

THE IMPORTANCE OF PRIMARY PREVENTION

Rick Frey, Phd
Director, Preventive Medicine
Toiyabe Indian Health Project

California Area
IHS Program Directors' Meeting
Sacramento, CA
September, 2013



TOIYABE
INDIAN HEALTH PROJECT

Toiyabe Service Area

11,435 sq. mi.

▣ Mono County →

Bridgeport Indian Colony

Mono Lake Kutzadika'a Tribe

Utu Utu Gwaitu Paiute Tribe

Antelope Valley Indian Community of Coleville Paiutes



← Inyo County

Bishop Paiute Tribe

Timbisha Shoshone Tribe

Fort Independence Indian Reservation

Lone Pine Paiute-Shoshone Reservation

Big Pine Paiute Shoshone Tribe of the Owens Valley

3 Levels of Prevention

CDC

- ▣ **Primary Prevention is designed to prevent disease from occurring.**
- ▣ **Secondary Prevention aims to find and treat disease early.**
- ▣ **Tertiary Prevention intends to manage complicated, chronic disease.**

Imagine a river...

We see someone floating by, drowning!

We swim out to save her!

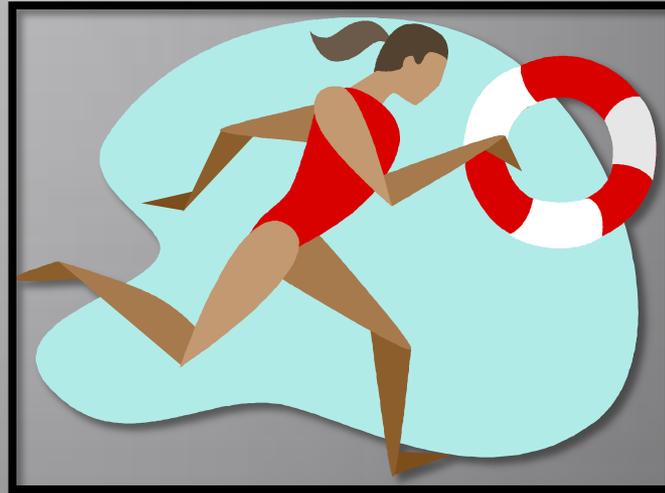
Then we see another...

**He's farther away, but we
rescue him.**

Then we see another...

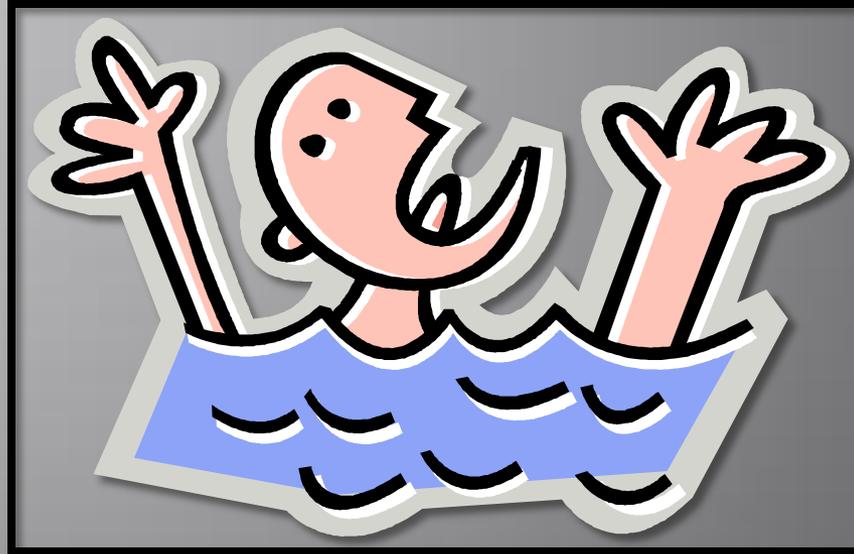


And another.....



And another...

Some drown before we can get to them...



...but we continue saving those we can until...

We're so exhausted that we can't continue.



And then people start floating past us in groups of fives...tens...hundreds.

Meanwhile...

One of us looks upstream and sees that a bridge has collapsed.



Motorists, unaware of the damage, continue to drive onto the bridge...

...and into the river!!

We're exhausted, but we can still think!!!

The river isn't the problem!



It's the motorists' lack of awareness about the bridge!!

We put up a warning sign that the bridge is out!



And we advise travelers about alternative routes across the river!



Primary Prevention is a lot like putting up that sign about the bridge being out, and advising about alternate routes.



Treating illness is our obligation,

But Preventing illness is vastly more important and cost effective!!



“Health”- care costs (2010) in the US:

\$2,594,000,000,000

That is 2.594 trillion American dollars!

That is 10 times the cost of health-care in 1980:

\$256,000,000,000

What is driving such an incredible increase?

It is estimated that health-care costs for chronic disease treatment account for over 75% of this amount. By the way, chronic diseases cause 7 in 10 deaths.

(Centers for Disease Control and Prevention. [Rising Health Care Costs Are Unsustainable](#). April 2011.)

In other words, chronic disease treatment costs

1.945 trillion dollars a year!

**Do we have a
Health-Care System**

or a

Disease-Care System?

Fact: 75% of our health-care costs are due to chronic disease treatment.

Fact: 2 TRILLION dollars per year are needed to treat chronic disease.

Conclusion?

Our medical providers are mopping up the floor around an overflowing sink. But no one is turning off the faucet!



Our “health-care system” is really a “disease-care system”.

Dr. Denis Burkitt...

... who discovered Burkitt's lymphoma sums up the prevention versus treatment issue by saying:

“Raising money to pay for ambulances and a hospital at the base of a cliff is not as smart as building a fence at the top to keep cars from falling off.”

In view of unsustainable
“health” care costs and
forthcoming, unsustainable
burdens on medical
providers, even insurance
companies are starting to
get it!

Kaiser Family Foundation recently made one of the greatest understatements in the history of modern health care:

“The changing nature of illness has sparked a renewed interest in the possible role for prevention to help control costs.”

(<http://www.kaiseredu.org/issue-modules/us-health-care-costs/background-brief.aspx>)

Primary Prevention is all about the promotion of health and keeping people from getting sick in the first place.



At Toiyabe, it's about preventing chronic disease. To do that, we need to understand chronic disease.

What drives chronic disease?

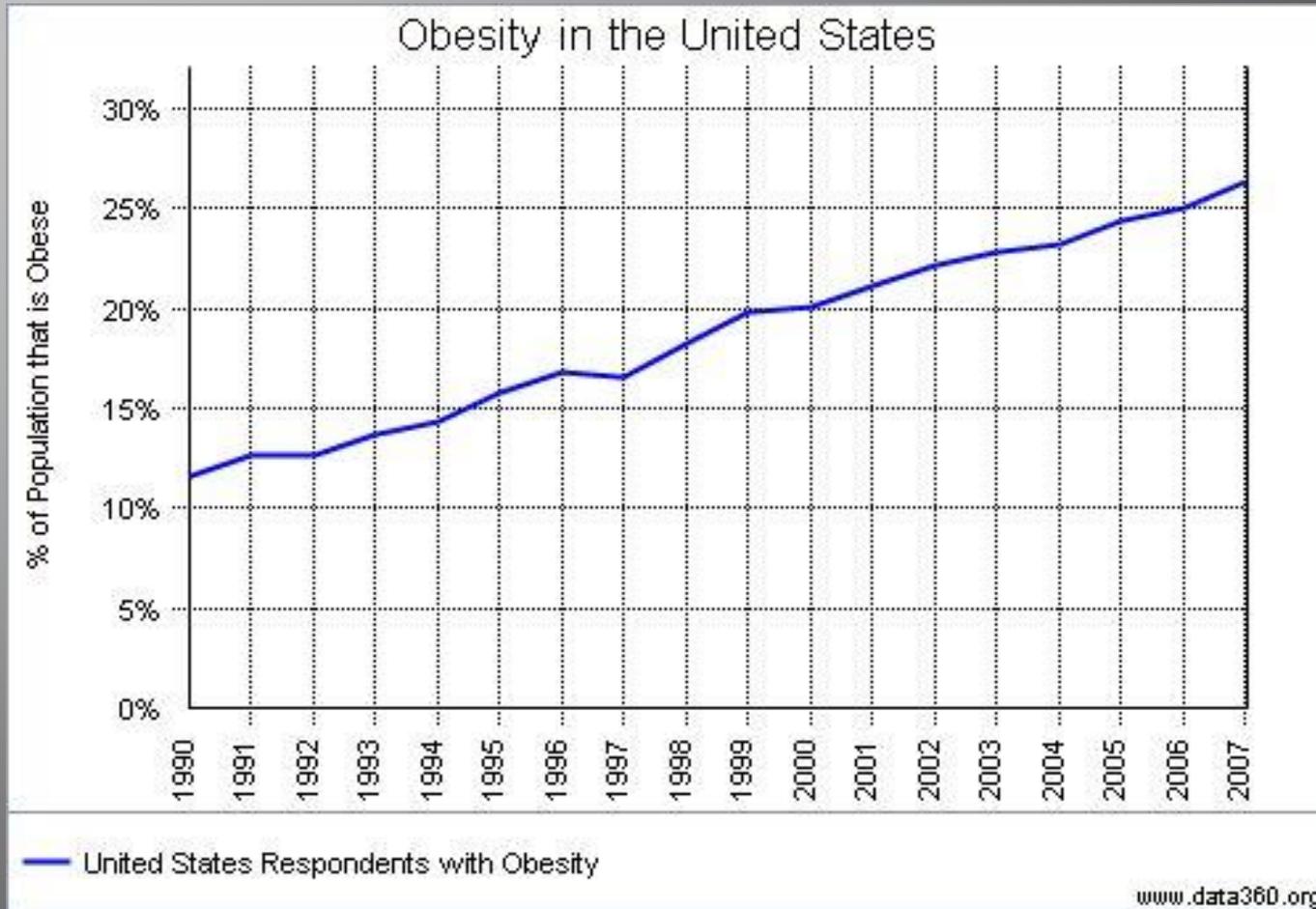
Unhealthy, preventable lifestyle choices determine the prevalence of chronic disease.

In the U.S., as of 2008, the two leading causes of preventable deaths per year are:

1. smoking commercial tobacco (435,000)
2. being overweight/obese (112,000)

Trends indicate that smoking rates are declining and we are dedicated to raising a generation of kids who never start. But overweight and obesity rates continue to rise.

US Obesity Time Chart



International Fat Championships

Rank	<u>Country</u>	<u>Percentage of Obese Individuals (BMI 30+)</u>
# 1	<u>United States:</u>	30.6%
# 2	<u>Mexico:</u>	24.2%
# 3	<u>United Kingdom:</u>	23%
# 4	<u>Slovakia:</u>	22.4%
# 5	<u>Greece:</u>	21.9%
# 6	<u>Australia:</u>	21.7%
# 7	<u>New Zealand:</u>	20.9%
# 8	<u>Hungary:</u>	18.8%
# 9	<u>Luxembourg:</u>	18.4%
# 10	<u>Czech Republic:</u>	14.8%

Childhood Obesity

- ▣ It's getting worse across the country.
- ▣ Children are eating the wrong foods.
- ▣ Children are drinking the wrong drinks.
- ▣ Children are hypokinetic (under active).

Preventing Obesity

Our primary prevention efforts at reducing overweight and obesity rates are based on two strategic approaches:

1. Increase healthy, affordable food choices.
2. Increase physical activity opportunities.

And two philosophical approaches:

1. Change the environment.
2. Make those changes where people live, work, study, and play.

When you go local, you need:

- ▣ Community champions
 - Tribal Chairperson
 - Tribal Administrator
 - Tribal Council Member(s)
 - Community Member(s)
- ▣ Agreements
 - Tribal resolutions
 - MOUs

You will also need:

- ▣ A Coalition of Partners
 - Tribal Projects
 - ▣ Environmental Office
 - ▣ Housing Authority
 - ▣ Education Center
 - Off-Reservation Projects
 - ▣ Organizations
 - ▣ Businesses
 - ▣ City
 - ▣ County
 - ▣ State