

We may be rough, and we have to be tough



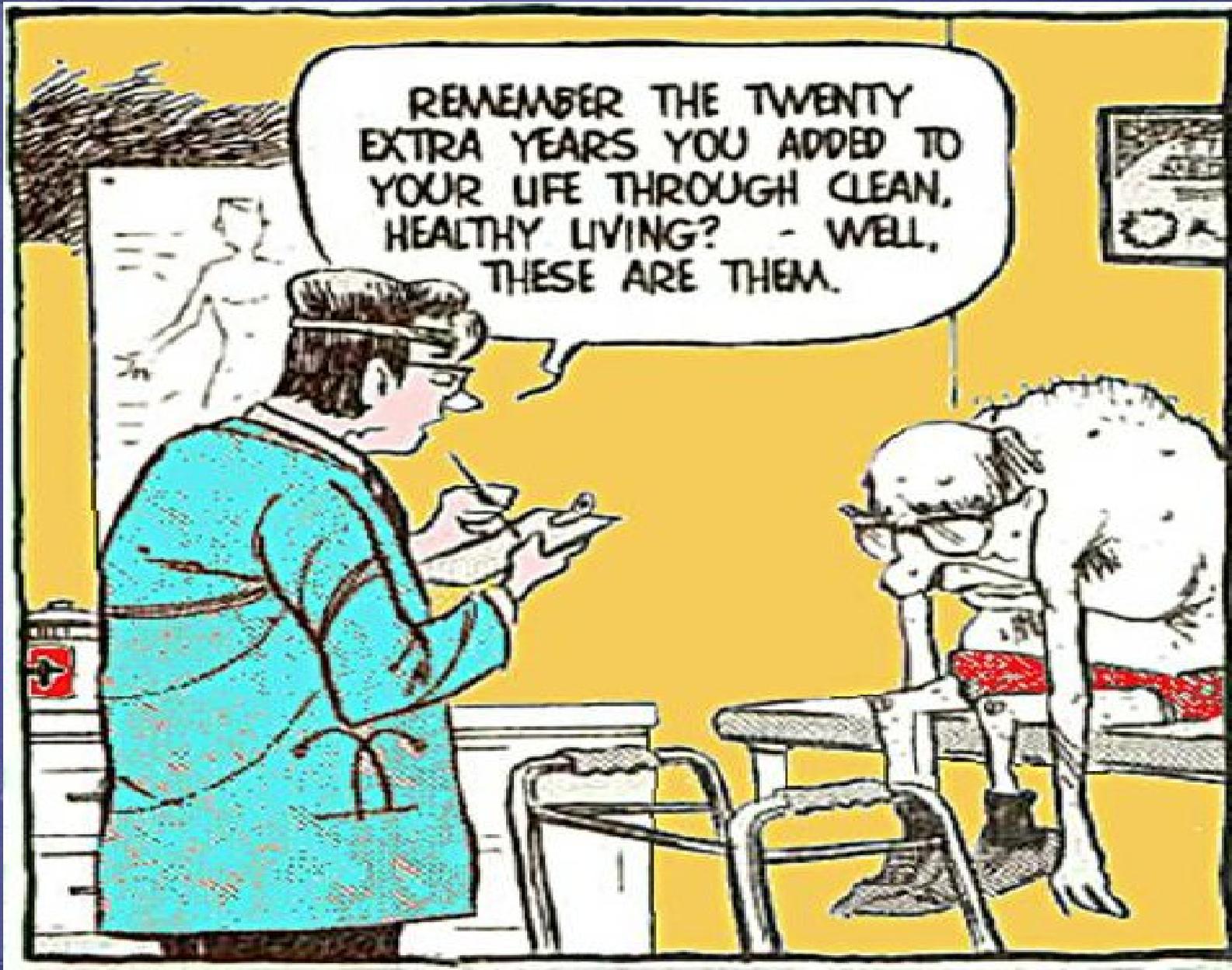
Healthier, Longer Lives

Growing **old** is inevitable, growing **up** is optional.

(ANON)



REMEMBER THE TWENTY
EXTRA YEARS YOU ADDED TO
YOUR LIFE THROUGH CLEAN,
HEALTHY LIVING? - WELL,
THESE ARE THEM.





Healthiest State in Nation



Where Have We Been?



Where Have We Been?

100 years ago, how many babies born
in Maine died before their 5th birthday?

1 in 5 , 1 in 8 before their 1st birthday



Where Have We Been?

Today, how many babies born in Maine die before their 5th birthday?

1 in 800

Or, 1 in 1,000 not counting prematurity



Where Have We Been?

Aren't these successes due to advances in health care and education of mothers?

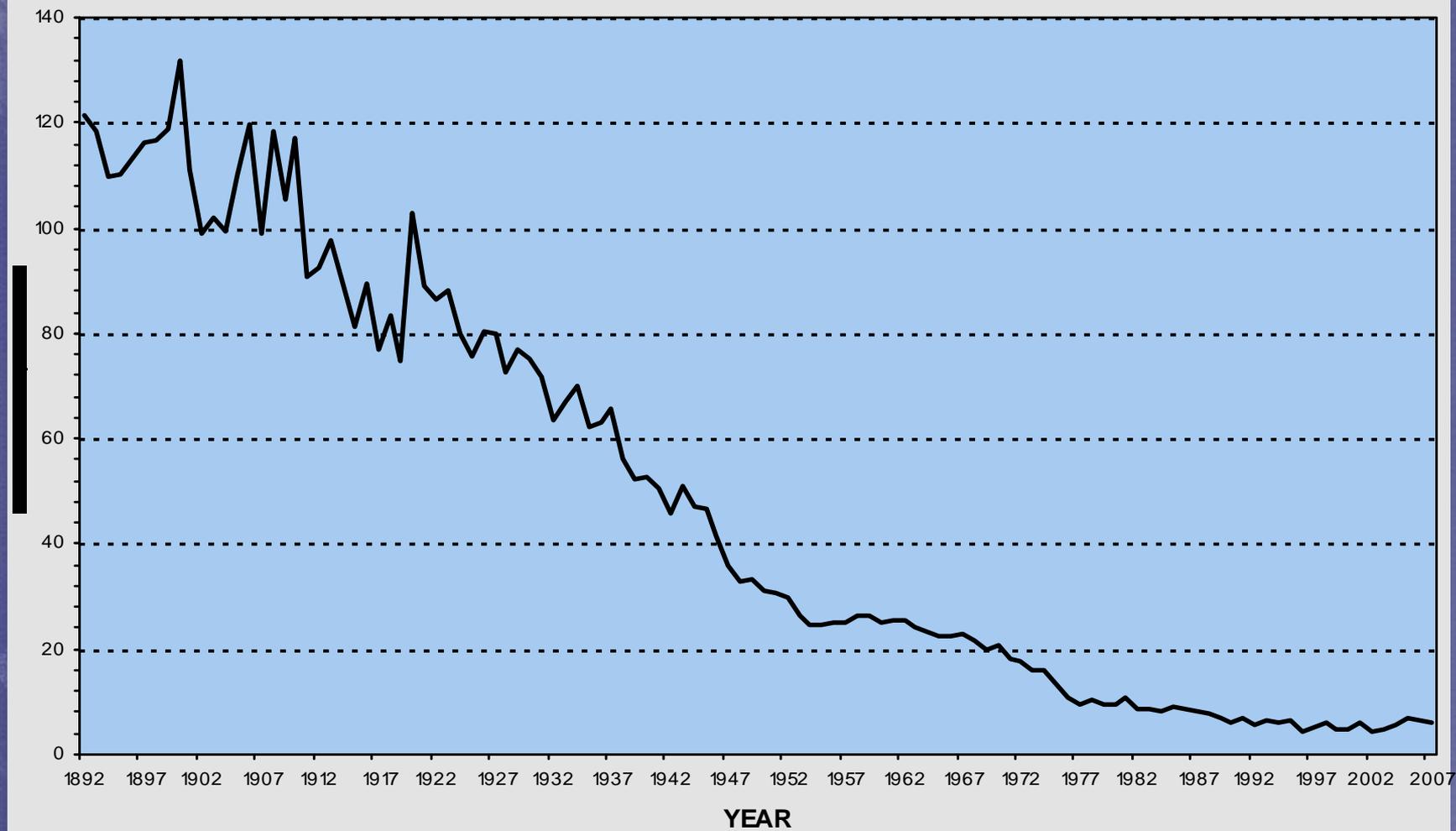


What did Maine children die from 100 years ago?

1. Diarrhea
2. Vaccine-Preventable Infections: Influenza, Diphtheria, Pertussis, Meningitis, Measles, Tetanus, Polio, Smallpox
3. TB
4. Pneumonia



INFANT DEATHS PER 1,000 LIVE BIRTHS Maine, 1892-2007



Where Have We Been?

Top Reasons for Infant Mortality Decline:

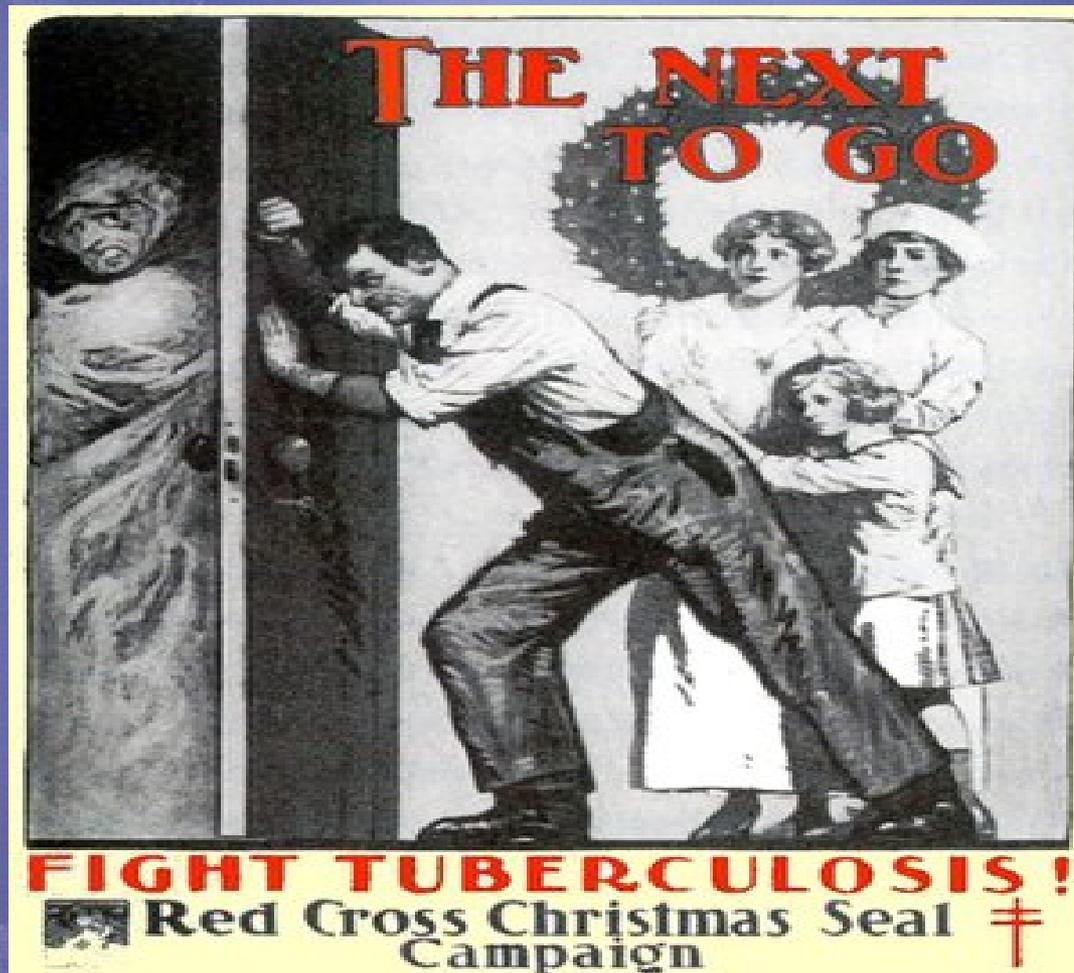
- Sanitary conditions during birth and perinatal period
- Safe drinking water
- Vaccines

Where Have We Been?

What were the top causes of death among adults 100 years ago in Maine?

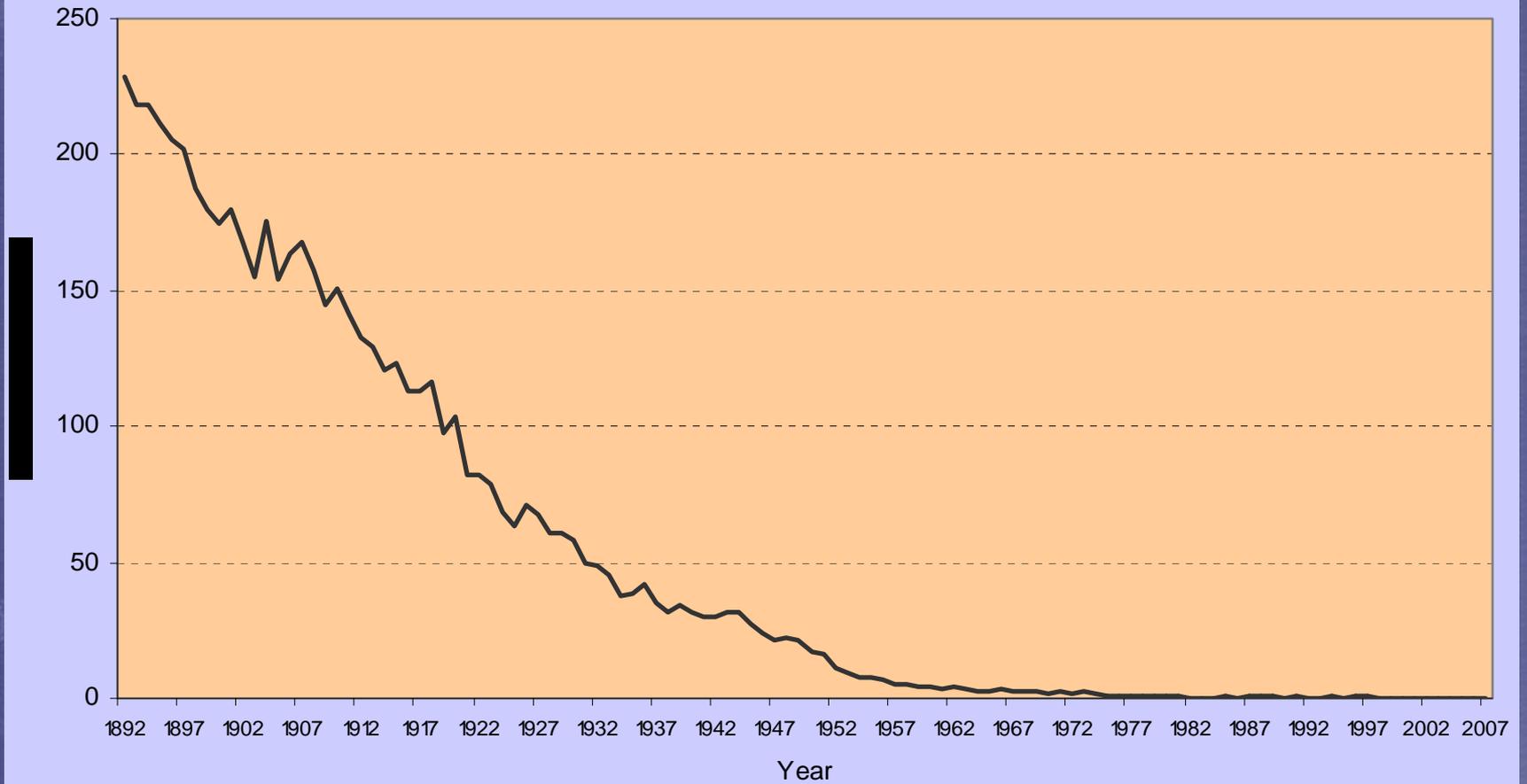


Where Have We Been?



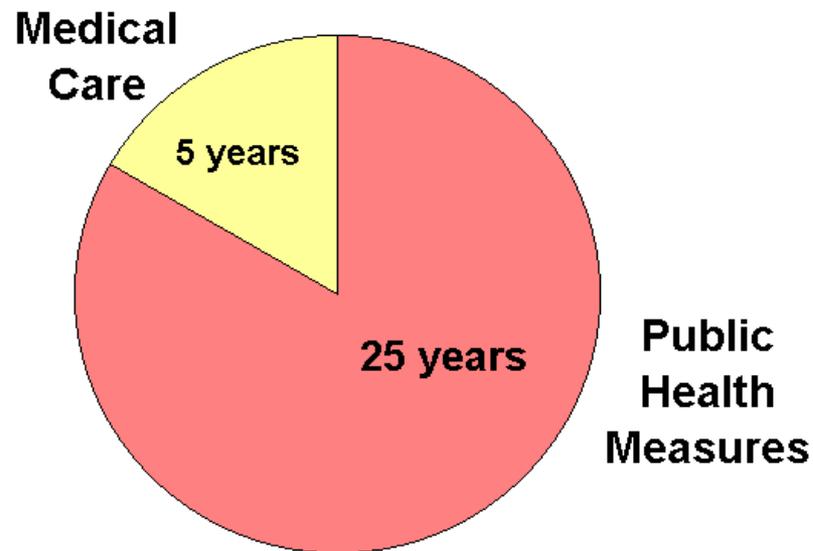


Tuberculosis Deaths per 100,000 Population Maine, 1892-2007



Where Have We Been?

Public Health Increases Life Expectancy by 25 Years during this Century



Source: US Department of Health and Human Services, Public Health Service, Office of Disease Control and Prevention. For A Healthy Nation: Returns on Investment in Public Health, 1994, p.3.

My Own Journey to Public Health



Shirati, Tanzania



Shirati Tanzania









Where Are We Now?

Chronic Diseases

- Leading causes of death and disability
- ~75% of Mainers will die from 1 of 4 diseases – CVD, Cancer, Diabetes, Chronic Lung Disease
- Mostly preventable – Tobacco and Obesity
- Direct health care costs = 40% of Maine's Health Care Budget

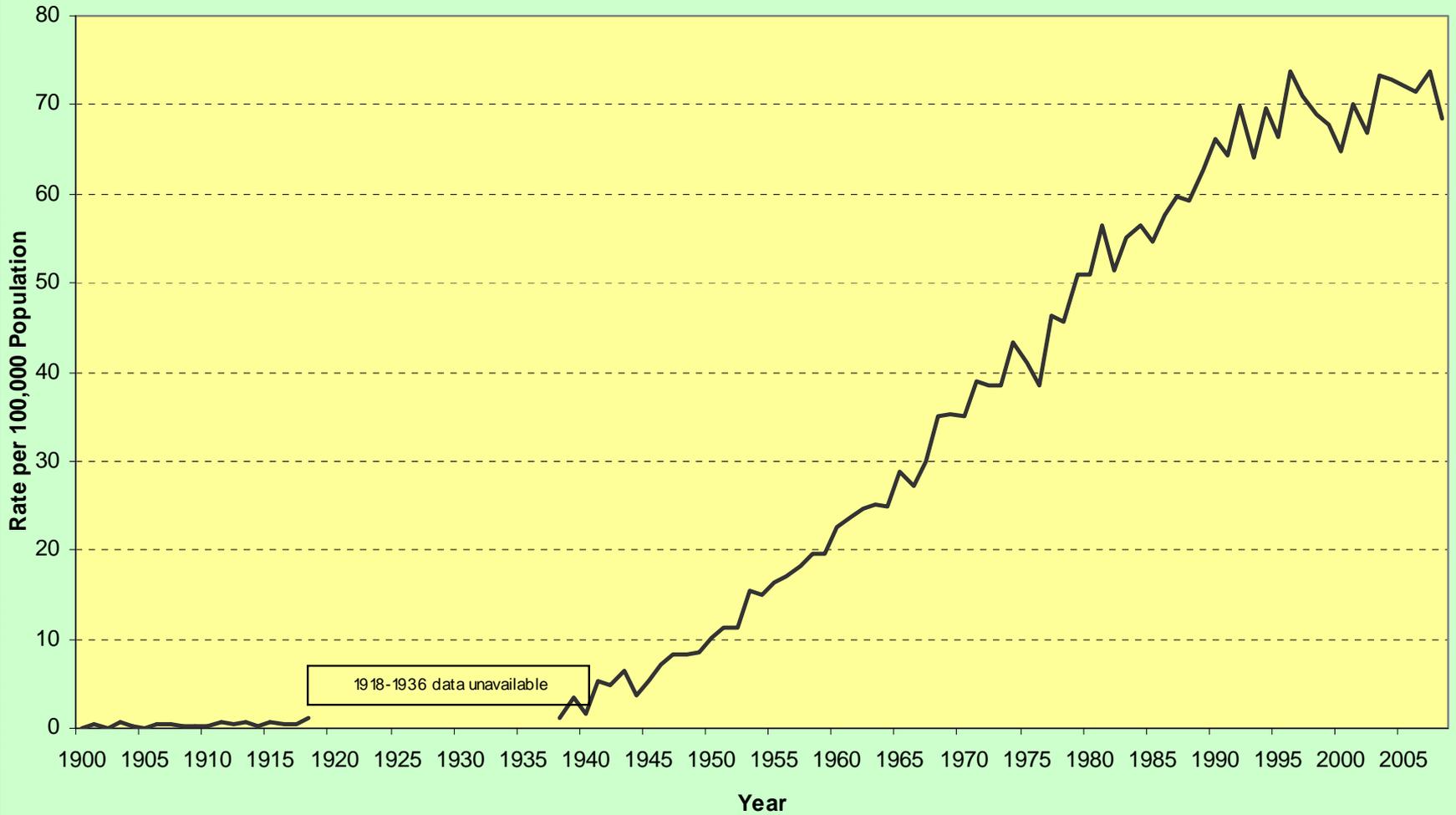
Cardiovascular Disease

- #1 cause of death and disability
- 40% of all deaths
- 25% of all hospital costs

Cancer

- #2 cause of death
- 65% due to Tobacco or Obesity
- Most are curable if screened, detected, and treated early

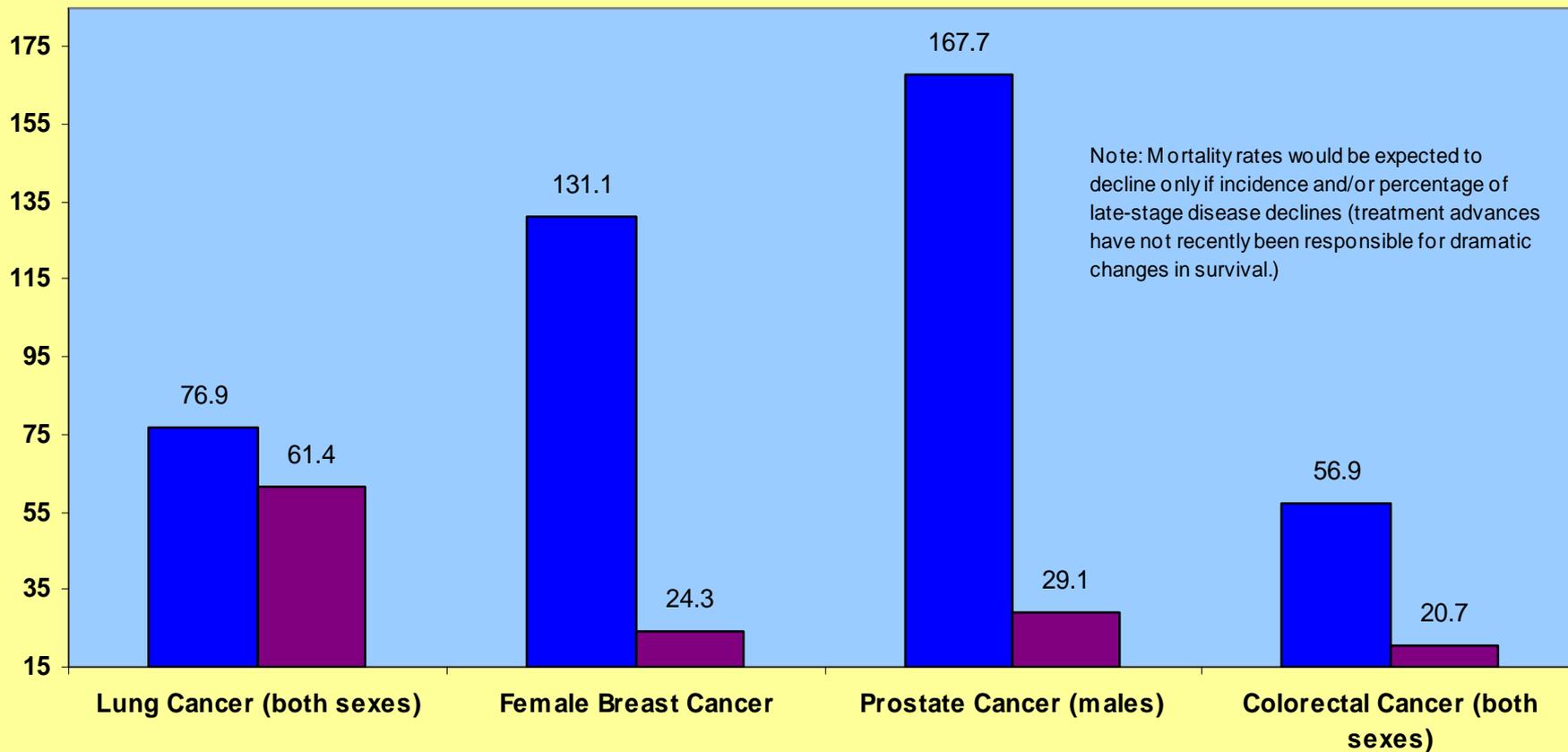
Lung Cancer Deaths per 100,000 Population Maine, 1900-2007



Leading 4 Cancers That Kill Maine People Incidence And Mortality Rates

Age-Adjusted Rate Per 100,000 Population

Maine 2001-2003

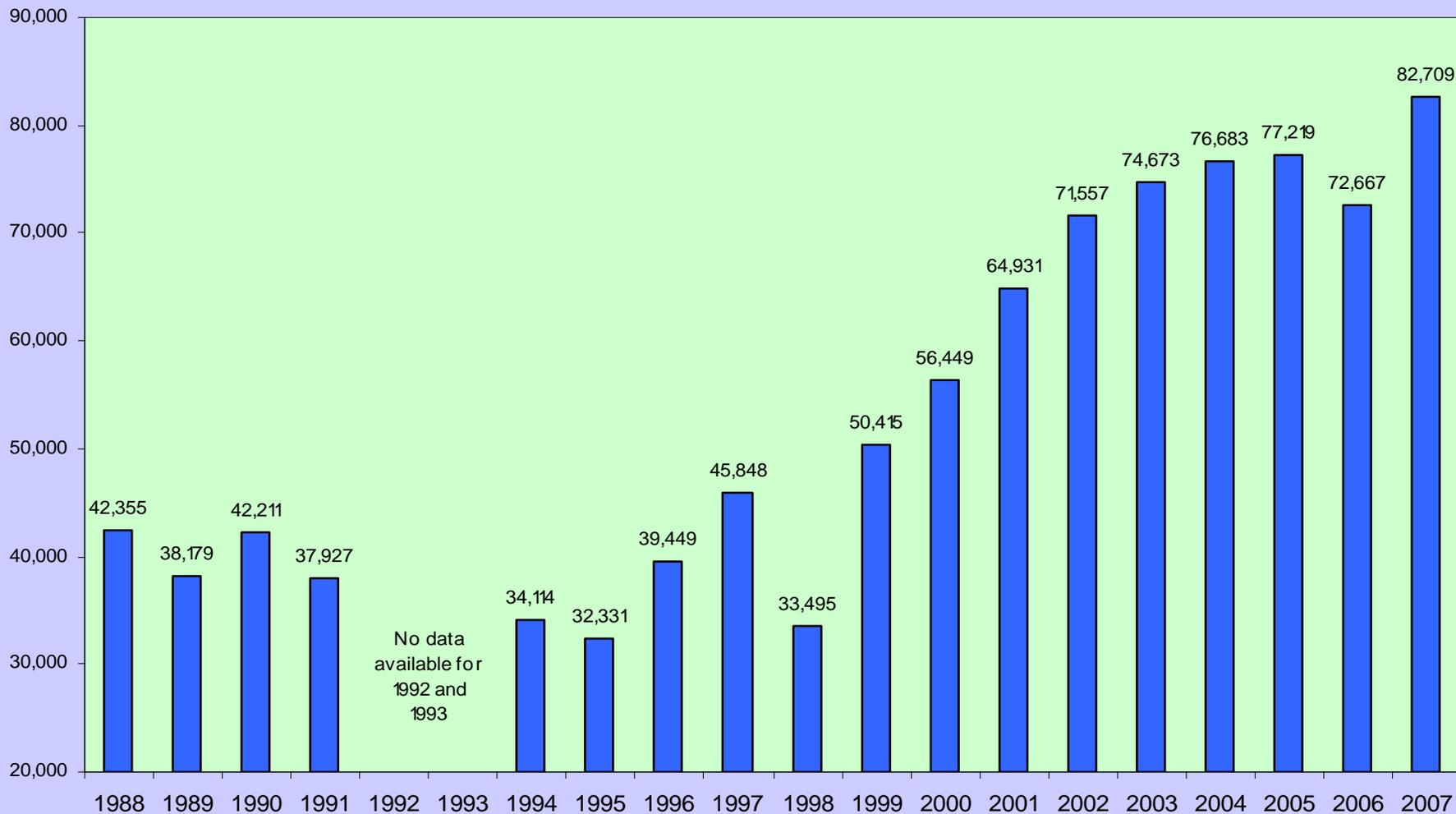


Diabetes

- 8% of adult Mainers now have diabetes;
- **3% did 10 years ago.**
- 11% of pregnant Maine women have diabetes;
- **less than 2% did 20 years ago.**



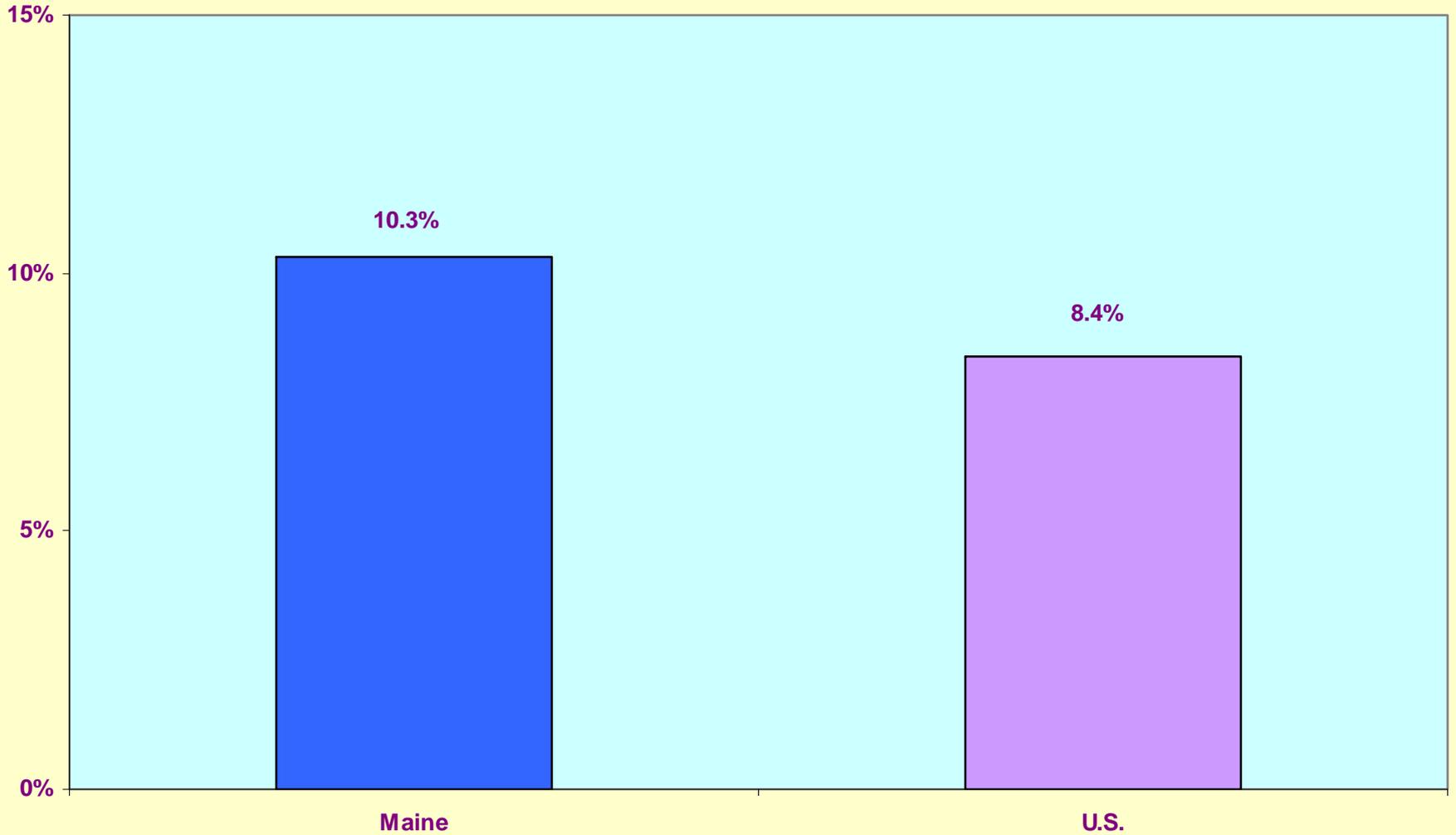
Mainers with Diabetes 1988-2007



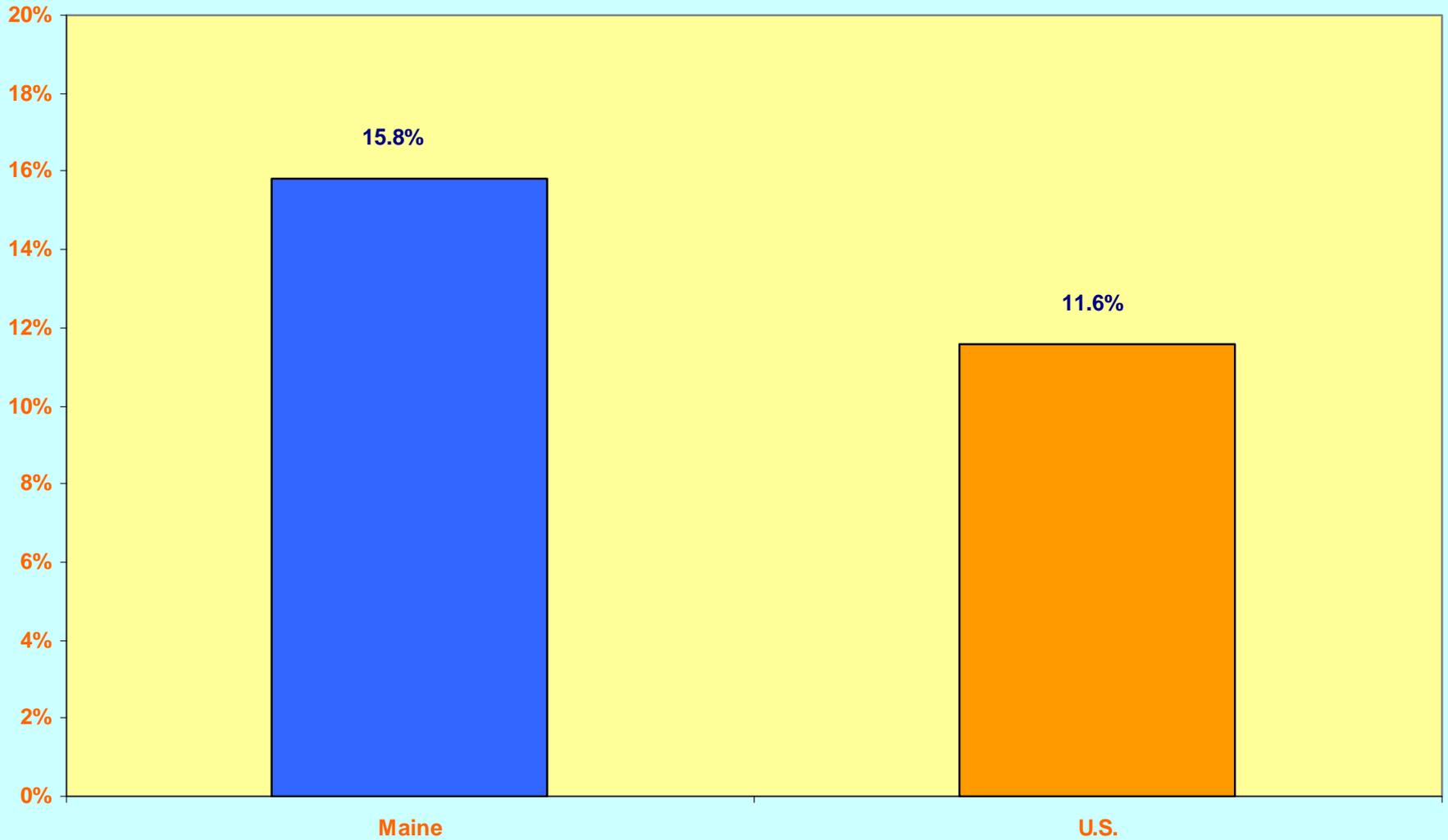
Lung Disease

- Asthma
- Emphysema, Chronic Obstructive Pulmonary Disease

Proportion of Adults With Asthma Maine and U.S. - 2007



Proportion of Children With Asthma 2004



Dental Disease

- 1 in 3 Mainers over age 65 have lost all their teeth
- 40% of Maine 3rd graders have tooth decay
- Highly associated with other chronic diseases

Mainers suffering from frequent mental distress are **twice** as likely to:

- Have Diabetes
- Be Tobacco Addicted
- Have Asthma

What Are Two Big Factors Associated with Poor Health?

Poverty



Racial Discrimination



What Are Effective Strategies?

Tertiary Prevention Strategies – Treating Illness

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Secondary Prevention Strategies – Reducing Risks



Primary Prevention Strategies – Preventing Risks



Overdue For A Little Time On A Florida Beach ?

Florida Publishers

Travel & Entertainment Guides

Is Here To Make It So Easy !

Primary Prevention Strategies

- State and Community Interventions
- Health Communication
- Surveillance and Evaluation

Statewide Intervention:

Tobacco Tax

1991 \$0.37

1997 \$0.74

2001 \$1.00

2004 \$2.00

Statewide Intervention: Laws Banning Smoking

1981	Public meetings
1983	Court houses
1985	Stores
1986	Most workplaces
1989	Hospitals, except psychiatric patients and hospitals
1999	Restaurants
2003	Bars
2005	All loopholes closed
2007	School grounds
2009?	Public beaches, outdoor eating

**Breathe easy, you're in
Maine.**

**All indoor public places
are smoke-free.**

Community Intervention - Healthy Maine Partnerships

- 28 Comprehensive Community Health Coalitions
- Cover all of Maine
- Funded with Tobacco Settlement and Federal Funds
- Tobacco, Obesity, Substance Abuse community interventions

Local Healthy Maine Partnerships

Aroostook District

- 1 Healthy Aroostook
- 2 Power of Prevention

Central District

- 3 Greater Somerset Public Health Collaborative
- 4 Greater Waterville PATCH
- 5 Healthy Communities of the Capital Area
- 21 Sebasticook Valley Healthy Maine Partnership (also Penquis District)

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Penquis District

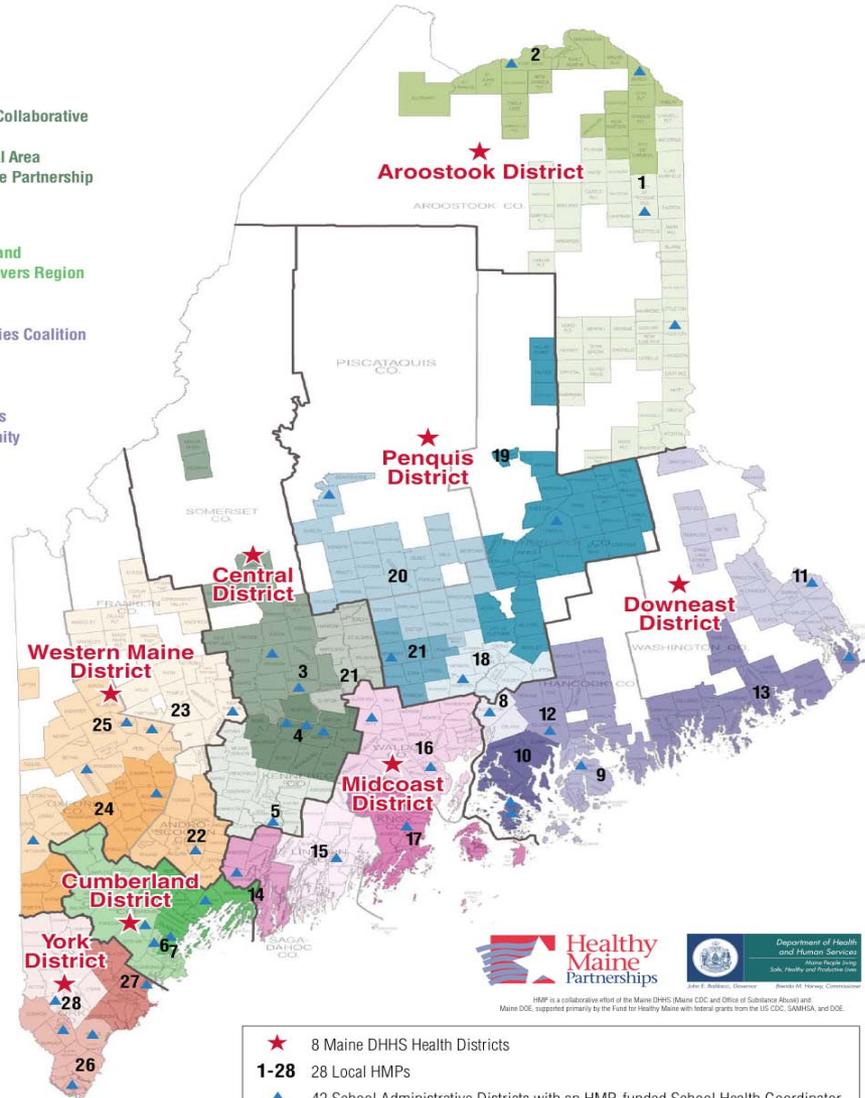
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York District

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HMP is a collaborative effort of the Maine DHHS (Maine CDC and Office of Substance Abuse) and Maine DOE, supported primarily by the Fund for Healthy Maine with federal grants from the US CDC, SAMHSA, and DOE.

- ★ 8 Maine DHHS Health Districts
- 1-28 28 Local HMPs
- ▲ 42 School Administrative Districts with an HMP-funded School Health Coordinator

The white areas on this map are unorganized territories, plantations, and townships with a population size of less than 50 people and/or a geographic size of more than 100 square miles with population density less than one person per square mile. These areas are not officially assigned to an HMP contract for coverage but people living in these areas who wish to get involved in HMP-related activities are encouraged to contact the HMP located closest to them. All white areas are recognized as part of the public health district within which they are located.

Smoke Free Parks



City/Town ordinances for walkable communities



Food policies for organizations



Health Communication Goals

- Change culture
 - Secondhand smoke
 - Children watching TV
 - Walking
 - Portion Sizes
- Support community and statewide interventions
- Promote quitting Tobacco



20,679^{*} Physicians

say "LUCKIES are
less irritating"

"It's toasted"

Your Throat Protection
against irritation against cough

*The figures quoted here have been checked and certified to be correct by the U.S. Food and Drug Administration.







This is an exercise machine.

**Simple
steps toward
better
health.**



**When
you have the chance,
take the stairs. Your
heart will beat faster. Your
legs will get stronger. And
your health will start to improve.
In fact, anything you do—no
matter how small—can begin to
improve your health.
It's that simple.**

THIS HEALTHY WEIGHT AWARENESS MESSAGE IS BROUGHT TO YOU BY
 **Healthy Maine Partnerships**
The people dedicated to helping us live longer and healthier.
Bureau of Health, Department of Human Services

For more ways to get healthier in your community,
go to www.healthymainewalks.org



**150 useless
calories.**

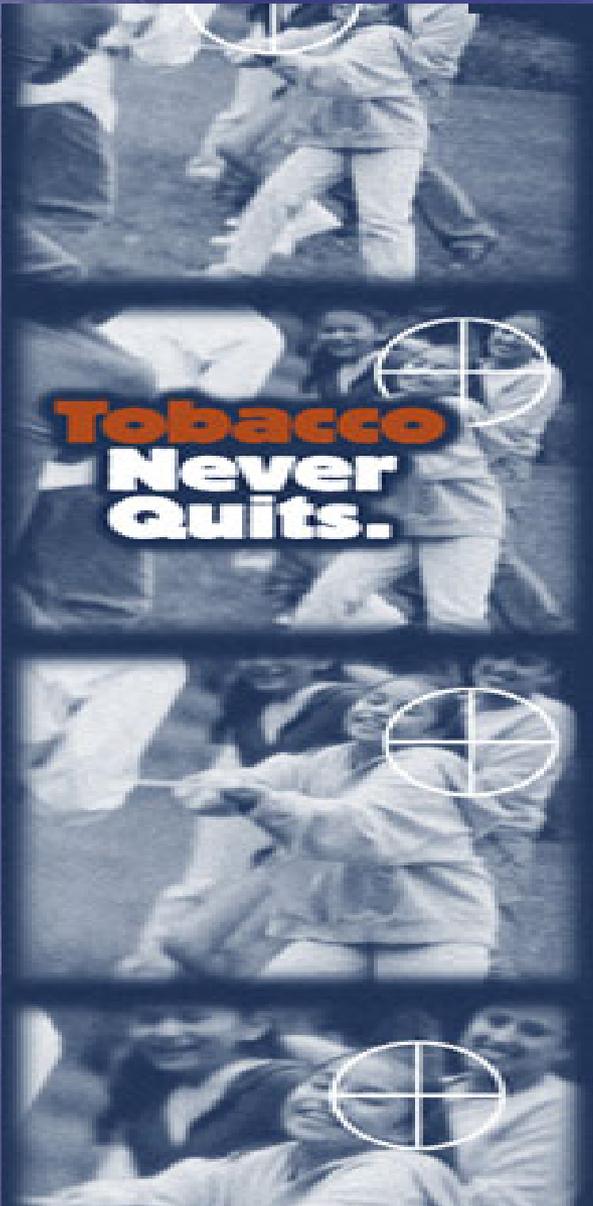
We may drink it like water, but a twelve ounce serving of cola can contain up to ten teaspoons of sugar and 150 empty calories. No wonder obesity is an epidemic among children.

This is not water.

**Cut the
calories.**

**A soda now and then is
okay, but don't overdo
it—cut back or switch to
a healthier beverage.**

THIS HEALTHY WEIGHT AWARENESS MESSAGE IS BROUGHT TO YOU BY
 **Healthy Maine Partnerships**
The people dedicated to helping all live longer and healthier.
Bureau of Health, Department of Human Services



Home

**Tobacco
Never
Quits.**



It's called
target
marketing.

Protect
Your Kids

Especially
For Youth



About *Tobacco
Never Quits*



Facts on
Big Tobacco

Secondary Prevention

1-800-207-1230

THE MAINE TOBACCO HELPLINE



Healthy Maine Partnerships

Partnership For A Tobacco-Free Maine

Bureau of Health, Department of Human Services

Motivate Tobacco Users to Quit



Improved Treatment of Chronic Diseases

Tertiary Prevention

Care Model

- Decision Support
- Information Systems
- Self-Management Support

Decision Support & Information Systems

- Diabetes

- Diabetes Registries
- Learning Collaboratives

Self-Management Support

- Diabetes Educators
- Diabetes Support Groups

Examples of Success

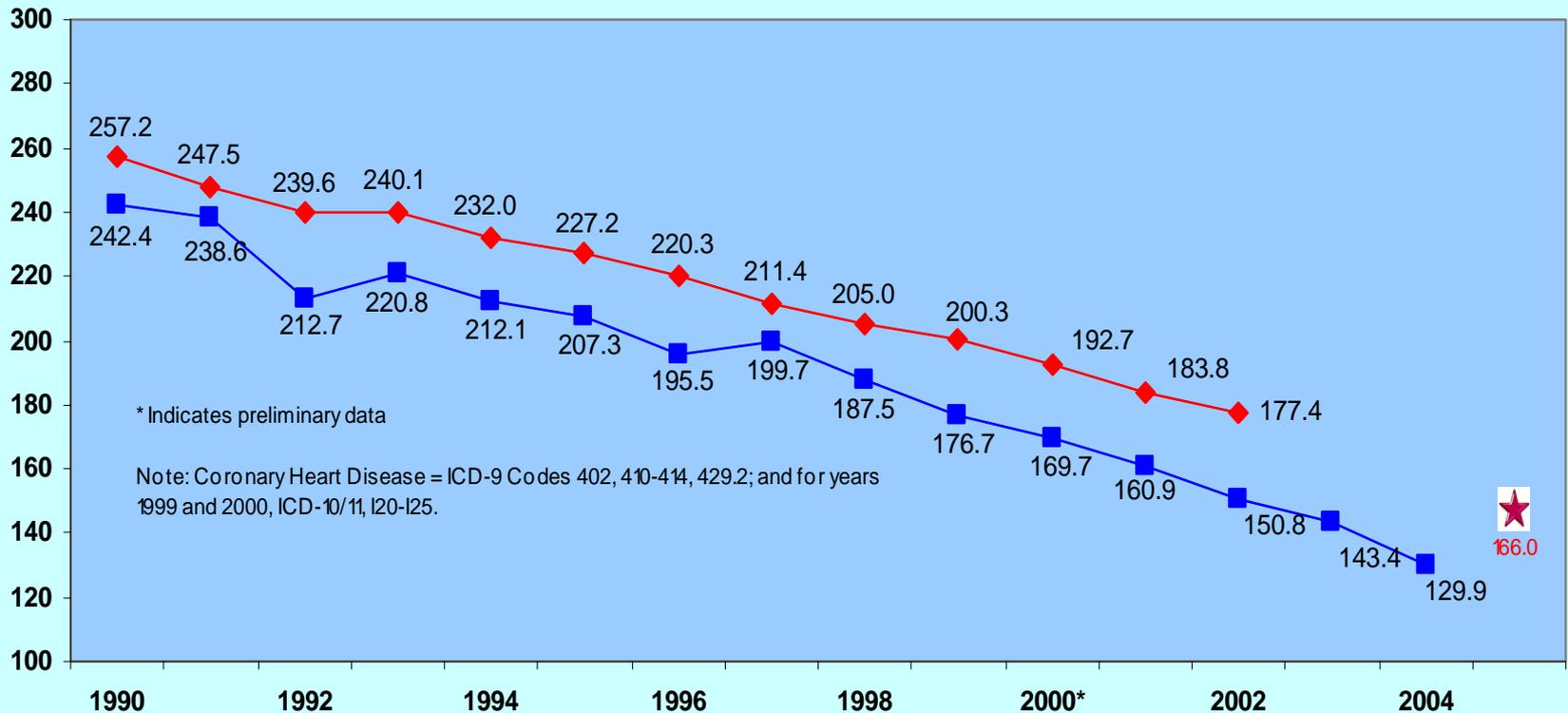


Coronary Heart Disease Deaths

Age-Adjusted Rate Per 100,000 Population

Maine And US Selected Years 1990-2004

■ Maine Coronary Heart Disease Deaths
 ◆ US Coronary Heart Disease Deaths



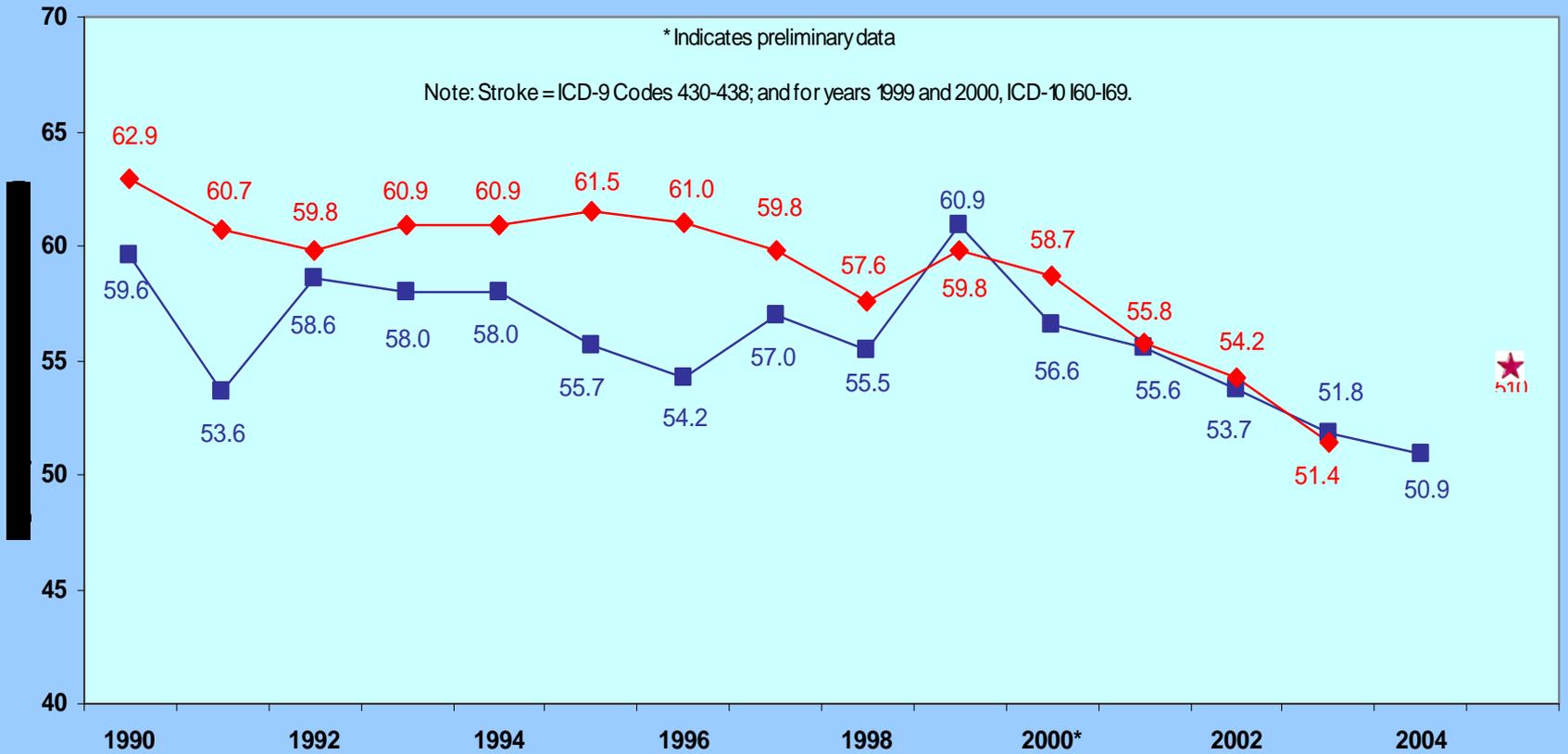
166.0

Stroke Deaths

Age-Adjusted Rate Per 100,000 Population

Maine And US 1990-2005

■ Maine Stroke Deaths ◆ US Stroke Deaths

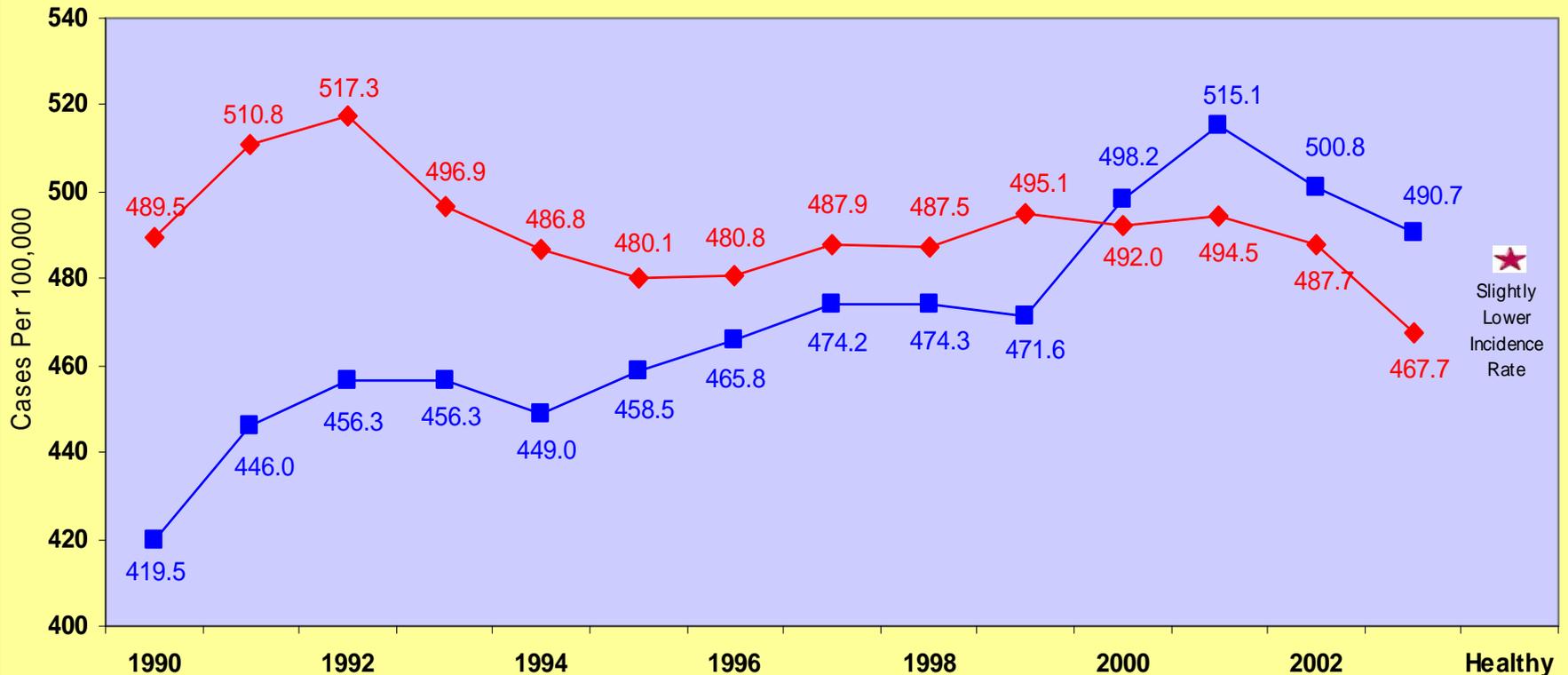


Overall Cancer Incidence Rates

Age-Adjusted Rate Per 100,000 Population

Maine And US 1990-2003

■ All Cancers, Total Maine ◆ All Cancers, Total US



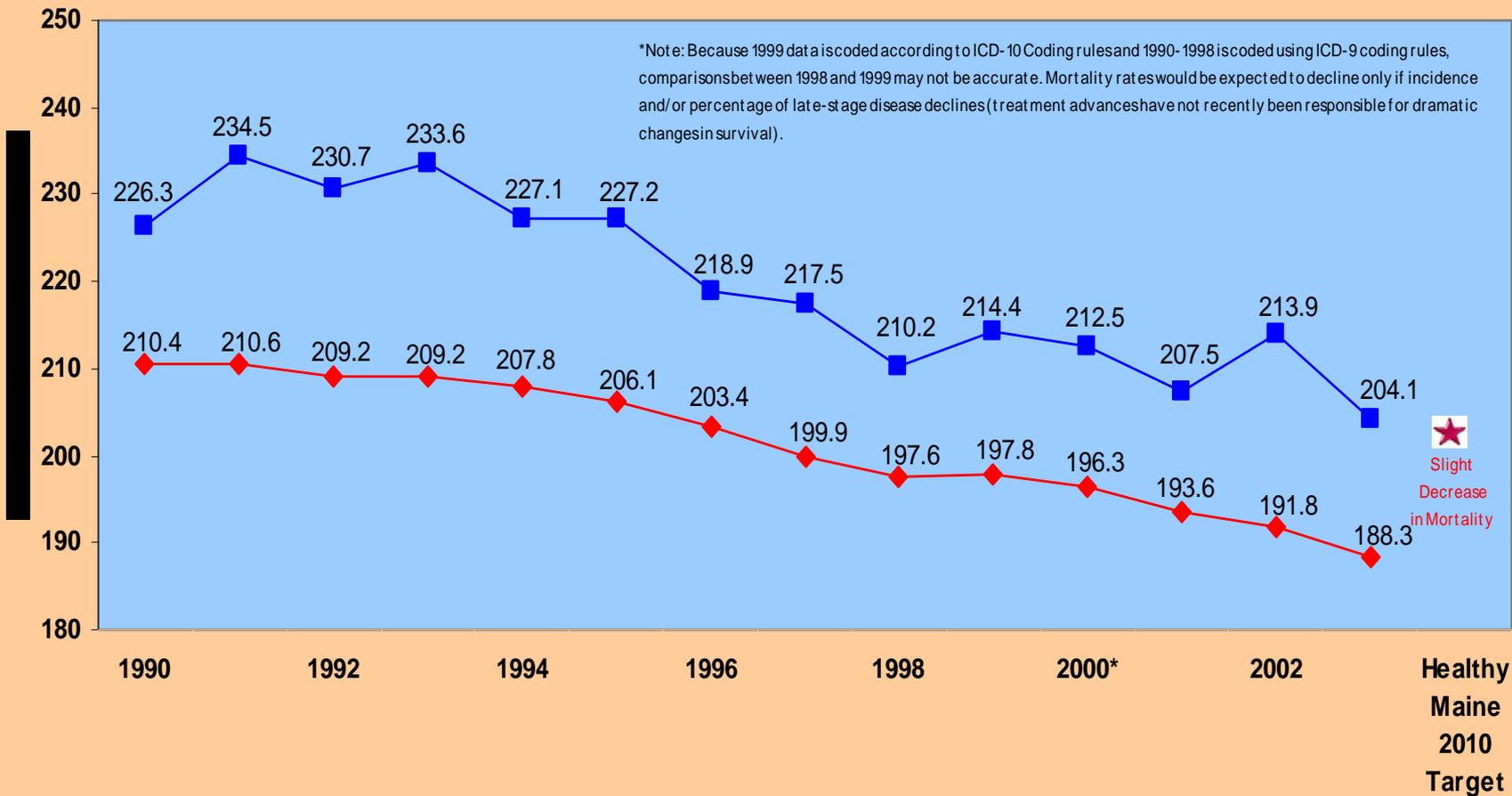
★ Slightly Lower Incidence Rate

Source: Maine Department of Human Services, Bureau of Health, Maine Cancer Registry. SEER (Surveillance Epidemiology and End Results) - whites only, NCHS (National Center for Health Statistics) - for Maine and for US whites at <http://wonder.cdc.gov>; Age-adjusted rate per 100,000.

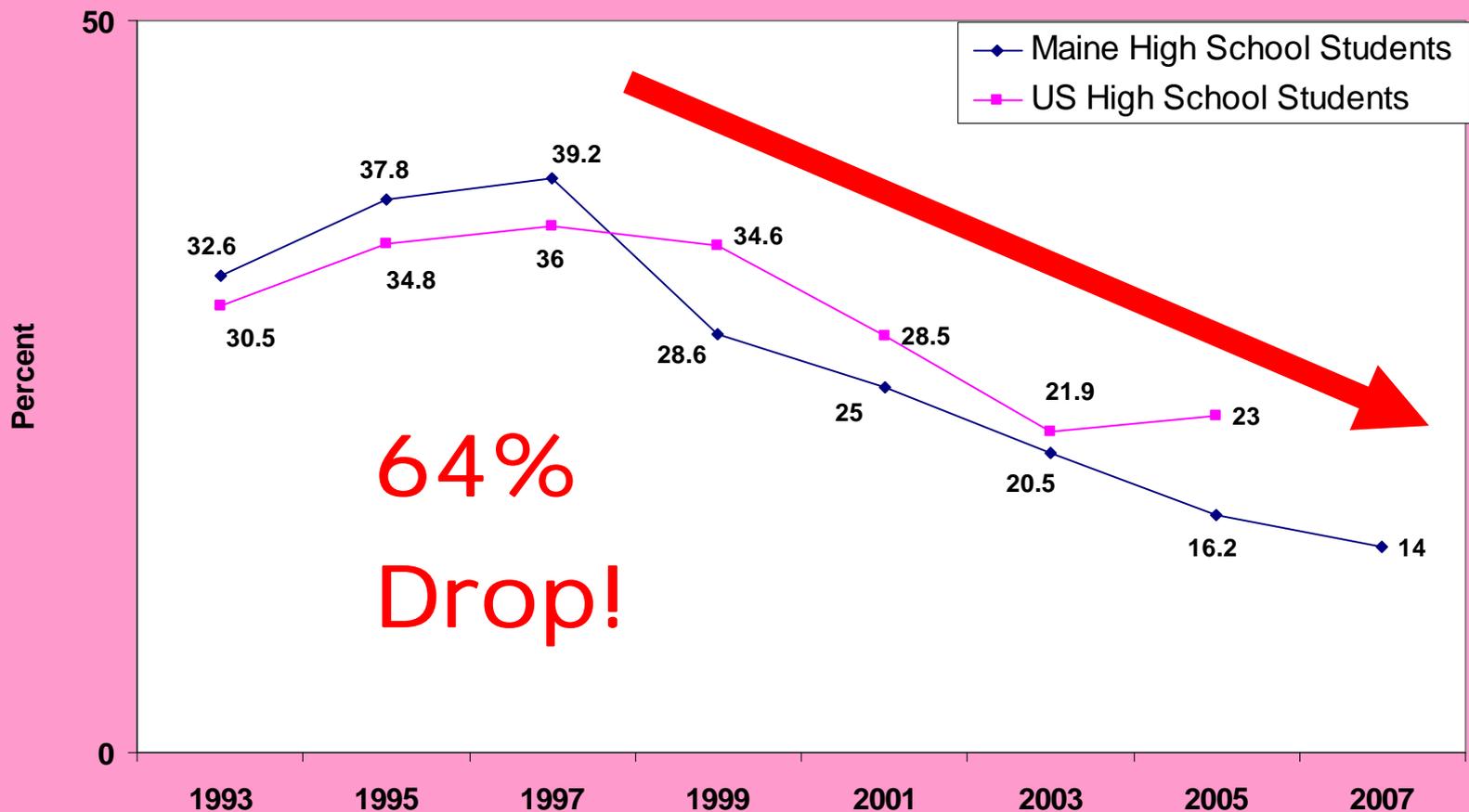
**Healthy
Maine
2010
Target**

Overall Cancer Deaths Age-Adjusted Rate Per 100,000 Population Maine And US 1990-2003

■ Maine Overall Cancer Deaths ◆ US Overall Cancer Deaths



Smoking Rates - High School Students Maine & US, 1993-2007

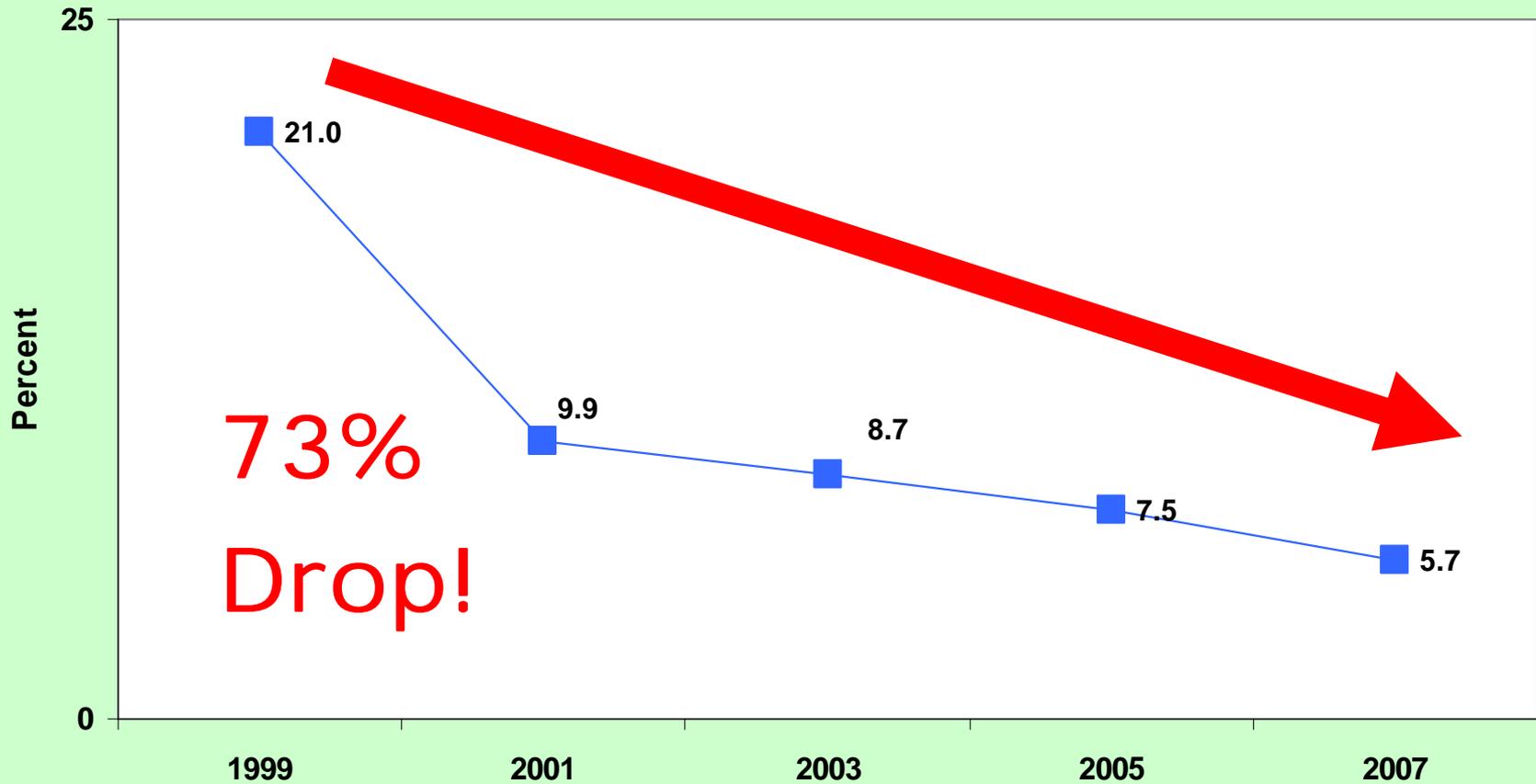


Smoking Rates - High School Students, Maine & US, 1993-2007

Source: Maine Department of Education, Youth Risk Behavior Survey, 1993, 1995, 1997, 1999, 2001, 2003, 2005, 2007

1999 data is unweighted.

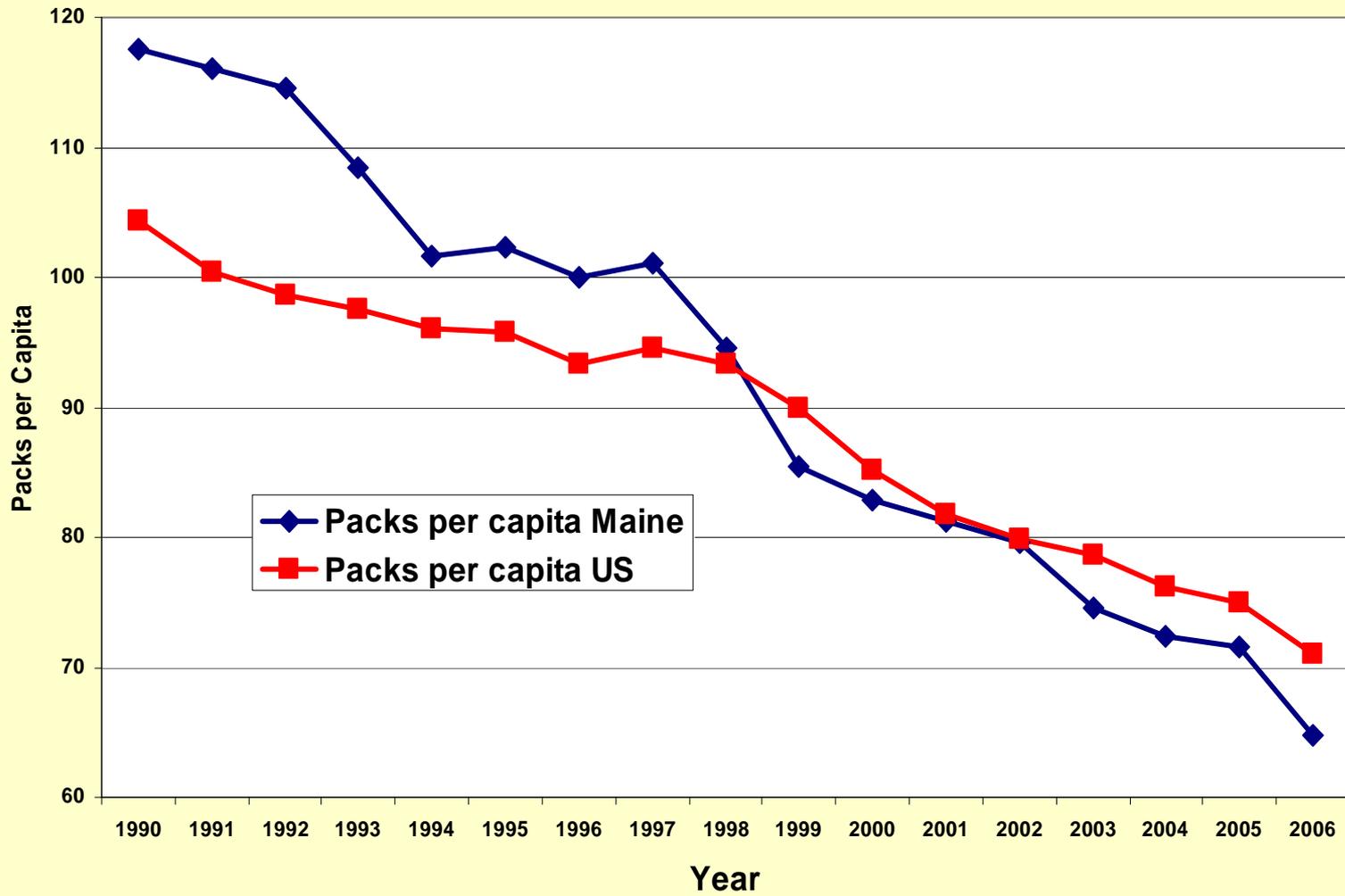
Smoking Rates - Middle School Students Maine 1997-2007



Smoking Rates, Middle School Students, Maine 1997-2007

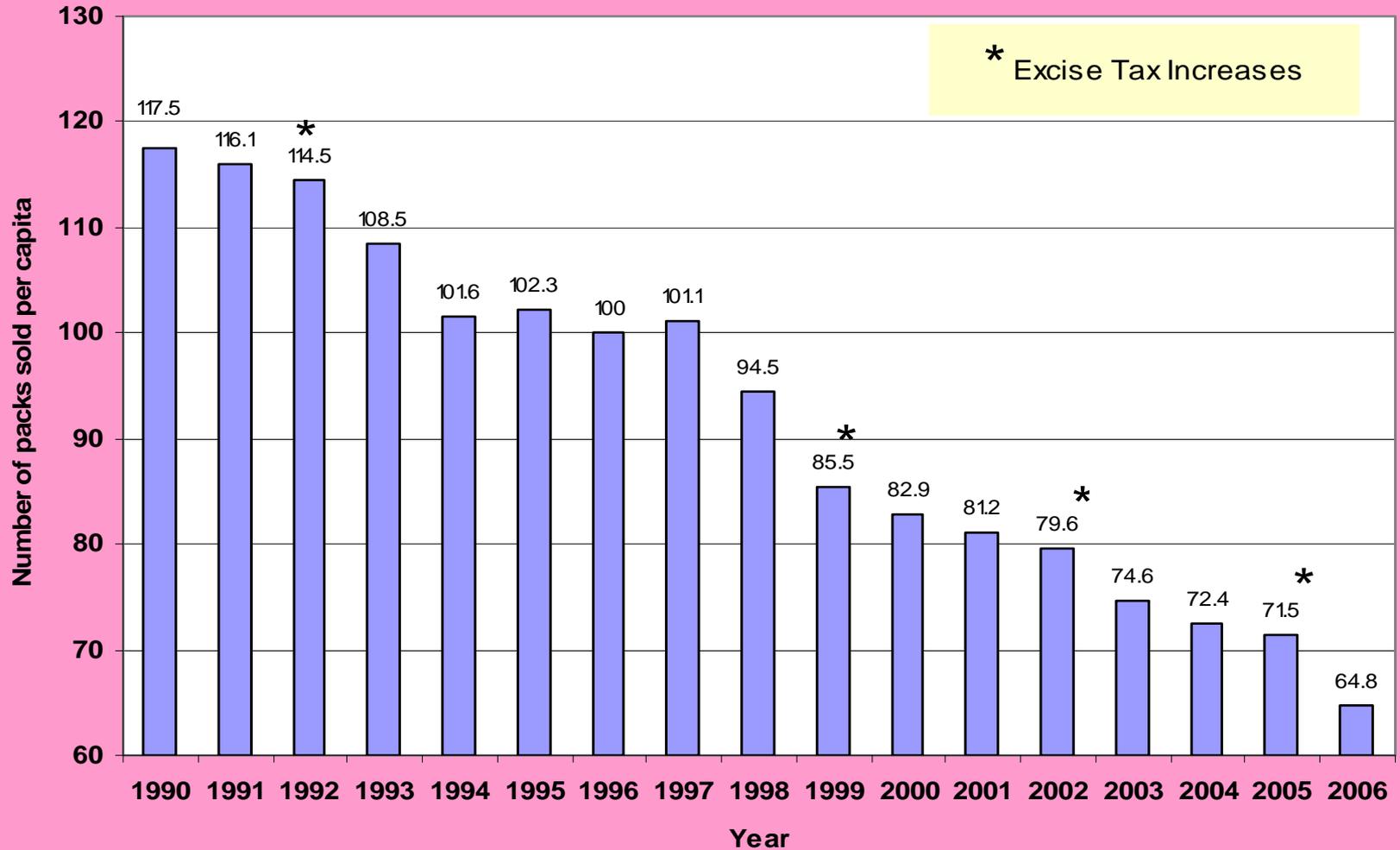
Source: Maine Department of Education, Youth Risk Behavior Survey, 1997, 2001, 2003, 2005, 2007

Cigarette Consumption - Packs Sold Per Capita Maine and US 1990-2006



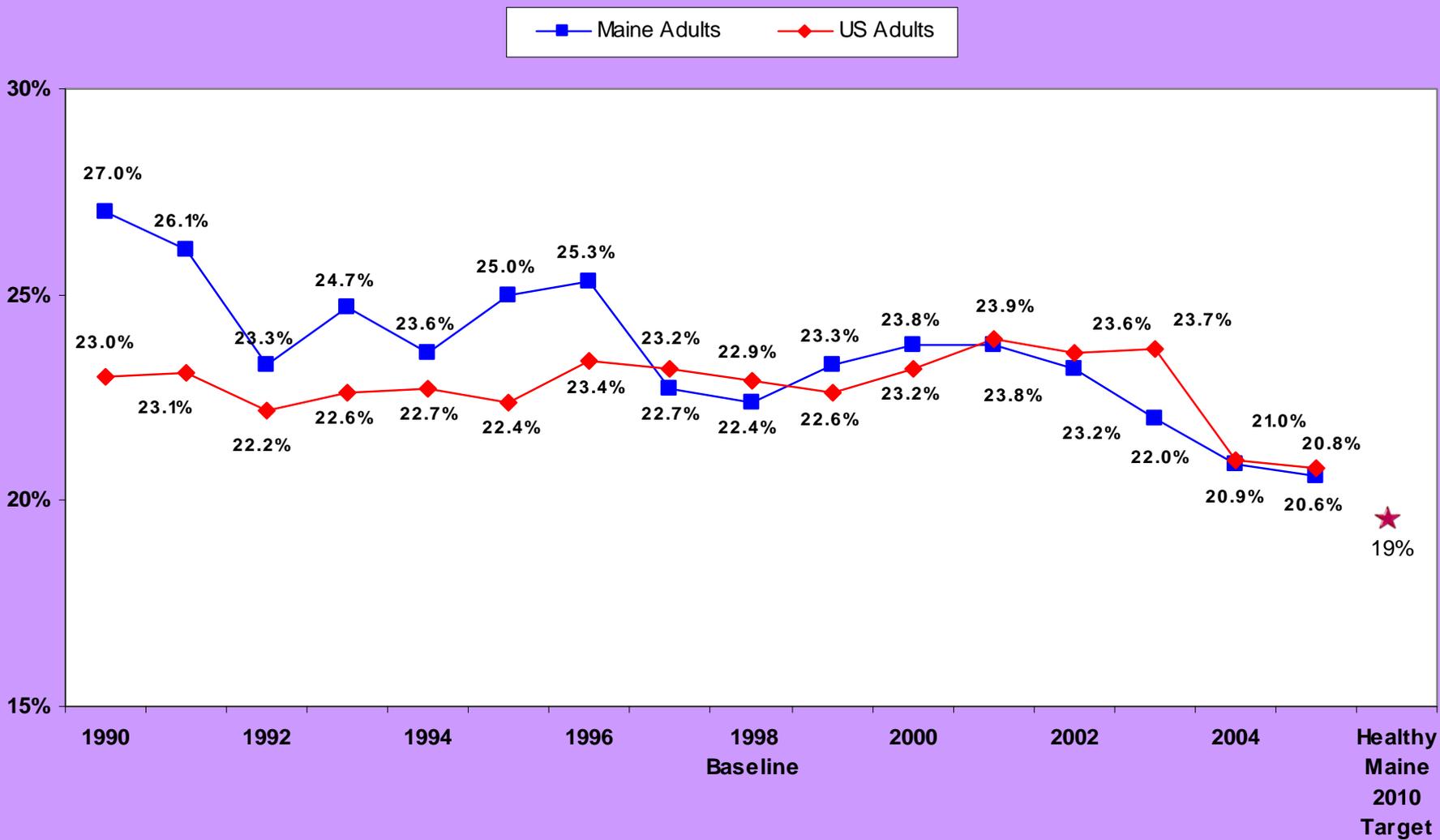
Source: The Burden on Tobacco, Orzechowski and Walker

Maine Consumption of Cigarettes Packs per Capita Sold



Maine Revenue Service, published in The Tax Burden On Tobacco, Orzechowski and Walker

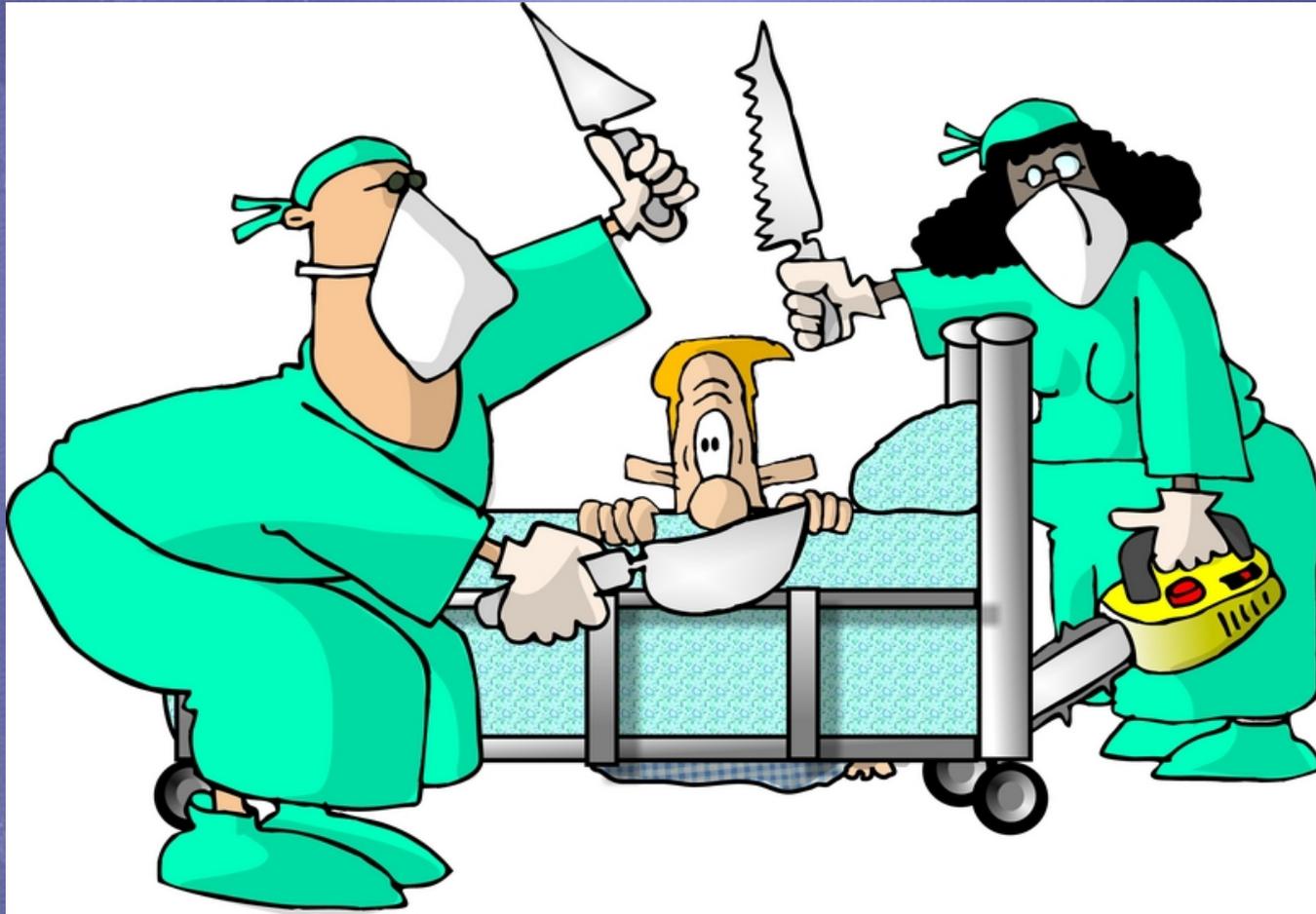
Cigarette Smoking Adults Maine And US 1990-2005

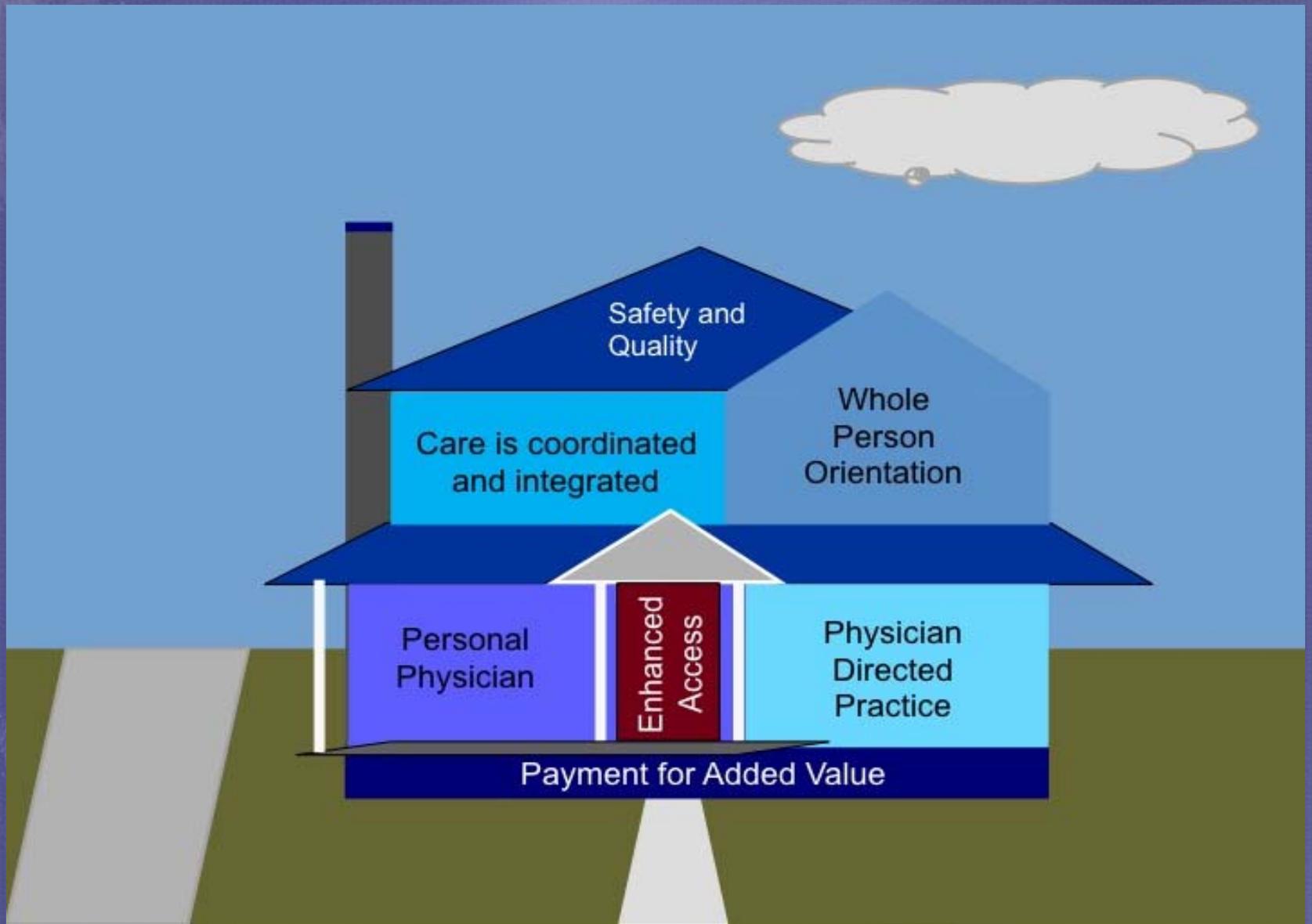


Where Are We Going?



Patient Centered Medical Home



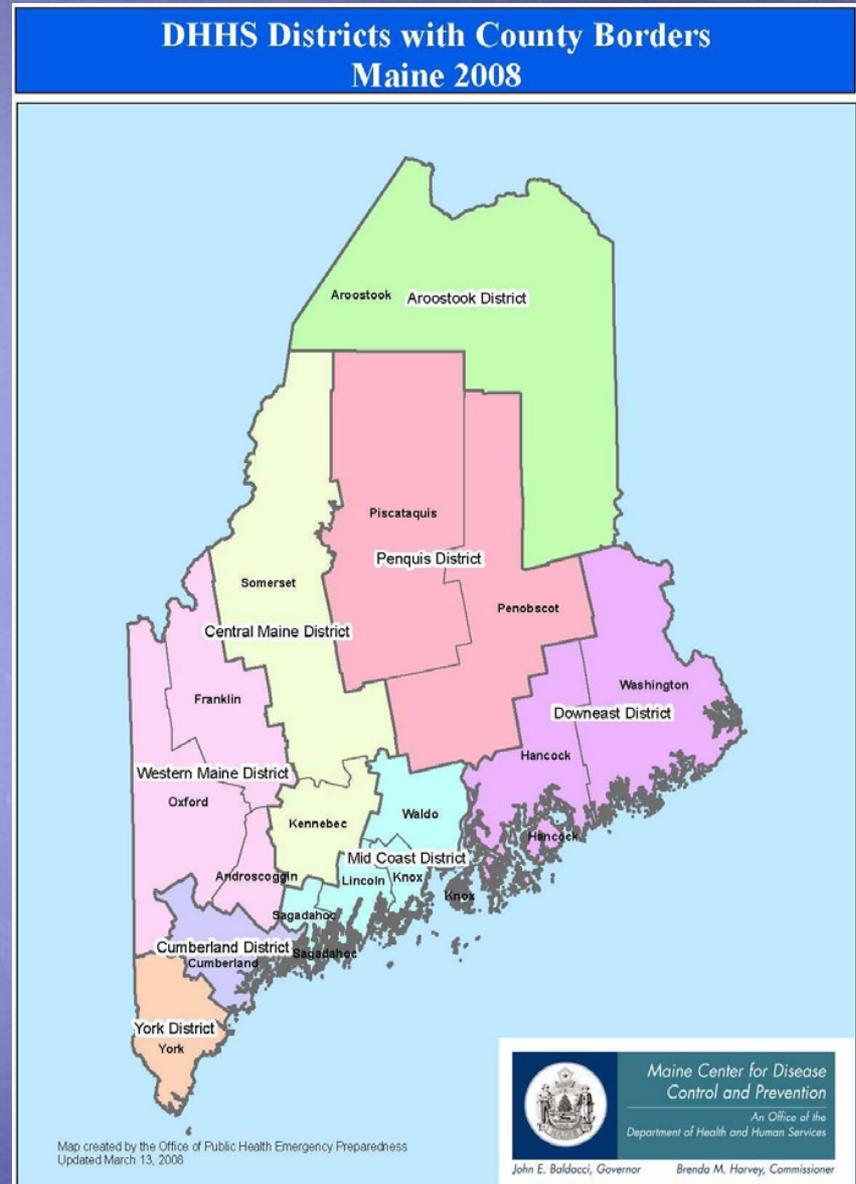


Public Health Infrastructure



Existing players, new model for coordination

- 8 DHHS Districts
- Strengthened Local Health Officer system
- Some core public health functions carried out by Healthy Maine Partnerships
- 8 District Coordinating Councils (DCCs)
- District Public Health Units
- MCDC Office of Local Public Health



Goals of the Public Health System:

- helping Maine become the healthiest state in the nation;
- readying and maintaining the state public health system for national federally-recognized public health accreditation;
- assuring the effectiveness, efficiencies, and evidence-based delivery of the essential public health services.

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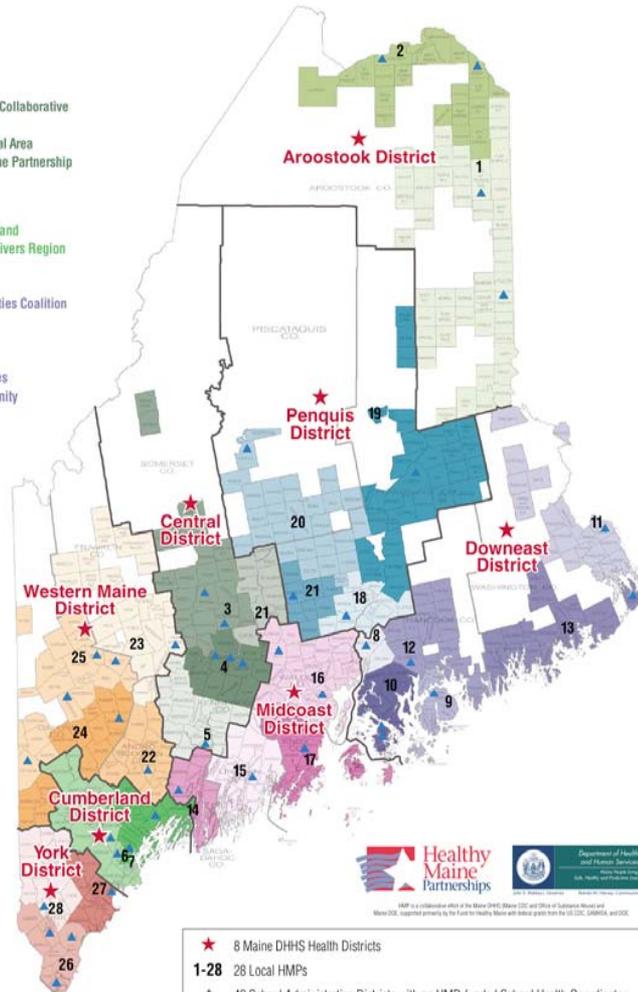
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Healthy Communities





But the cause for which we fought was higher; our thought wider... That thought was our power.

- Joshua Chamberlain

If facts are the seeds that later produce knowledge and wisdom, then the emotions and the impressions of the senses are the fertile soil in which the seeds must grow.

- Rachel Carson

