CDC Strategic Directions

Improve health security at home and around the world

Better prevent the leading causes of illness, injury, disability, and death

Strengthen public health/health care collaboration
The “Buckets” of Prevention Framework

1. Traditional Clinical Prevention
   - Increase the use of evidence-based services

2. Innovative Clinical Prevention
   - Provide services outside the clinical setting

3. Total Population or Community-Wide Prevention
   - Implement interventions that reach whole populations

Health Care

Public Health
Buckets 1 and 2
traditional clinical | innovative clinical

THE 6|18 INITIATIVE
Accelerating Evidence into Action

SIX WAYS TO SPEND SMARTER FOR HEALTHIER PEOPLE
- Reduce Tobacco Use
- Control Blood Pressure
- Prevent Healthcare-Associated Infections (HAI)
- Control Asthma
- Prevent Unintended Pregnancy
- Control and Prevent Diabetes

www.cdc.gov/sixeighteen
Bucket 3
community-wide prevention

– How do we improve population health in our states and communities?
– What is the best evidence of health *and* cost impact?
– What can we do that will begin to show results soon?
A Reminder About the Issues...

Meet Fran Edwards:

• Newly insured
• At MD for first physical in 5 years
• 55 years old, married, smokes, overweight, little exercise
• Asthmatic, high blood pressure
• Stopped taking medications in past due to cost
Insurance and Quality Care Help…
But the Following Also Contribute to Her Health

• **Income** - Low income, family of 5
• **Barriers to Fitness** - Rising crime rate, few parks, no nearby supermarket
• **Under stress** - Child with behavioral health concerns, worried about money
• **Sub-par Housing** – Mold and ventilation problems
A few caveats

- CDC’s roles: summarizing evidence & tools
- There are many other worthwhile efforts, some
  - take longer to work
  - are costly
  - haven’t been evaluated
14 evidence-based community-wide population health interventions:

• Improve health of community (not clinical/patient-oriented)
• Demonstrate positive health impact in 5 yrs or less & cost effectiveness & savings over time
14 Evidence-Based, Community-Wide Interventions

**Change the Context: Making the Healthy Choice the Easy Choice**
- School-Based Programs to Increase Physical Activity
- School-Based Violence Prevention
- Safe Routes to School (SRTS)
- Motorcycle Injury Prevention
- Tobacco Control Interventions
- Access to Clean Syringes
- Pricing Strategies for Alcohol Products
- Multi-Component Worksite Obesity Prevention

**Address the Social Determinants of Health**
- Early Childhood Education
- Clean Diesel Bus Fleets
- Public Transportation System Introduction or Expansion
- Home Improvement Loans and Grants
- Earned Income Tax Credits
- Water Fluoridation
HI-5

HEALTH IMPACT IN 5 YEARS

Changing the Context
Making the healthy choice the easy choice

Social Determinants of Health

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HI-5 Health Outcomes Addressed

- Anxiety and Depression
- Asthma
- Blood Pressure
- Bronchitis
- Cancer
- Cardiovascular Disease
- Child Abuse and Neglect
- Cognitive Development
- Infant Mortality
- Liver Cirrhosis
- Motor Vehicle Injuries
- Obesity
- Dental Caries
- Pneumonia
- Sexually Transmittable Infections
- Sexual Violence
- Teenage Pregnancy
- Traumatic Brain Injury
- Type II Diabetes
- Youth Violence
What makes the HI-5 list different?

– **HEALTH:** Improves health and well-being in as early as 5 years

– **COST:** Cost effectiveness and/or savings over the lifetime of the population or earlier
## How was the HI-5 List Developed?

<table>
<thead>
<tr>
<th>Step 1</th>
<th>Step 2</th>
<th>Step 3</th>
<th>Step 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned the highest evidence rating from:</td>
<td>Excluded Bucket 1 &amp; 2 interventions and duplicates</td>
<td>Included those with evidence reporting:</td>
<td>Excluded those with evidence of potential harm &amp;/or distinct programs not implemented at policy level</td>
</tr>
<tr>
<td>• <em>The Guide to Community Preventive Services</em> (n=120 “Recommended”)</td>
<td></td>
<td>• measurable impact on health in five years</td>
<td></td>
</tr>
<tr>
<td>• Robert Wood Johnson Foundation/ U of Wisconsin <em>County Health Rankings / Roadmaps What Works for Health</em> site (n=144 “Scientifically Supported”)</td>
<td></td>
<td>• cost effectiveness and/or cost savings over the lifetime of the population or earlier</td>
<td></td>
</tr>
<tr>
<td>• CDC Experts (n=2)</td>
<td></td>
<td>• those not implemented in more than 85% of states</td>
<td></td>
</tr>
</tbody>
</table>

**Result:** 14 interventions that earned the highest evidence ratings, show positive health impact within 5 years, and report cost effectiveness/savings over the lifetime of the population or earlier.
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Tobacco Control Interventions

Description
– Tobacco price increases
– High-impact anti-tobacco mass media campaigns
– Comprehensive smoke-free policies

Health Impact
– Reduced hospitalizations for asthma and heart attacks
– Reduced numbers of young people who start smoking
– Increased quitting in youth and adults

Economic Impact
– Smoke-free indoor policies can reduce hospital admissions by 5-20%
– Mass-media campaigns = benefit-to-cost ratio up to 74:1
– Raising tobacco prices by 20% = healthcare savings up to $90 per person per year
Early Childhood Education (ECE)

Description
- Teach literacy, numeracy, cognitive & emotional development & motor skills to kids 3-4 yrs
- Some offer recreation, meals, health care, and social services
- Greater benefit for children in poverty

Health Impact
- Improves cognitive & emotional development
- Healthier weight
- Reduced maltreatment
- Protective against adult disease & disability

Economic Impact
- Benefit-cost ratios ranging from 3:1 to 5:1
How Can A Three-Bucket Approach Help Ms. Edwards?

**Bucket 1:**
- No co-pay for hypertension (HTN) medications
- Tobacco cessation medications & counseling
- Screening for abnormal blood glucose

**Bucket 2:**
- Home visits to reduce asthma
- Team-based approach to HTN control
- Diabetes Prevention Program if pre-diabetic

**Bucket 3:**
- Tobacco control interventions
- Workplace obesity program
- Low income tax credits
- Home improvement loans & grants
Live Today!!

- Evidence briefs on all 14 interventions
- HI-5 initiative overview
- About the evidence summaries
- FAQs

www.cdc.gov/hi5
What’s Next?

Webinars to highlight specific HI-5 interventions
  • *Safe Routes to School this Fall!*

Learn from cities, counties, communities, states and you!
  • Email us: Healthpolicynews@cdc.gov

Evaluate our efforts to spread the word about HI-5

www.cdc.gov/hi5
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Questions?
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For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.