

Centers for Disease Control and Prevention's Winnable Battles

Data for
San Diego County, 2009



Winnable Battles

- To address the emerging public health concerns and leading causes of disability and death, the Centers for Disease Control and Prevention (CDC) has identified six areas for improving the health of the nation
- Each area is among the leading causes of illness, disability, or death and costs the U.S. hundreds of millions of dollars annually

Source: Centers for Disease Control and Prevention, *Winnable Battles*, 2012.

**Winnable
Battles:**
Learn more
about these
public health
areas.



Key Winnable Battles in Public Health

Healthcare-Associated Infections



Physical Activity



HIV



Teen Pregnancy



Motor Vehicle Injuries



Tobacco



Winnable Battles: Healthcare - Associated Infections

- One out of every 20 patients acquire infections during the course of treatment for other conditions in healthcare settings.
- The blood stream, urinary tract, and surgical sites are the main sources of infection
- Healthcare-associated infections increase the cost, length of stay, and risk of death among patients
- The annual direct medical costs of healthcare-associated infections cost the U.S. over \$30 billion

Source: Centers for Disease Control and Prevention, *Healthcare-Associated Infections*, 2012.

Healthcare-Associated Infections in San Diego County

- San Diego County can win this battle by:
 - Supporting and strengthening local surveillance
 - Increasing implementation of evidence-based prevention strategies for hospitals
 - Expanding prevention strategies in non-hospital settings



Source: Centers for Disease Control and Prevention, *Healthcare-Associated Infections*, 2012.

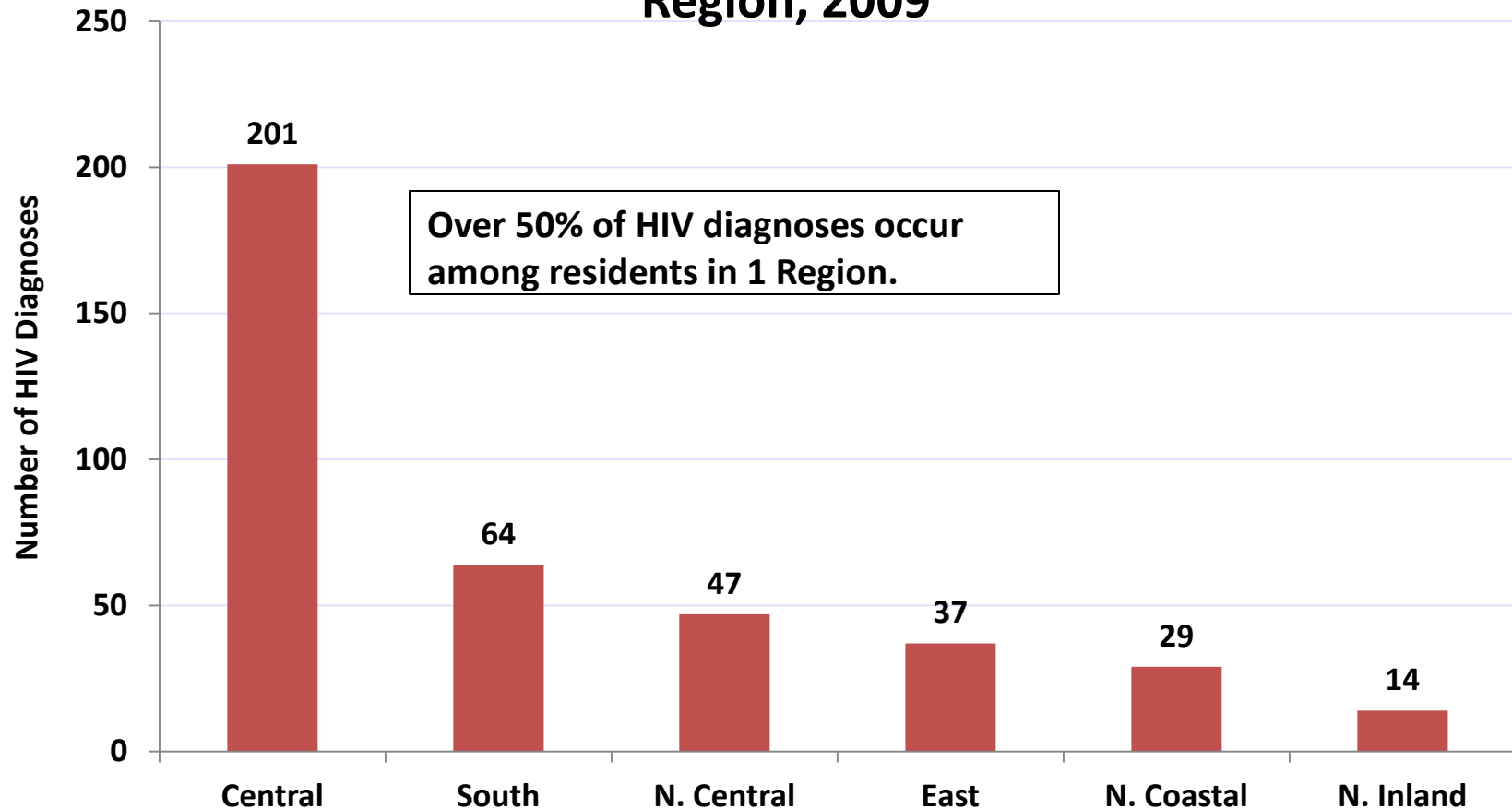
Winnable Battles: HIV

- As of 2010, an estimated 1.1 million Americans have HIV
 - 1 out of 5 unaware they are infected
- Serious health disparities among populations and risk groups
 - 41% of all new HIV infections were among blacks, 32% were white, and 24% were Hispanic
- HIV lifetime costs is estimated at more than \$380,000 per person for direct medical care

Source: Centers for Disease Control and Prevention, *HIV/AIDS*, 2012.

HIV in San Diego County

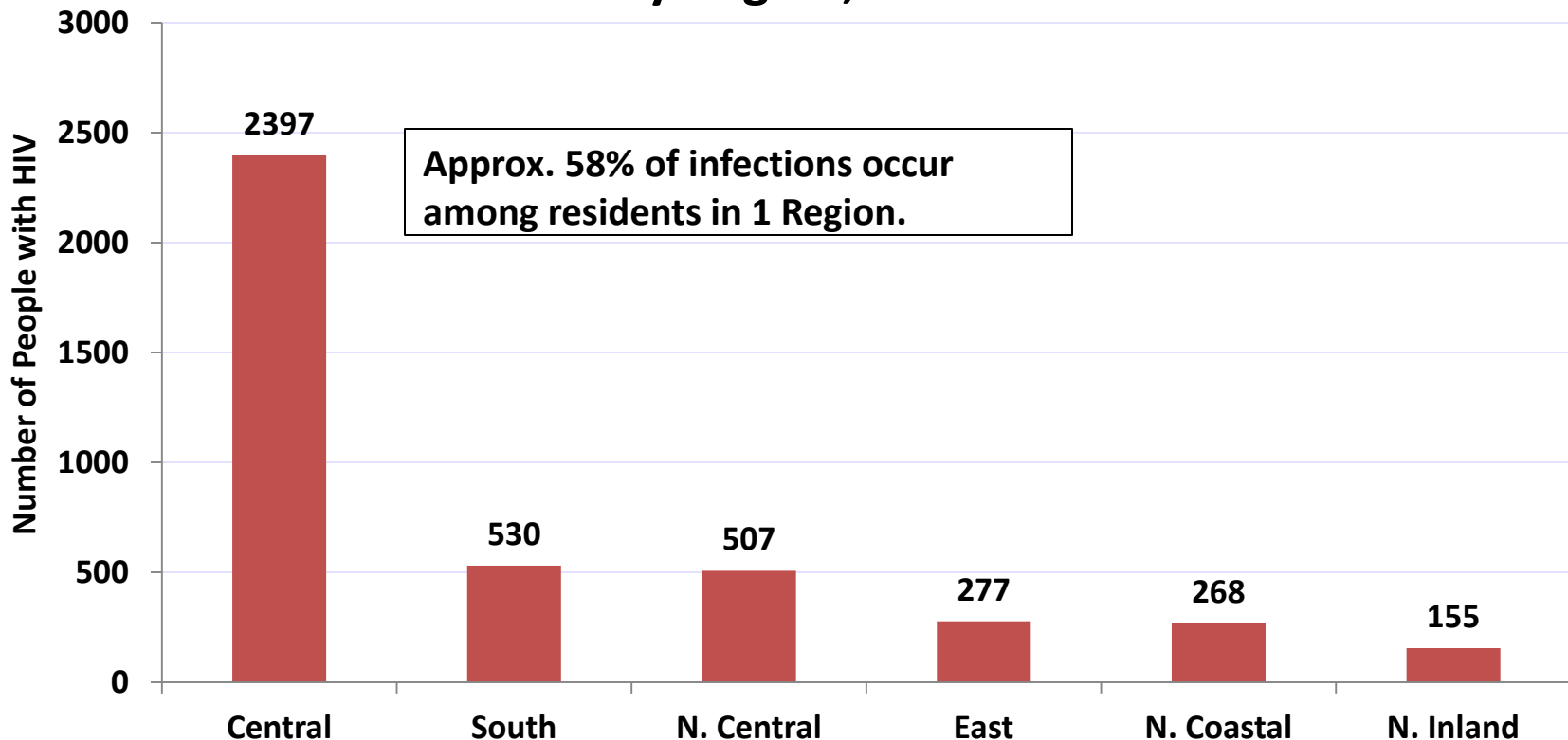
Number of HIV Diagnoses in San Diego County by Region, 2009



Source: San Diego County Health & Human Services Agency, HIV/AIDS Epidemiology Unit., 2012.

HIV in San Diego County

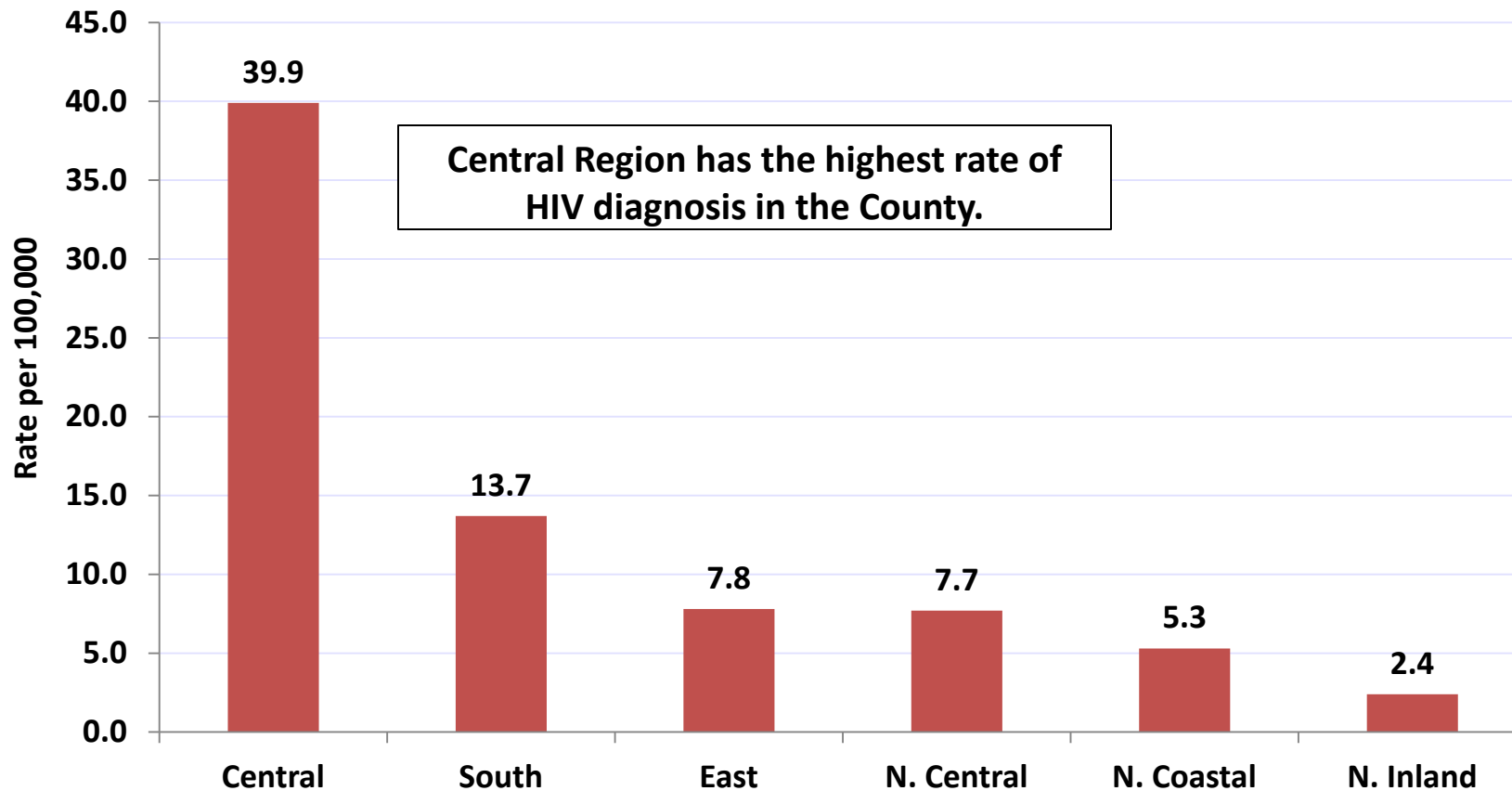
Number of People Living with HIV in San Diego County by Region, 2009



Source: San Diego County Health & Human Services Agency, HIV/AIDS Epidemiology Unit., 2012.

HIV In San Diego County

Rate of HIV Diagnosis in San Diego County by Region, 2009



Source: San Diego County Health & Human Services Agency, HIV/AIDS Epidemiology Unit., 2012.

HIV in San Diego County

- San Diego County can win this battle by:
 - Increasing HIV testing to reach all residents
 - Advocating for comprehensive sex education
 - Improving linkage to care
 - Early detection and treatment of STD's
 - Advocating for drug abuse treatment to stop needle sharing and risky sexual behaviors



Winnable Battle: Nutrition, Physical Activity, Obesity, and Food Safety

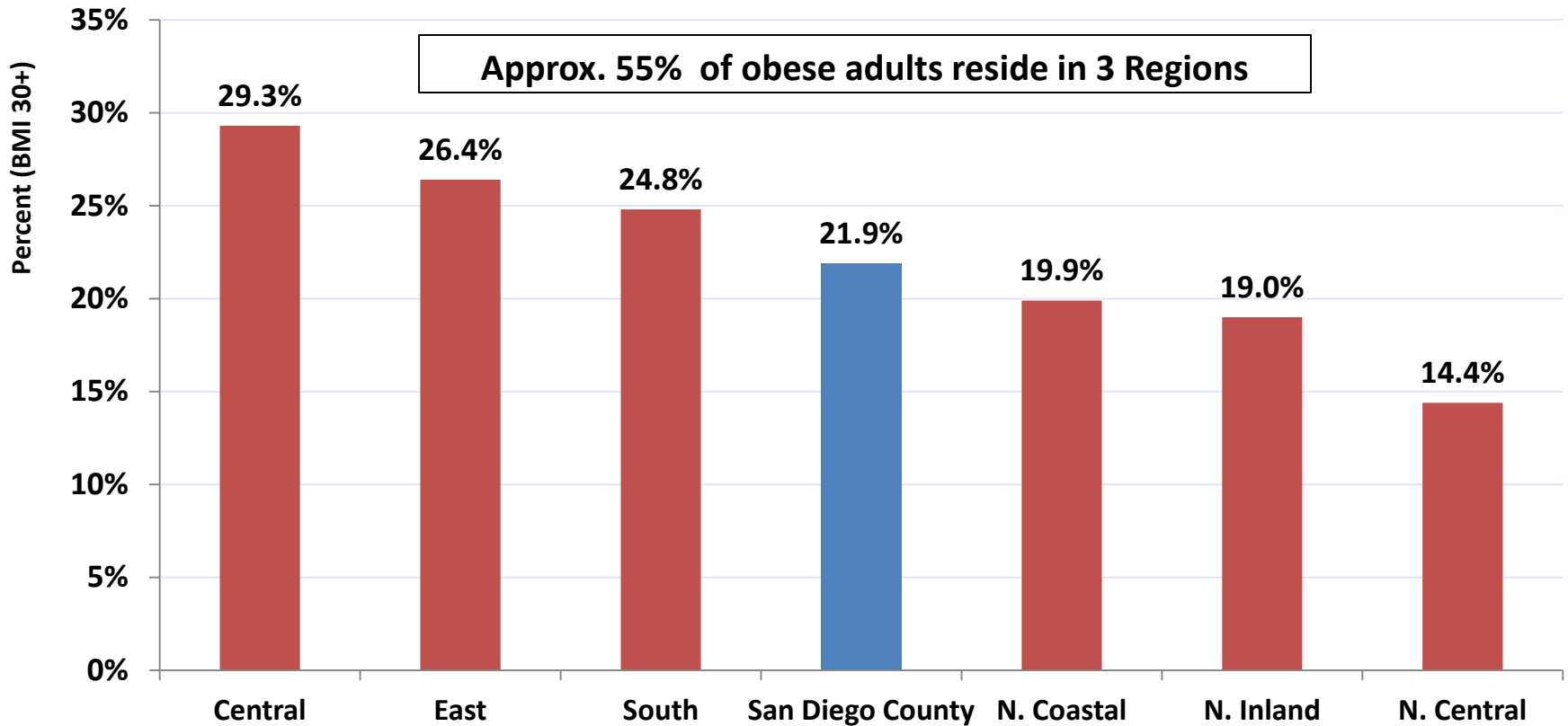
- From 1980-2000, the obesity rates among adults doubled and tripled among children in the U.S.
- Nationally, 3 out of 5 adults and 1 out of 6 children and teens are obese.
- Being physically active can reduce the risk of several chronic diseases
- Each year 1 out of 6 Americans get sick from foodborne diseases

Source: Centers for Disease Control and Prevention, *Overweight and Obesity*, 2012.

Obesity in San Diego County

Adult Obesity in San Diego County, 2009

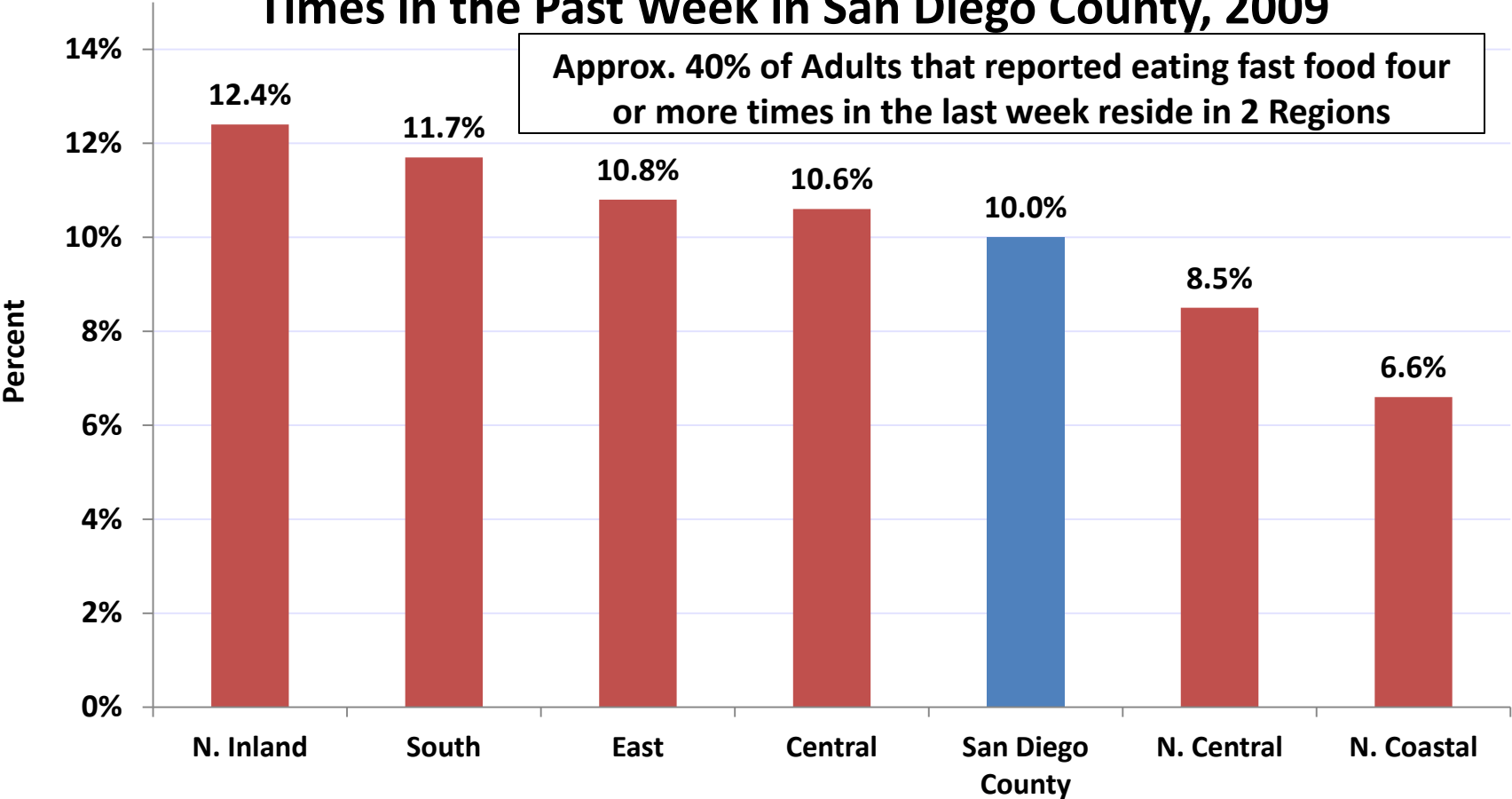
*Healthy People 2010 Target, Adult Obesity: 15.0%



Source: California Health Interview Survey, 2009.

Nutrition in San Diego County

Adults Having Reported Eating Fast Food Four or More Times in the Past Week in San Diego County, 2009



Source: California Health Interview Survey, 2009.

Nutrition, Obesity, Physical Activity, And Food Safety in San Diego County

- San Diego County can win this battle by:
 - Encouraging healthy eating and physical activity
 - Creating environments that promote physical activity
 - Educating residents on food safety measures
 - Supporting the growth and consumption of local agriculture



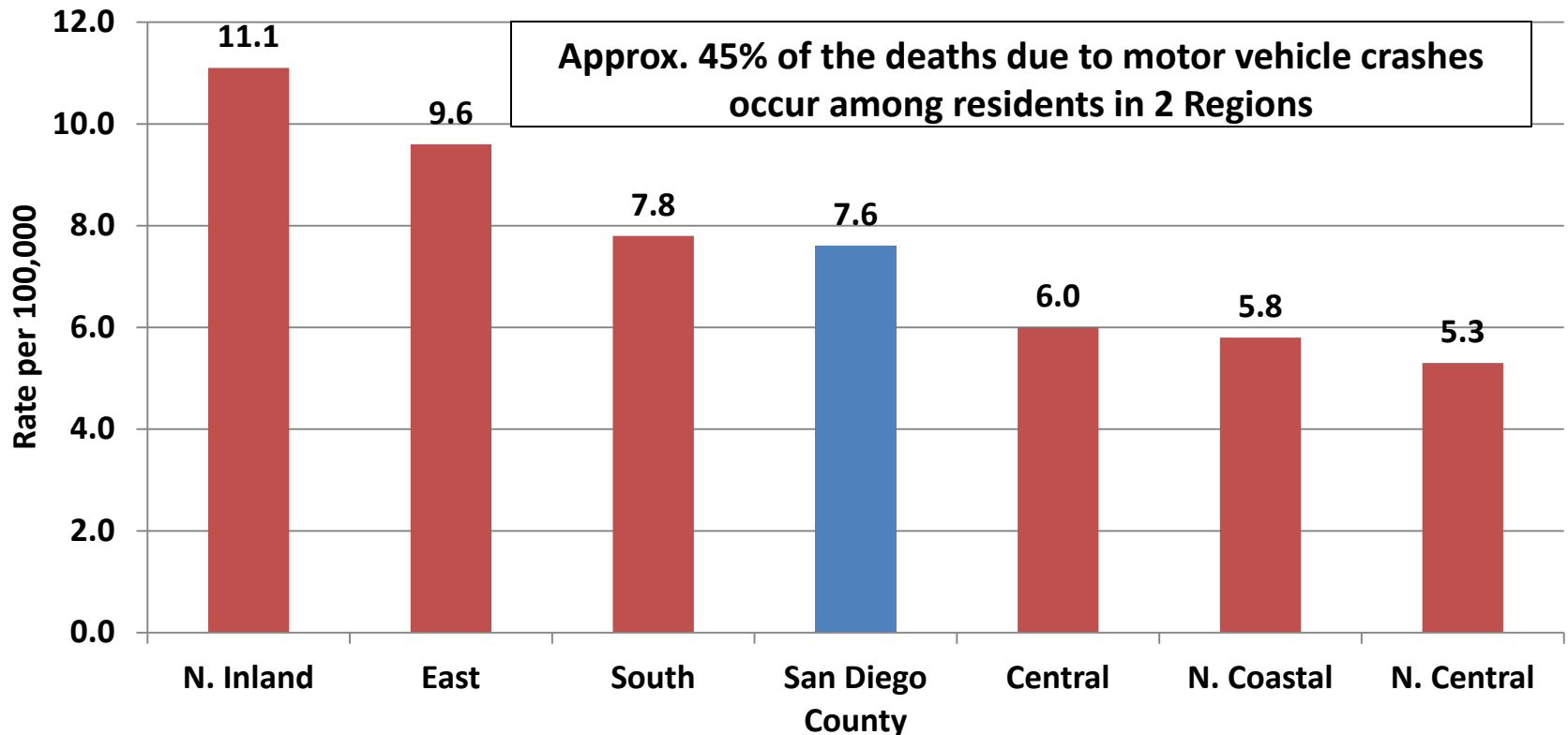
Winnable Battles: Motor Vehicle Injuries

- Injuries due to motor vehicle crashes cause over 45,000 deaths and 4 million emergency department visits each year in the U.S.
- Nationally, motor vehicle crashes are the leading cause of death among 5-34 year olds
- In 2005, the life time costs of motor vehicle crash-related deaths and injuries were \$70 billion in the U.S.

Source: Centers for Disease Control and Prevention, *Motor Vehicle Injuries*, 2012.

Motor Vehicle Injuries in San Diego County

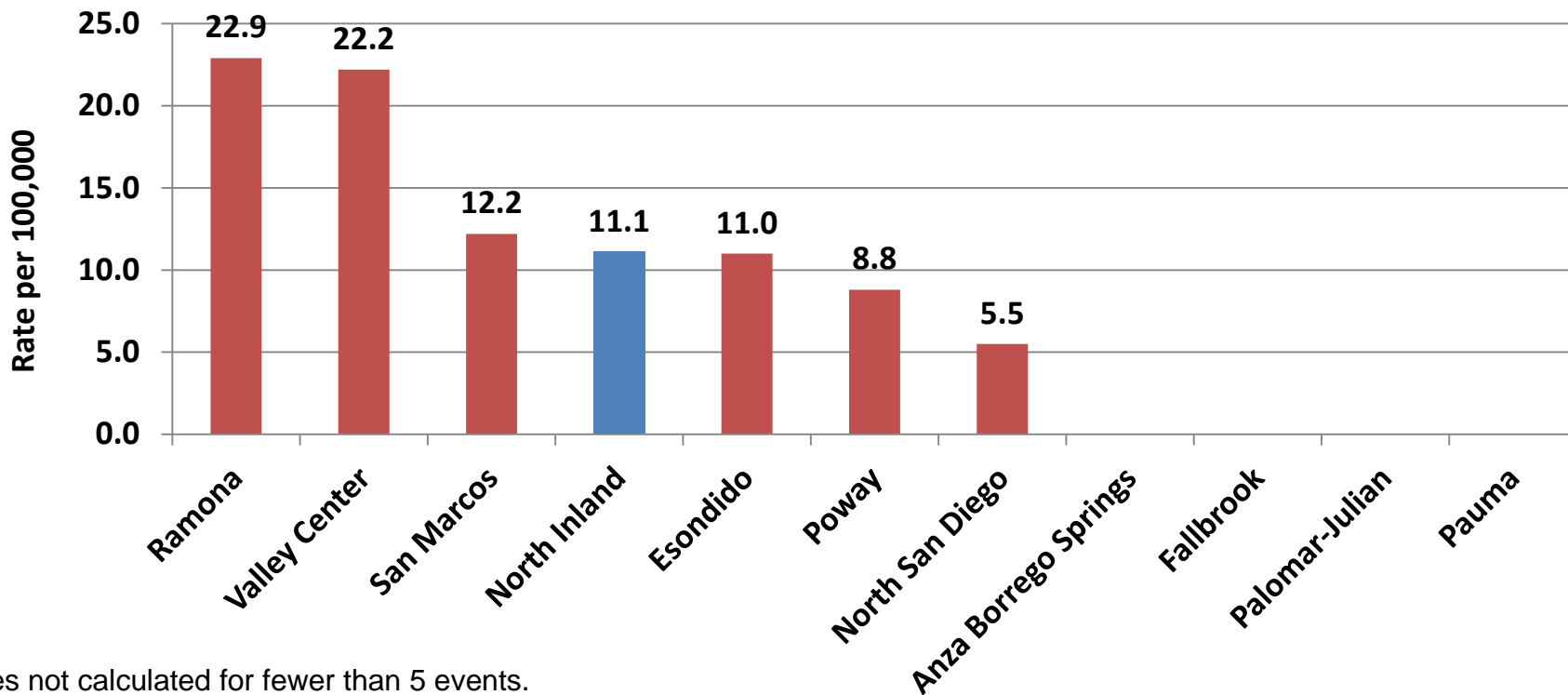
Rate of Death Due to Motor Vehicle Crashes Among San Diego County Residents, 2009



Source: Death Statistical Master Files (CA DPH), County of San Diego, HHSA, Epidemiology & Immunizations Branch, SANDAG Current Population Estimates, 10/2010.

Motor Vehicle Injuries in North Inland Region

Rate of Death due to Motor Vehicle Injuries Among North Inland Region Residents, 2009

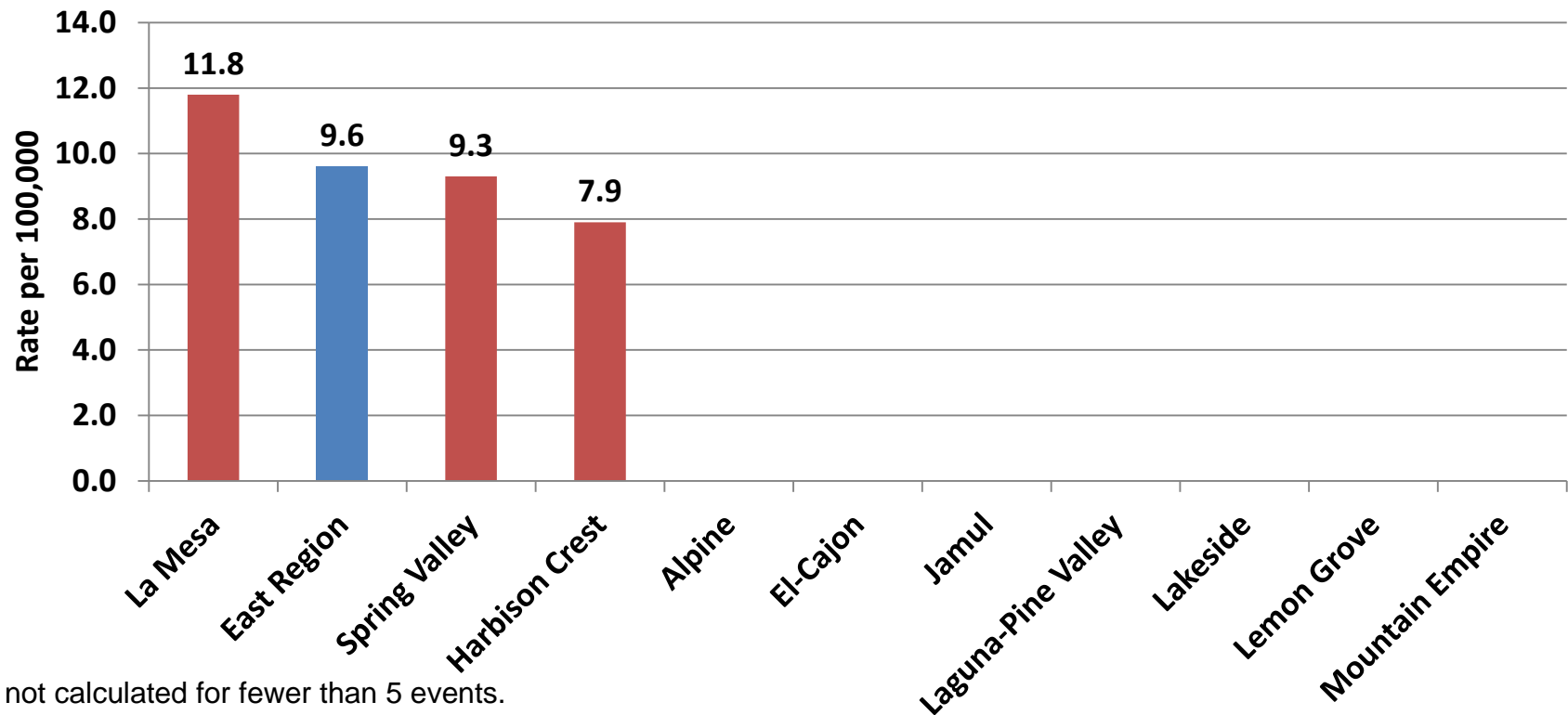


Rates not calculated for fewer than 5 events.

Source: Death Statistical Master Files (CA DPH), County of San Diego, HHS, Epidemiology & Immunizations Branch, SANDAG Current Population Estimates, 10/2010.

Motor Vehicle Injuries in East Region

Rate of Death due to Motor Vehicle Injuries Among East Region Residents, 2009

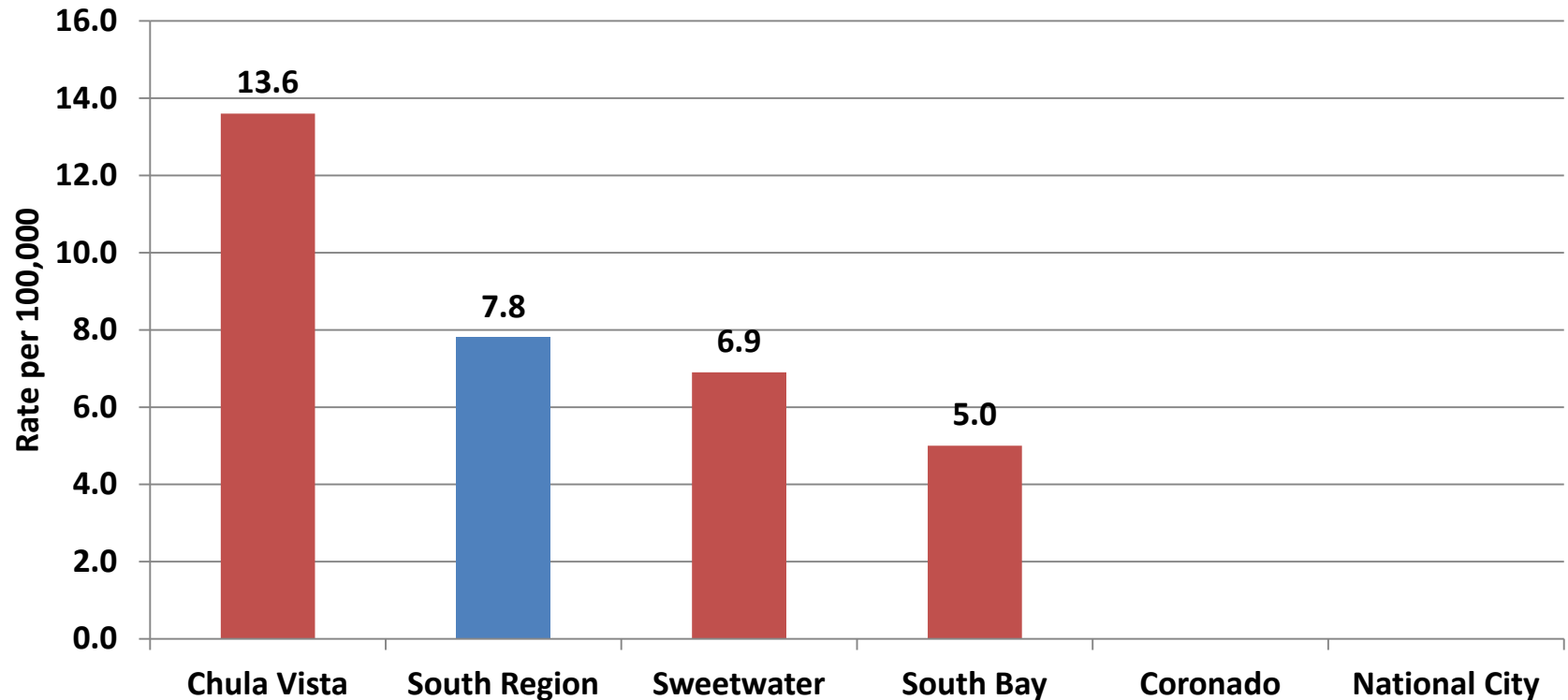


Rates not calculated for fewer than 5 events.

Source: Death Statistical Master Files (CA DPH), County of San Diego, HHSA, Epidemiology & Immunizations Branch, SANDAG Current Population Estimates, 10/2010.

Motor Vehicle Injuries in South Region

Rate of Death due to Motor Vehicle Injuries Among South Region Residents, 2009

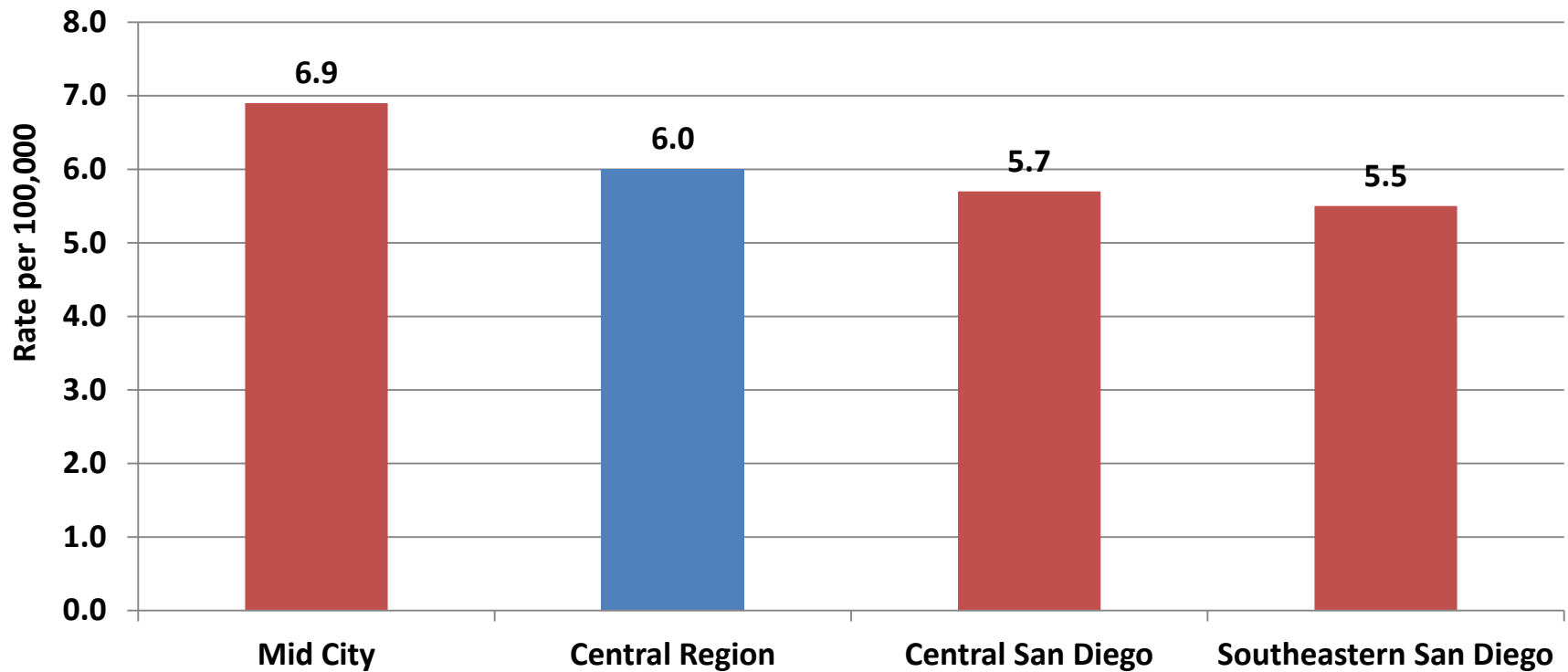


Rates not calculated for fewer than 5 events.

Source: Death Statistical Master Files (CA DPH), County of San Diego, HHSA, Epidemiology & Immunizations Branch, SANDAG Current Population Estimates, 10/2010.

Motor Vehicle Injuries in Central Region

Rate of Death due to Motor Vehicle Crashes Among Central Region Residents, 2009

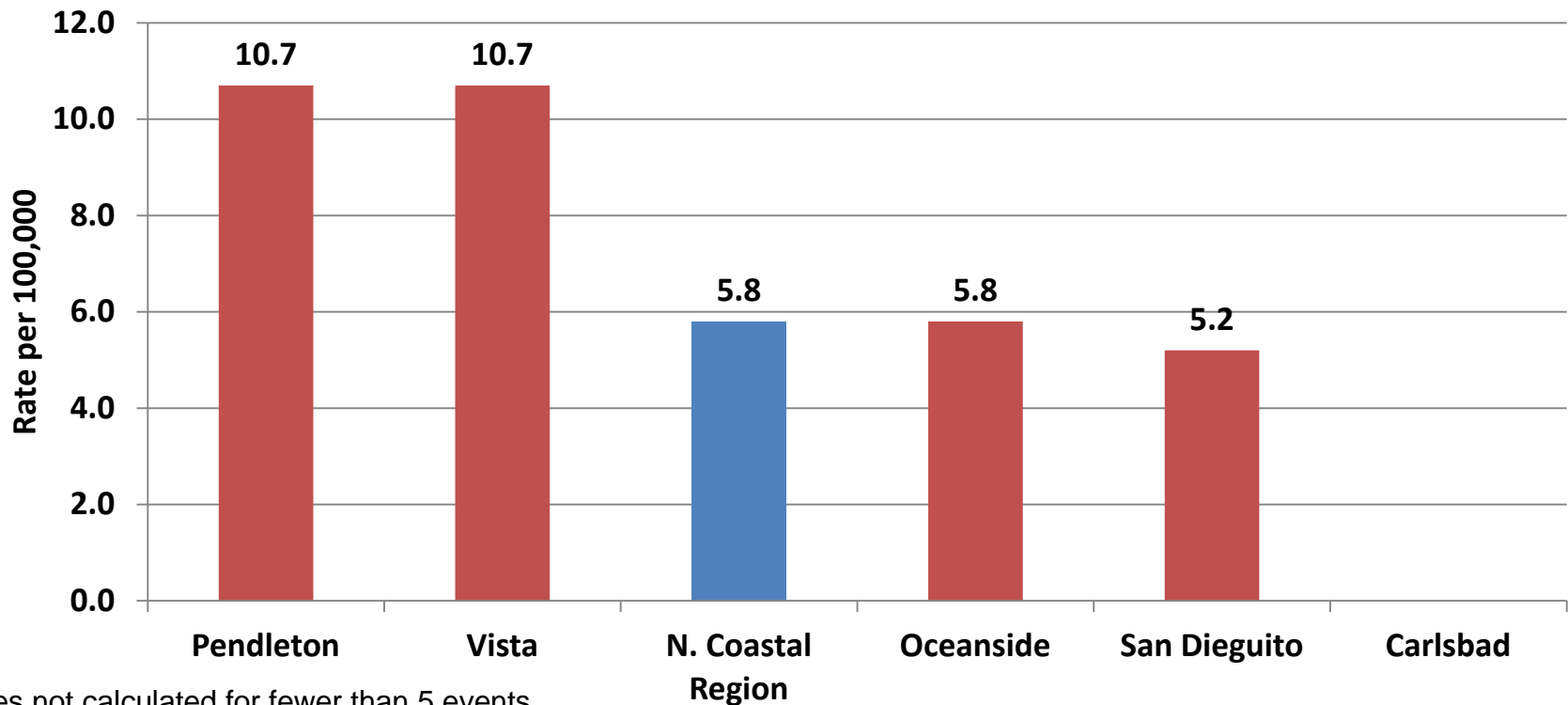


Rates not calculated for fewer than 5 events.

Source: Death Statistical Master Files (CA DPH), County of San Diego, HHSA, Epidemiology & Immunizations Branch, SANDAG Current Population Estimates, 10/2010.

Motor Vehicle Injuries in North Coastal Region

Rate of Death due to Motor Vehicle Crashes Among North Coastal Residents, 2009

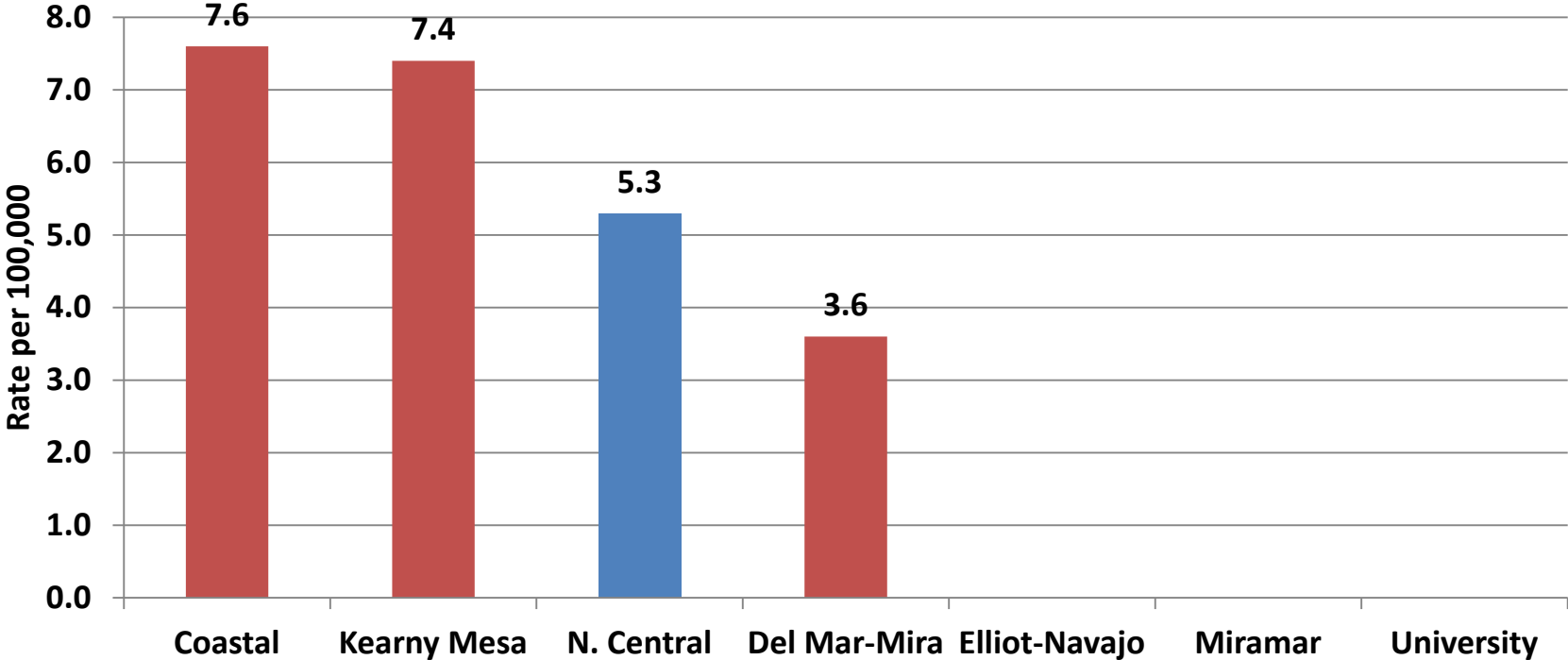


Rates not calculated for fewer than 5 events.

Source: Death Statistical Master Files (CA DPH), County of San Diego, HHSA, Epidemiology & Immunizations Branch, SANDAG Current Population Estimates, 10/2010.

Motor Vehicle Injuries in North Central Region

Rate of Death due to Motor Vehicle Crashes Among North Central Residents, 2009



Rates not calculated for fewer than 5 events.

Source: Death Statistical Master Files (CA DPH), County of San Diego, HHSA, Epidemiology & Immunizations Branch, SANDAG Current Population Estimates, 10/2010.

Motor Vehicle Injuries in San Diego County

- San Diego County can win this battle by:
 - Using seat belts and enforcing seat belt laws
 - Avoiding drinking and driving and enforcing current laws
 - Encouraging distraction free driving – no talking or texting on cell phones, eating, or playing with the radio
 - Supporting and enforcing Graduated Drivers License laws



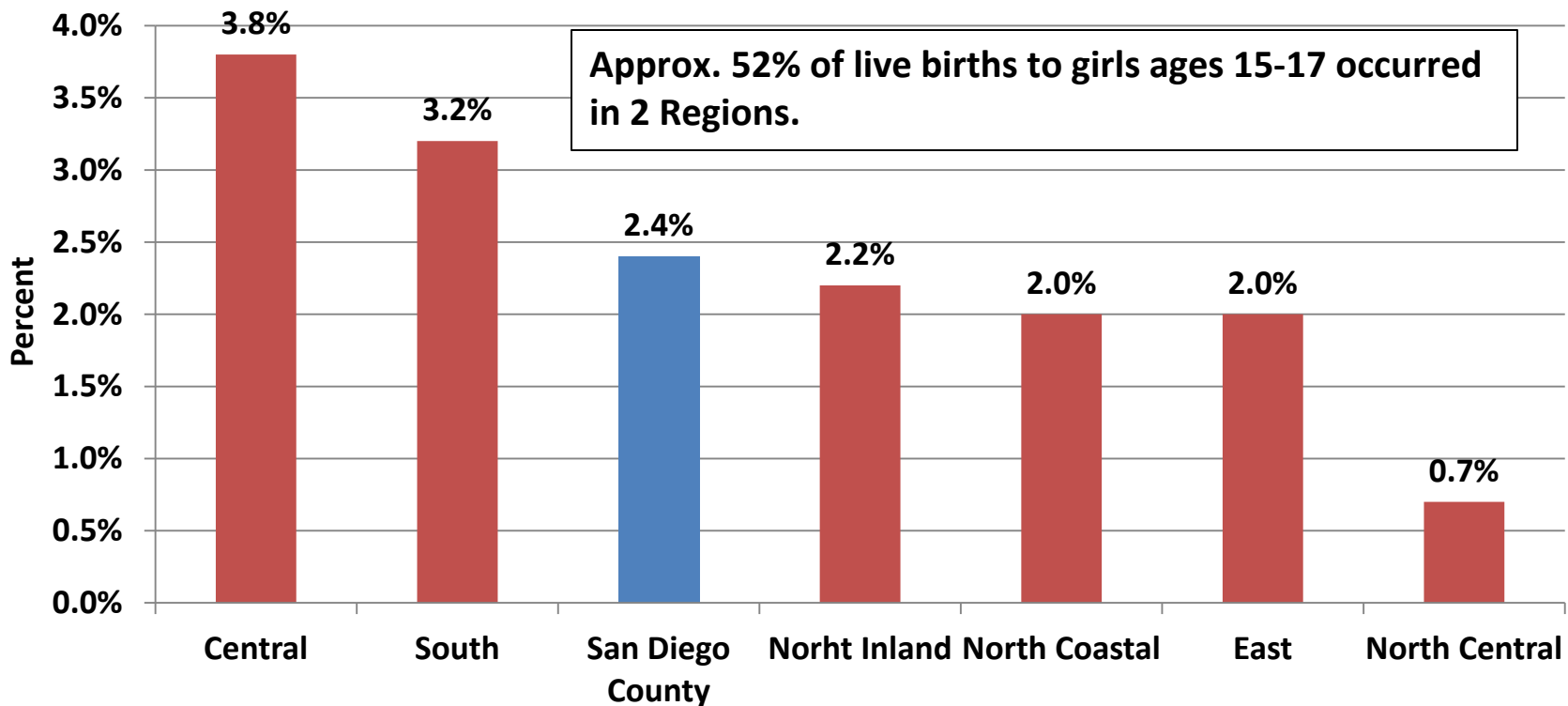
Winnable Battles: Teen Pregnancy

- Nationally, over 360,000 births were to mothers ages 15-19 years in 2010
- Every two out of three pregnancies to girls under age 18 are unintended.
- Teen pregnancy costs the U.S. nearly \$11 billion per year direct medical costs and indirect societal costs
- Teen pregnancy increases the risk of infant mortality, low birth weight, and preterm births.

Source: Centers for Disease Control and Prevention, *Teen Pregnancy*, 2012.

Teen Pregnancy in San Diego County

Live Births to Girls Ages 15-17 Among San Diego County Residents, 2009



Source: Birth Statistical Master Files (CA DPH), County of San Diego, HHSA, Maternal, Child, & Family Health Services, SANDAG Current Population Estimates, 10/2010.

Teen Pregnancy in San Diego County

- San Diego County can win this battle by:
 - Working to change health professional and community norms
 - Reducing cost barriers to family planning services and contraceptives
 - Increase access to reproductive health services, especially long-acting reversible contraceptives



Winnable Battles: Tobacco

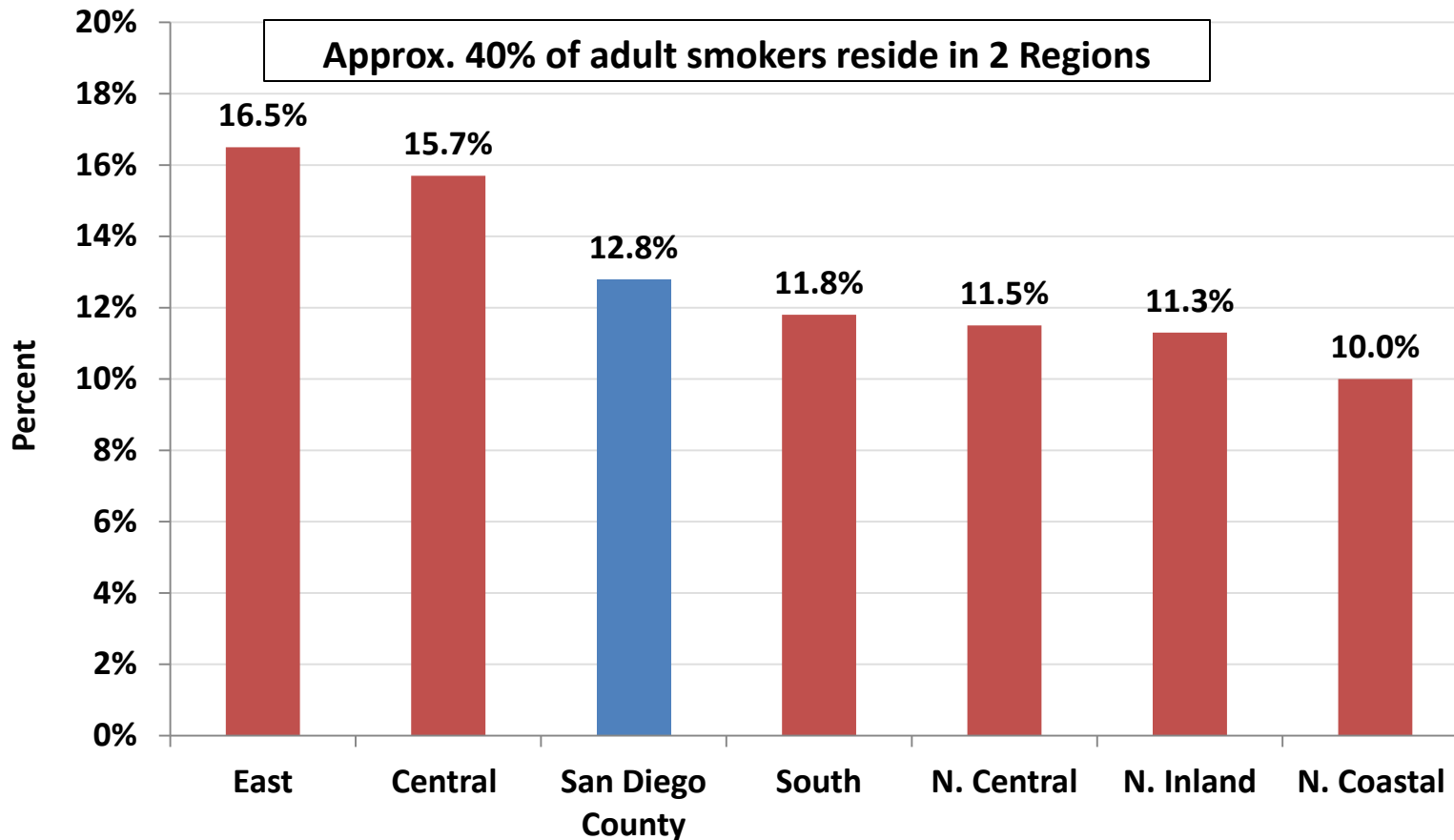
- Nationally, tobacco use is the leading cause of preventable death and has a major public health impact
 - Each year, 443,000 die from tobacco-related illness in the U.S.
 - Two out of every five adults and more than half of children (ages 3-11 years) are exposed to secondhand smoke in the U.S.
 - Direct medical expense and lost productivity due to tobacco-related illnesses cost the nation \$193 billion annually

Source: Centers for Disease Control and Prevention, *Winnable Battles*, 2012.

Tobacco Use in San Diego County

Adult Current Smokers in San Diego County, 2009

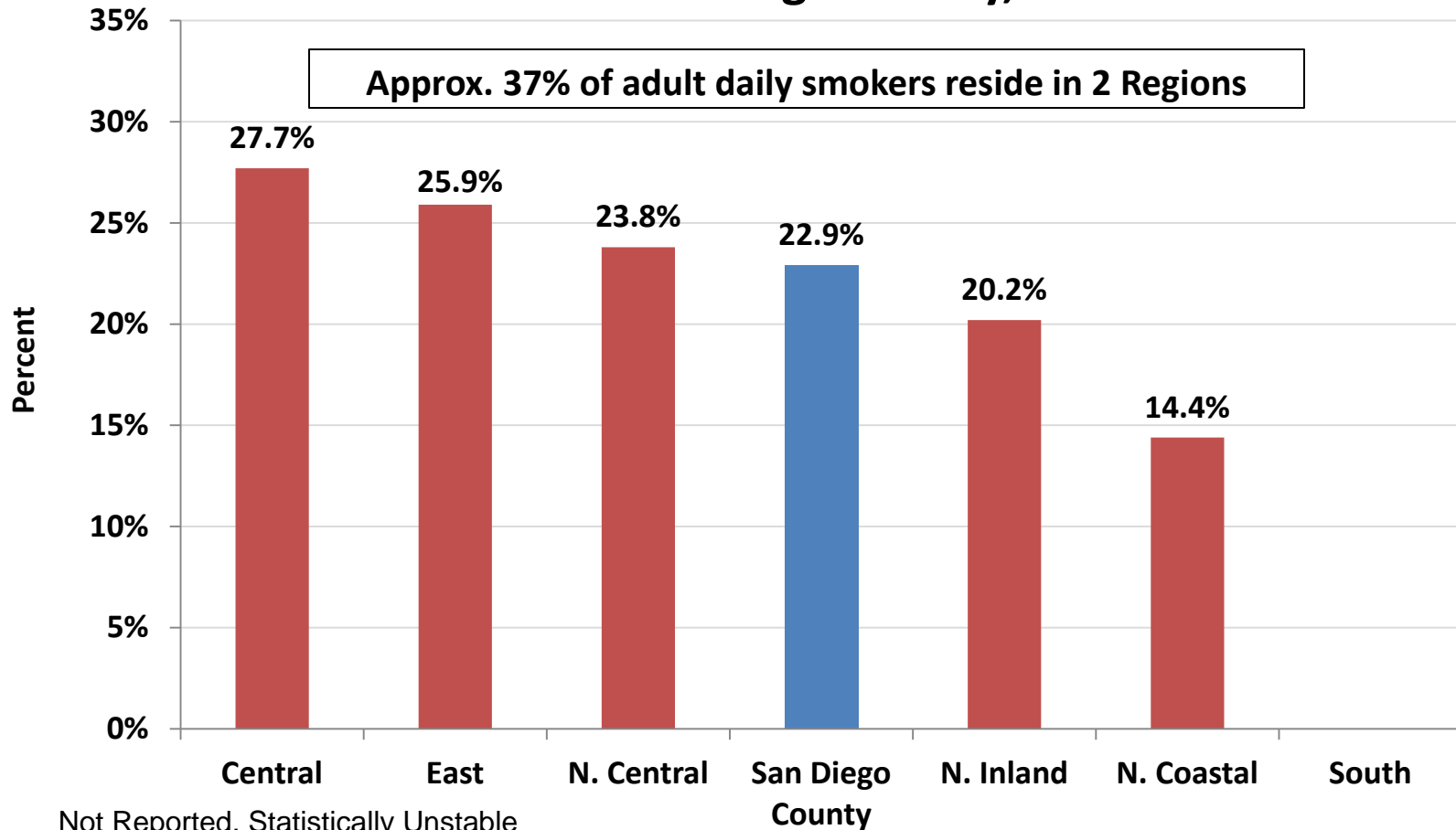
*Healthy People 2010 Target, Adult Cigarette Smoking: 12.0%



Source: California Health Interview Survey, 2009.

Tobacco Use in San Diego County

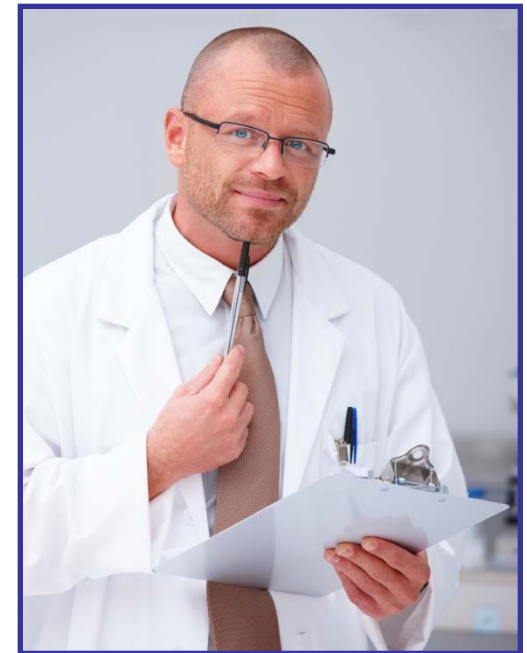
Adult Daily Smokers Among Ever Cigarette Smokers in San Diego County, 2009



Not Reported, Statistically Unstable
Source: California Health Interview Survey, 2009.

Tobacco Use in San Diego County

- San Diego County can win this battle by:
 - Supporting tobacco free environments
 - Educating and encourage teens and young adults to be tobacco-free
 - Supporting local cessation programs



Winnable Battles in San Diego County

- San Diego County can win these public health battles by:
 - Making these battles priority public health issues
 - Identifying and implementing prevention strategies at the County and community levels
 - Educating and engaging local partners as well as communities on these winnable battles



Resources

- County of San Diego, Community Health Statistics Unit:
 - www.SDHealthStatistics.com
- County of San Diego, Epidemiology and Immunization Branch:
 - www.SDEpi.org
- Centers for Disease Control and Prevention:
 - www.cdc.gov/winnablebattles