

2013 National Public Health Week



Public Health is ROI: Save Lives, Save Money

How much could the country save by investing \$10 per person each year in community-based public health activities? Answer: Our country could save \$16 billion in 5 years! That is a \$5.60 return for every \$1 invested (Trust for America's Health, Feb. 2009).

The 2013 National Public Health Week theme, *Public Health is ROI: Save Lives, Save Money*, raises awareness that evidence-based public health programs result in healthier communities and reduced cost in treating diseases.

The value of a strong public health system is quite literally all around us

It's in the air we breathe, the water we drink, the food we eat, and the places where we all live, learn, work and play. It's in the thousands of people whose lives are saved by seat belts, the young people who say 'No!' to tobacco and the children given a healthy start thanks to vaccines. *It is no stretch to say that we are all living examples of the public health return on investment.*

Quick facts: The value of public health to our lives and pocketbooks

- Investments in public health systems coincide with improvements in health, especially in children's health.
- Routine childhood immunizations save \$9.9 million in direct health care costs, save 33,000 lives and prevent 14 million cases of disease.
- A \$52 investment in a child safety seat prevents \$2,200 in medical costs, resulting in a return of \$42 for every \$1 invested.
- A \$12 investment in a child's bicycle helmet can prevent \$580 in medical costs, resulting in a return of \$48 for every \$1 invested.
- Each 10 percent increase in local public health spending contributes to a 6.9 percent decrease in infant deaths, a 3.2 percent decrease in cardiovascular deaths, a 1.4 percent decrease in deaths due to diabetes, and a 1.1 percent decrease in cancer deaths.
- By 2020, the direct benefits of the federal Clean Air Act will have reached almost \$2 trillion, much more than the \$65 billion it will have cost to implement the law. About 85 percent of the \$2 trillion is attributable to decreases in premature death and illness related to air pollution.
- Citing the protective health benefits of breastfeeding, research finds that a minimum of \$3.6 billion could be saved if more women began and continued to breastfeed their newborns through 6 months of age.