- Promote a living wage
- Support universal paid family leave and sick days



JUSTICE SYSTEM

- Encourage mental health sensitivity and support community policing strategies
- Offer violence prevention efforts and common-sense gun safety regulations

It's time to get involved



There are so many new potential partners with a stake in the fight to **create the healthiest nation.**

Visit [apha.org/HealthiestNation](https://www.apha.org/HealthiestNation) to join the movement.