



Health Strategy Agenda: Building Better Health



COUNTY OF SAN DIEGO

HHSA
HEALTH AND HUMAN SERVICES AGENCY



County Announced a Healthy Strategy Agenda: Building Better Health

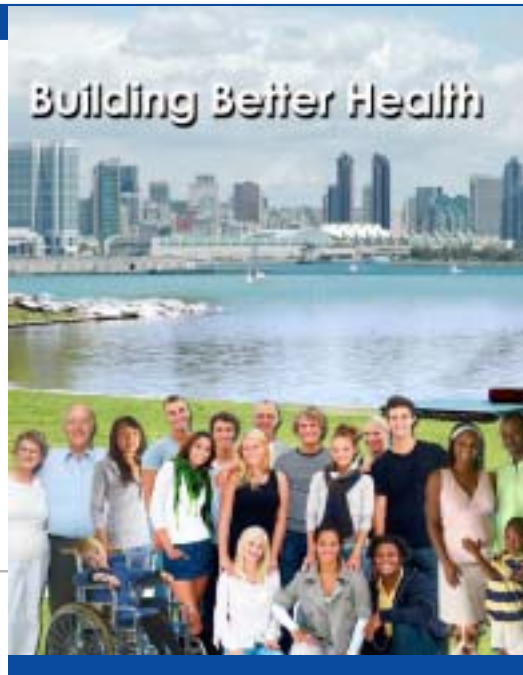
By Lesley Kirk,
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County Health & Human Services Agency

The prevalence of obesity has skyrocketed during the past two decades. Overweight and obesity have become the gravest public health threat in the United States because of the chronic diseases related with these conditions.

With childhood obesity numbers through the roof, parents in America are now expected to outlive their children. And preventable chronic diseases account for 57 percent of deaths in San Diegans.

"A recent White House Task Force on Childhood Obesity study found the country spends nearly \$150 billion a year just on obesity-related diseases such as diabetes, heart disease, hypertension and stroke," Chairwoman Pam Slater-Price said. "Just imagine that figure if we include tobacco-related diseases, such as lung cancer".

HHSA's Public Health Services analyzed the prevalence of chronic disease among San Diego County residents, as well as the cost to treat these illnesses. The analysis revealed that in 2007 nearly 11,000 people died



from cancer, heart disease, diabetes, and lung disease, the four chronic diseases that caused 57 percent of the deaths in the region.

The same report showed that by 2020 the number of deaths from chronic diseases is projected to increase by 36 percent if no changes are made in risk behaviors. Another report indicated that treating people with chronic diseases in San Diego County cost \$4.6 billion in 2007, including treatment of mental health disorders. Indirect costs such as absenteeism and lost productivity, which typically are about 80 percent of total costs, were not included in this estimate.

The good news is that we all can do something to help turn around these top health threats and live longer, more fruitful lives." Slater-Price said.

To reduce the negative impact of chronic illness, the County has embarked on an initiative to improve the quality of life for County residents and communities.

The Health Strategy Agenda: Building Better Health aims to improve the delivery of healthcare services, support healthy choices, pursue policy changes

A plan that promotes healthy choices, better system for services delivery use, and Savings of the Taxpayer Dollars for San Diego County.

for a healthy environment, and change individual behaviors.

The County took the first step toward lowering those deaths, when the Board of Supervisors approved the Health Strategy Agenda: Building Better Health.

"The county's health strategy is about providing information, delivering efficient services and making it easier for residents to make healthy choices," he said. "It also focuses on redesigning internal systems to maximize efficiency."

"This 10-year plan strives to improve the health of children and adults in our communities," said Nick Macchione, HHSA Director. "Our goal is to reduce these chronic diseases that impact millions of lives now and in the future."

Success is not determined solely by the services delivered, but also by how those services are acquired, managed, and delivered. Public agencies cannot expect to engage and activate the community without walking the walk.



Hi. I am Michael Russo with the County of San Diego



Living in San Diego County...Sun, surf.. year round sunshine... We swim...We golf...We work hard, We play hard. So we're always fit and be physically active...Right?... WRONG...Not even close.



We're just as out of shape as everybody else. So what happened? How'd we go from fit ...to fat?

On average, we eat far more sugar, far more fat, and far more salt that we did just 30 years ago.



We can debate why it happened. But what's more important is... What do we do about it? Where do we go from here? That's where the County's Healthy Strategy Agenda comes in.

So what does the Health Strategy Agenda really do to change this?



"Good nutrition should begin from conception when a human life begins to develop, and should be continued in childhood when the healthy eating habits are formed, and the risk of chronic diseases also may begin to develop.

Many San Diegans are already motivated to make good decisions, but positive changes to their environments are needed to facilitate those choices."

Nick Macchione, Director of the County Health and Human Services Agency.

Here are some numbers. They are 3-4-50:

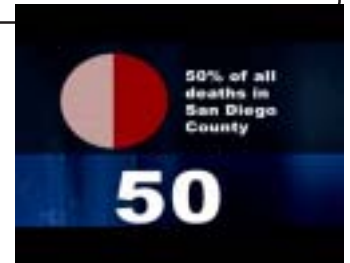


Three refers to behaviors that are BIG problems. Poor nutrition, Lack of exercise, and Tobacco use

These Three behaviors lead to FOUR BIG DISEASES Heart disease and stroke cancer and type-two diabetes and respiratory problems like asthma

These diseases... result in over 50% of all deaths in San Diego

That's HALF Folks! **HALF!**



Let's look at the numbers.. The cost associated with these four diseases



\$ 887 Billion dollars ! That's more money than any wall street bailout., bigger than all the money lent to the auto industry!

Locally, we spend 4 billion on these chronic conditions. That is almost twice the entire budget of HHSA.



One in three San Diego County residents has at least one or more chronic diseases, with treatment costing \$4.6 billion annually, according to the San Diego County Health and Human Services Agency (HHSA).

"Improving our health habits will lead to improved quality of life and result in significant savings to taxpayers."

"What we are doing is looking at resources we have, the programs we have, and asking the question: how we can do this better and how can we be more effective at what we do?"

Chairwoman Pam Slater-Price, County of San Diego Board of Supervisors.



“As an educator I saw first hand how important it was for kids to have good nutrition and to exercise and to physically be fit...and that physical fitness and that good nutrition carried over into the classroom and to the academics of these children.”



S. Diane Jacob-District 2



“The significant difference is that we are going where others haven't been and we're establishing a whole different approach in San Diego with every expectation of success.”



S. Ron Roberts -District 4



“You might recall last year we sat down with the farm bureau and the farmers' markets and got them to accept food stamp...so there is a way to access very, very healthy foods.”



S. Bill Horn -District 5



“This government, I think, in the County of San Diego, has been proactive in so many different ways. But this is one of the more exciting things I've seen come before the Board of Supervisors.”



S. Greg Cox-District 1

“We are looking to spend less and save in treating preventable diseases. We want the people in San Diego to have longer and healthier lives! This is what it's all about!”



“Many chronic diseases can be prevented.” “Not smoking, healthy eating and exercising are lifestyle changes that will make a difference.”

Wilma Wooten, M.D., M.P.H, County Public Health Officer

"This 10-year plan strives to improve the health of children and adults in our communities." "Our goal is to reduce these chronic diseases that impact millions of lives now and in the future." The County Plan focuses on four major areas.



- 1 Building a Better System that focuses on how the County delivers services and how it can further strengthen partnerships to support health. An example is putting physical and mental health together so that they are easier to access.
- 2 Supporting Healthy Choices provides information and educates residents so they are aware of how the choices they make affect their health. The plan highlights chronic diseases because these are largely preventable and we can make a difference through awareness and education.
- 3 Pursuing Policy Changes for a Healthy Environment is about creating policies and community changes to support recommended healthy choices.
- 4 Improving the Culture from Within. As an employer, the County has a responsibility to educate and support its workforce so employees "walk the talk." Simply said, change starts with the County.



The County of San Diego is always looking for ways to do things better. It's in our DNA...Continuous improvement. If there's a way to do something better, more efficient, and it better serves people.... we do it. We change. We adapt.

The Health Strategy Agenda: Building Better Health calls for getting services and care to the most vulnerable population... while maintaining high quality and being cost efficient.



There's only so much a government can do when it comes to getting people to eat right and exercise.

After all, people are responsible for their own health. But government can ENCOURAGE people to do the right thing. By getting the word out about things like healthy eating, exercising and living lives free of tobacco and drugs. We do things like: teaming up with public nurses with mobile libraries, getting health care and health awareness out in the community... Reaching out to those vulnerable populations.



OK. We have a problem. We want to encourage people to do the right thing. So will all this be easy? No. Is it the right thing to do? YES. This is long-term, strategic thinking, 10 years and beyond. This is looking at the big picture, a picture that can lead to a brighter healthier future.



To see the complete video, visit http://www.sdcountry.ca.gov/hhsa/programs/sd/health_strategy_agenda/index.html