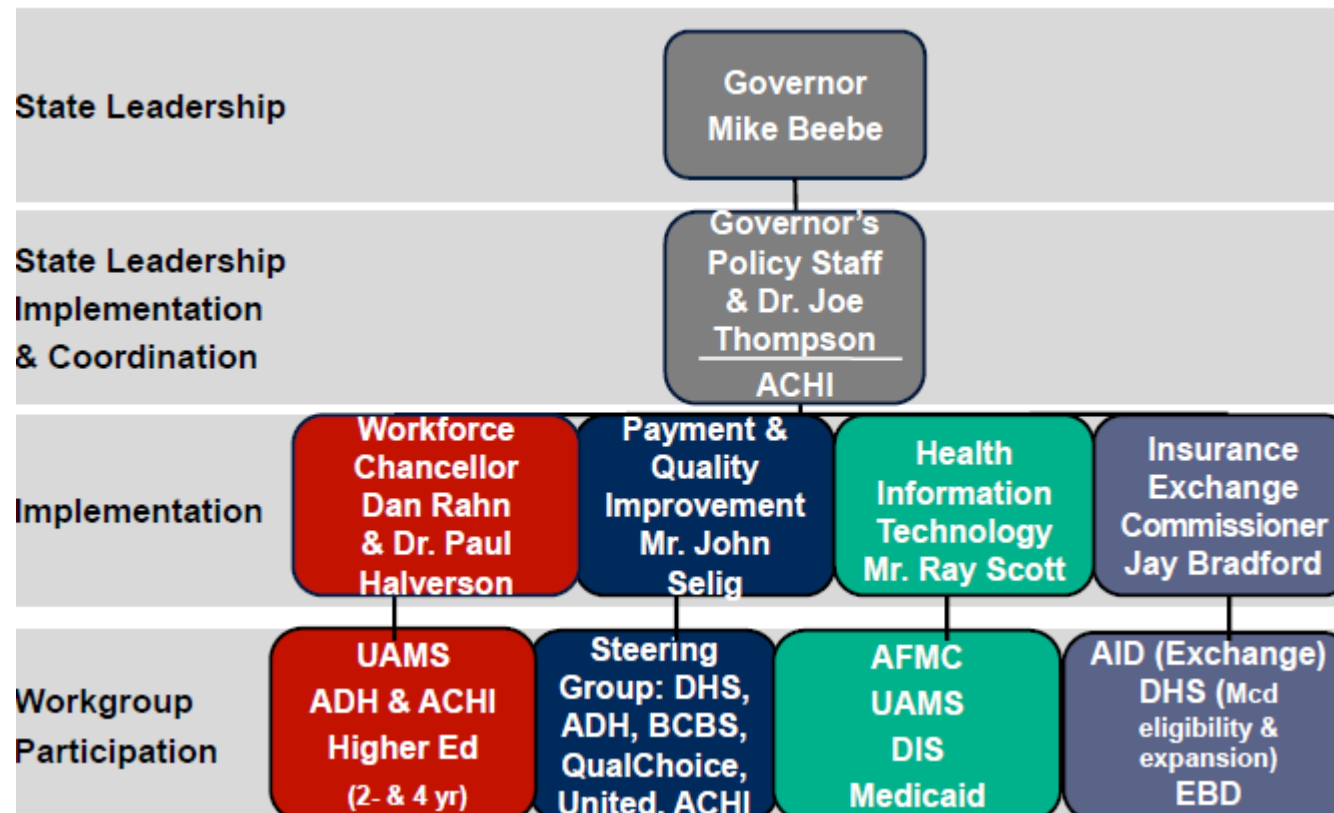




# Healthy People for a Healthy Economy: The Promise of Public Health

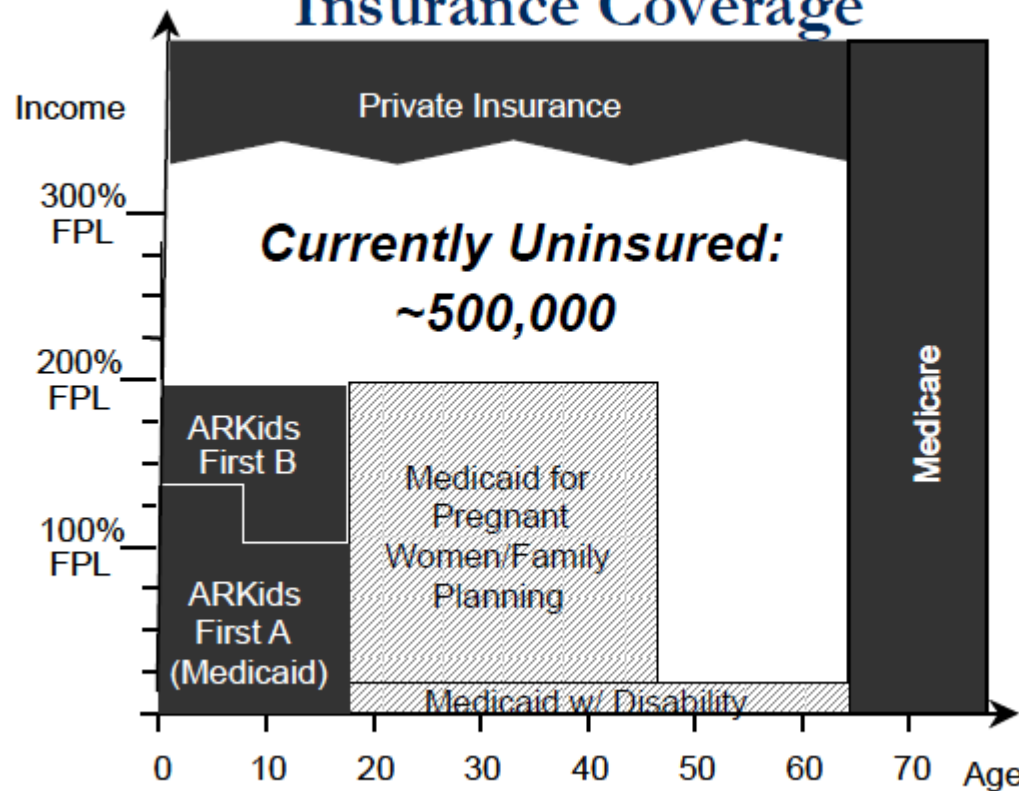
Paul K. Halverson, DrPH  
Director and State Health Officer

# Arkansas Health System Improvement



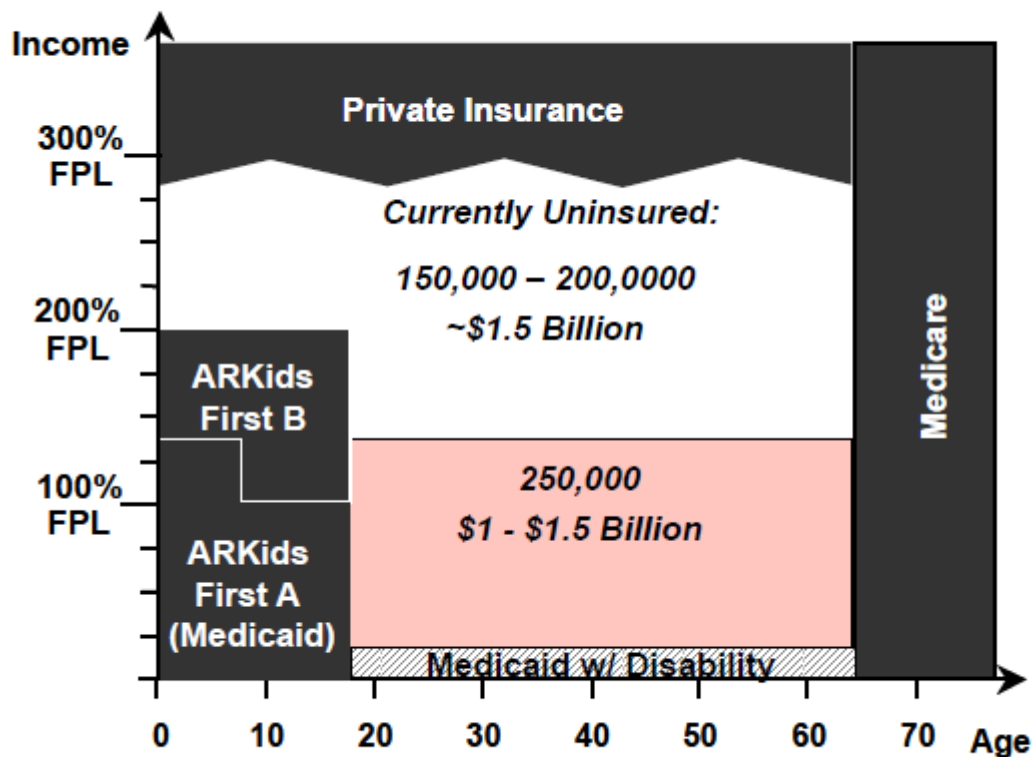
# Arkansas Insurance Coverage

## Current Patchwork Quilt of Arkansas Health Insurance Coverage



# Potential Coverage

## Potential Arkansas Health Insurance Coverage

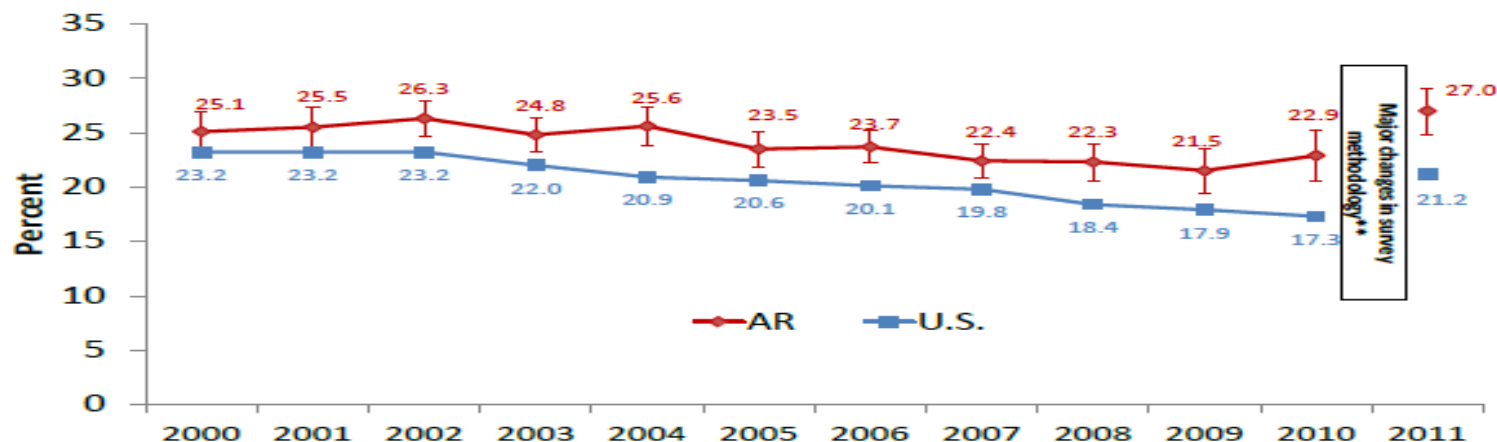


# Tobacco Use

## Policy Actions:

- Environmental limitations: clean indoor air laws, limitations in public places, limit youth access
- Increase price through tax increases: federal and state taxes
- Effective tobacco prevention and cessation program

**Current Cigarette Smoking among Adults\*  
Arkansas & U.S. 2000-2011**





# Injury Prevention and Control

## **Challenge:**

- Leading cause of death 1-44
- AR motor vehicle crash fatality 50% higher than national average.

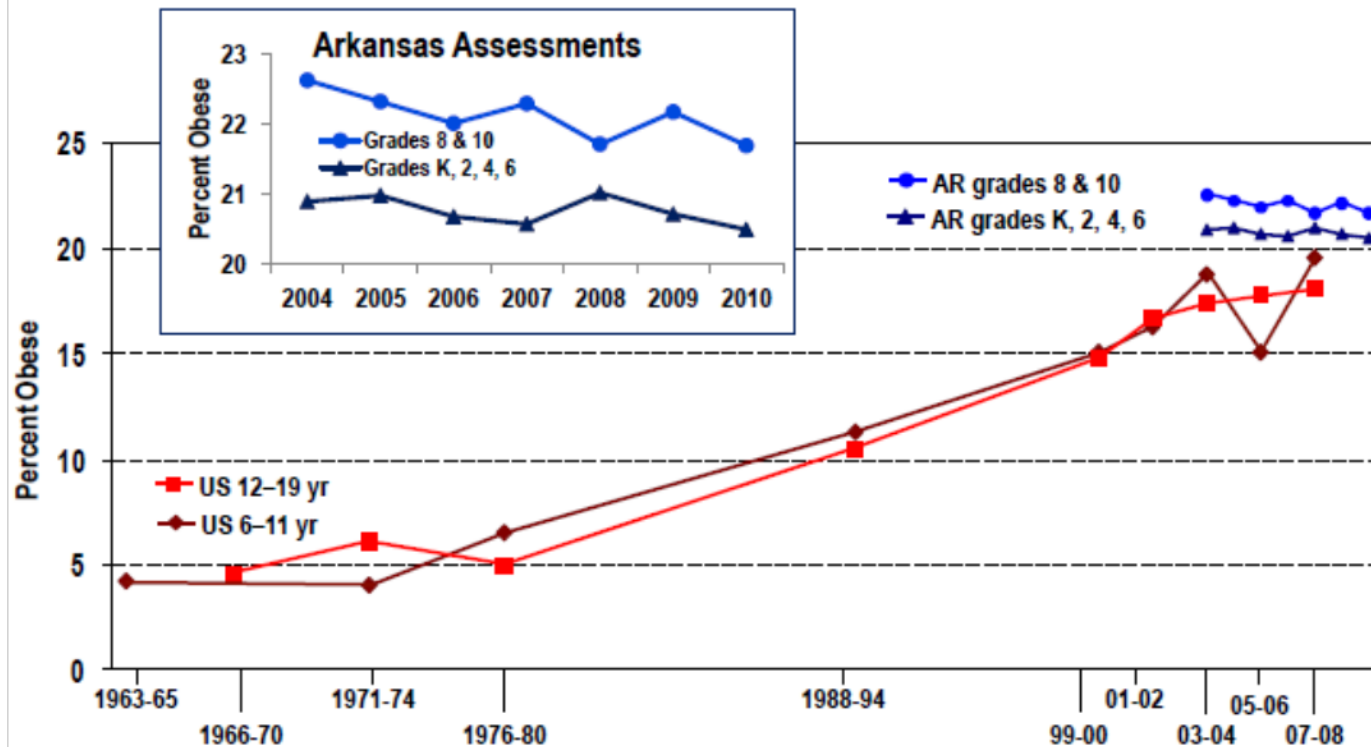
## **Action:**

- Implemented state-wide trauma system plan
- Designation of trauma centers, created call center, and improved EMS trauma system
- Implemented primary seat belt, graduated driver license
- Funded state-wide injury prevention program



# Reduce obesity

## National and Arkansas Childhood Obesity Trends



NHANES data sources: Ogden et al. *Prevalence of Obesity Among Children and Adolescents: United States, Trends 1963-1965 Through 2007-2008*. NCHS Health E-Stat, June 2010. Available at [http://www.cdc.gov/nchs/data/hestat/obesity\\_child\\_07\\_08/obesity\\_child\\_07\\_08.htm](http://www.cdc.gov/nchs/data/hestat/obesity_child_07_08/obesity_child_07_08.htm). Accessed 04/18/11.  
Arkansas data source: Arkansas Center for Health Improvement, Little Rock, AR, September 2010.





# Infant mortality reduction

## Challenges:

- Higher infant mortality rate than U.S.
- Teen birth rate 50% higher than U.S.
- Increasing C-sections and induced labor

## Actions:

- ASTHO president's challenge (8% reduction in preterm)
- Regional perinatal and neonatal care
- Education and family planning availability



# Improving the uptake of prevention

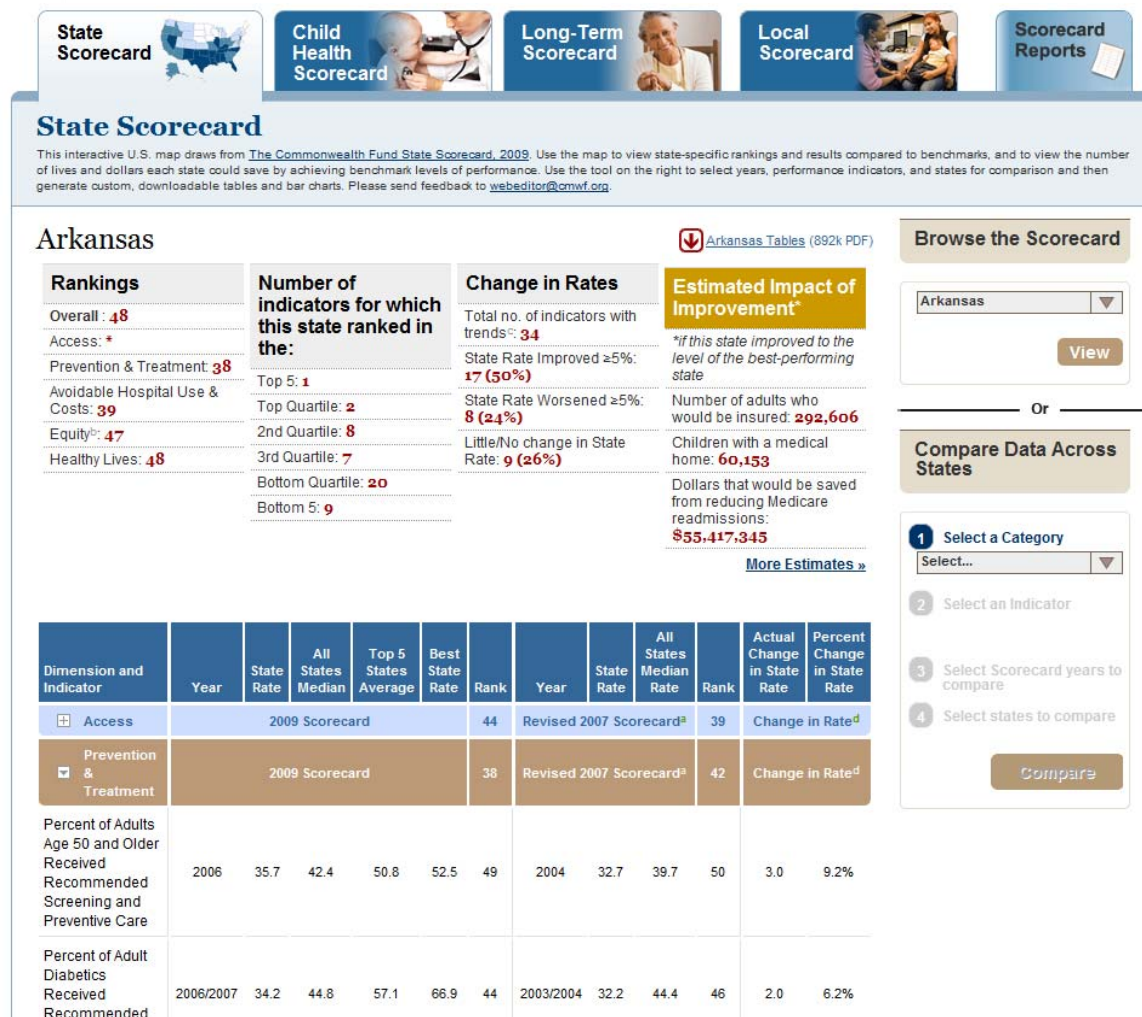
## Ranking Tools

Commonwealth Fund

United Health Rankings

Hospital Compare

Kaiser Foundation





# Increasing immunization

## **Challenge:**

- Increasing philosophical exemptions
- Decreasing provider participation in vaccine program
- More immunizations

## **Actions:**

- Mass flu clinics and school health clinics
- Health Department provides over 2/3 of immunization
- New immunization registry
- Increasing pharmacy participation



# Reducing Chronic Diseases

Heart Disease

Hypertension/Stroke

Diabetes

Arthritis

## **Policy Action:**

- **Integrated state-wide chronic disease plan**
- **Prevention strategies and registries**
- **Make the healthy choice the default choice**



# Improving health equity

- Substantial differences in health based on race, ethnicity and place.
- Increasing interest in understanding what actions can be taken to change course
- Focused attention on culturally appropriate interventions

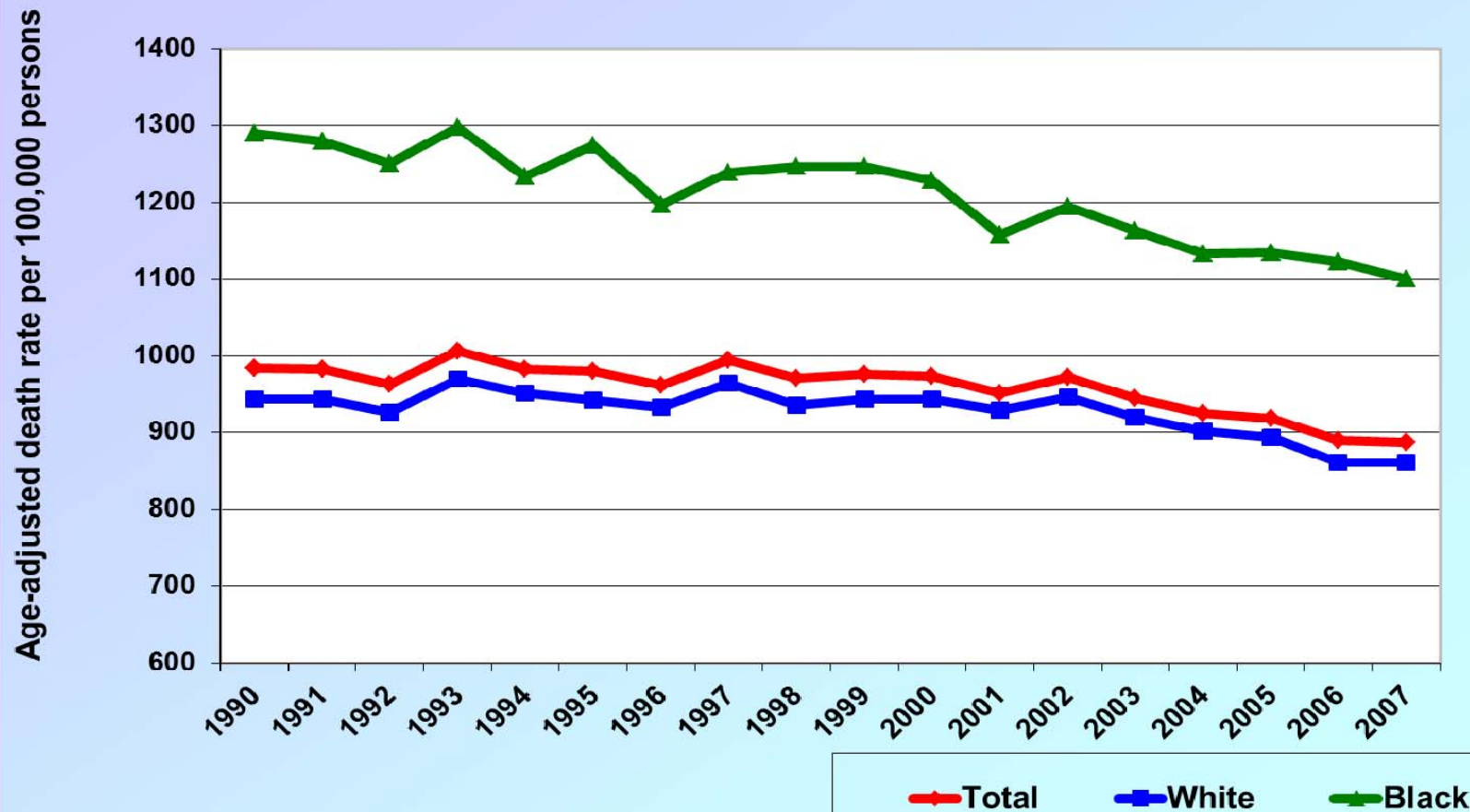
# Leading Causes of Death for AA

Cause of Mortality	Total	African American	White	Disparity Ranking
Homicide	9.4	30.3	5.3	5.7
HIV	3.8	11.1	2.6	4.5
Asthma	1.8	4.1	1.5	2.7
Diabetes	24.1	51.2	20.7	2.5
Cervical cancer	3.6	7.1	3.2	2.2
Infant mortality	8.9	13.8	7.6	1.8
Colorectal cancer	20.9	29.6	19.8	1.5
Cerebrovascular disease	76.4	107.9	72.7	1.5



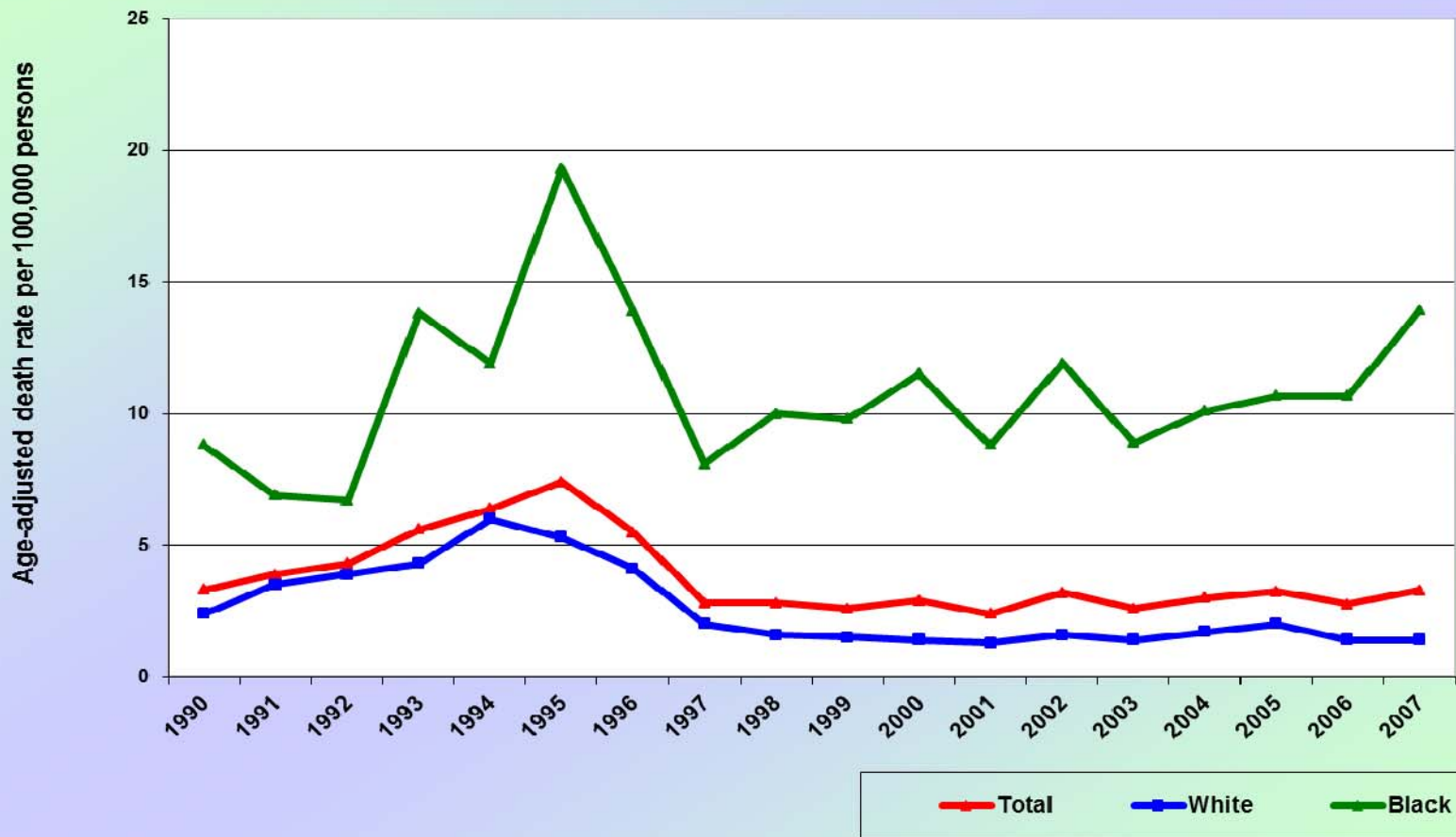
# TOTAL DEATHS

## Total Deaths By Race, Arkansas 1990-2007



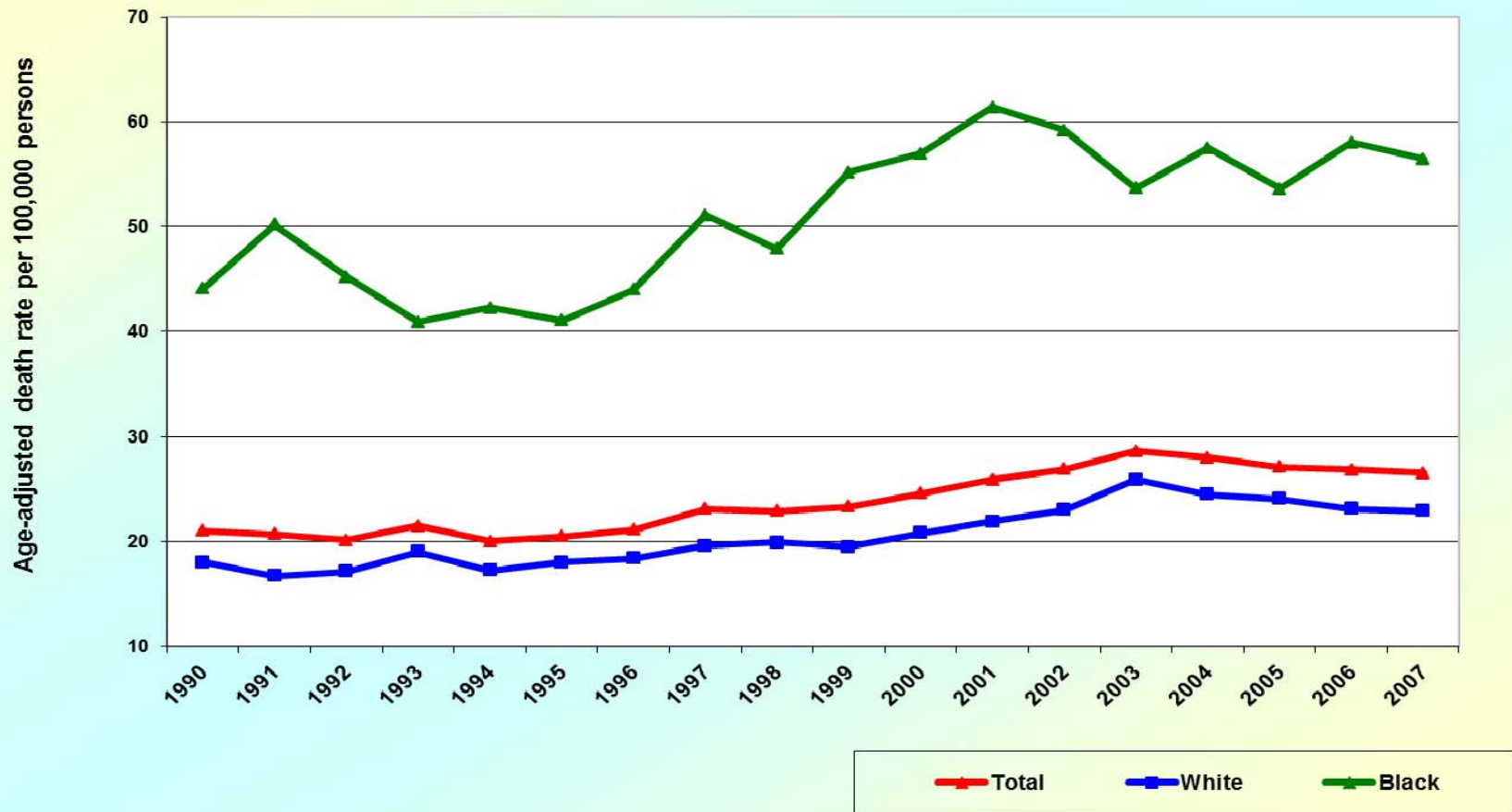
# HIV DEATHS

HIV/AIDS Deaths By Race, Arkansas 1990-2007



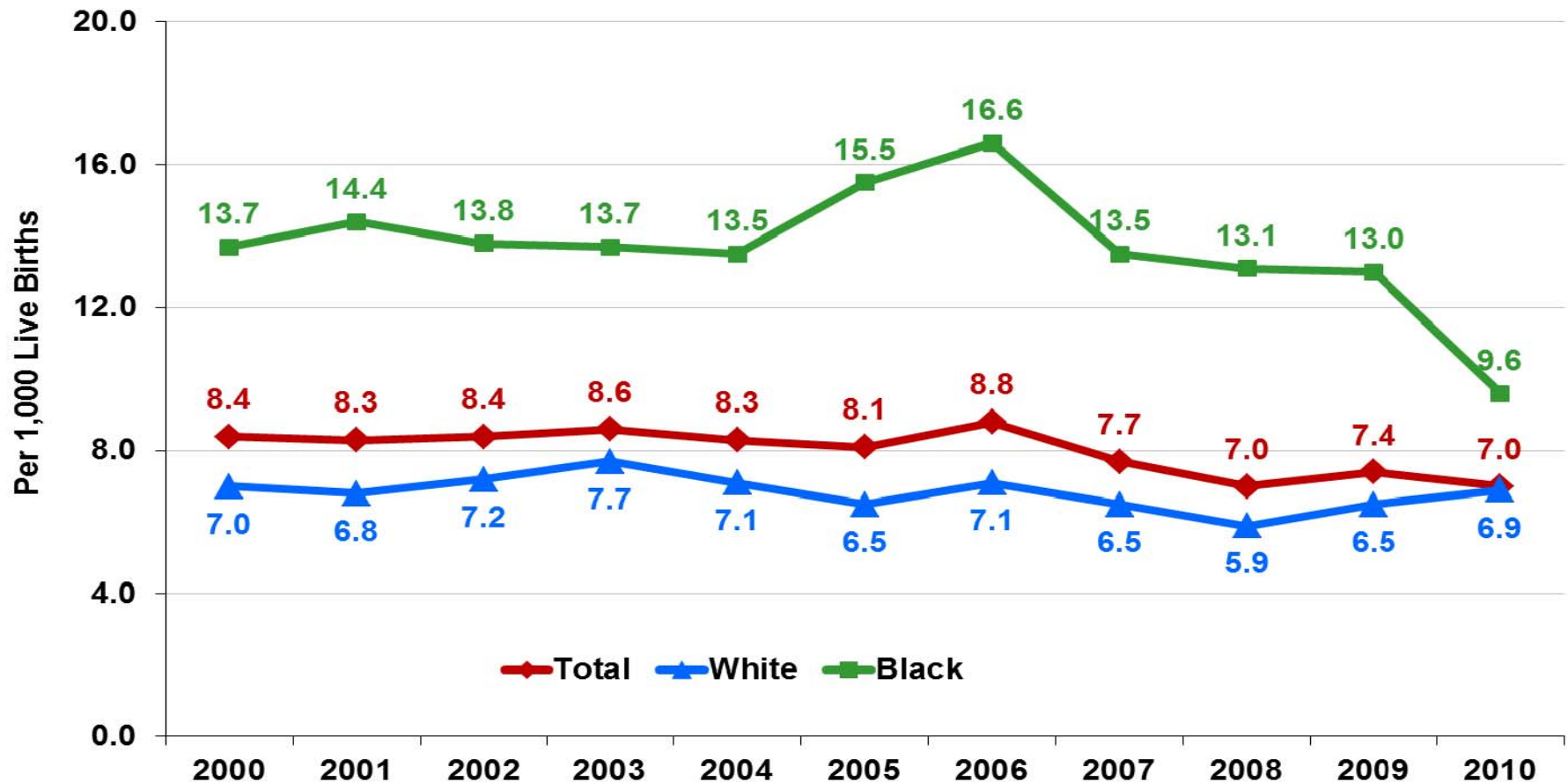
# DIABETES DEATHS

Diabetes Deaths By Race, Arkansas 1990-2007



# INFANT MORTALITY

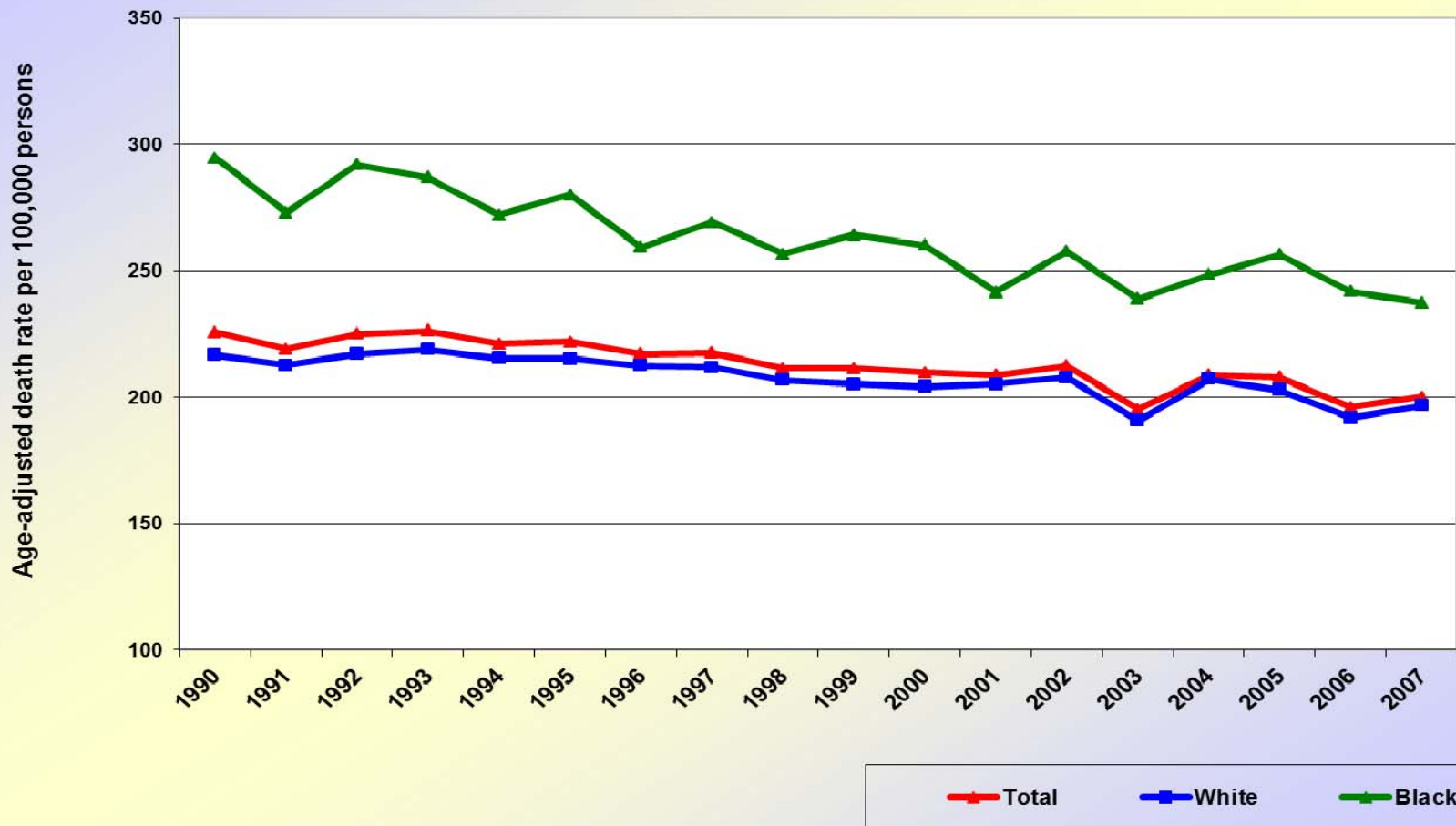
## Infant Mortality Rate by Maternal Race, Arkansas Resident Births





# ALL CANCER DEATHS

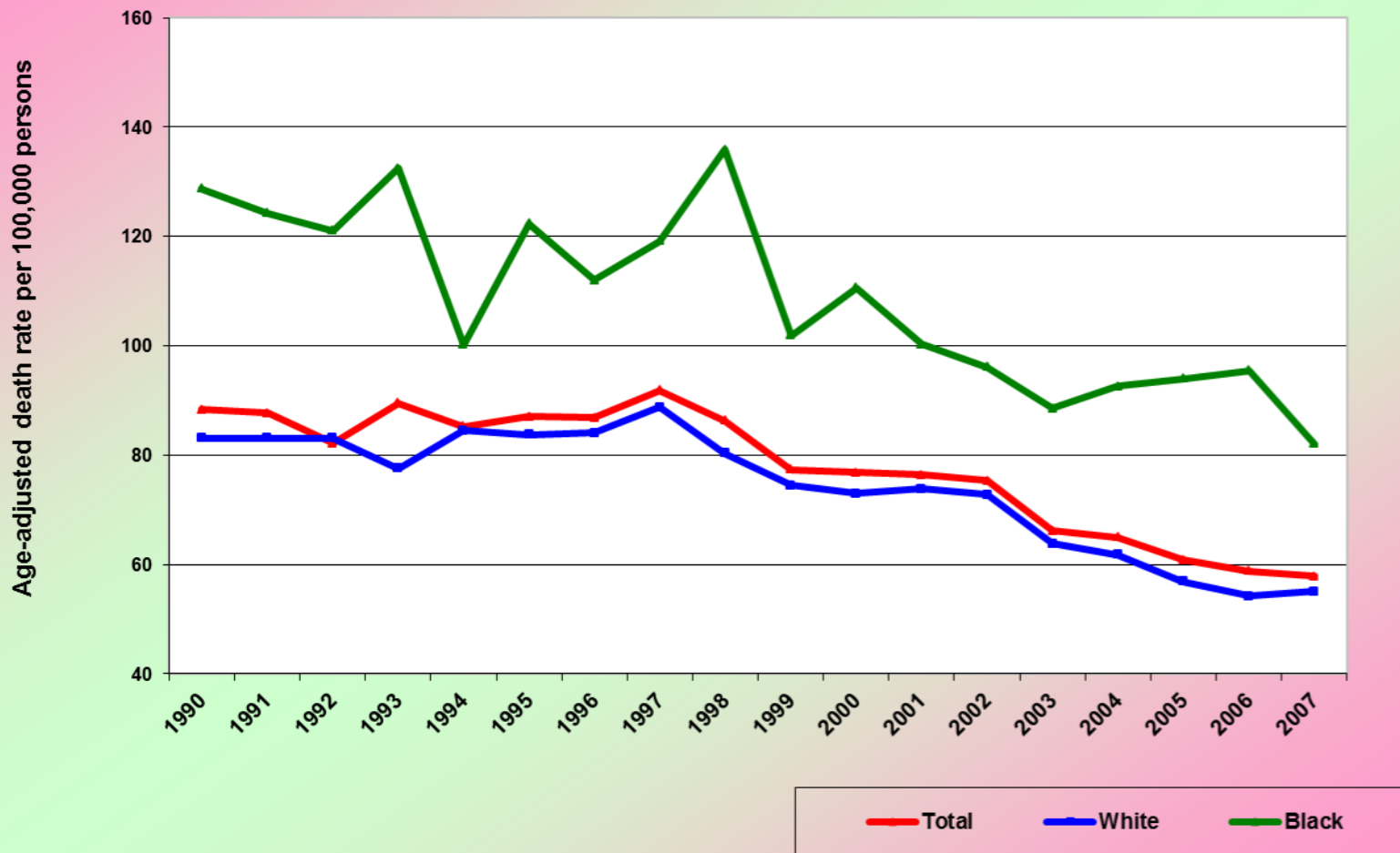
All Cancer Deaths By Race, Arkansas 1990-2007





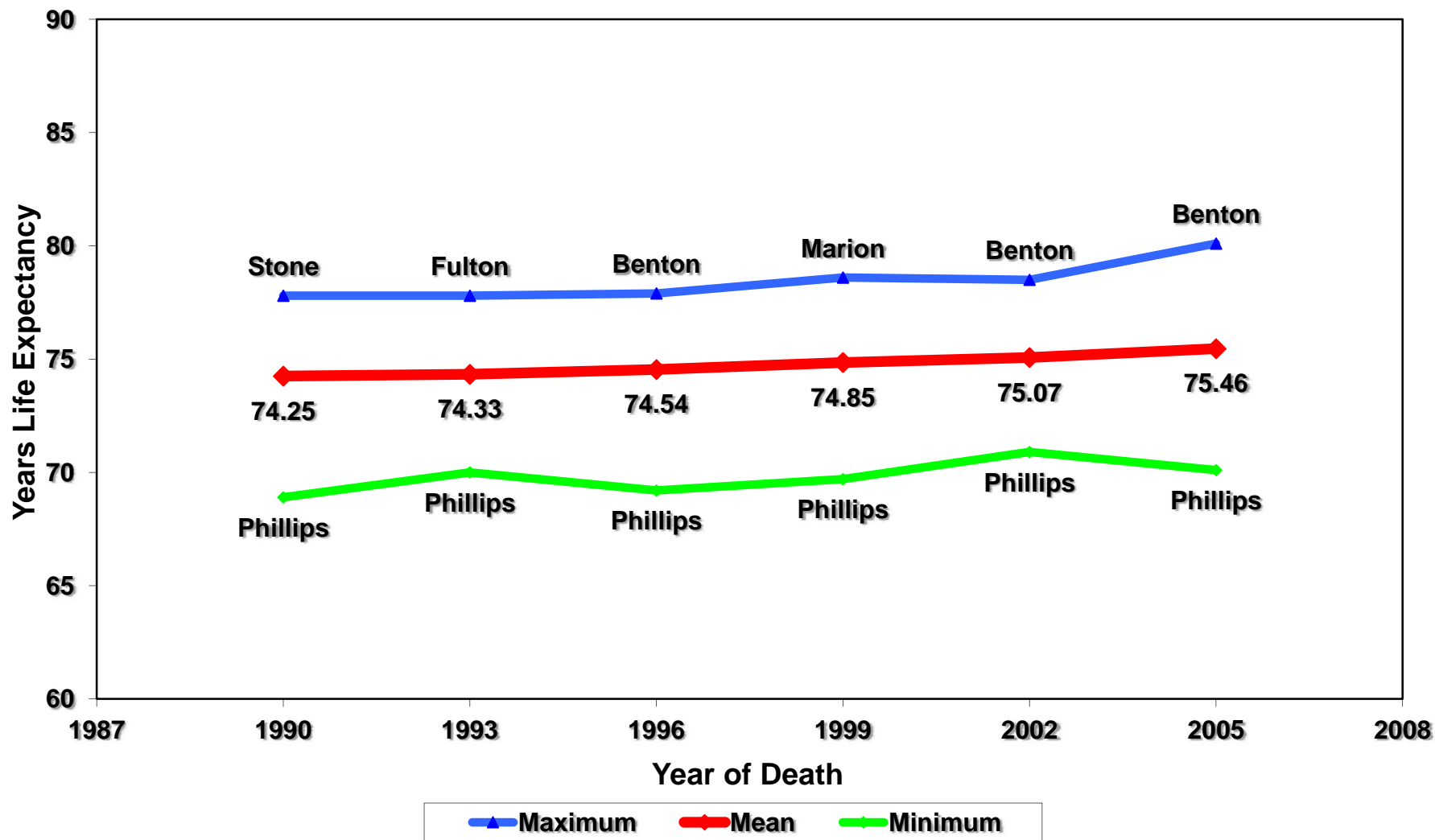
# STROKE DEATHS

Stroke Deaths By Race, Arkansas 1990-2007





## Life Expectancy at Birth 1990-2005



# SISTERS United



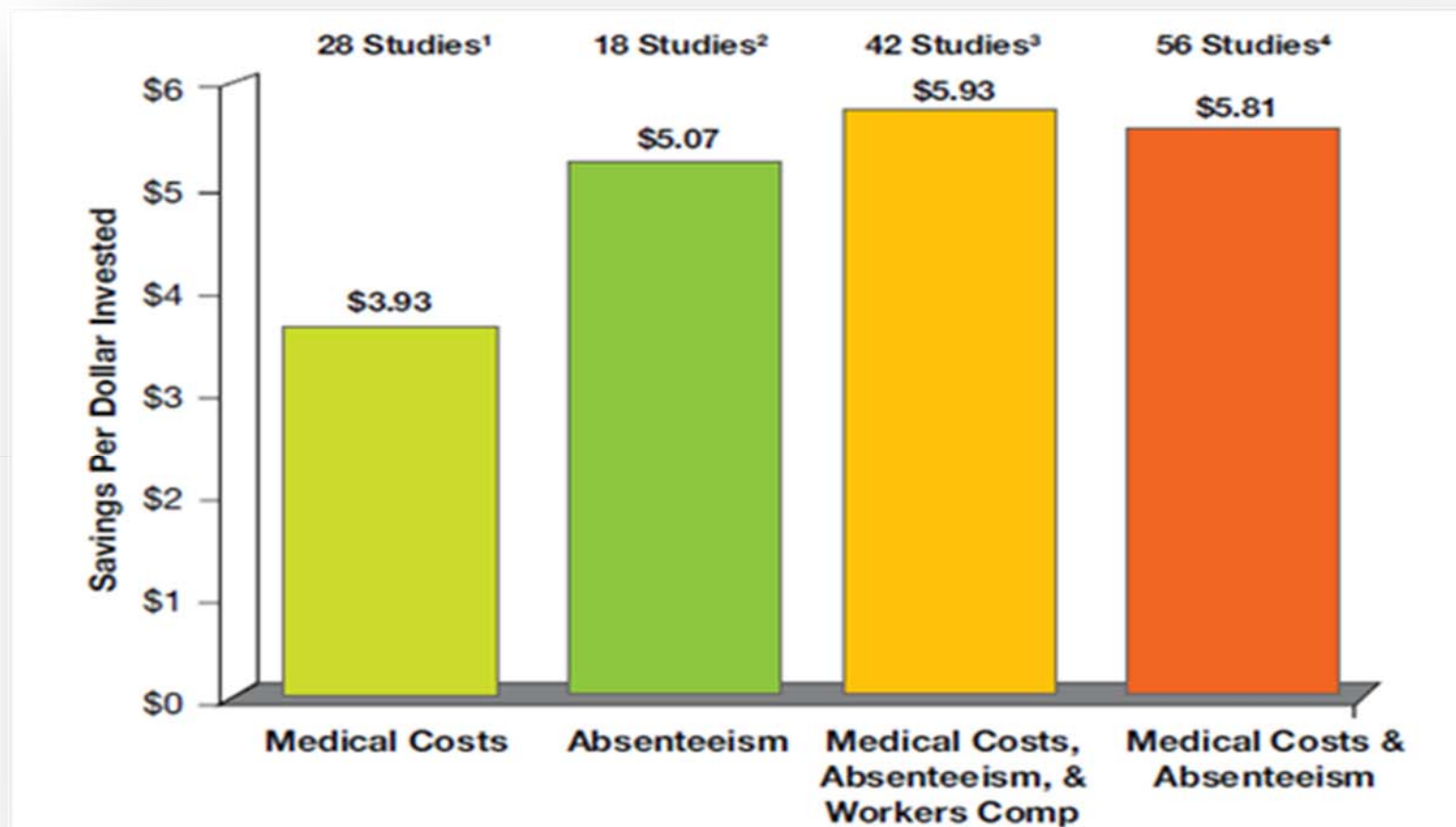
- In an effort to combat health disparity in IM, OMHHD & Family Health joined efforts to develop a community focused initiative called SISTERS UNITED.
  - Community/System Change: Changes to the community environment and to the knowledge, attitudes, beliefs, and behaviors of influential individuals or groups (Giachello et al 2003; Wallerstein
  - Partnership with 4 African American sororities throughout Arkansas.
- 
- Project goals are to increase awareness about infant mortality in the AA community, create a unified message and track results.
  - Project will also use social media tools such as facebook, twitter, and youtube to spread messages.



# Public Health Accreditation-PHAB

**Accreditation requires an ongoing health departmental commitment to improvement and adherence to national standards**

# ROI of Workplace Prevention and Wellness Programming



Source: Katherine Baicker, David Cutler, and Zirui Song. *Health Affairs* 2010; 29(2):1-13.



# Preventable disease burden and national health spending

**>75%** of national health spending is attributable to chronic diseases that are largely preventable

- 80% of cardiovascular disease

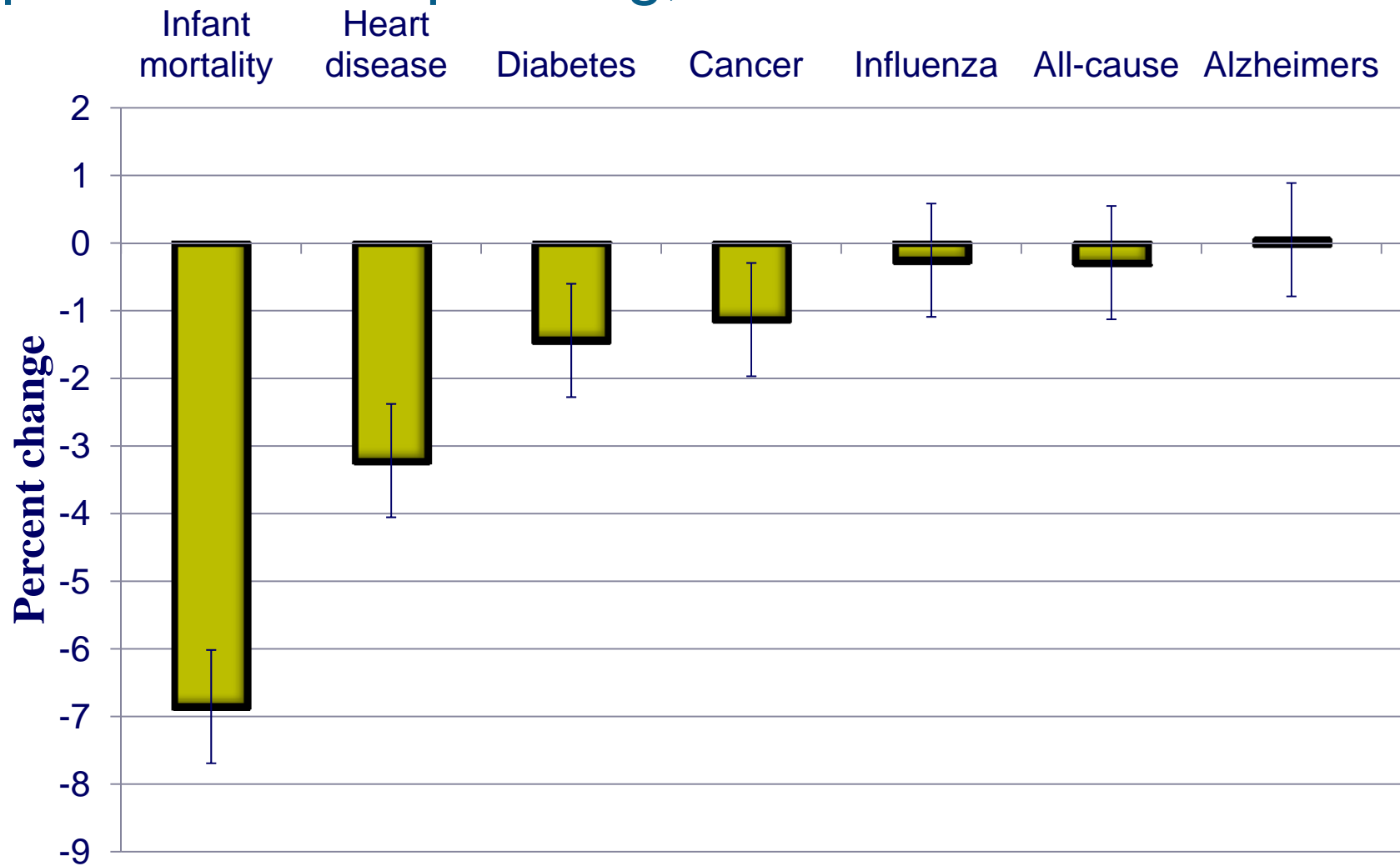
- 80% of diabetes

- 60% of lung diseases

- 40% of cancers

**<3%** of national health spending is allocated to public health and prevention

# Mortality reductions attributable to local public health spending, 1993-2008



Hierarchical regression estimates with instrumental variables to correct for selection and unmeasured confounding

# Projected effects of new ACA public health spending

1.2% increase in public health spending in the **average U.S. community** over 10 years:

Public health cost	\$7.2M
Medical cost savings	-\$6.3M
Deaths averted	175.8
Life years gained	1758
Net cost of gaining a year of life	\$546

**= a very good buy**