

Engaging The Public: Reducing The Disease Burden



Reaching At Risk Audiences
USDA/FSIS
Denver, Colorado
September 27, 2006

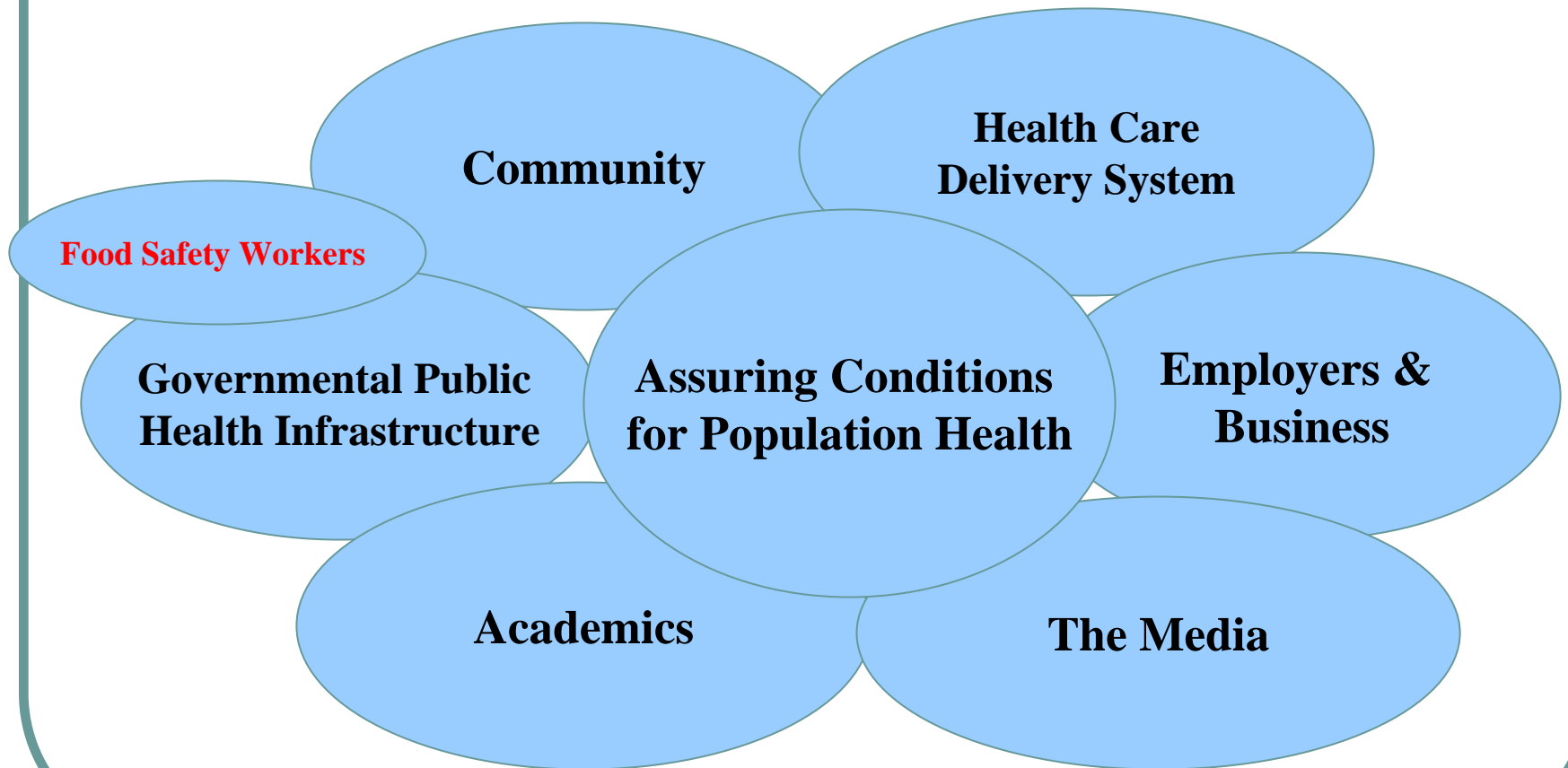
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“Prevent, Protect, Live Well”

Institute of Medicine

“.....a public health professional is a person educated in public health or a related discipline who is employed to improve health through a population focus”

The Public Health System



Public Health's Contribution To Health



CDC Images

- Public Health is responsible for the greatest increases in the human life span
- Yet it has been “Invisible” to the public
- Its best work is done when nothing happens
- Tragically in CY 2000 78% of Americans believed they had not ever used a public health service*

Good Public Health Systems Create A Community Benefit

- Based on science
- Reduce morbidity or mortality
- May reduce costs to government
- May reduce costs to community
- Right a wrong
- Benefit may cost money



From CDC Image Library

Operating Environment Has Changed

- **Invisible → Visible**
- **9-5 Mon - Fri → 24/7**
- **Results tomorrow → Results now!**
- **Science & politics → Science & Politics**
- **Evolving science → Fast science**
- **Controlled communication → Information overload**
- **National scope → Global involvement**

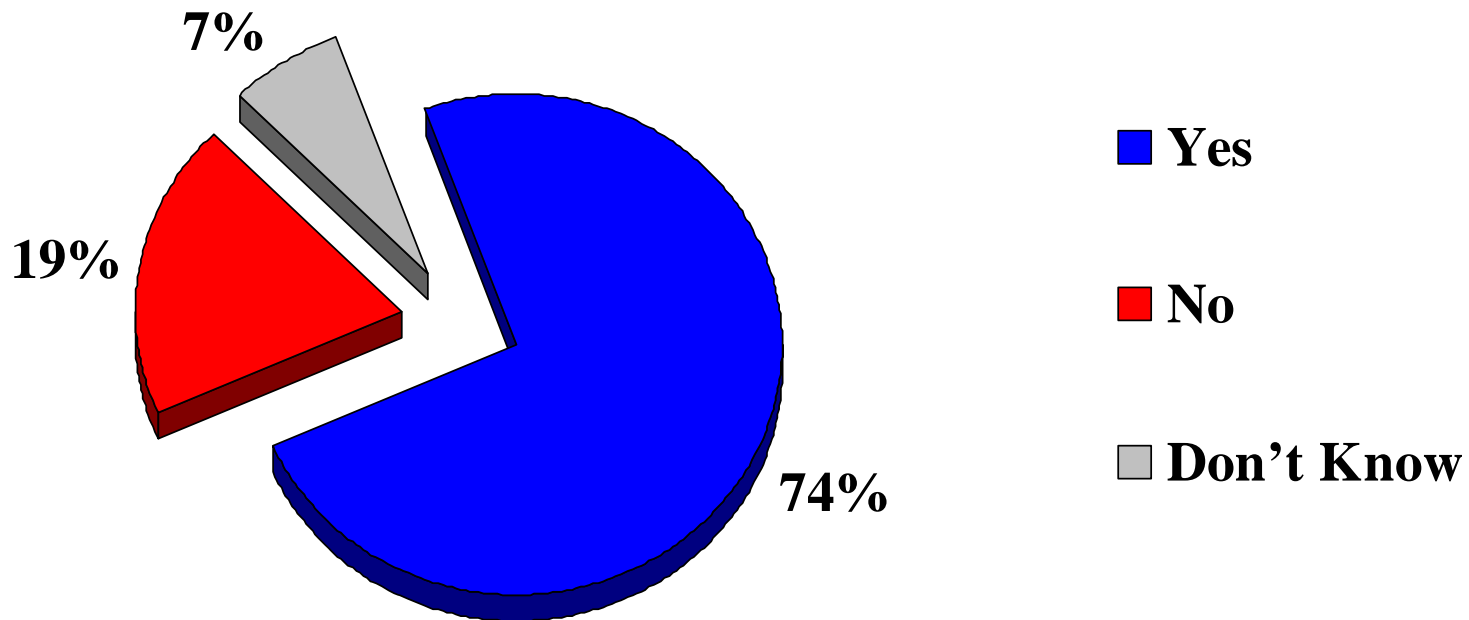
Change Driven By Highly Visible Public Health Events



- Security Now dominates national agenda
- Public health is part of national security agenda
- Growing public interest in health
- Protection & prevention

After 9/11 Majority of Americans Now Understand They Benefit from Public Health

Would you say you and your community have benefited from public health services?

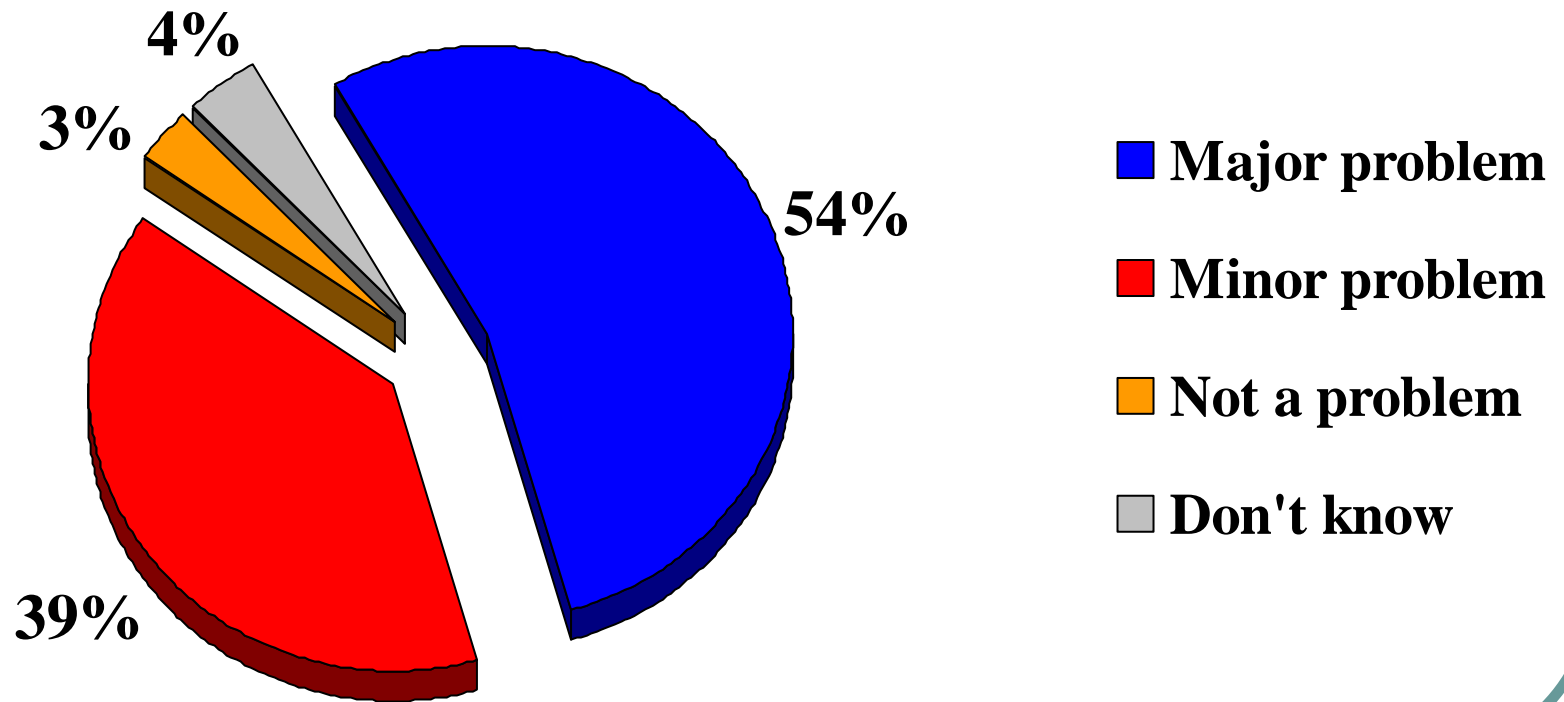


Source: Research!America/APHA National Survey, 2004

Harris Interactive for Research!America

Preventable Diseases & Injury Are a Major Health Problem

Are preventable diseases and injuries in this country today a major health problem, a minor health problem or not a health problem?



The Burden Problem

- Disease burden infinite & without focus
- Leading causes not well understood by many policy makers & public
- Preventable components complex for most & not always linear
- No sense of scale
- Messages often not consistent

Actual Causes of Premature Death The United States 1990 & 2000

<u>Cause</u>	<u>Estimated & Percent Total Deaths</u>			
	<u>1990 (1)</u>		<u>2000 (2)</u>	
Tobacco	400,000	19%	435,000	18.1%
Diet/Activity patterns	300,000	14%	400,000*	16.6%
Alcohol	100,000	5%	85,000	3.5%
Microbial agents	90,000	4%	75,000	3.1%
Toxic agents	60,000	3%	55,000	2.3%
Firearms	35,000	2%	29,000	1.2%
Sexual behavior	30,000	1%	20,000	0.8%
Motor vehicles	25,000	1%	43,000	1.8%
Illicit use of drugs	20,000	<1%	17,000	0.7%
	1,060,000 (50%)		1,159,000 (49%)	

Source: McGinnis & Foege, JAMA 1993

(1) & Mokdad et. Al., JAMA,291,10, 2004 (2)

* Adjusted to 365,000

Public Health's Communication Problem

- Talk to ourselves
- Listen to ourselves
- Answer our own questions
- Failed to engage critical stakeholders
 - General public
 - Policy makers
 - Business community



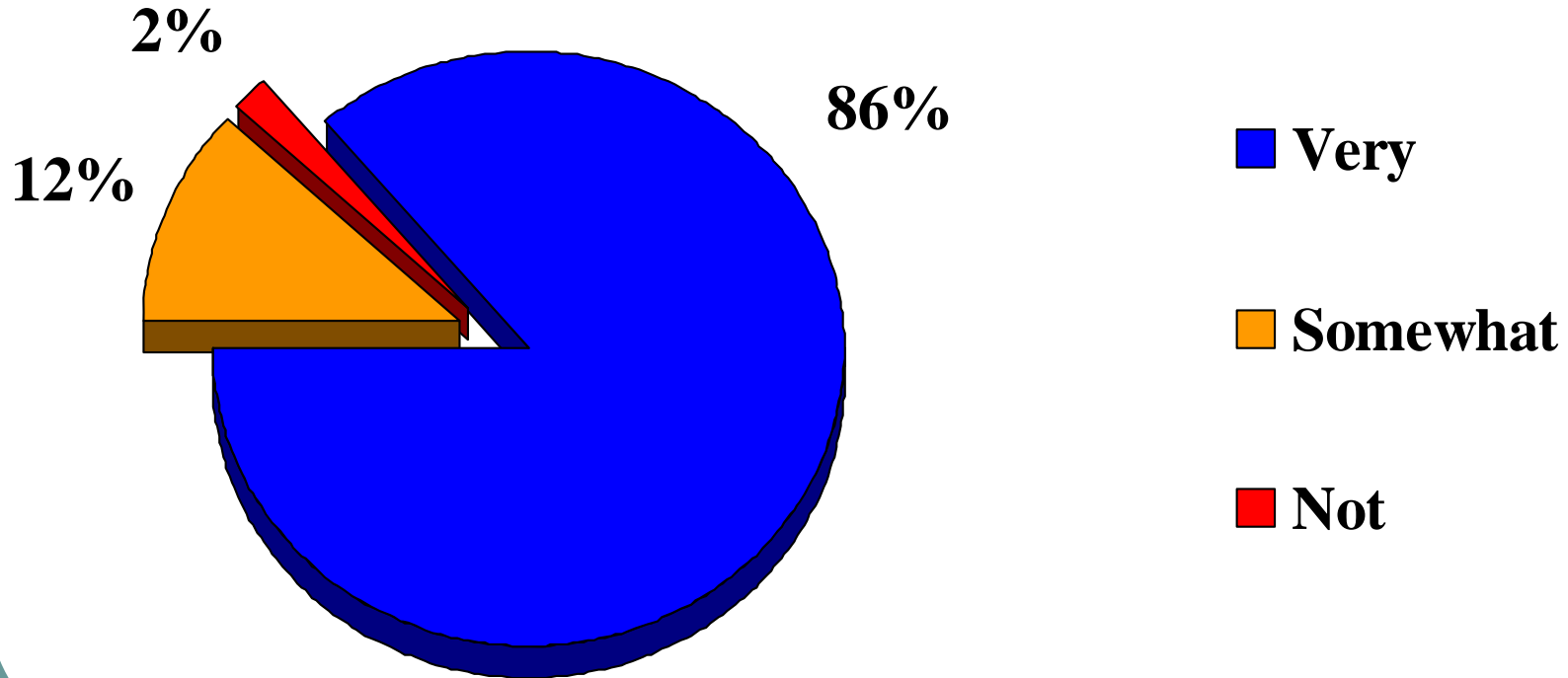
Enough Is Enough



- We must change the paradigm
- Time to move to population based health engagement
- Time to more directly engage the public

The Public Is Ready To Be Engaged On Prevention

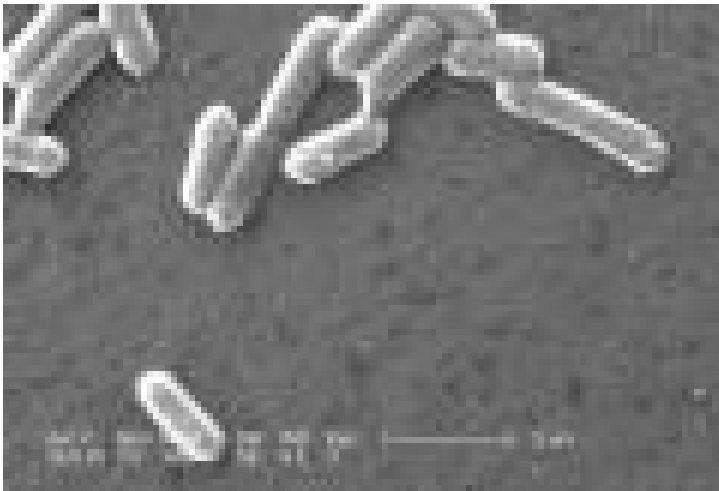
How important do you think it is for people to do more to prevent their own health problems?



Why Does The Public Care?

- **People should be able to be protected from illness or injury when possible & are concerned when something happens**
- **The cost and personal burden of preventable disease and injury are too much for all of us**
- **Its just not right that some groups of Americans are usually sicker than others**
- **There's a gap between what is proven to work and what is available and used**

2006 E. Coli 0157:H7 Spinach Outbreak*



From CDC Image Library

- 25 states involved
- ~173 sick individuals / 1 death
- Economic loss ~ \$100 million
- 3 counties in California being investigated (Salinas Valley)
- Exact mechanism of contamination unknown

Annual Morbidity: Food Borne Disease

- 76 million illness
- 325,000 Hospitalizations
- 5,000 Deaths
- \$6.9 billion cost
 - Medical costs
 - Lost productivity
 - Premature death



Produce Food Bourne Disease

Fresh-Cut produce outbreaks (1998 -2005)

- Leaf lettuce 4
- Romaine lettuce 2
- Roma tomatoes 2
- Mixed lettuce 1
 - Spinach 1
 - Tomatoes 1
- Mixed melons 1



From USA Today & FDA 2006

Must Capture Teachable Moments



- Deliver core messages
- Proactive risk communication
- Give clear outbreak messages
- Build public health system

Delivering Core Messages



- **Hand washing**
- **Food separation**
- **Utensil / board separation**
- **Appropriate temperature**
 - **Storage**
 - **Cooking**
- **Unpasteurized products have risks**
- **Some uncooked foods have risks**

Proactive Public Risk Communication

- Be informed
- Explain risks clearly
- Reach out
 - Early & often
 - Communicate in their language
 - Variety of media & tools
- Engage the media



From CDC Image Library

Focus Specific Message On Outbreak



- **Don't eat bagged or fresh spinach for now**
- **OK to eat frozen or canned spinach**
- **Wash raw fresh fruits or vegetables**
- **Symptoms of disease**
- **When to seek health care**

Ensure An Effective Public Health System To Respond

- **Building infrastructure**
 - People
 - Training
 - Tools (e.g. Pulse Net)
 - Resources (money, linkages, facilities)
- **Structural reform at local level**
- **Sufficient investment in public health research**
- **Strengthening nongovernmental public health**
- **Sustaining & reforming resource investments**

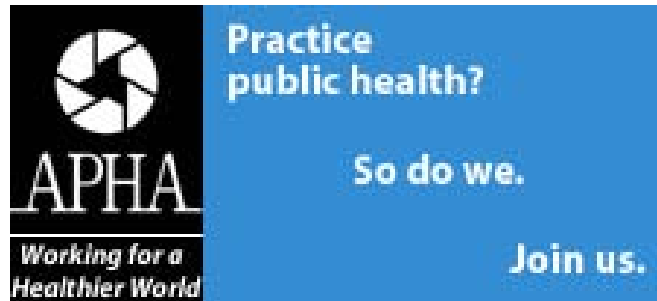


We Must Not Fail !!!!

**“If you always do what you always did
then.....
you’ll always get what you always got”**

Moms Mabley

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