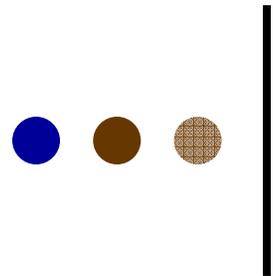




NCIOM Task Force on Prevention: Final Report & Healthy North Carolina 2020

Pam Silberman, JD, DrPH
President & CEO
May 29, 2009



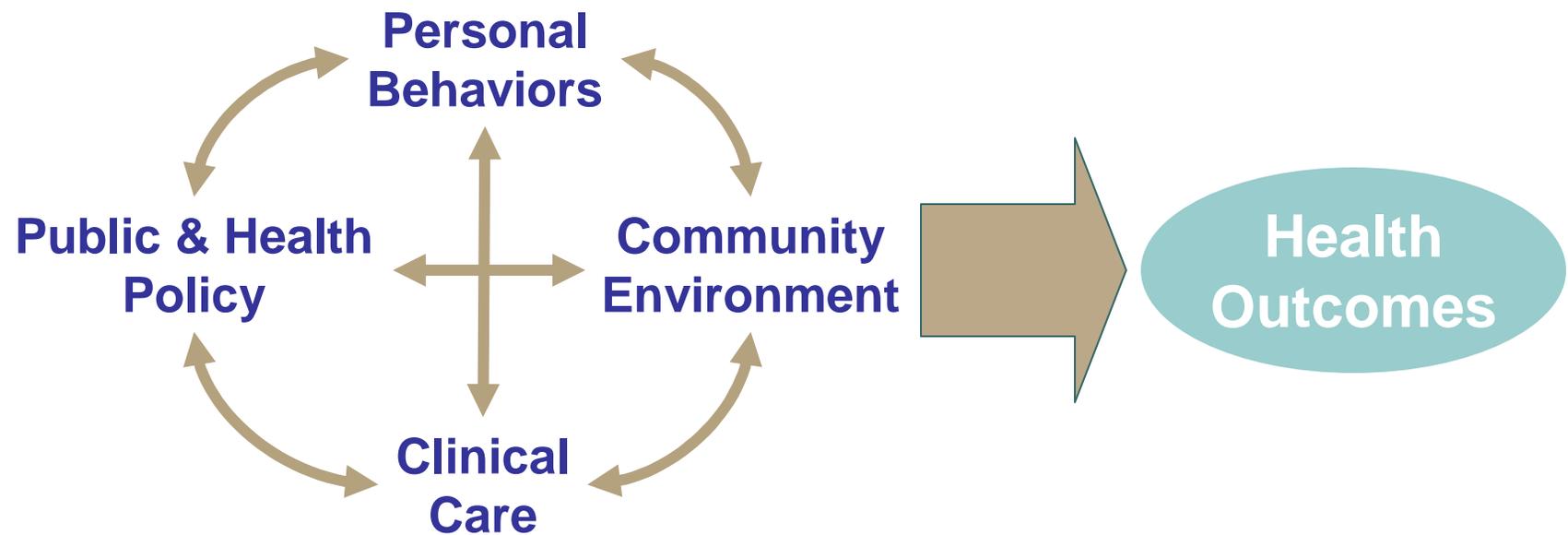


Task Force Schedule

- June 26th
 - Prioritization of recommendations
 - Top funding priorities
 - Prioritize in each health domain (i.e. by each underlying cause)
- August 4th (*new meeting date*)
 - Review of final report/Prevention Action Plan
- October 8th
 - Prevention Summit, 9-5 pm, Greensboro Marriott
 - Release of Prevention Action Plan

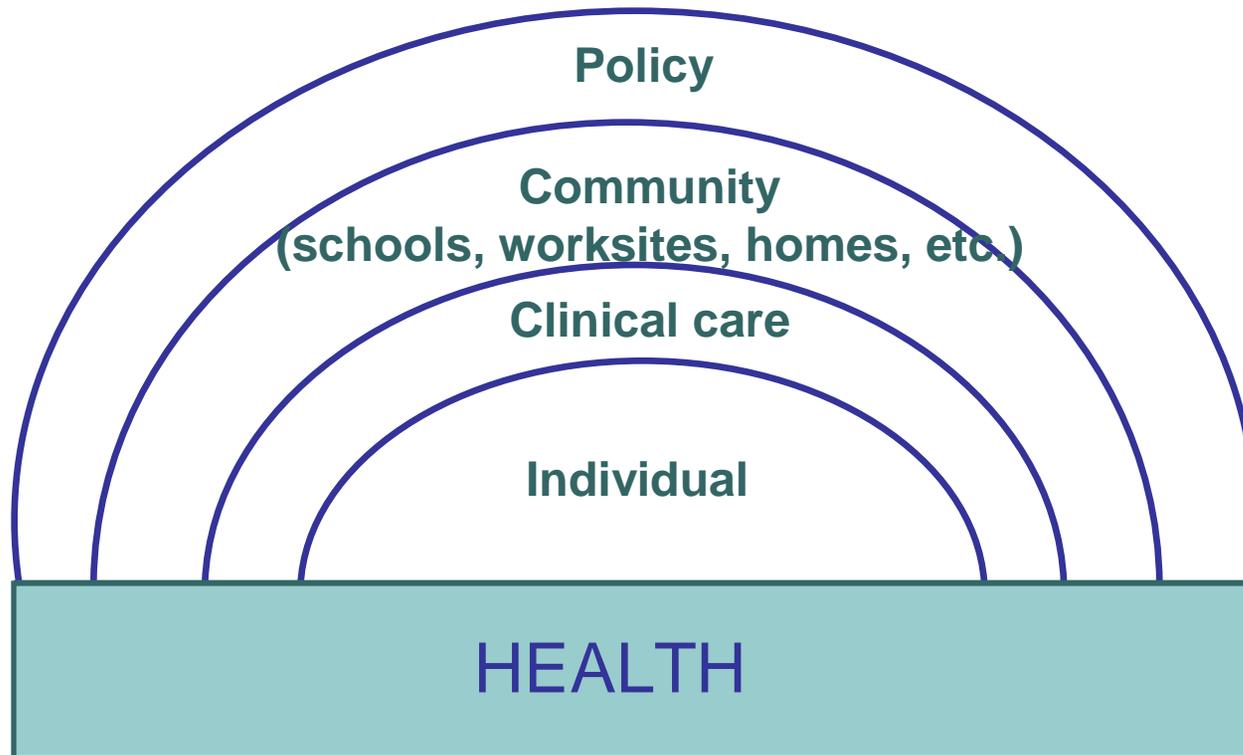


America's Health Rankings Model





New Model: Modified Socioecologic Model





Recommendations Grid

| | | Intervention Type | | | | | | |
|------------------|---|--|---|-----------------------|--|--|--|--|
| | | Individual Message | Clinical | Community/environment | | | | Public & Health Policy |
| | | | | Schools | Homes | Worksites | Community at-large | |
| Underlying Cause | Tobacco Use (including Secondhand Smoke Exposure) | Be tobacco-free and quit all tobacco use | T-4 Cessation Services, Counseling, and Medications (USPSTF) | | T-2 <i>Smoke-free Policies (CGPS)</i> | T-2 <i>Smoke-free Policies (CGPS)</i> | T-3 Comprehensive Tobacco Control Program (CDC) | T-1 Tobacco taxes (CGPS) T-2 Smoke-free Policies (CGPS) |

● ● ● | **Healthy North Carolina 2020**

- NCIOM, in conjunction with the Division of Public Health and Healthy Carolinians, is exploring options to expand the Task Force's work to improve population health
 - Healthy North Carolina 2020 objectives
 - Broad-based campaign to make North Carolina the healthiest state in the nation

● ● ● | **Healthy North Carolina 2020**

- Every 10 years, North Carolina develops health objectives for the state (similar to the national Healthy People 10-year objectives)
 - In the past, this effort has been under the sole direction of The Governor's Task Force for Healthy Carolinians
 - Healthy North Carolina 2020 will use the Task Force's Prevention Action Plan as the basis for developing the state's 2020 health objectives and will include more stakeholders in developing the objectives

● ● ● | **Healthy North Carolina 2020**

- Several other states have developed broad-based public campaigns to make their state the healthiest state in the nation
 - WA launched a campaign in 2004 and moved from 15th in 2004 to 10th in 2008
 - WI is in the process of developing its campaign

● ● ● | **Healthy North Carolina 2020**

Five main project components include

- Developing state health objectives for 2020 with input from a broad set of stakeholders;
- Identifying evidence-based strategies to reduce the leading causes of death and disability in the state;
- Identifying, marshalling, and aligning resources;
- Measuring progress (through an annual health progress tracking report); and
- Mobilizing, implementing, and promoting awareness to make North Carolina the healthiest state in the nation.



NC 2020 Health Objectives

| Potential Tobacco Measures: | Current status in North Carolina (percentage) |
|---|---|
| Percent of high school students currently smoking cigarettes | 19.0 (2007) |
| Percent of middle school students currently smoking cigarettes | 4.5 (2007) |
| Percent of pregnant women smoking in last three months of pregnancy | 21.9 (2006) |
| Percent of adults who smoke every day | 20.9 (2008) |
| Mortality rate from lung cancer | 59.8 (2006) |



NC 2020 Health Objectives

| Potential Tobacco Measures: | Current status in North Carolina (percentage) | Best state (most recent percentage) |
|--|--|--|
| Percent of high school students currently smoking cigarettes | 19.0 (2007) | 7.9 (UT 2007) |
| Percent of middle school students currently smoking cigarettes | 4.5 (2007) | 2.3 (UT 2007) |
| Percent of pregnant women smoking in last three months of pregnancy | 21.9 (2006) | 6.8 (UT 2002) |
| Percent of adults who smoke every day | 20.9 (2008) | 9.3 (UT 2008) |
| Mortality rate from lung cancer | 59.8 (2006) | 23.9 (UT 2005) |



NC 2020 Health Objectives

| Potential Tobacco Measures: | Current status in North Carolina (percentage) | Best state (most recent percentage) | Most improved state (percentage change) |
|---|---|-------------------------------------|---|
| Percent of high school students currently smoking cigarettes | 19.0 (2007) | 7.9 (UT 2007) | -41.9 (OH 2000-2008) |
| Percent of middle school students currently smoking cigarettes | 4.5 (2007) | 2.3 (UT 2007) | -62.6 (MN 2000-2008) |
| Percent of pregnant women smoking in last three months of pregnancy | 21.9 (2006) | 6.8 (UT 2002) | -15.8 (NC 2000-2002) |
| Percent of adults who smoke every day | 20.9 (2008) | 9.3 (UT 2008) | -33.5 (UT 1999-2008) |
| Mortality rate from lung cancer | 59.8 (2006) | 23.9 (UT 2005) | -3.0 (CA 2001-2005) |





NC 2020 Health Objectives

| Potential Tobacco Measures: | Current status in North Carolina (percentage) | Best state (most recent percentage) | Most improved state (percentage change) | NC 2020 Health Objectives (based on best percentage change) |
|---|---|-------------------------------------|---|---|
| Percent of high school students currently smoking cigarettes | 19.0 (2007) | 7.9 (UT 2007) | -41.9 (OH 2000-2008) | 11.0 |
| Percent of middle school students currently smoking cigarettes | 4.5 (2007) | 2.3 (UT 2007) | -62.6 (MN 2000-2008) | 1.7 |
| Percent of pregnant women smoking in last three months of pregnancy | 21.9 (2006) | 6.8 (UT 2002) | -15.8 (NC 2000-2002) | 18.4 |
| Percent of adults who smoke every day | 20.9 (2008) | 9.3 (UT 2008) | -33.5 (UT 1999-2008) | 13.9 |
| Mortality rate from lung cancer | 59.8 (2006) | 23.9 (UT 2005) | -3.0 (CA 2001-2005) | 58.0 |



NC 2020 Health Objectives

| Potential Tobacco Measures: | Current status in North Carolina (percentage) | Best state (most recent percentage) | Most improved state (percentage change) | NC 2020 Health Objectives (based on best percentage change) | Healthy People 2020 |
|---|---|-------------------------------------|---|---|---------------------|
| Percent of high school students currently smoking cigarettes | 19.0 (2007) | 7.9 (UT 2007) | -41.9 (OH 2000-2008) | 11.0 | N/A |
| Percent of middle school students currently smoking cigarettes | 4.5 (2007) | 2.3 (UT 2007) | -62.6 (MN 2000-2008) | 1.7 | N/A |
| Percent of pregnant women smoking in last three months of pregnancy | 21.9 (2006) | 6.8 (UT 2002) | -15.8 (NC 2000-2002) | 18.4 | N/A |
| Percent of adults who smoke every day | 20.9 (2008) | 9.3 (UT 2008) | -33.5 (UT 1999-2008) | 13.9 | N/A |
| Mortality rate from lung cancer | 59.8 (2006) | 23.9 (UT 2005) | -3.0 (CA 2001-2005) | 58.0 | N/A |

● ● ● | **Next Steps for Task Force**

- Task Force meetings in June and August
- Release of Prevention Action Plan in October
- We would like to ask you to help in development of Healthy NC 2020 objectives:
 - Quarterly meetings of Task Force to provide feedback for work of smaller subcommittees
 - We may ask for some Task force members to serve on selected subcommittees to identify appropriate measures and objectives



Appendix

First Column

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Appendix

Third Column

Centers for Disease Control and Prevention, US Department of Health and Human Services. State Tobacco Activities Tracking and Evaluation System, 2008.

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