

The National Prevention Strategy is an unprecedented opportunity to shift the nation from a focus on sickness and disease to one based on prevention and wellness. The Strategy is being developed by the National Prevention, Health Promotion, and Public Health Council (National Prevention Council) with input from the Federal Advisory Group on Prevention, Health Promotion, and Integrative and Public Health (Prevention Advisory Group) and a broad range of stakeholders, partners and the public.

The Strategy's framework includes a vision, goal, pillars, priorities and recommendations to help guide the Federal government and the nation on the most effective and achievable means for improving the health of Americans through prevention and health promotion policies and programs.

Vision: Working together to improve the health and quality of life for individuals, families, and communities by moving the nation from a focus on sickness and disease to one based on prevention and wellness.

Goal: Increase the number of Americans who are healthy at age 85.*

PILLARS

To achieve its vision and goal, the National Prevention Strategy will focus on the following 4 pillars:



1. **Healthy Communities: Create, sustain, and recognize communities that support prevention and wellness.** Communities are defined not only by geography but also by faith, profession, interests, ethnicity, race, and other identities. Working across all sectors of a community to make healthy choices easy and affordable is critical to helping people achieve and maintain good health. Communities that support prevention and wellness across the lifespan, from youth to older adults, will create stronger and healthier communities for all people.
2. **Preventive Clinical and Community Efforts: Connect prevention-focused health care and community efforts to increase preventive services.** Both clinical and community-based prevention are central to improving and enhancing health. Clinical and community prevention efforts need to be mutually reinforcing – individuals need to receive appropriate preventive care in clinical settings (for example, primary care providers should counsel their patients about the benefits of not smoking or of quitting if they do smoke) and also be supported by community-based resources (such as telephone quitlines that help people stop using tobacco). Identifying and supporting preventive clinical efforts in a variety of sectors, e.g., worksites, is an important component to the early identification of health problems and to enhancing health.
3. **Empowered Individuals: Empower and educate individuals to make healthy choices.** People need the right tools and information to make healthy choices. Efforts to educate and motivate people to make healthy choices should address the entire life span. Of particular importance is ensuring that young people are given the knowledge and opportunities they need to grow up as healthy adults who will make healthy choices. And because our population is aging, we need to support the health needs of our growing senior population.
4. **Eliminate Health Disparities: Eliminate disparities in traditionally underserved populations to improve the quality of life for all Americans.** Some groups are disproportionately affected by health risks including major disorders such as heart disease, obesity, diabetes, HIV/AIDS, or viral hepatitis; high rates of infant mortality; and high rates of violence. Disparities often occur under conditions of social, economic, and environmental disadvantage. All Americans should have access to opportunities for healthy living and be supported in their efforts to make choices that promote long, healthy, and productive lives, regardless of race or ethnicity; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics.

PRIORITIES

The National Prevention Strategy identifies priorities for enhancing prevention and wellness and reducing the burden of the leading causes of death. The cross-cutting priorities include the systems and supports critical to successful prevention efforts at the national, state, and local levels. Targeted priorities address leading causes of death and provide direction to align and coordinate prevention efforts. These priorities are designed to achieve overall wellness for the entirety of the US population, including groups disproportionately affected by certain diseases and health issues. It is important to recognize that all sectors of our society have an active role to play in helping realize these priorities.

Cross-Cutting Priorities						
Healthy Environments						
Prevention and Public Health Capacity						
Clinical Preventive Services						
Targeted Priorities						
Tobacco Free Living	Preventing Alcohol & Other Drug Abuse	Healthy Eating	Active Living	Injury Free Living	Mental and Emotional Wellbeing	Sexual Health

Priority Descriptions		
Type	Priority	Description
Cross-cutting Priorities	Healthy Environments	The places where people live, learn, work, shop, and play affect health through broad impacts on the social and physical environment including housing, community development, land-use and transportation, industry, and agriculture; and through direct pathological effects of various chemical, physical, and biological exposures.
	Prevention and Public Health Capacity	The capacity to promote effective prevention efforts and respond to threats to the Nation's health.
	Clinical Preventive Services	Procedures, tests, or counseling used by health professionals to prevent disease, detect health problems early, and provide individuals with the information they need to make good health decisions.
Targeted Priorities	Tobacco-Free Living	Avoiding use of all types of tobacco products - such as cigarettes, cigars, smokeless tobacco and hookahs and living free from secondhand smoke exposure.
	Preventing Excessive Alcohol Use and Other Substance Abuse	Avoiding binge and underage drinking, drinking while pregnant, drinking and driving, and refraining from illicit drug use and the inappropriate use of over the counter and prescription drugs.
	Healthy Eating	Consuming a variety of nutritious foods and limiting intake of fats, sugar, sodium, artificial <i>trans</i> fats, and high caloric, low-nutrient foods.
	Active Living	Integrating the recommended amounts of physical activity into daily routines.
	Injury and Violence-Free Living	Avoiding the physical, emotional and social consequences associated with injury.
	Sexual Health	Sexual health includes safe, responsible sexual practices that reduce sexual violence, reduce the spread and damaging health effects of HIV/AIDS, viral hepatitis and other sexually transmitted infections (STIs), and support the planning and having a healthy pregnancy.
	Mental and Emotional Wellbeing	A state of wellbeing in which individuals realize their abilities, work productively and fruitfully, and are able to make a positive contribution to their community.

The National Prevention Council, with input from the Prevention Advisory Group, will identify concrete steps to implement the National Prevention Strategy. Actions to implement the Strategy may include incorporating prevention into policies and regulations while others may infuse prevention into current programs. Programmatic actions, whether they are new programs or existing, are subject to the annual budget process that requires balancing priorities within available resources. Within available resources, Departments can align with National Prevention Strategy priorities and its evidence based recommendations to maximize the impact on prevention.

To ensure accountability, indicators and benchmarks are identified for each of the priority sections. All indicators draw from existing measurement efforts, particularly Healthy People 2020. For some priorities, there are limitations in the availability of data collection systems, especially for measures of policy and systems changes. As data sources and metrics are developed or enhanced, indicators will be updated.

RECOMMENDATIONS

Cross-cutting Priority: Healthy Environments

Health and wellness are influenced by the homes, neighborhoods and communities in which people live, work and play. Good physical and mental health depend on affordable and secure housing; sustainable and economically vital neighborhoods that provide access to employment opportunities and public resources (e.g. efficient transportation, good schools, and effective policing); and communities designed to support health and safety - such as places to play and be active, access to affordable healthy foods, and streetscapes designed to prevent injury. Health also requires that all environments, including homes, schools, communities and worksites, have clean air and water and are free from toxins and physical hazards. A healthy environment gives people the opportunity to make healthy choices and decreases their risk for heart disease, cancer, obesity, diabetes, respiratory diseases such as asthma, and injuries.

Recommendations:

1. Improve quality of air, land and water.
2. Integrate health criteria into planning and decision making, where appropriate, across multiple sectors
3. Enhance cross-sector collaboration in community planning and design to promote health and safety
4. Design and promote affordable, accessible, safe and healthy housing
5. Strengthen the social environment to support and reinforce healthy choices

Cross-cutting Priority: Prevention and Public Health Capacity

A strong prevention and public health infrastructure provides the capacity to prepare for and respond to both acute (emergency) and chronic (ongoing) threats to the Nation's health. Critical components of prevention capacity include an adequate number of workers with the right skills; high-performing organizations; and interoperable communications, emergency response, and data systems. Increasing the capacity of the health system facilitates the delivery of the 10 essential public health services.

Recommendations:

1. Maintain a skilled, cross-trained and diverse prevention workforce
2. Strengthen public health departments to provide essential services
3. Expand and increase access to health information technology and integrated data systems to promote cross-sector information exchange
4. Standardize and collect health data to better identify and address disparities
5. Expand community collaboration to plan and implement prevention policies and programs
6. Ensure that prevention strategies, when implemented, are culturally, linguistically and age appropriate
7. Identify and implement strategies that are proven to work and conduct research where evidence is lacking

RECOMMENDATIONS (CONT'D)

Cross-Cutting Priority: Clinical Preventive Services

Many clinical preventive services are effective in reducing death and disability and cost-effective or even cost saving. Clinical preventive services are procedures, tests, counseling or medications used by healthcare providers to prevent disease, detect health problems early, and/or provide individuals with the information they need to make good health decisions. Examples of high impact, quality clinical preventive services recommended by the U.S. Preventive Services Task Force (USPSTF) include screening for tobacco use, high blood pressure, high cholesterol, HIV/AIDS and breast, cervical, and colon cancer and appropriate use of aspirin for the prevention of cardiovascular disease. As the USPSTF notes, screening services are only of value when followed up with high-quality, accessible education and treatment. Furthermore, the Advisory Committee on Immunization Practices recommends a range of vaccines, including childhood immunizations, annual influenza vaccines and vaccines for the prevention of infection with viral hepatitis.

Recommendations:

1. Support the National Quality Strategy's focus on improving cardiovascular health.
2. Use payment and reimbursement mechanisms to facilitate the delivery of clinical preventive services.
3. Expand monitoring and public reporting systems to improve the quality and use of clinical preventive services.
4. Enhance linkages between community-based and clinical preventive services.
5. Reduce barriers to accessing clinical preventive services, especially among populations at greatest risk.

Targeted Priority: Tobacco-Free Living

Tobacco use is the leading cause of premature and preventable death in the United States. Living tobacco free lowers a person's risk of developing lung cancer, heart disease, and other disease and causes of death. Tobacco-free living means avoiding use of all types of tobacco products - such as cigarettes, cigars, smokeless tobacco and hookahs - and also living free from secondhand smoke exposure.

Recommendations:

1. Support comprehensive tobacco-free policies.
2. Support full implementation of the 2009 Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act).
3. Expand use of tobacco cessation services.
4. Use media to educate and encourage individuals to live tobacco-free.

RECOMMENDATIONS (CONT'D)

Targeted Priority: Preventing Alcohol and Other Drug Abuse

Preventing alcohol and other drug abuse increases people's chances of living long, healthy, and productive lives. Harmful alcohol use includes binge drinking (five or more drinks during a single occasion for men; four or more drinks during a single occasion for women), underage drinking, drinking while pregnant, and driving while under the influence. Drug abuse includes any inappropriate use of pharmaceuticals (prescription drugs and over-the counter drugs) and any use of illicit drugs. Alcohol and other drug abuse can impede judgment and lead to harmful risk taking behavior. Preventing alcohol and other drug abuse improves quality of life, academic performance, workplace productivity and military preparedness; reduces crime and criminal justice expenses; reduces motor vehicle crashes and fatalities; and lowers health care costs for acute and chronic conditions.

Recommendations:

1. Support state, local and Tribal Nation implementation and enforcement of alcohol control policies.
2. Empower young people to choose not to drink or use other drugs.
3. Identify alcohol and other drug abuse disorders early, provide brief intervention, and refer to treatment.
4. Reduce inappropriate access to and use of prescription drugs.

Targeted Priority: Healthy Eating

Eating healthy can help lower people's risk for heart disease, high blood pressure, diabetes, osteoporosis and certain cancers, and help people maintain a healthy body weight. Healthy and safe eating is important throughout the lifespan. Eating healthy means consuming a variety of nutritious foods and beverages, especially vegetables, fruits, low/non-fat dairy products, and whole grains; limiting intake of saturated fats, added sugars, and sodium; keeping *trans* fat intake as low as possible; and balancing caloric intake with calories burned to manage body weight, as described in the Dietary Guidelines for Americans. Safe eating means ensuring food is free from harmful contaminants, such as bacteria and viruses.

Recommendations:

1. Increase access to healthy and affordable foods in communities.
2. Implement organizational and programmatic nutrition standards and policies.
3. Improve nutritional quality of the food supply.
4. Help people recognize and make healthy food and beverage choices.
5. Support policies and programs that promote breastfeeding.
6. Enhance food safety.

RECOMMENDATIONS (CONT'D)

Targeted Priority: Active Living

Regular physical activity is one of the most important things people of all ages can do to improve their health. Physical activity helps prevent many diseases (e.g. heart disease, diabetes and some cancers), strengthens bones and muscles, reduces stress and depression and makes it easier for people to maintain a healthy body weight or reduce weight if they are overweight or obese. Adults should do at least 150 minutes of moderate-intensity activity each week. Children and teenagers should do one hour of activity each day.

Recommendations:

1. Encourage community design and development that supports physical activity.
2. Facilitate access to safe, attractive, and affordable places for physical activity.
3. Support workplace policies and programs that increase physical activity.
4. Promote and strengthen childcare and school policies and programs that increase physical activity.
5. Assess physical activity levels and provide education, counseling and referrals.

Targeted Priority: Injury and Violence-Free Living

Reducing injury and violence improves physical and emotional health, making communities safer and more enjoyable places to live. The leading causes of death from unintentional injury include motor vehicle-related injuries, unintended poisoning (including prescription drug overdose) and falls. Witnessing or being a victim of violence, such as child maltreatment, youth violence, intimate partner and sexual violence, and elder abuse, are linked to lifelong negative physical, emotional, and social consequences. Unintentional poisoning - a rapidly rising leading cause of death, especially among people age 35-44 - is addressed as a component of "substance abuse".

Recommendations:

1. Promote and strengthen policies and programs to enhance transportation safety.
2. Support community and streetscape design that promotes safety and prevents injuries.
3. Promote and strengthen policies and programs to prevent falls, especially among older adults.
4. Promote and enhance policies and program to increase safety and prevent injury in the workplace.
5. Strengthen policies and programs to prevent violence.
6. Provide individuals and families with the knowledge, skills, and tools to make safe choices and prevent violence and injuries.

RECOMMENDATIONS (CONT'D)

Targeted Priority: Sexual Health

Healthy sexual and reproductive knowledge, practices and health care play a critical role in people reaching their potential and the stability of a community. Safe, responsible sexual practices reduce sexual violence and reduce the spread and damaging health effects of HIV/AIDS, viral hepatitis and other sexually transmitted infections (STIs). Furthermore, planning and having a healthy pregnancy is vital to the health of both a newborn baby and mother. This is critically important in the case of teen pregnancy and childbearing, which can result in reduced educational attainment and employment opportunities and fiscal instability.

Recommendations:

1. Provide effective sexual health education for youth.
2. Empower people to make healthy choices with sexual and reproductive services.
3. Enhance early detection of HIV, viral hepatitis and STIs and linkage to care.
4. Increase utilization of preconception and prenatal care.

Targeted Priority: Mental and Emotional Wellbeing

Mental and emotional wellbeing is essential to overall health. Positive mental health allows individuals to realize their potential, cope with the stresses of life, work productively, and make meaningful contributions to their communities. Unfortunately, each year, 1 in 4 U.S. adults is diagnosed with mental disorders including anxiety; mood disorders, such as depression; impulse control disorders, such as attention-deficit/hyperactivity disorder; or substance abuse disorders. Mental illness is associated with higher probability of many chronic conditions, including obesity, diabetes, and cardiovascular disease, and contributes to premature death.

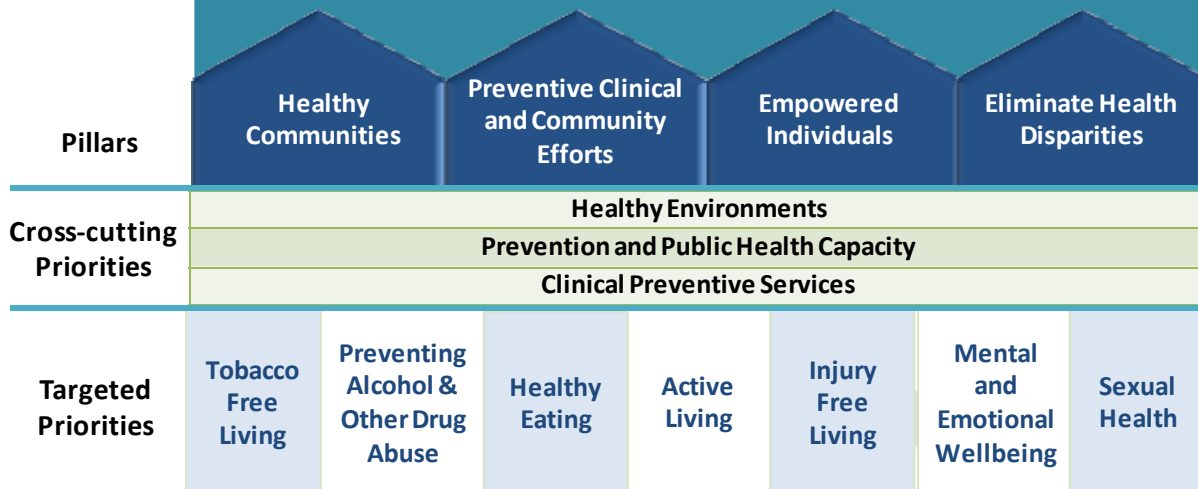
Recommendations:

1. Promote positive early childhood development, including positive parenting and violence free homes.
2. Facilitate social connectedness and community engagement across the lifespan.
3. Provide individuals and families with the support necessary to maintain positive mental wellbeing.
4. Promote early identification of mental health needs and access to quality services.

FRAMEWORK

Vision: Working together to improve the health and quality of life for individuals, families, and communities by moving the nation from a focus on sickness and disease to one based on prevention and wellness.

Goal: Increase the number of Americans who are healthy at age 85.*



**Progress on this goal will be measured by:
% of Americans who reach age 85
% off Americans who report being in good health at age 85*

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