

2015 National Public Health Week

Bloomington impacts the Healthiest Nation - 2030

Healthiest Nation 2030
Let's make America the healthiest nation in one generation.



Public Health is ready to help take on one of this generation's biggest challenges. That is to reduce health care spending while improving public health outcomes. For this reason during Public Health Week, April 6-12, 2015, the Public Health community is rallying around a goal of making the U.S. the Healthiest Nation in One Generation — by 2030. Bloomington's Division of Public Health will help reach this goal through its prevention partnerships.

Our health must get better, and it can

It is true in the U.S. we have great doctors, state-of-the-art hospitals and are leaders in advanced procedures and medicines. It is also true the U.S. trails our peer countries in life expectancy and other measures of good health across all ages and income levels (Institute of Medicine 2013).

This is the picture closer to home:

- In Minnesota, Hennepin ranks 54 out of 87 counties for health outcomes measuring length and quality of life (Robert Wood Johnson Foundation 2014).
- In Bloomington, most recent statistics from 2011 indicate heart disease is the leading cause of death. The death rate from heart disease has risen since 2009 and is the highest it has been since 2007. Heart disease, cancer and stroke are the three leading causes of death (City of Bloomington, Division of Public Health 2014). However, these conditions have been shown to be preventable.

We can have better health outcomes with a strong public health system that works with partners to support healthy communities.

Health equity is the foundation for the Healthiest Nation

One year ago, the Bloomington Advisory Board of Health learned how Minnesota's generally positive health ranking hides some of the nation's worst health inequities. These are poor health outcomes that occur in part for social and economic reasons.

Bloomington's Division of Public Health reported four social conditions that impact health equity in our community. These are high school graduation, income, poverty and lack of health insurance. All these affect the opportunities that are available for good health, from access to healthy food to a healthy home and beyond.

City of Bloomington, Division of Public Health

Ensuring health equity across our communities is the foundation for making the U.S. the Healthiest Nation in One Generation.

We have momentum to move us forward

Bloomington, Edina and Richfield have already taken steps to create a culture of health that supports prevention. Early prenatal care, attention to early childhood, immunizations, breastfeeding support, care for seniors and emergency preparedness already make a difference. Further, Complete Streets Policies, Alternative Transportation Plans, more farmers markets, community gardens and Tobacco-Free Policies will reduce chronic disease in our communities over time.

Now that creating a culture of health is set in motion, we need to keep moving forward.

Partnerships will create the Healthiest Nation in One Generation

Expertise in health strategies that work for populations is Public Health's strength. On the other hand, Public Health's achievements have always resulted from gathering a team of experts from related fields.

Bloomington's Division of Public Health Administrator, Bonnie Paulsen, confirmed that partnerships are how they do business. Paulsen said, "Our expertise in public health best practices allows us to identify who we need to partner with in order to create the Healthiest Nation. Our staff participates in many community partnerships already, and we continue to engage new partners that will help us move forward."

Public Health is here and now

Public Health will make a difference in our future, but Public Health is here for everyone now. Public Health is, has been and will be the active protection of our nation's health and safety. It is credible information to improve health decisions. It is local partnerships to promote good health. We know Public Health is ready to take on our future challenge because it has already succeeded in the past.



Public Health Week Facts & Stats

City of Bloomington, Division of Public Health Annual Report acknowledged the following accomplishments in 2013, many the result of partnerships.

- Complete Streets and Living Streets policies in Bloomington, Edina and Richfield give nearly 166,000 residents more options for exercise.
- The Volunteers Enlisted to Assist People (VEAP) food shelf has a commercial kitchen to help clients make the best use of over 20,000 pounds of produce donations (2013) that we helped to collect.
- Roughly 3,000 Spanish-speaking Bloomington and Richfield residents have easier access to programs and services that support health and wellness.
- Reduced the likelihood of infectious diseases with immunizations for 4,834 people.
- Ninety-seven percent of at-risk families that we helped were able to maintain or improve their home environments in order to raise children in a safe and healthy way.
- Three hundred eighty-six (386) Bloomington residents learned Anytime CPR and how to use AEDs to help improve the chances that anyone suffering a sudden cardiac arrest will have the best possible chance for survival.
- Improved the health status of 244 seniors and reduced their risk factors so they may live safely and independently in their homes.
- Provided 4,555 women, infants and children with nutrition education and food vouchers to promote healthier pregnancies and babies.

According to the Centers for Disease Control, these are some of the greatest public health achievements of the 20th Century.

- **Healthier Mothers & Babies** – Infant and maternal mortality rates have decreased in the U.S. Environmental interventions, improvements in nutrition, advances in clinical medicine,

improvements in access to health care, improvements in surveillance and monitoring of disease, increases in education levels, and improvements in standards of living contributed to this remarkable decline.

- **Immunizations** – Today, U.S. vaccination coverage is at record high levels! National efforts to promote vaccine use among all children has helped eradicate Smallpox and dramatically decrease the number of cases of Polio, Measles, Hib and other diseases in the U.S.
- **Motor Vehicle Safety** – We’ve seen a huge reduction in the rate of death attributable to motor vehicle crashes in the United States, which represents the successful public health response to a great technologic advancement (the motorization of America). The response has spanned government, public health and driver and passenger behavior.
- **Family Planning** – Increased contraception use, public health education and other factors mean that, today, Americans face fewer unintended pregnancies and are far more likely to achieve desired birth spacing and family size.
- **Tobacco as a Health Hazard** – During 1964-1992, substantial public health efforts prevented approximately 1.6 million deaths caused by smoking.
- **Decline in Deaths from Heart Attack & Stroke** – Still the country’s top killers, the public health community has helped achieve remarkable declines in deaths from both diseases. Since 1950, deaths from cardiovascular disease have declined 60 percent, and stroke rates have declined 70 percent.