



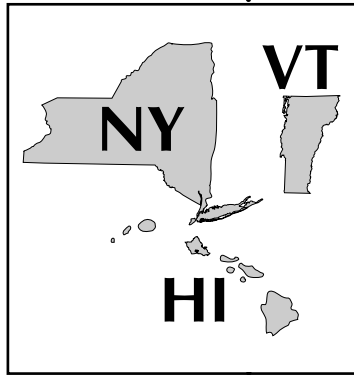
# CONSORTIUM EXCHANGE

## NEW YORK DEVELOPS HEALTH OBJECTIVES

With the publication of *Communities Working Together for a Healthier New York*, New York becomes the 43rd State to

develop health promotion and disease prevention objectives. As a community-based framework, the goals of this plan are to reduce the specific causes of death and disease that create the heaviest burden on New Yorkers and to increase their years of healthy life. The plan focuses on 12 specific action areas: Access to and Delivery

of Health Care; Education; Healthy Births; Nutrition; Physical Activity; Safe and Healthy Work Environment; Sexual Activity; Substance Abuse; Alcohol; and other Drugs; Tobacco Use; Unintentional Injuries; and Violent and Abusive Behavior. Multi-pronged strategies are suggested for the government, worksites/ businesses, schools, colleges/universities, media, health care providers, and community-based organizations to achieve the objectives by the year 2006. For more information call Robert Hinckley at (518)474-7354 or e-mail at [rrh04@albanydh2.health.state.ny.us](mailto:rrh04@albanydh2.health.state.ny.us).



## HEALTHY HAWAII 2000 RELEASED

In December 1996, Hawai'i became the 44th State to release its plan of health promotion and disease prevention objectives, *Healthy Hawai'i 2000*.

This document updates and expands upon the state's "Preliminary Objectives," set in 1994-95, and utilizes the Healthy People 2000 framework with objectives organized into each of the 22 priority areas. Where possible, Hawai'i's objectives use baseline data broken down by ethnicity (Caucasian, Japanese, Filipino, and Native Hawaiian) and by the different islands that make up the State of Hawai'i. For more information, call Doug Kreider at (808)586-4190.

## HEALTHY VERMONTERS 2000 MIDCOURSE REVIEW

On December 11, 1996, the *Healthy Vermonters 2000 Progress Report* (1996) was released. The Vermont plan concentrates on 11 Healthy People priority areas and has 64 health promotion and disease prevention objectives. According to the Report, since the Healthy Vermonters 2000 plan was released in 1992, many

improvements have been made in public health. For example, the State leads the country in the rate of childhood immunizations and more women are getting screened for breast and cervical cancer. Additionally, more schools in Vermont are teaching conflict resolution to students and more Vermonters are wearing seat belts. However, this report also emphasizes that many challenges still exist, such as preventing teens from starting to smoke as well as decreasing behaviors that put people at risk for HIV/AIDS. Overall at midcourse, 16 of the Vermont objectives have met the year 2000 targets and 18 objectives are reported to be moving in the right direction. For more information, call Maggie Moran-Green at (802)863-7281.

## ABOUT CONSORTIUM EXCHANGE

**Healthy People 2000 CONSORTIUM EXCHANGE** is an information resource for Healthy People 2000 Consortium members to share news about prevention activities related to achieving one or more of the Nation's health promotion and disease prevention objectives. Please send news about your programs and activities to Janet Samorodin, MPH, Office of Disease Prevention and Health Promotion, 200 Independence Avenue SW, Room 738G, Washington, D.C. 20201; (202)260-2322; Fax (202)205-9478; [JSamorodin@osophs.dhhs.gov](mailto:JSamorodin@osophs.dhhs.gov).

Healthy People 2000 is a national initiative to improve the health of all Americans through prevention. It is driven by 319 specific national health promotion and disease prevention objectives targeted for achievement by the year 2000. Healthy People 2000's overall goals are to: increase the span of healthy life for Americans, reduce health disparities among Americans, and achieve access to preventive services for all Americans.

## HEALTHY PEOPLE INFORMATION AVAILABLE ONLINE

Do you need to access information quickly on Healthy People or the Consortium? The Healthy People 2000 Midcourse Review can be downloaded from the Healthy People 2000 homepage. Also featured on the Healthy People 2000 Consortium homepage is Dr. Ilona Kickbusch's keynote address and copies of overheads from the 1996 Healthy People 2000 Consortium meeting in New York City. Both of these homepages can be accessed through the Office of Disease Prevention and Health Promotion's homepage at: <http://odphp.osophs.dhhs.gov/>.

## EVERY WOMAN MATTERS

Recognizing that there are few county health departments in Nebraska and even fewer that provide clinical services, the Nebraska Department of Health developed the Every Woman Matters program to increase screening for breast and cervical cancer. Social marketing has targeted low-income women to encourage them to obtain preventive screening services. Television, radio, and print media advertised an 800 number where women can obtain information on breast and cervical cancer as well as coupons for \$5 breast and cervical cancer screenings.

Key to the success of this program are public/private partnerships through the Nebraska Medical Association and eight other local agencies. By using these agencies, outreach services are now available in 47 of 93 counties and three Native American Tribes. From 1993 to 1996, over 21,000 women in the State had enrolled in the program with two-thirds obtaining screening services. By November 1996, 54 breast cancers and 169 cervical cancer were detected. For more information, contact Rosemary Bretthauer-Mueller at the Nebraska Department of Health at (402)471-0552.

## THE ARIZONA TOBACCO EDUCATION AND PREVENTION PROGRAM

The Arizona Department of Health Services is working at the State and local level to educate the public about the hazards of tobacco use. Key to this program are 15 local projects, which provide tobacco-focused services targeted to Arizona's preteens, adolescents, pregnant and postpartum women, and their partners. These 5-year projects address: community coalition building; prevention; tobacco cessation; and environmental tobacco smoke.

Outreach at the State level is accomplished in two ways. First, the Arizona Tobacco Information Network provides free educational literature and cessation counseling via two toll-free numbers. Also, local TV and radio stations broadcast MTV-style public service announcements with the logo: "Tobacco. Tumor causing, teeth staining, smelly, puking habit." For more information, call the Arizona Tobacco Education and Prevention Program at (602) 542-7234 or check out the website at <http://www.hs.state.az.us/aztepp/>.

## INFO ON THE WEB

Beginning in this issue of *Consortium Exchange*, we will highlight different Consortium member homepages. If you are interested in having your homepage appear in this section, please contact Janet Samorodin at the phone number listed above.

**The Coalition for Consumer Health and Safety** (<http://essential.org/cchs>): This site provides information on a broad range of health and safety threats including: motor vehicle safety, home and product safety, indoor air quality, nutrition, tobacco use, alcohol consumption, food and drinking water safety, and AIDS. The online version of *The Nation's Health and Safety: A Status Report* is also available.

**The American Lung Association** (<http://www.lungusa.org>): This site provides the latest news releases, legislative reports, and fact sheets on asthma and other lung diseases, tobacco control, and environmental health. You can subscribe to ALA's monthly e-mail newsletter and learn about local ALA programs and events.

## ATTENTION CONSORTIUM MEMBERS

In January, you should have received a mailing from ODPHP, which contained an Organizational Profile and a 2010 Pledge. Please return these by March 15 to ensure your continued participation in HEALTHY PEOPLE 2000 Consortium and HEALTHY PEOPLE 2010 development. If you did not receive this mailing, please call Janet Samorodin at (202)260-2322.

