

# *Medical Providers' Best Practices & GPRA Measures Conference*

*April 25, 2012*

## *The National Prevention Strategy*



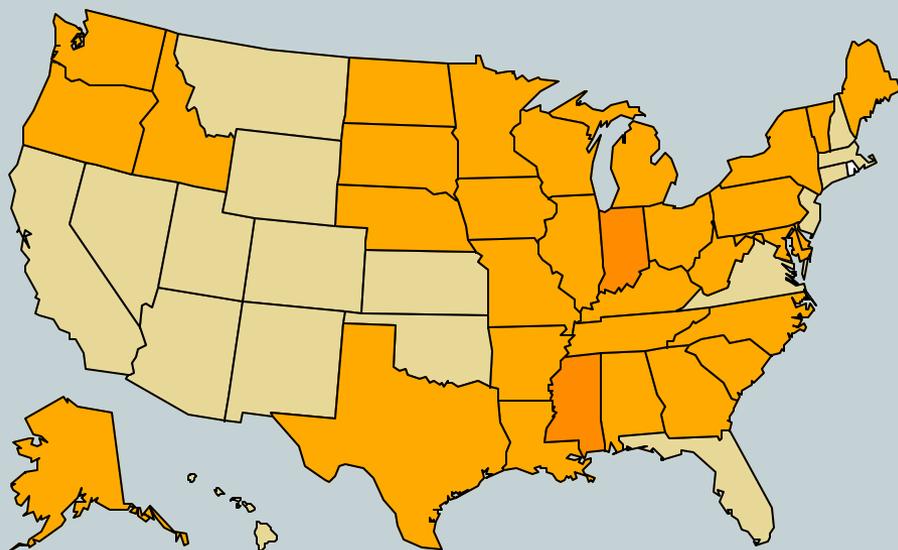
**Valerie Brown, Supervisor, 1<sup>st</sup> District**  
**Sonoma County Board of Supervisors**  
**Member of National Prevention Council Advisory Group**



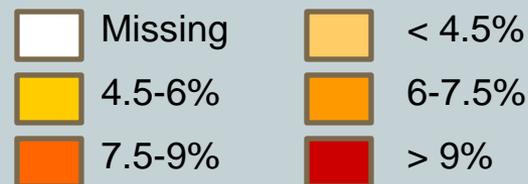
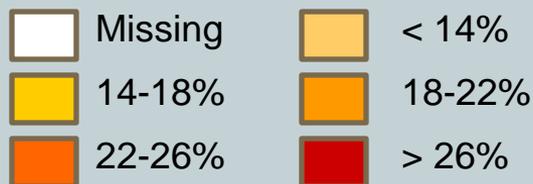
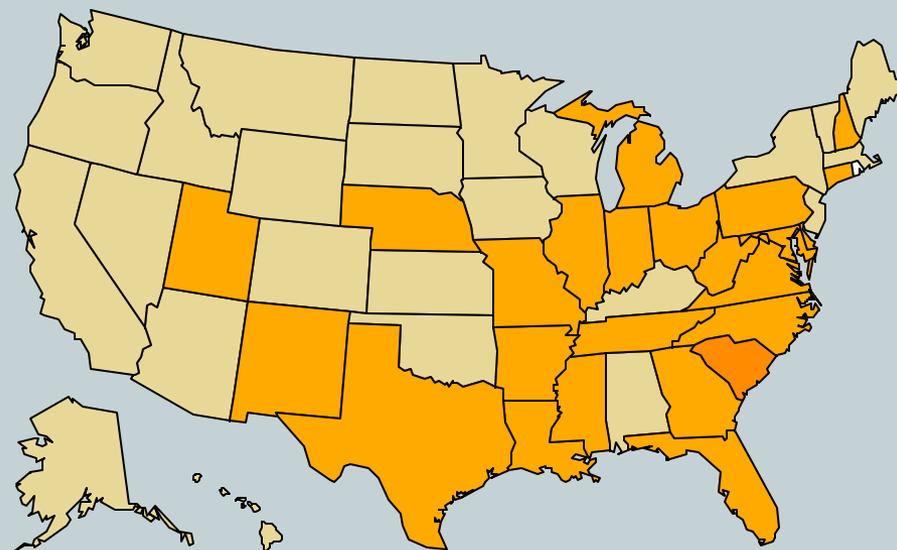
# Percent of U.S. Adults, Obesity and Diabetes

## 1994

### Obesity



### Diabetes

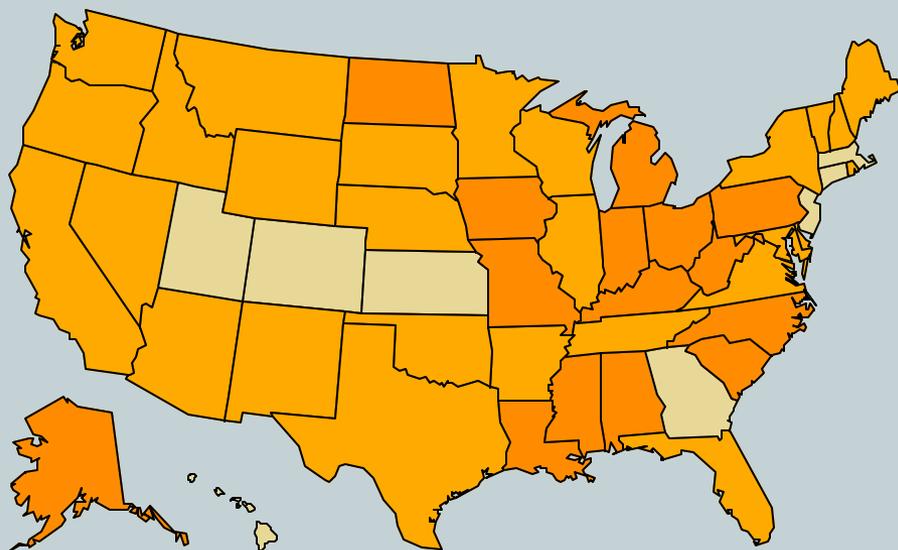




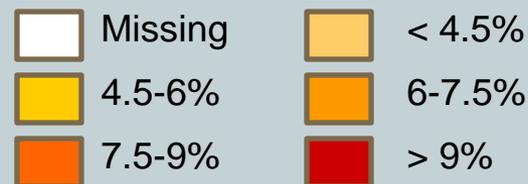
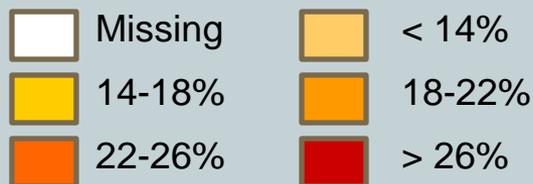
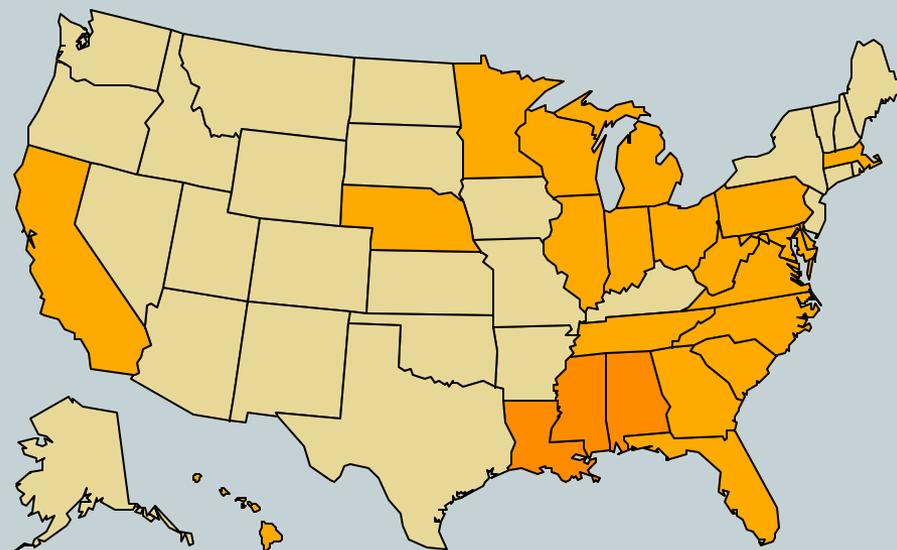
# Percent of U.S. Adults, Obesity and Diabetes

## 1996

### Obesity



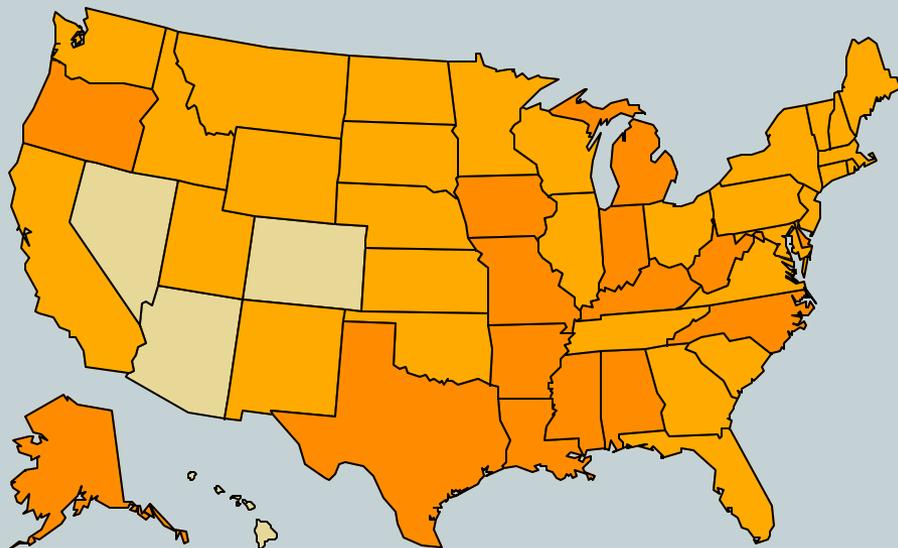
### Diabetes



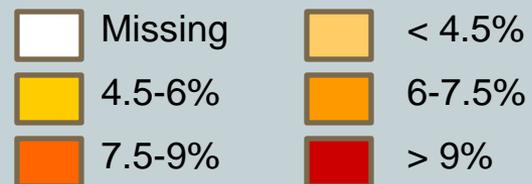
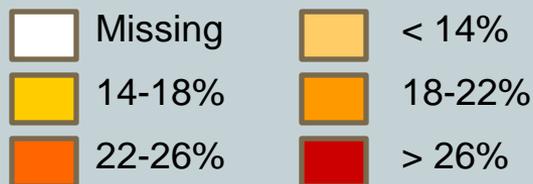
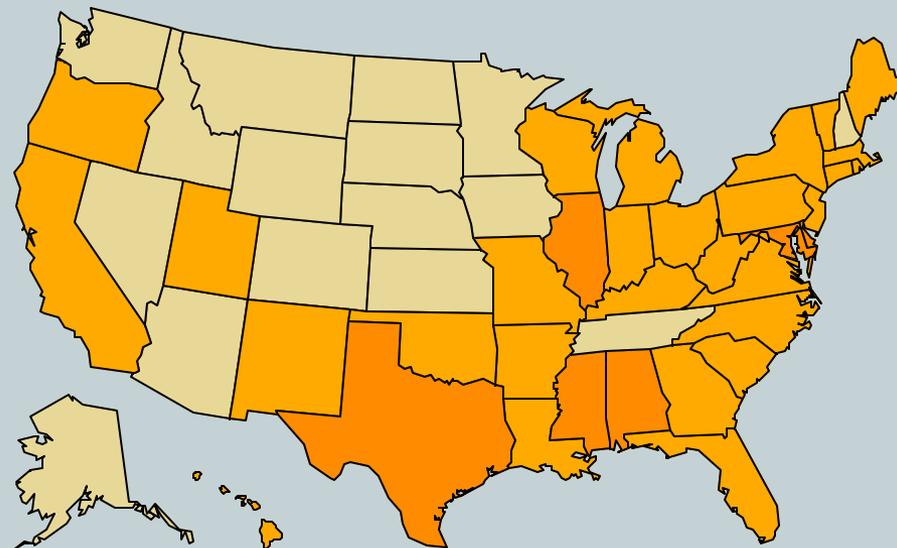
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## 1997

### Obesity



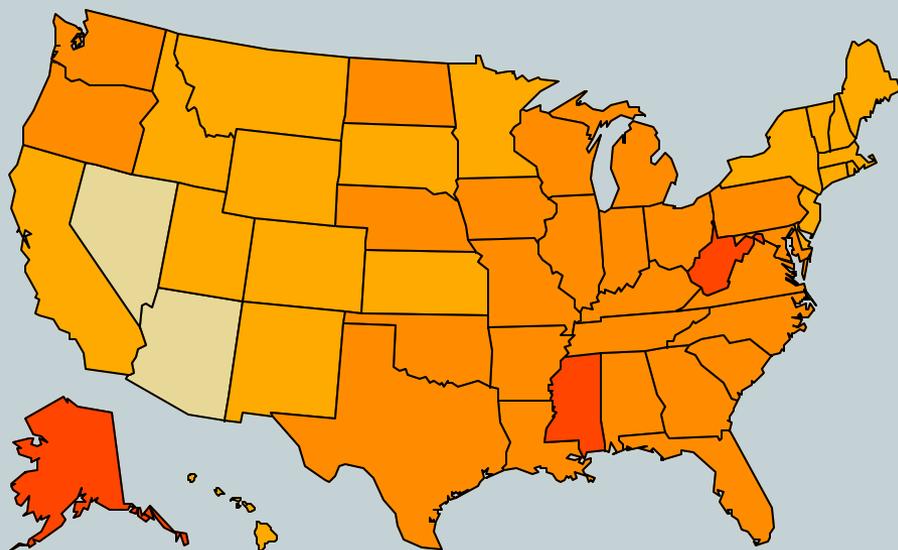
### Diabetes



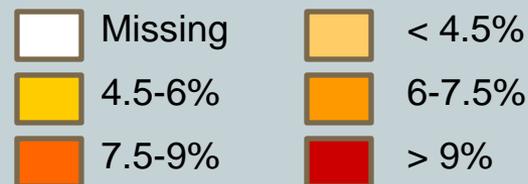
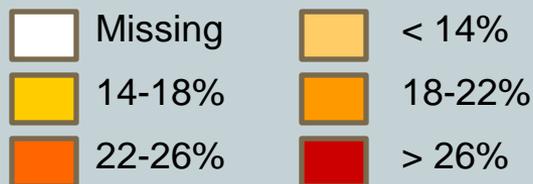
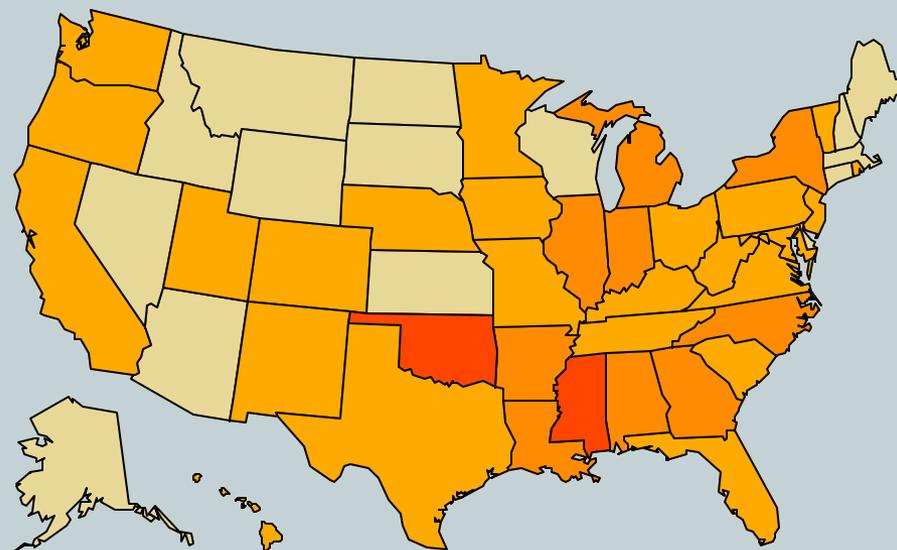
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## 1998

### Obesity



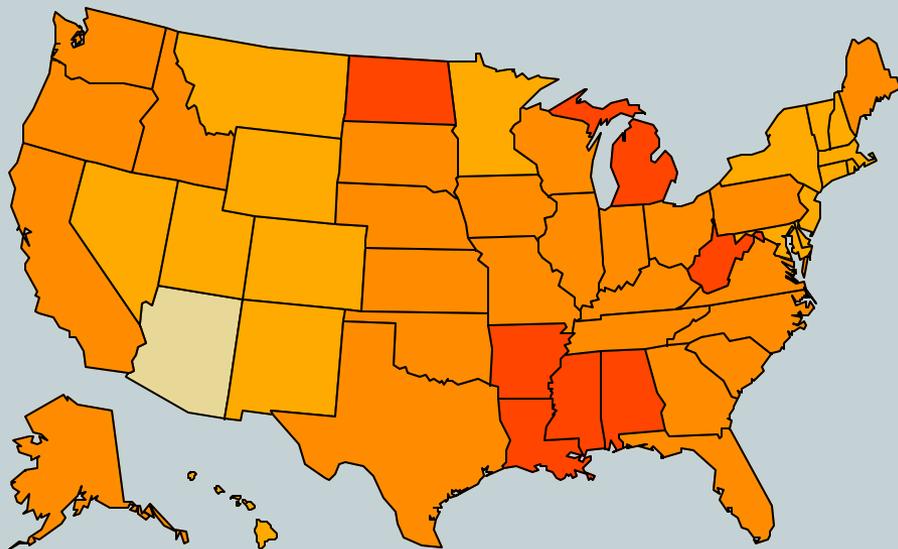
### Diabetes



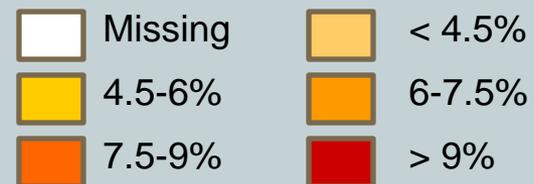
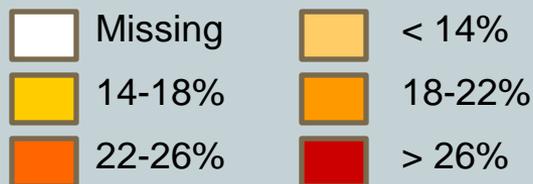
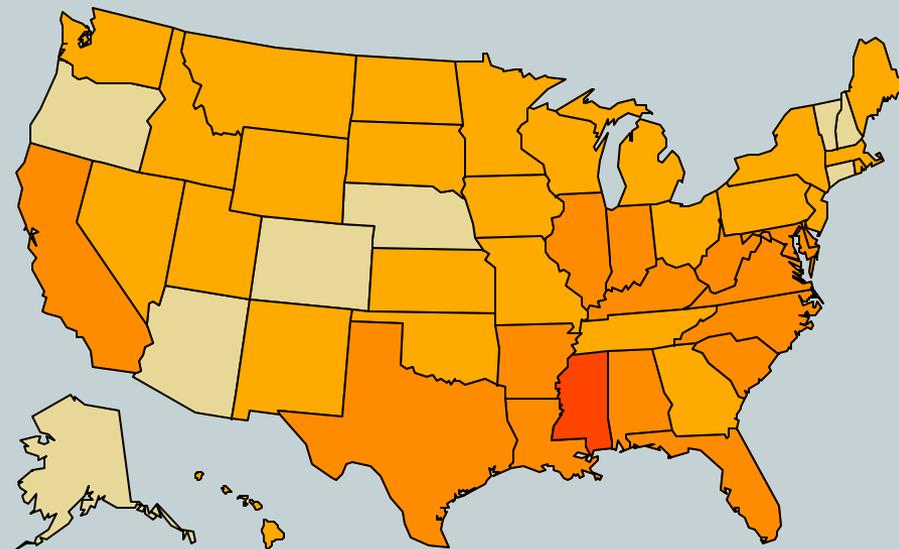
# Percent of U.S. Adults, Obesity and Diabetes

1999

## Obesity



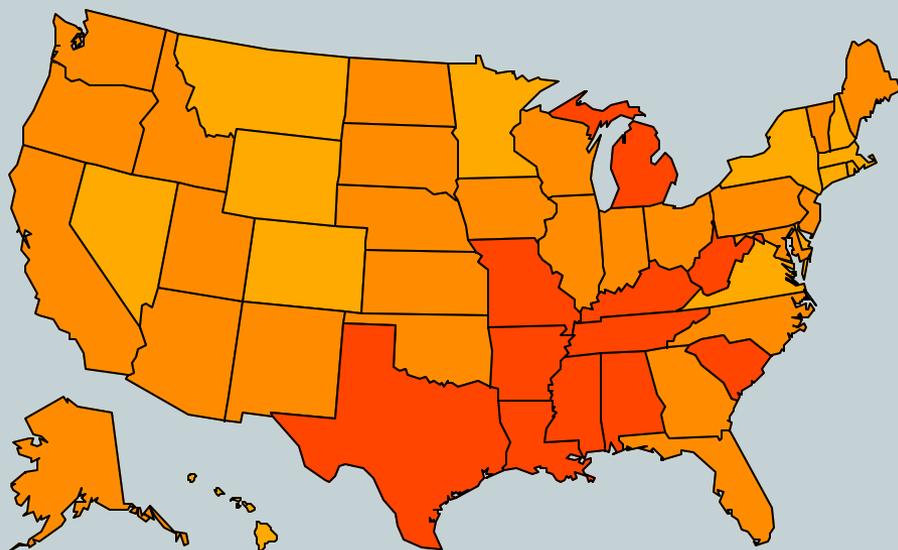
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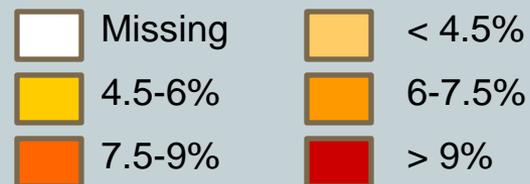
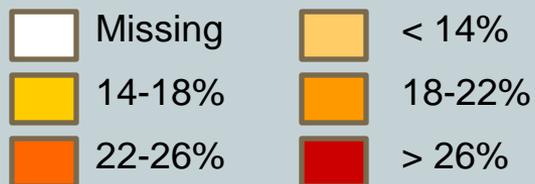
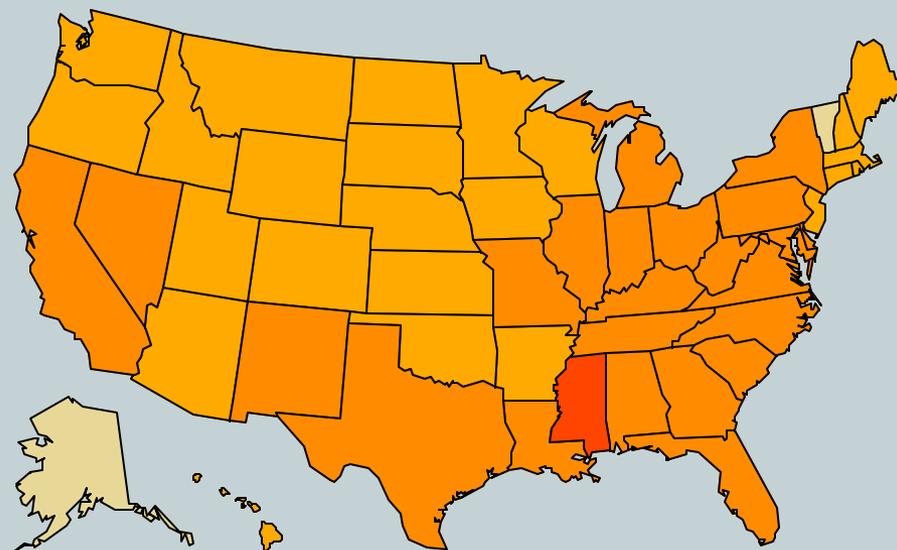
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## 2000

### Obesity



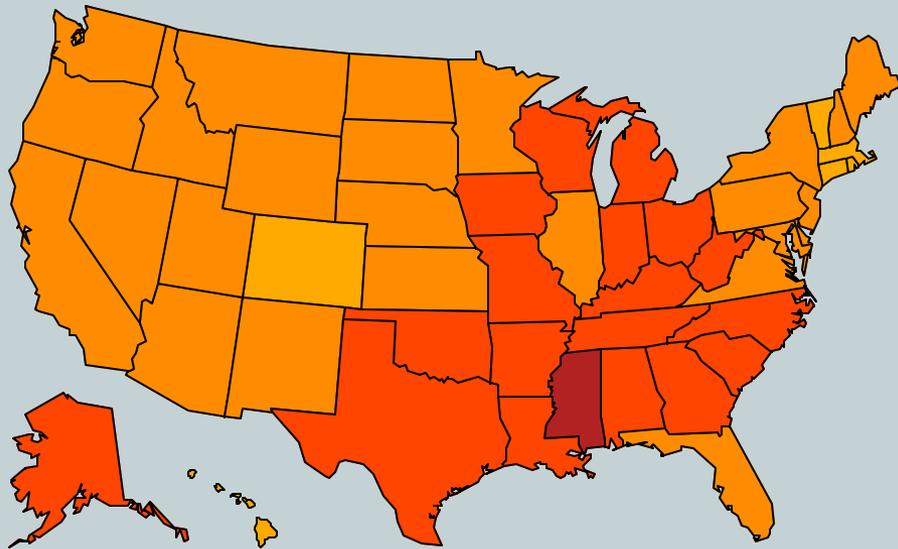
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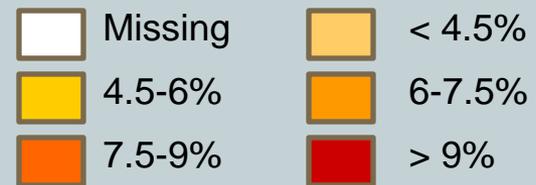
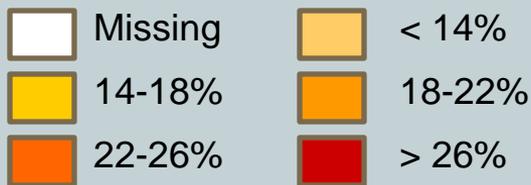
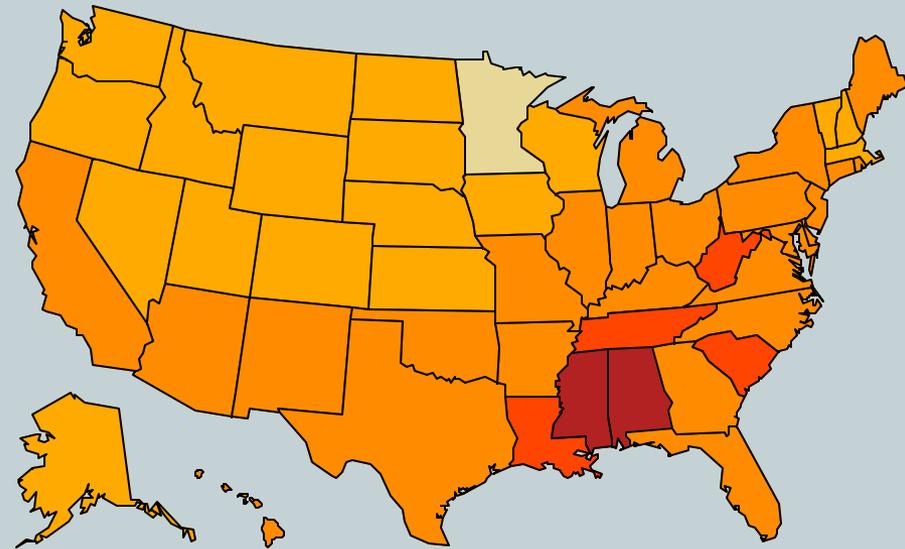
# Percent of U.S. Adults, Obesity and Diabetes

## 2001

### Obesity



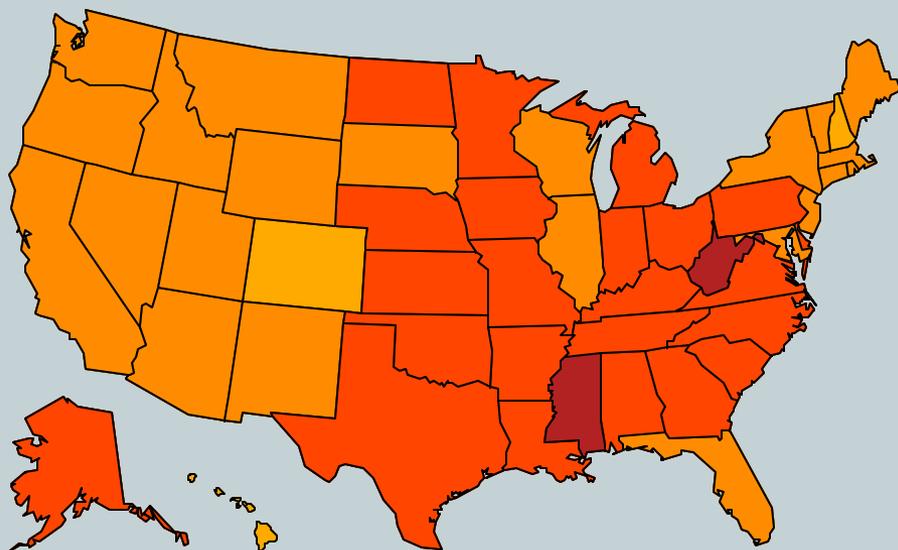
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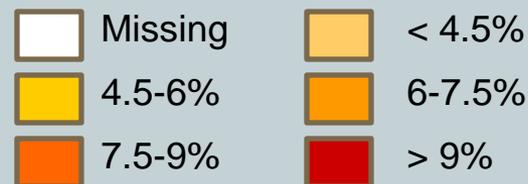
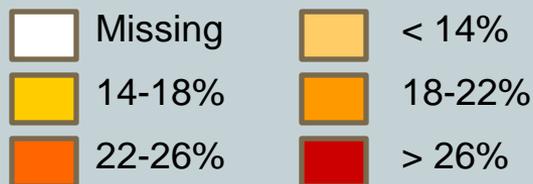
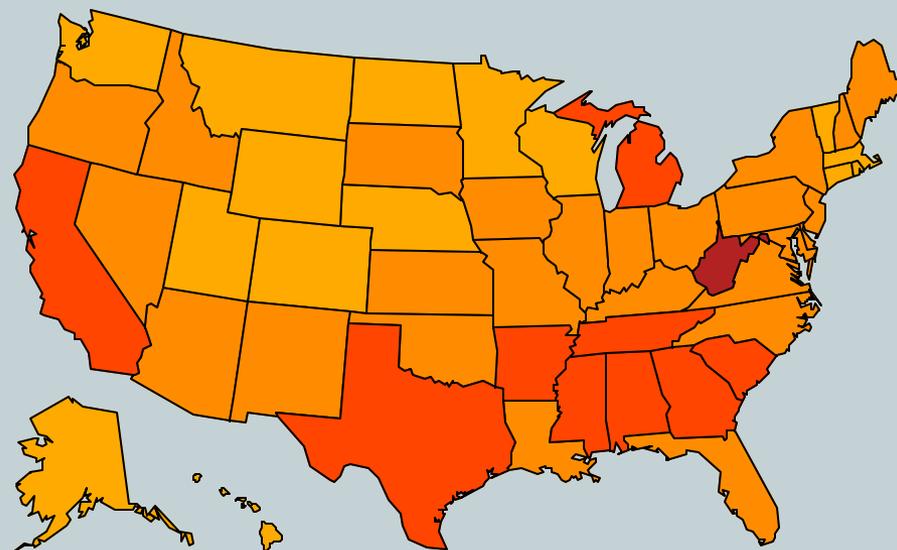
# Percent of U.S. Adults, Obesity and Diabetes

## 2002

### Obesity



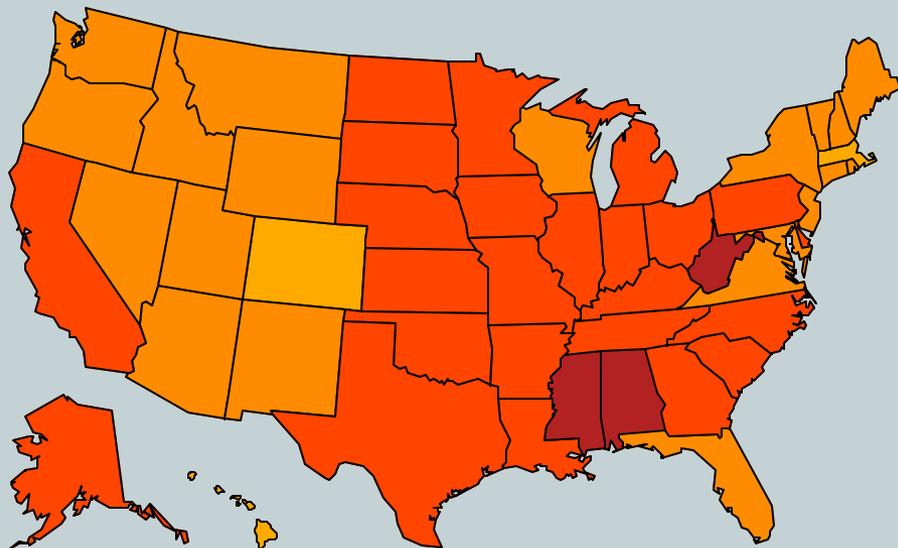
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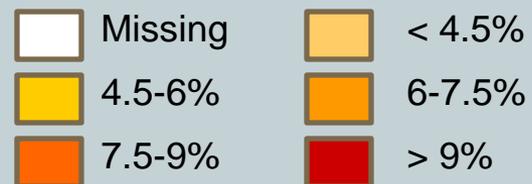
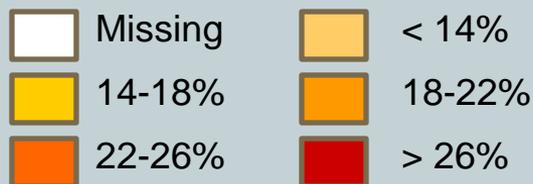
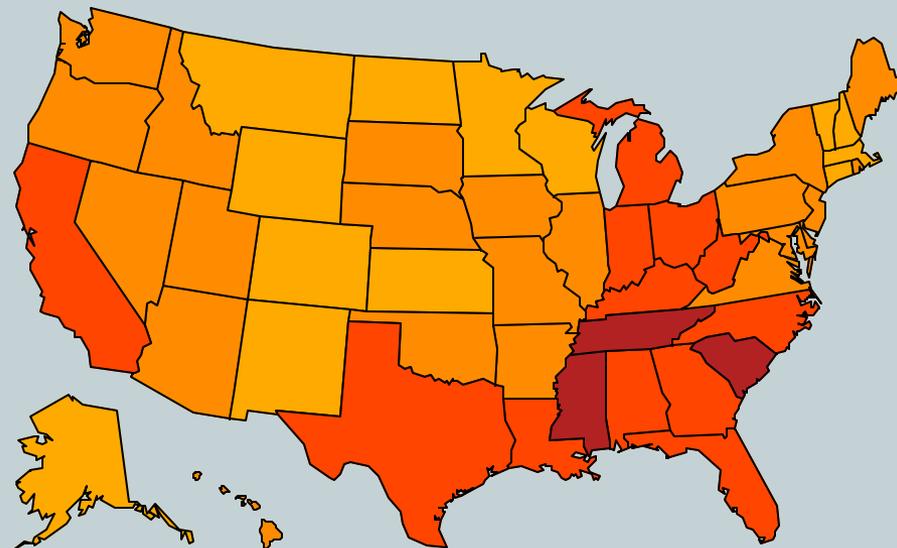
# Percent of U.S. Adults, Obesity and Diabetes

**2003**

**Obesity**



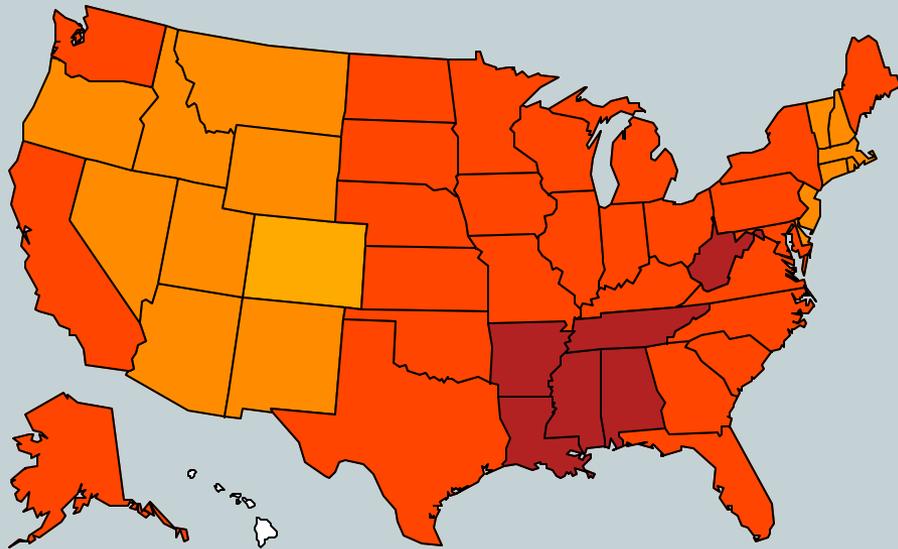
**Diabetes**



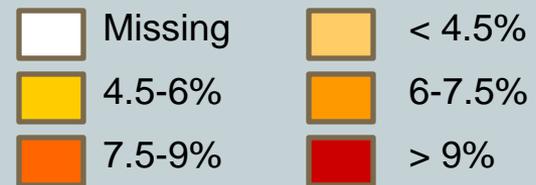
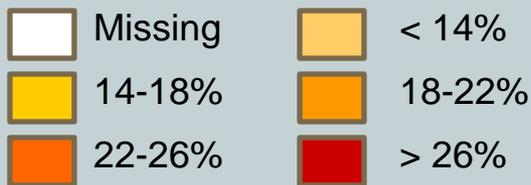
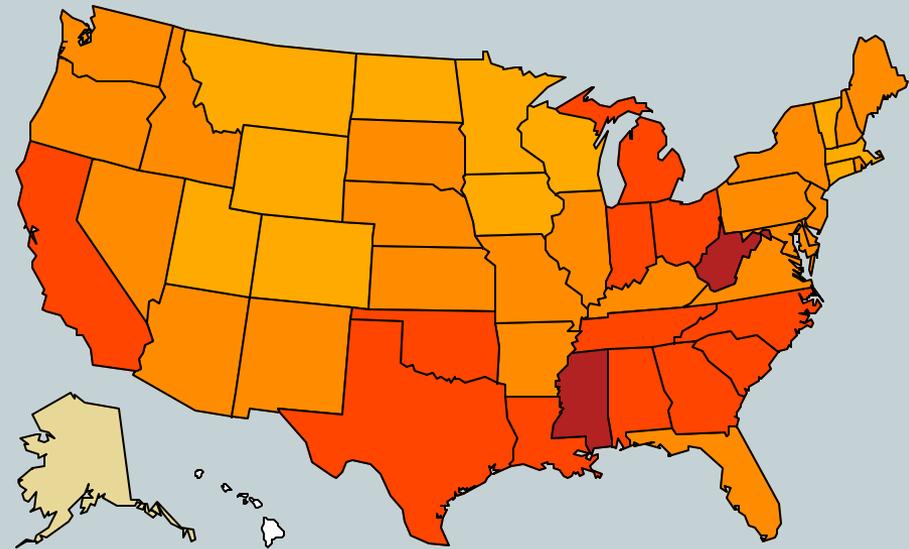
# Percent of U.S. Adults, Obesity and Diabetes

## 2004

### Obesity



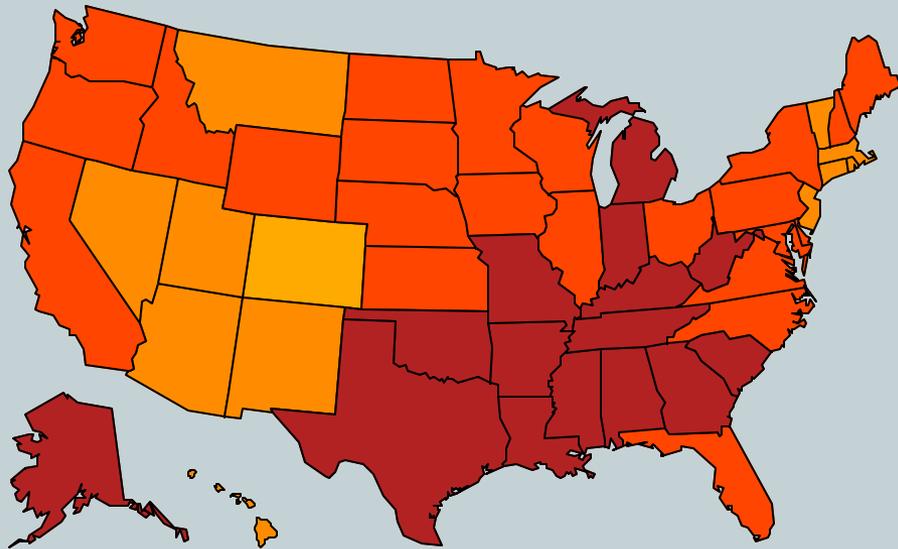
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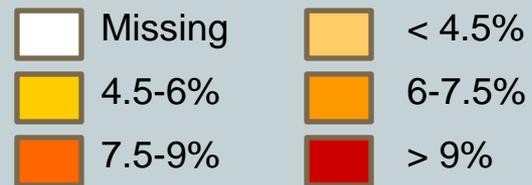
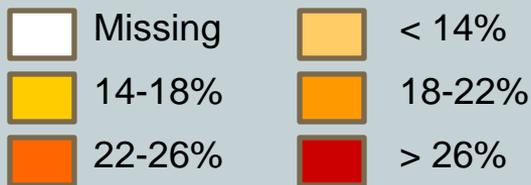
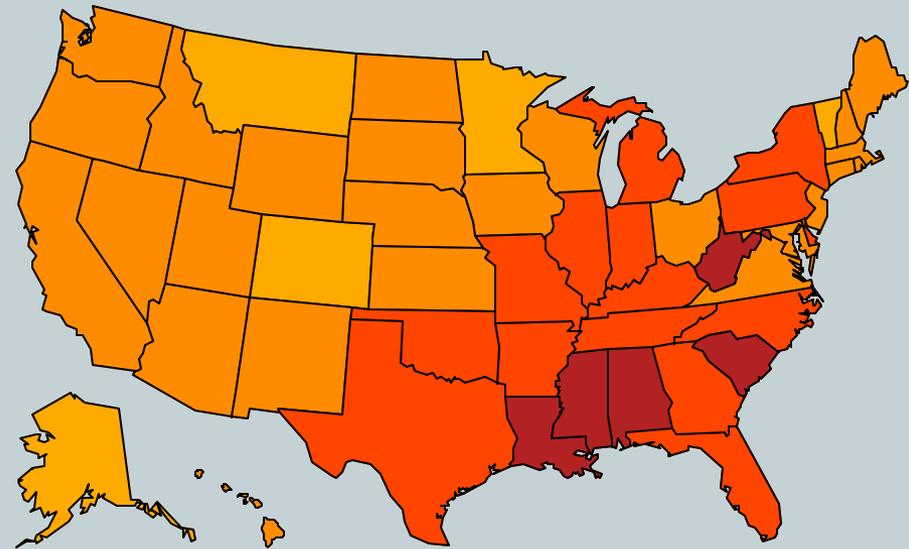
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## 2005

### Obesity



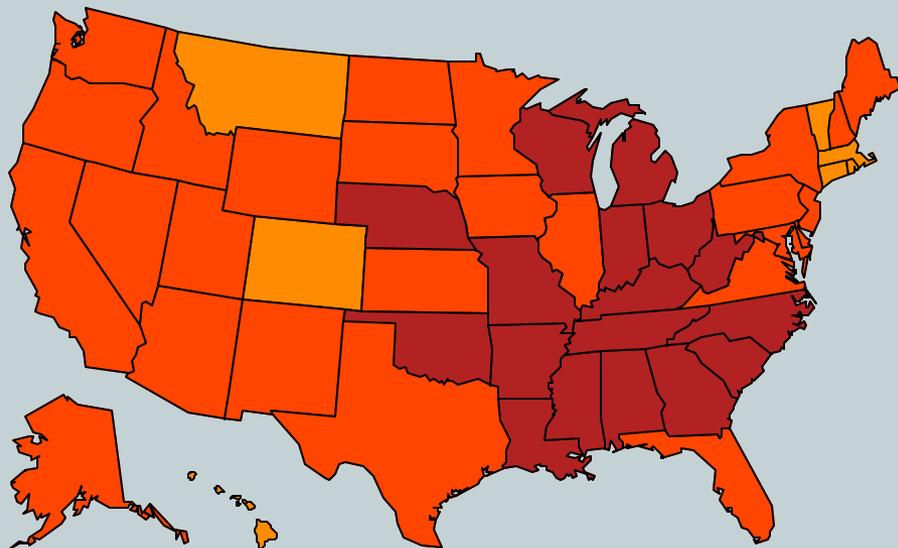
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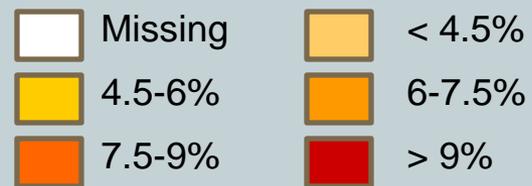
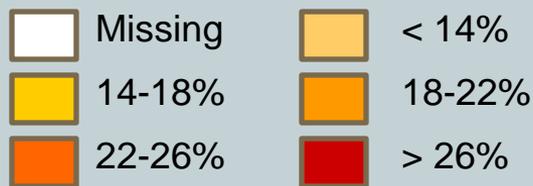
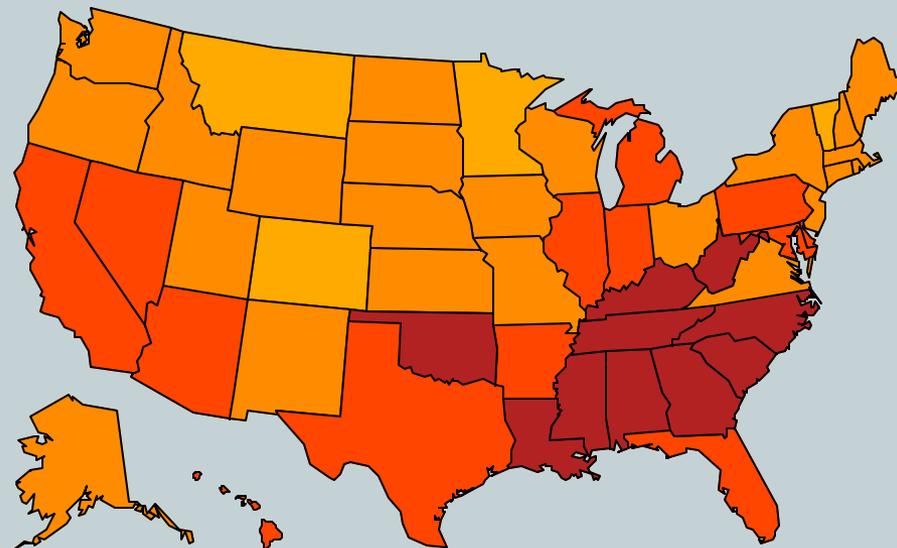
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## 2006

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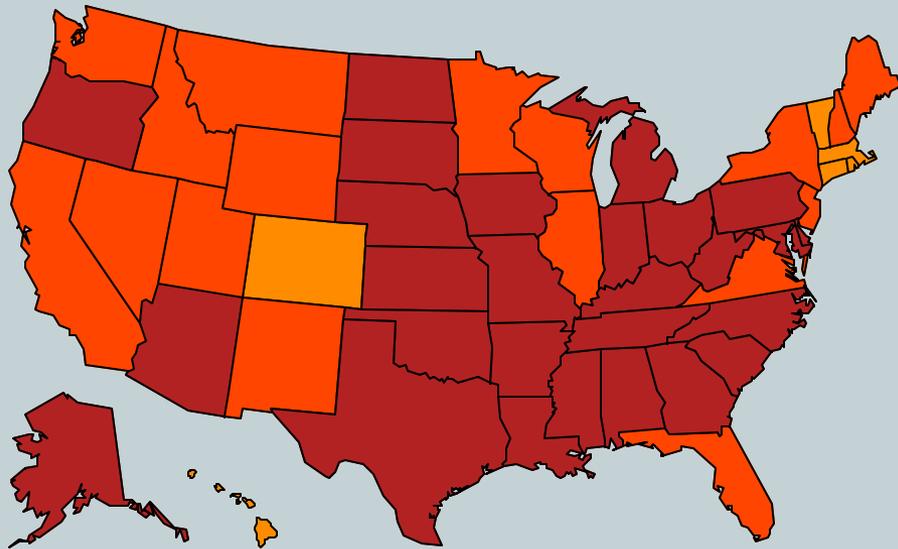
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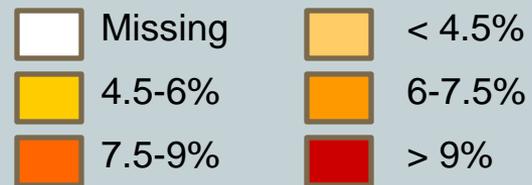
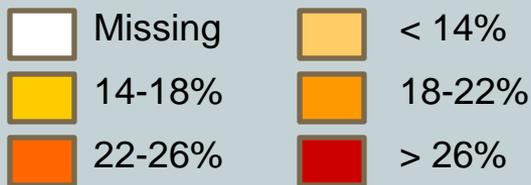
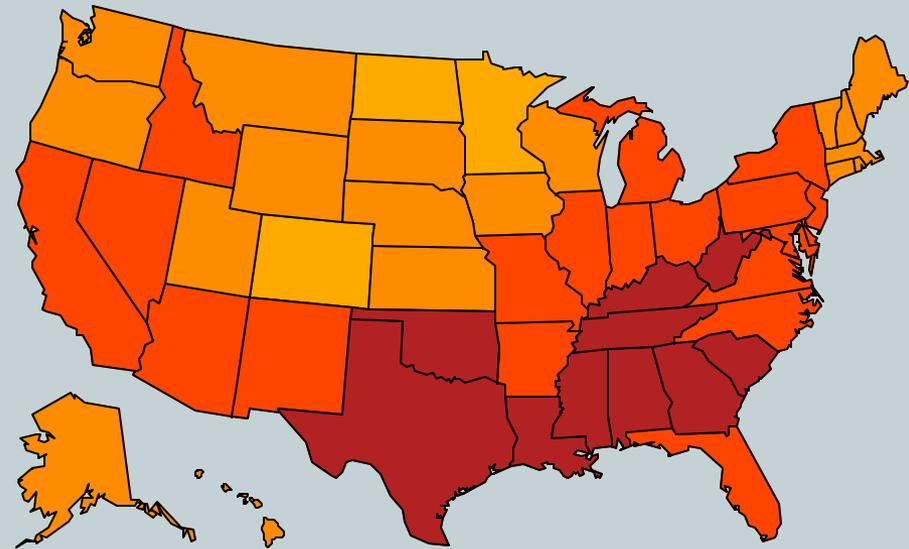
# Percent of U.S. Adults, Obesity and Diabetes

**2007**

**Obesity**



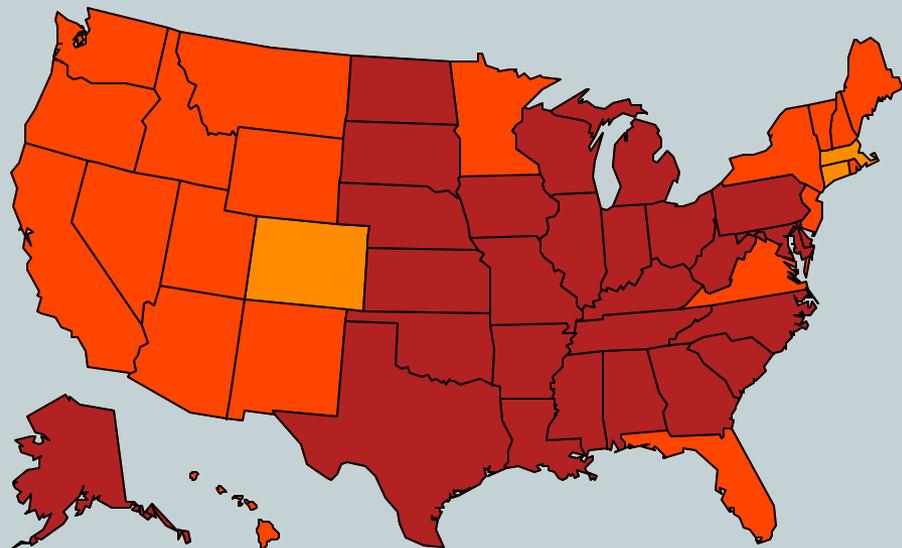
**Diabetes**



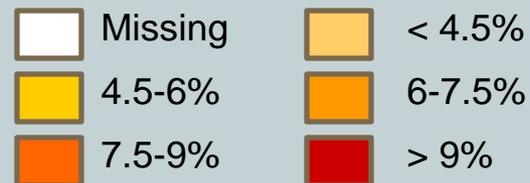
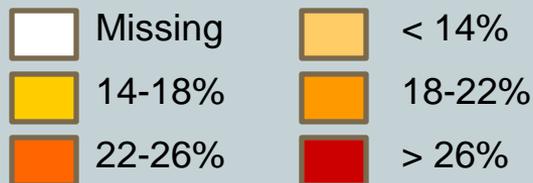
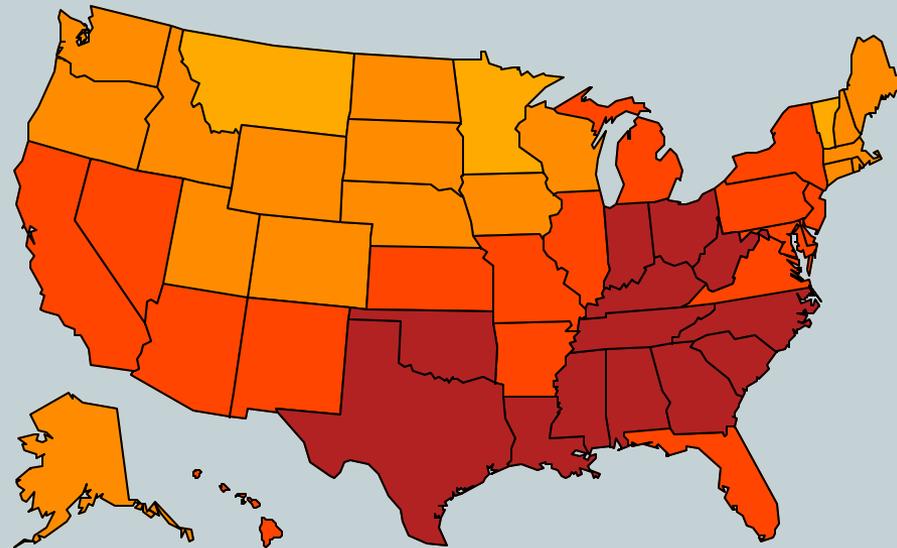
# Percent of U.S. Adults, Obesity and Diabetes

## 2008

### Obesity



### Diabetes



# Obesity in the United States

SOCIETY

## An American Epidemic

# Diabetes

**The silent killer:** Scientific research shows a 'persistent explosion' of cases—especially among those in their prime

BY JERRY ADLER AND CLAUDIA KALB

**S**OMETHING TERRIBLE WAS HAPPENING TO YOLANDA BENITEZ'S eyes. They were being poisoned; the fragile capillaries of the retina attacked from within and were leaking blood. The first symptoms were red lines, appearing vertically across her field of vision; the lines multiplied and merged into a haze that shut out light entirely. "Her blood vessels inside her eye were popping," says her daughter, Jannette Roman, a Chicago college student. Benitez, who was in her late 40s when the problem began four years ago, was a cleaning woman, but she's had to stop working. After five surgeries, she has regained vision in one eye, but the other is completely useless. A few weeks ago, awakening one night in a hotel bedroom, she walked into a door, setting off a paroxysm of pain and nausea that hasn't let up yet. And what caused this catastrophe was nothing as exotic as pesticides or emerging viruses. What was poisoning Benitez was sugar.

Age Group	1990 (%)	1998 (%)
18-29	1.5	2.5
30-39	2.5	4.0
40-49	3.5	5.5
50-59	6.5	11.5
60-69	10.5	15.5
>70	11.5	14.5

48 NEWSWEEK, SEPTEMBER 4, 2000



### Heredity

Genes help determine whether you'll get diabetes. In many families, multiple generations are struck. But heredity is not destiny—especially if you eat well and exercise.

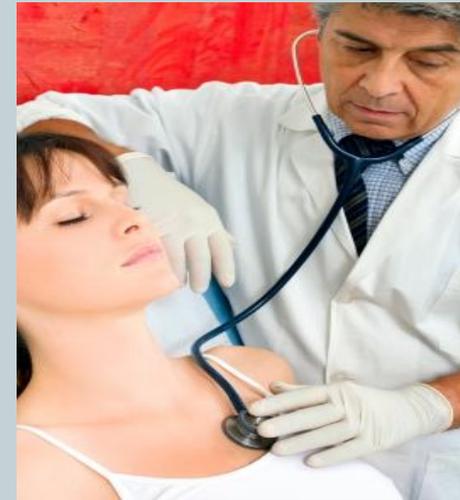
FAMILY PLAGUE: Benitez (left) and Roman, Benitez's mother and two brothers died from complications of the disease.



# *We must demand of the U.S. Health System . . .*

Everyone can afford to see the doctor when they are sick

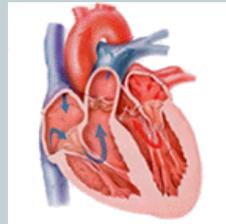
Preventative care for everyone, in their communities



Health starts with our families, in our schools and work, playgrounds and parks, and in the air we breathe and water we drink

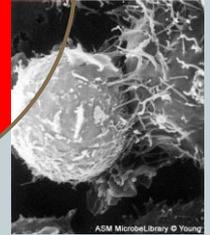


# Leading Causes of Death – Sonoma County



**Heart Disease Deaths**

**Cancer Deaths**



**Obesity**

**Stroke Deaths**

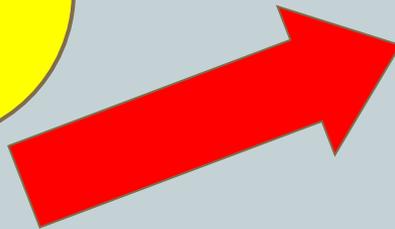


**Physical Activity**

**Diet**

**Alcohol**

**Tobacco**

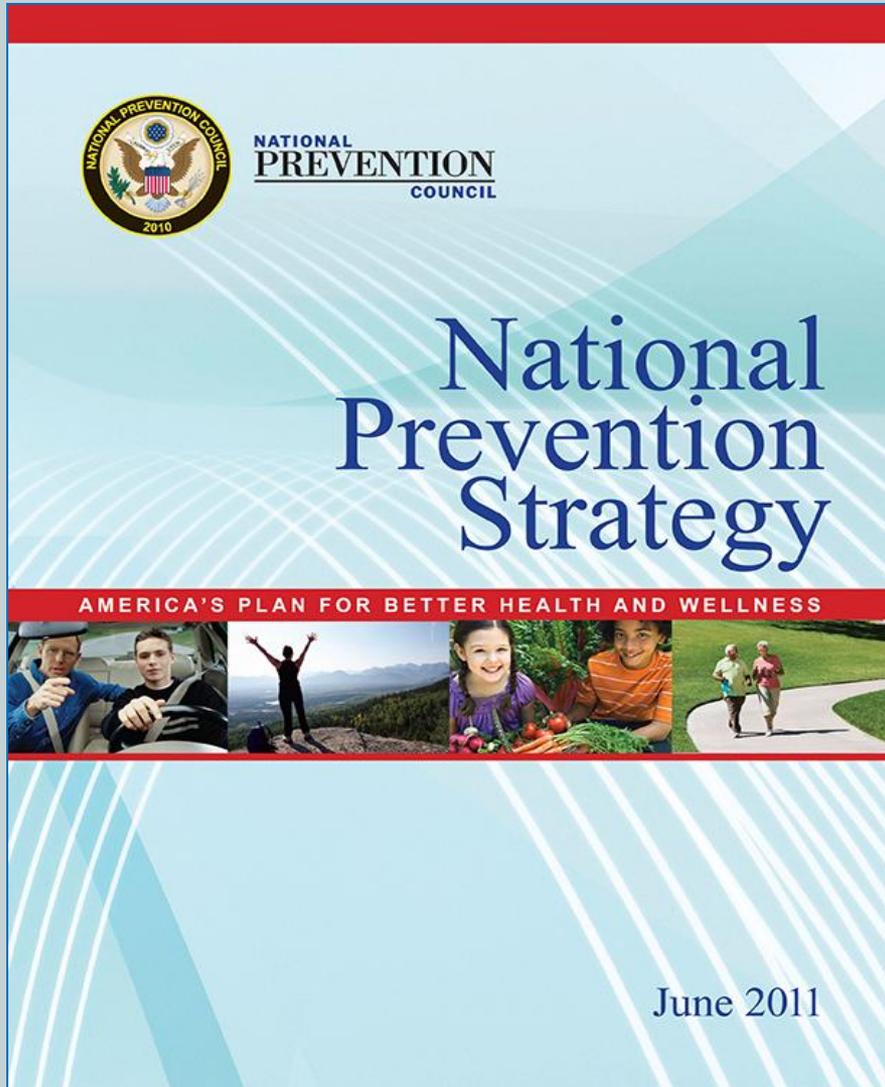


shutterstock - 63073549

# *Health Care Reform is RIGHT NOW*



# National Prevention Strategy



## **17 Federal Agencies**

*Surgeon General, Council Chair*  
*Department of Health and Human Services*  
*Department of Agriculture*  
*Department of Education*  
*Federal Trade Commission*  
*Department of Transportation*  
*Department of Labor*  
*Department of Homeland Security*  
*Department of Environmental Protection Agency*  
*Office of National Drug Control Policy*  
*Domestic Policy Council*  
*Department of the Interior*  
*Corporation for National and Community Service*  
*Department of Justice*  
*Department of Defense*  
*Department of Veterans Affairs*  
*Department of Housing and Urban Development*  
*Office of Management and Budget*

# *National Prevention Council*

**Judy Ann Bigby, MD**, Secretary of Health and Human Services – Massachusetts

**Richard Binder, MD**, Medical Director McKesson/US Oncology

**Valerie Brown, MA, MFT**, First District County Supervisor for the County of Sonoma

**Jonathan Fielding, MD, MPH, MA, MBA**, Director of the Los Angeles County Department of Public Health

**Ned Helms, Jr., MA**, Director of the New Hampshire Institute for Health Policy and Practice

**Patrik Johansson, MD, MPH**, Director of the Rural Health Education Network and an Associate Professor at the University of Nebraska Medical Center College of Public Health

**Janet Kahn, EdM, PhD**, Research Assistant Professor, University of Vermont College of Medicine

**Sister Charlotte Kerr, RSM, BSN, MPH, MAc**, Healthcare consultant, faculty member of the Tai Sophia Institute

**Elizabeth Myers-Davis, PhD**, Professor of Nutrition in the Gillings School of Global Public Health, Professor of Medicine in the School of Medicine at the University of North Carolina at Chapel Hill

**Vivek Murthy, MD, MBA**, Physician at Brigham and Women's Hospital, instructor at Harvard Medical School

**Barbara Otto, BA**, CEO and former Executive Director of Health & Disability Advocates

**Linda Rosenstock, MD, MPH**, Dean and Professor of UCLA School of Public Health

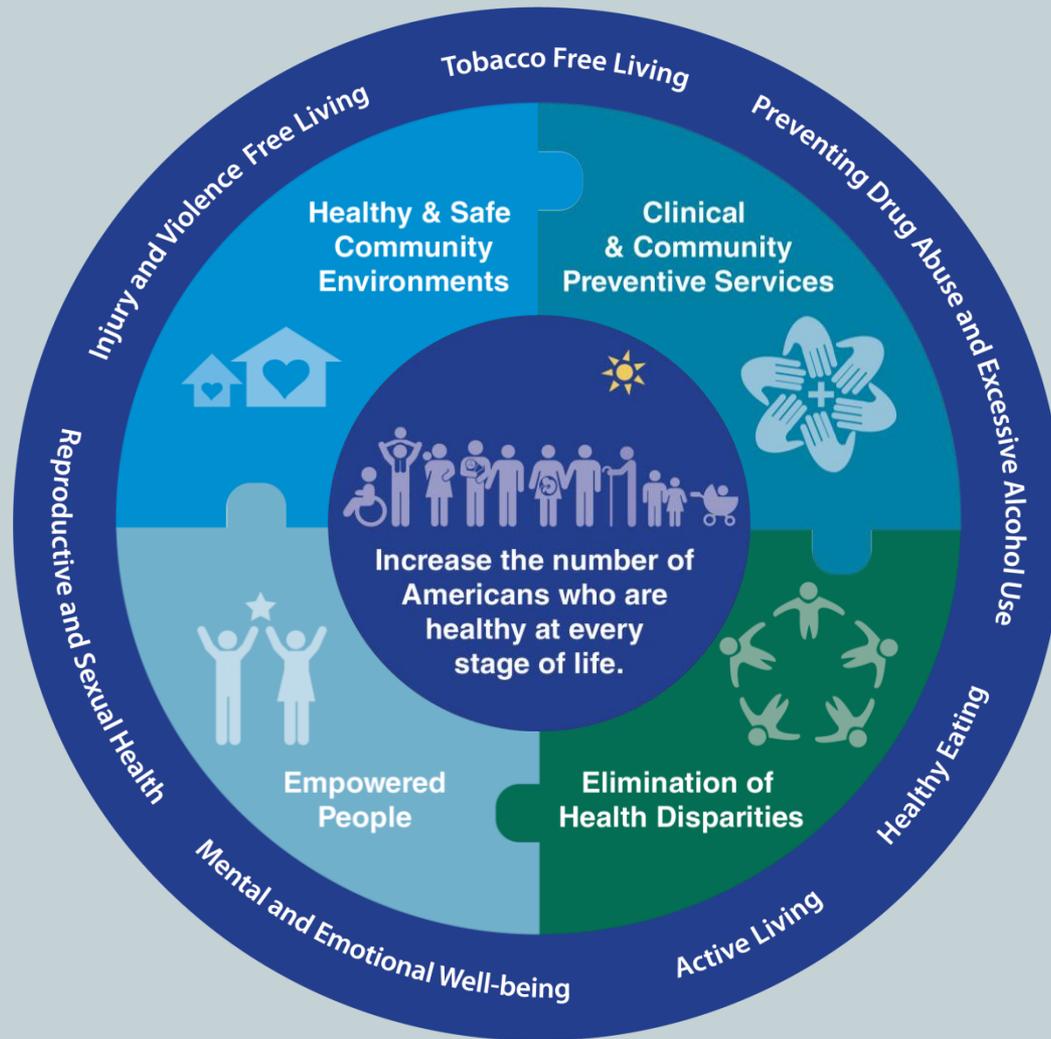
**John Seffrin, PhD**, CEO of the American Cancer Society

**Ellen Semonoff, BA, JD**, Assistant City Manager for Human Services in Cambridge, Massachusetts

**Susan Swider, PhD**, Professor in the College of Nursing at the Rush University Medical Center

**Sharon Van Horn, MD, MPH**, Fellow of Integrative Medicine at the University of Arizona

# National Prevention Strategy



# Where health happens – Our Communities

Counties

Cities

Towns

Neighborhoods



Schools

Parks

Workplace

Homes

## *Leading Causes of Death – Sonoma County*

	<b>Sonoma</b>	<b>California</b>	<b>HP 2010</b>
All Cancers	179.2	161.3	158.6
Coronary Heart Disease	128.5	154	162
Stroke	60.6	47.8	50
Lung Cancer	45.9	40.2	43.3
Unintentional Injuries	33.8	30.2	17.1
Breast Cancer	21.4	22.1	21.3
Diabetes	18.4	22.1	NA
Motor Vehicle Collisions	11.7	11.9	8
Suicide	10.8	9	4.8
Drug-Induced	11.2	10.3	1.2
Firearm Injury	6.1	9.2	3.6
Homicide	2.2*	6.8	2.8

*Source: CA Dept of Public Health, County Health Status Profiles, 2008*

*\*Unreliable, relative standard error greater than or equal to 23 percent*

## *What Sonoma County is doing . . .*



*Sonoma County will be the healthiest county in California by 2020*

Sonoma County youth graduate from high-school on time

Sonoma County residents do not abuse alcohol or prescription drugs and do not use tobacco or illicit drugs

Sonoma County families have the economic resources to make ends meet

Sonoma County residents enjoy good mental health

Sonoma County residents are connected to their communities and participate in community life

Sonoma County residents take steps to prevent injury

Sonoma County residents eat healthy food

Sonoma County residents have health care coverage

Sonoma County residents are connected with a trusted source of prevention-focused primary care

Sonoma County residents are physically active

*What Sonoma County is doing . . .*



**iWALK**  
**sonoma**



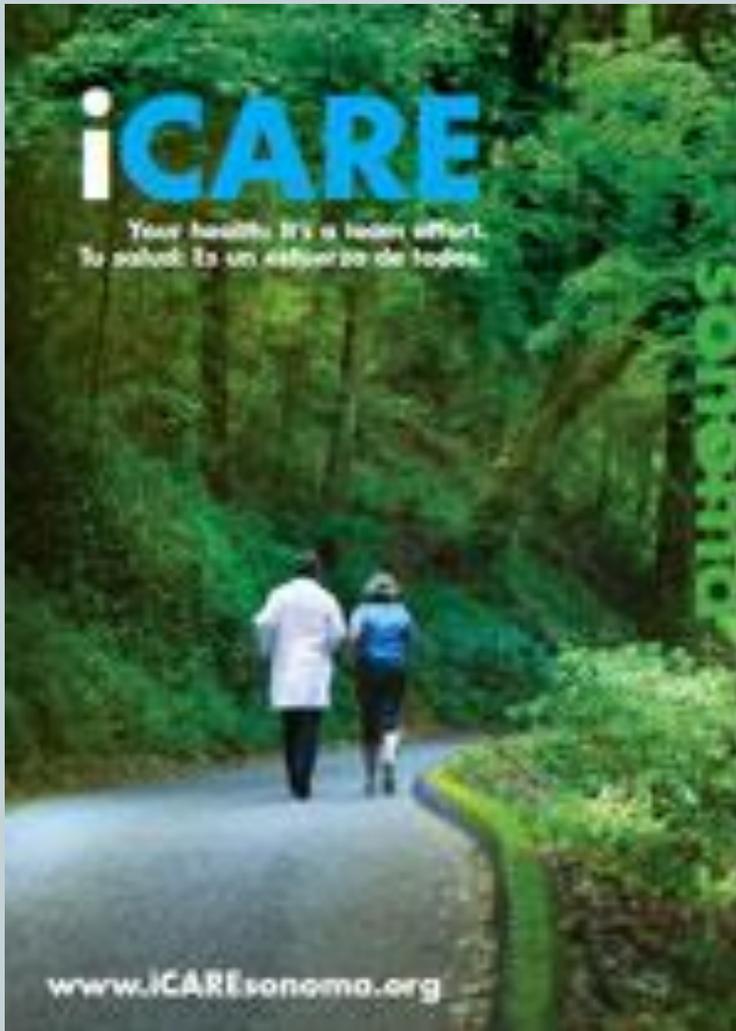
# *What Sonoma County is doing . . .*



**iGROW**  
**sonoma**



# *What Sonoma County is doing . . .*



**iWORKwell**  
SONOMA COUNTY

**Benefits**  
of an Employee Wellness Program

iWORKwell

Your company's productivity depends on  
**employee health.**

The image features a red apple resting on a laptop keyboard. The text is arranged in a vertical stack: the logo at the top, the apple image in the middle, the program name below it, the small logo at the bottom left, and the tagline at the bottom right.

# What Sonoma County is doing . . .

## Primary Care Capacity In Sonoma County

December 2010



*Prepared for*  
Sonoma County Department of Health Services  
Health Action  
Sonoma County Medical Association

By

Mary Maddux-González, MD, MPH  
Public Health Officer and Division Director  
Sonoma County Department of Health Services

Jenny Mercado, MPH  
Public Health Epidemiologist  
Sonoma County Department of Health Services



## Sonoma County Food Forum Report to the Community



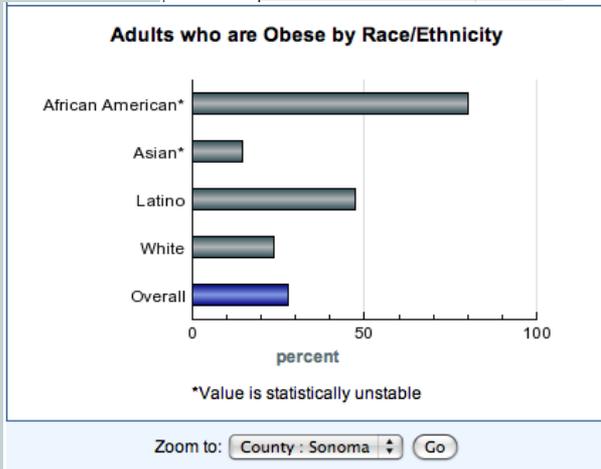
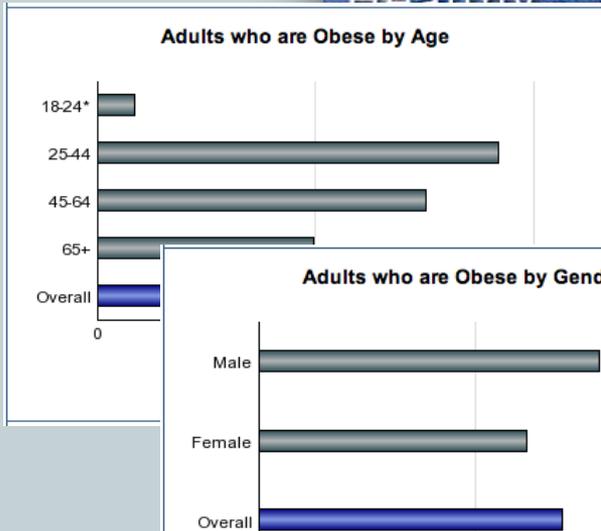
Hosted by University of California Cooperative Extension, Sonoma County Department of Health Services, Sonoma County Board of Supervisors, and Sonoma County Food System Alliance.



COUNTY OF SONOMA  
DEPARTMENT OF HEALTH SERVICES



# Tracking Health in Sonoma County



Community Snapshot

are by: **Region**

### Adults who are Obese

Value: 28 percent

Measurement Period: 2007

Location: County : Sonoma

Categories: Health / Exercise, Nutrition, & Weight; Health / Diabetes; Health / Heart Disease & Stroke

percentage of adults who are obese (BMI >=30 is considered obese).

This is important: The percentage of obese adults is a key indicator of the health and lifestyle of a community. Obesity increases the risk of many chronic diseases and health conditions including heart disease, cancer, hypertension, stroke, liver and gallbladder disease, kidney problems, and osteoarthritis. Losing weight and staying active help to prevent and control these diseases. Obesity also has significant economic costs due to increased healthcare spending and lost earnings.

Healthy People 2010 national health target is to reduce the prevalence of adults who are obese to 15%.

Additional note: The distribution for this indicator is based on data from 44 California counties.

Source: California Health Interview Survey

### Obesity and diabetes Prevalence

Map Data [Print] [Export]

Explore the map

Data Layers

- Percent Obese
- Percent Diabetic

Show tooltips [Data] [Points]

100 km 100 mi

Note: data source may differ from other sources

Zoom

Compare by: Region Time Period **HP 2010 Target**

### Adults who are Obese

Target Not Met

Value: 28 percent

Healthy People 2010 Target: 15 percent

Measurement Period: 2007

Location: County : Sonoma

Categories: Health / Exercise, Nutrition, & Weight; Health / Diabetes; Health / Heart Disease & Stroke

Unit: percent

[View the Legend](#)

- INDICATORS**
- Adults who are Overweight or Obese
  - Adults Engaging in Regular Physical Activity
  - Teens who Engage in Regular Physical Activity
- [More](#)
- PROMISING PRACTICES**
- Hip-Hop to Health Jr

URL of Source: <http://www.chis.ucla.edu/>

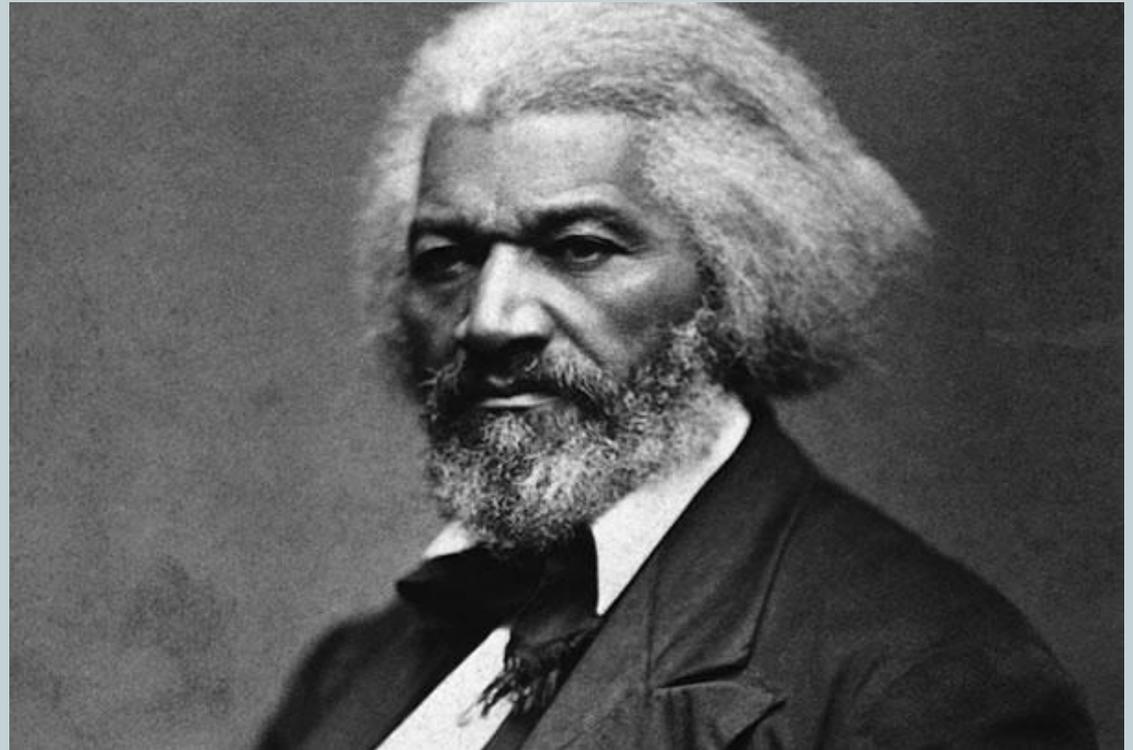
URL of Data: <http://www.chis.ucla.edu/main/default.asp>

Time Series Data

*The need for “upstream” investment is clear*

***It is easier to build strong children than to repair broken men***

- Frederick Douglass





*Thank you*

