

ROLE OF PUBLIC HEALTH IN DEVELOPING HEALTHY COMMUNITIES

County of San Diego, HHSA

South Region

Elena Quintanar, MPH

DID YOU KNOW?

- ✘ Zoning
- ✘ Land use



...protect the public's health

COMMON MISSION

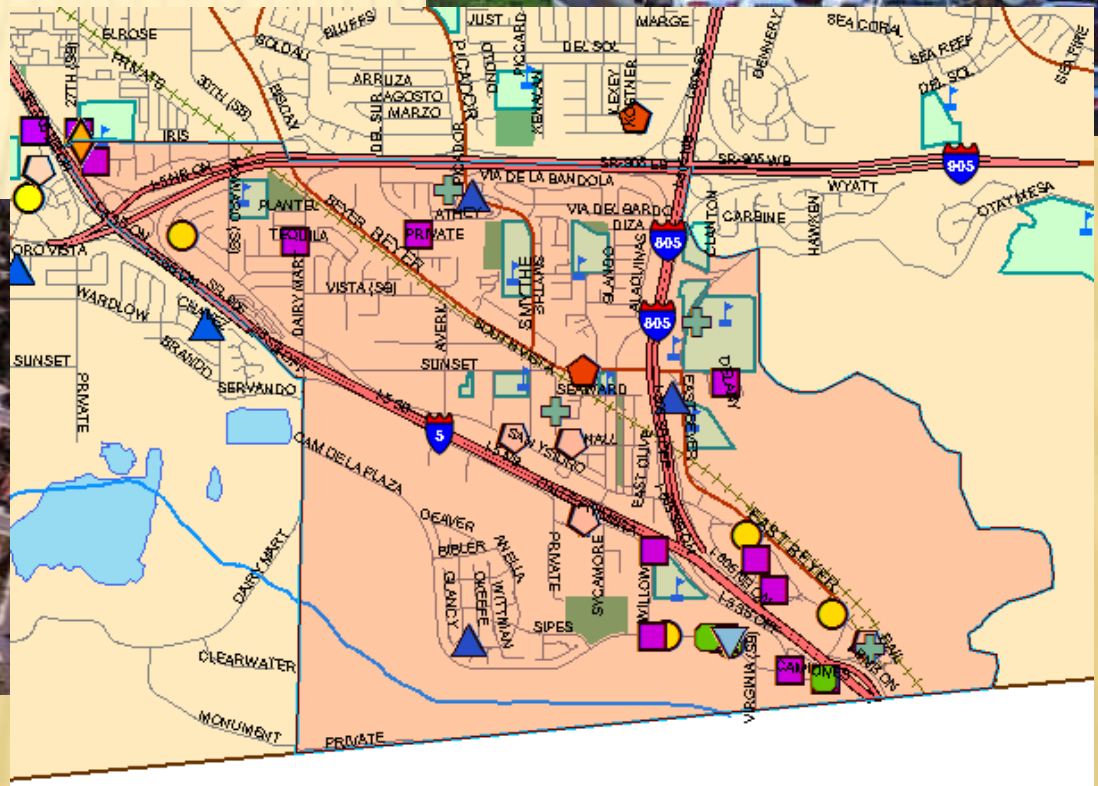
- ✘ Focus on population
- ✘ Improve the well-being of residents
- ✘ Needs assessment & service delivery
- ✘ Manage social systems

PUBLIC HEALTH SUPPORT

- ✘ Data
- ✘ Outreach to residents
- ✘ Incorporate public health goals into development
- ✘ Partnering in implementation

DATA

- ✘ Population Density
- ✘ Traffic
- ✘ Crime data



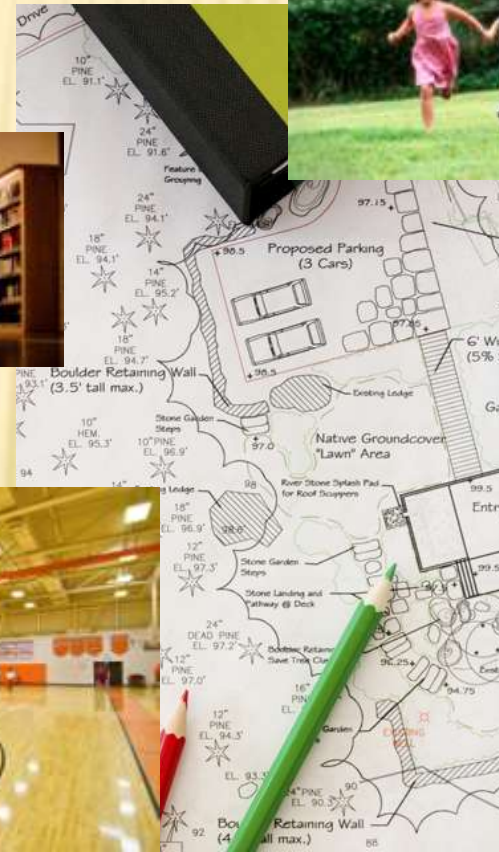
OUTREACH TO RESIDENTS

- ✘ Assist in outreaching to community
- ✘ Participate in redevelopment process



INCORPORATE PUBLIC HEALTH GOALS

- ✘ Participate in resident committees
- ✘ Review documents
- ✘ Provide input into plan



PARTNERING IN IMPLEMENTATION

- ✘ Assist with identifying grants for planning projects
- ✘ Monitor health status of population



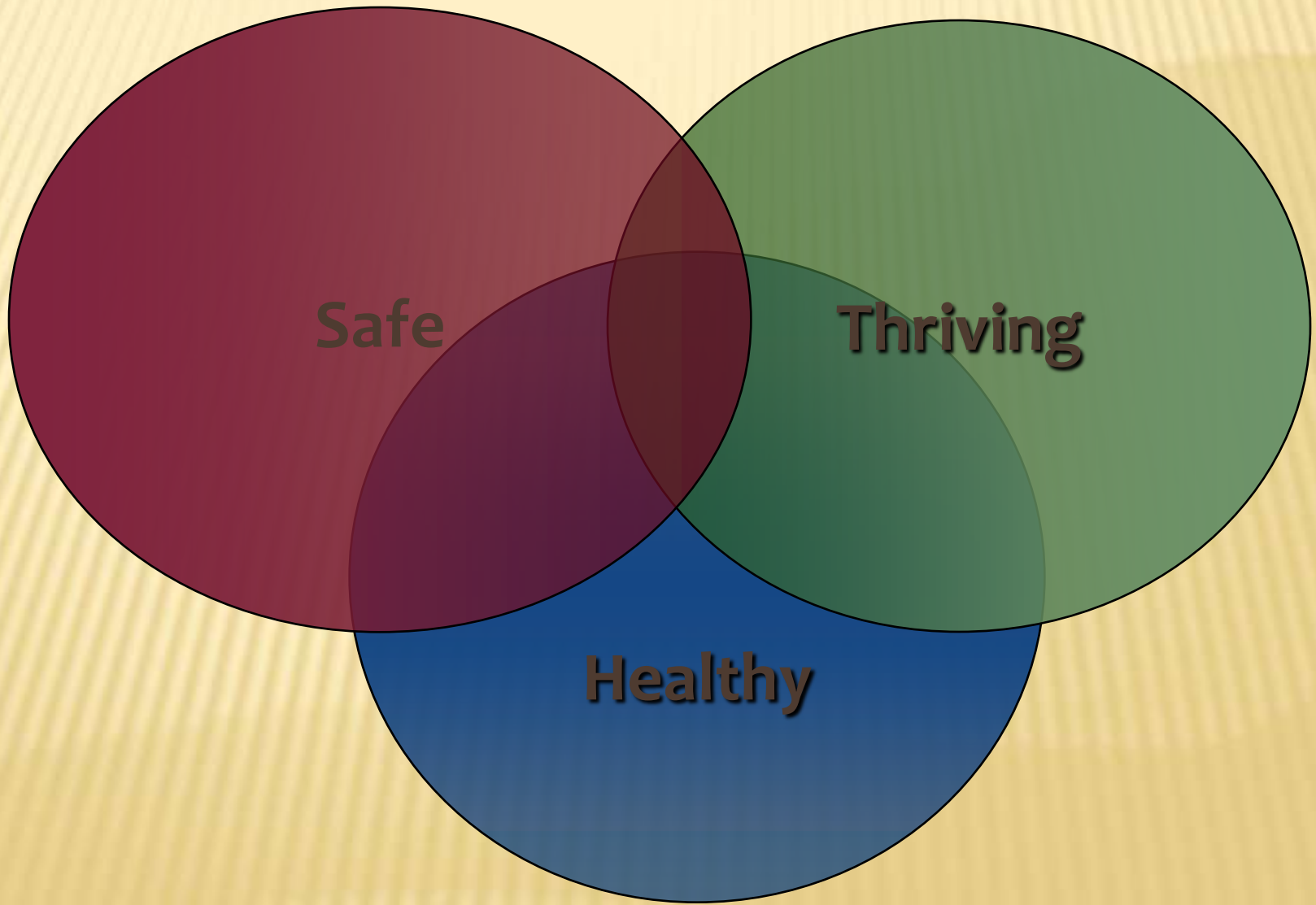
CURRENT EFFORTS

“BUILDING BETTER HEALTH”

County of San Diego



LIVE WELL SAN DIEGO!



“BUILDING BETTER HEALTH”

Key Themes:

- ✘ Build a Better System
- ✘ Support Healthy Choices
- ✘ Pursue Policy Changes for a Healthy Environment
- ✘ Change the Culture Within



3

BEHAVIORS

**TOBACCO USE
POOR DIET
NO EXERCISE**

FOUR

DISEASES

**HEART DISEASE
TYPE 2 DIABETES
LUNG DISEASE
CANCER**

OVER 50

PERCENT

DEATHS





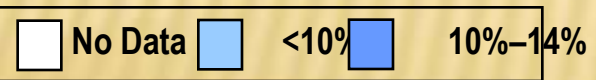
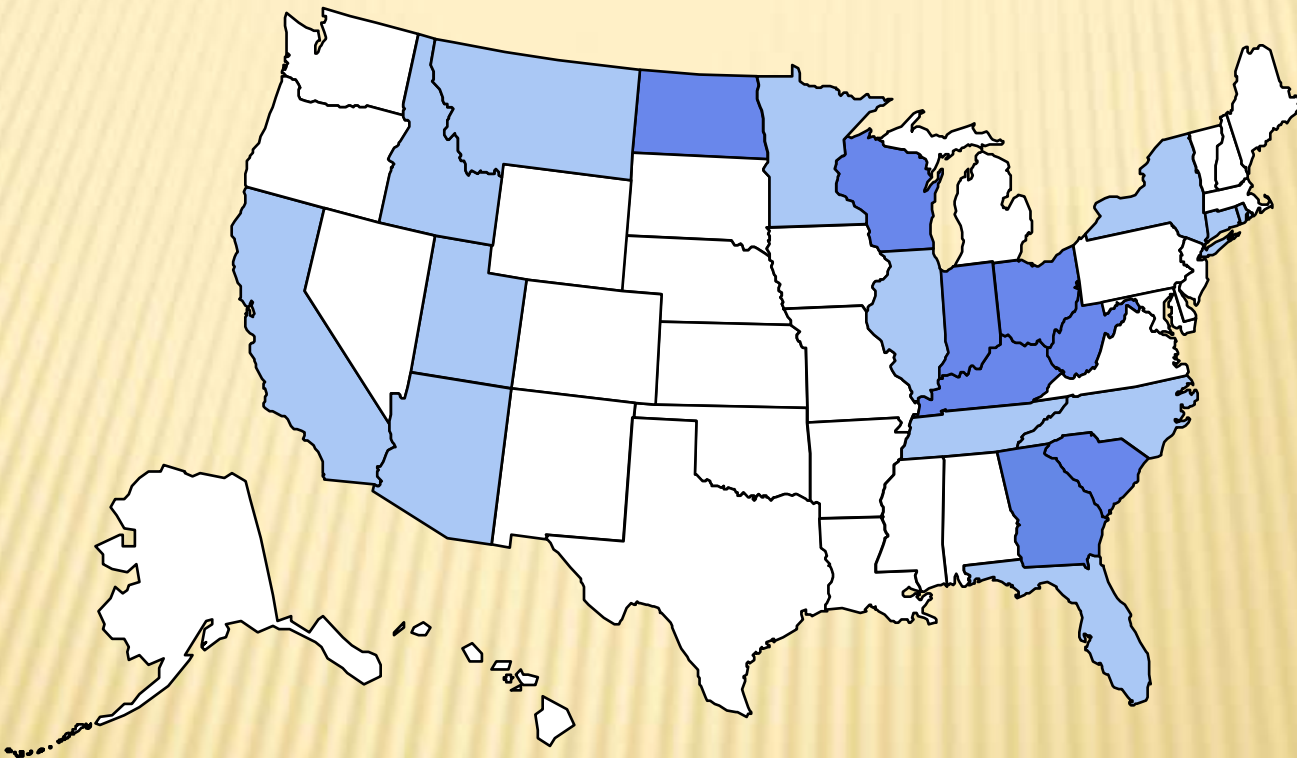
WHY ADDRESS CHRONIC DISEASE WITH THIS APPROACH?



OBESITY TRENDS* AMONG U.S. ADULTS

BRFSS, 1985

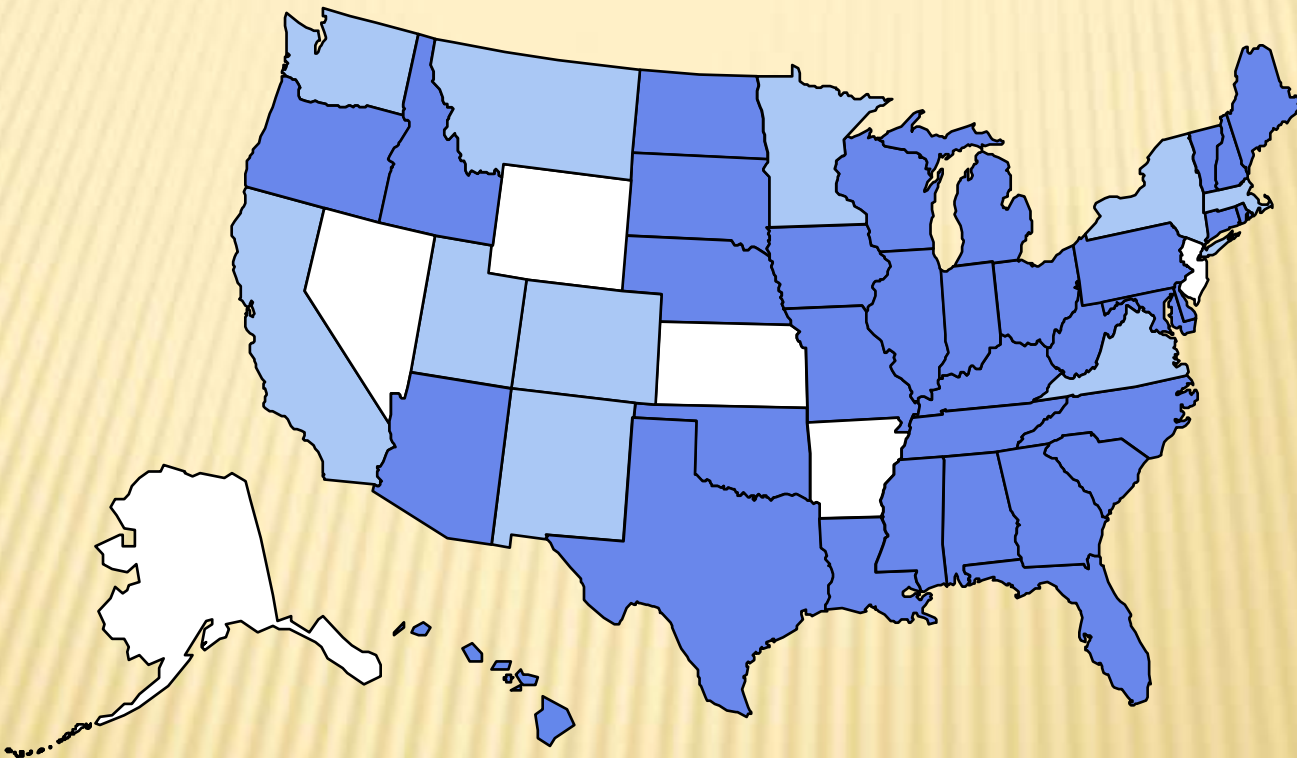
(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



OBESITY TRENDS* AMONG U.S. ADULTS

BRFSS, 1990

(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



No Data <10% 10%-14%

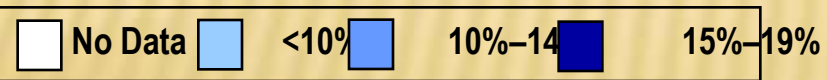
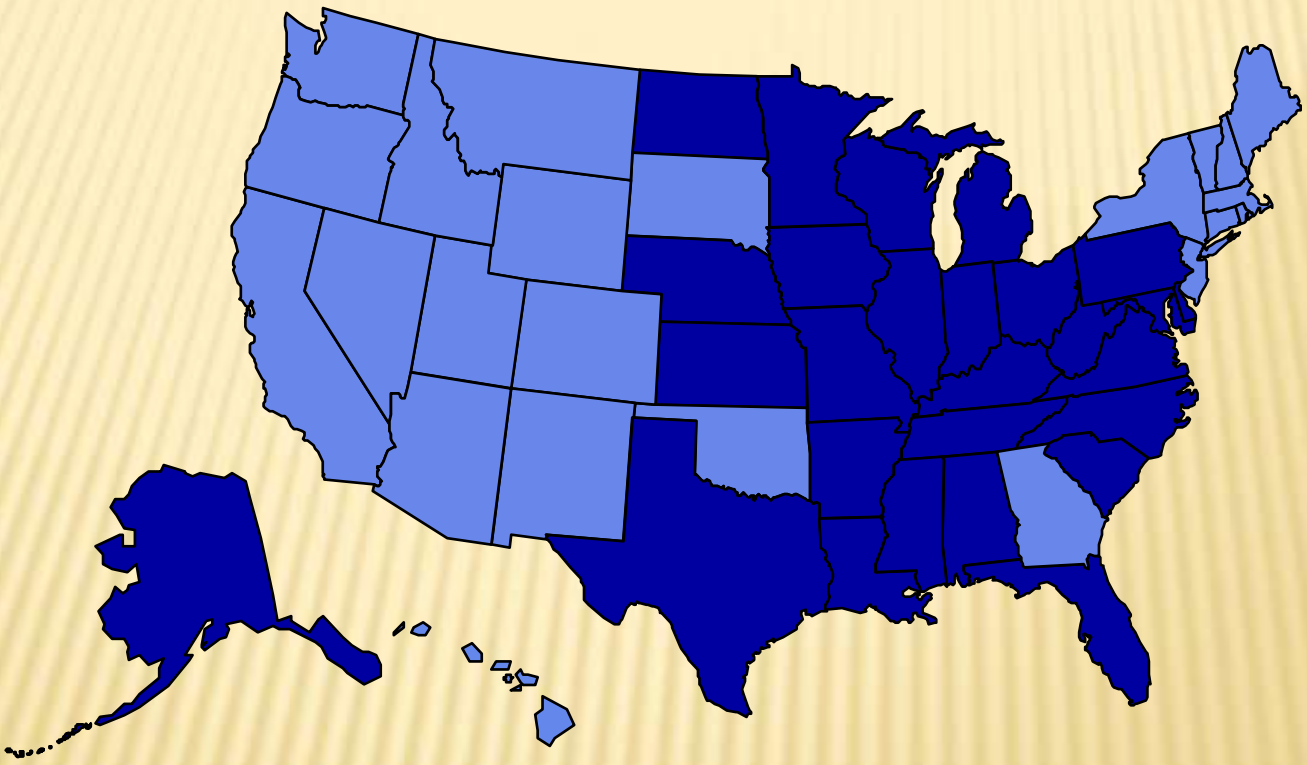


Source: Behavioral Risk Factor Surveillance System, CDC.

OBESITY TRENDS* AMONG U.S. ADULTS

BRFSS, 1995

(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)

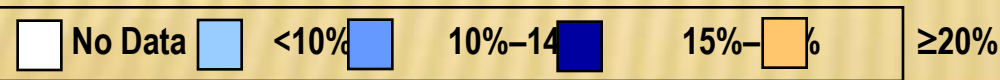
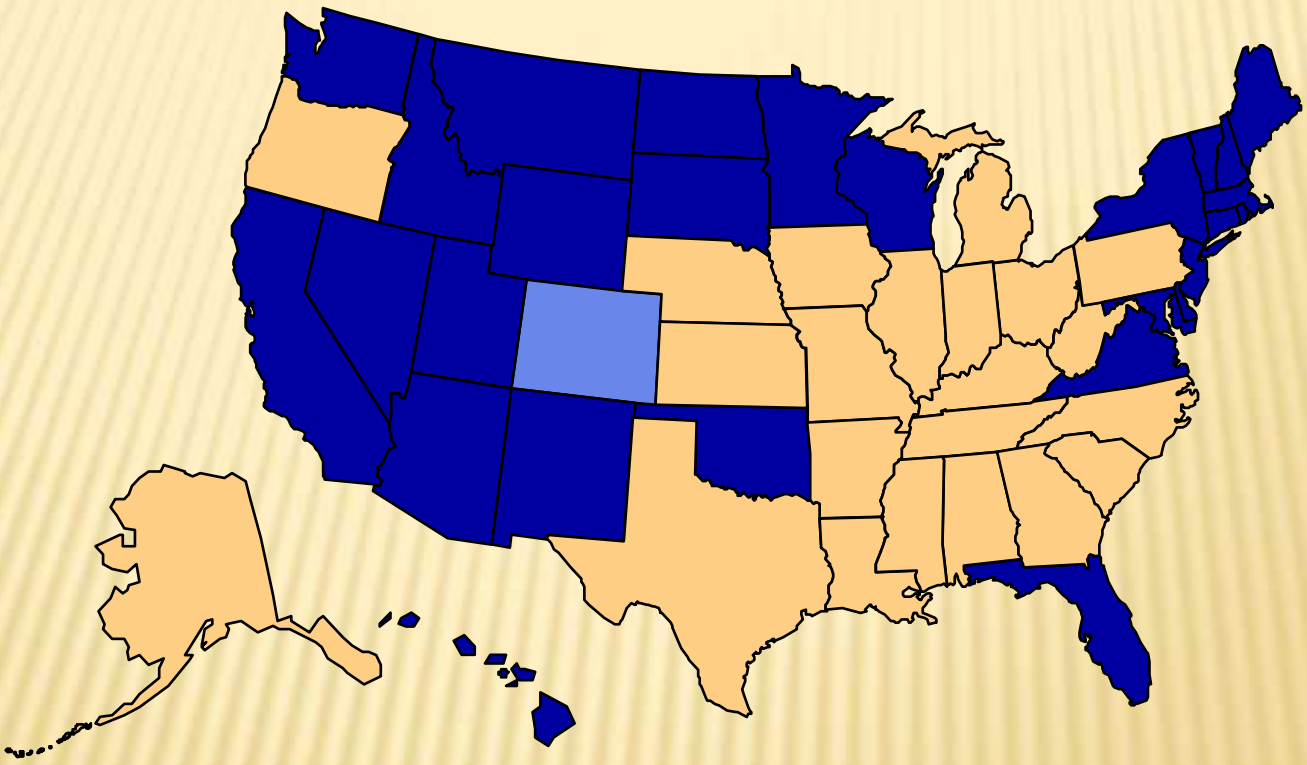


Source: Behavioral Risk Factor Surveillance System, CDC.

OBESITY TRENDS* AMONG U.S. ADULTS

BRFSS, 2000

(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)

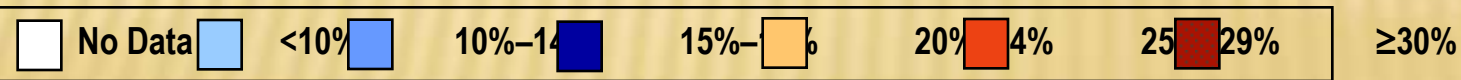
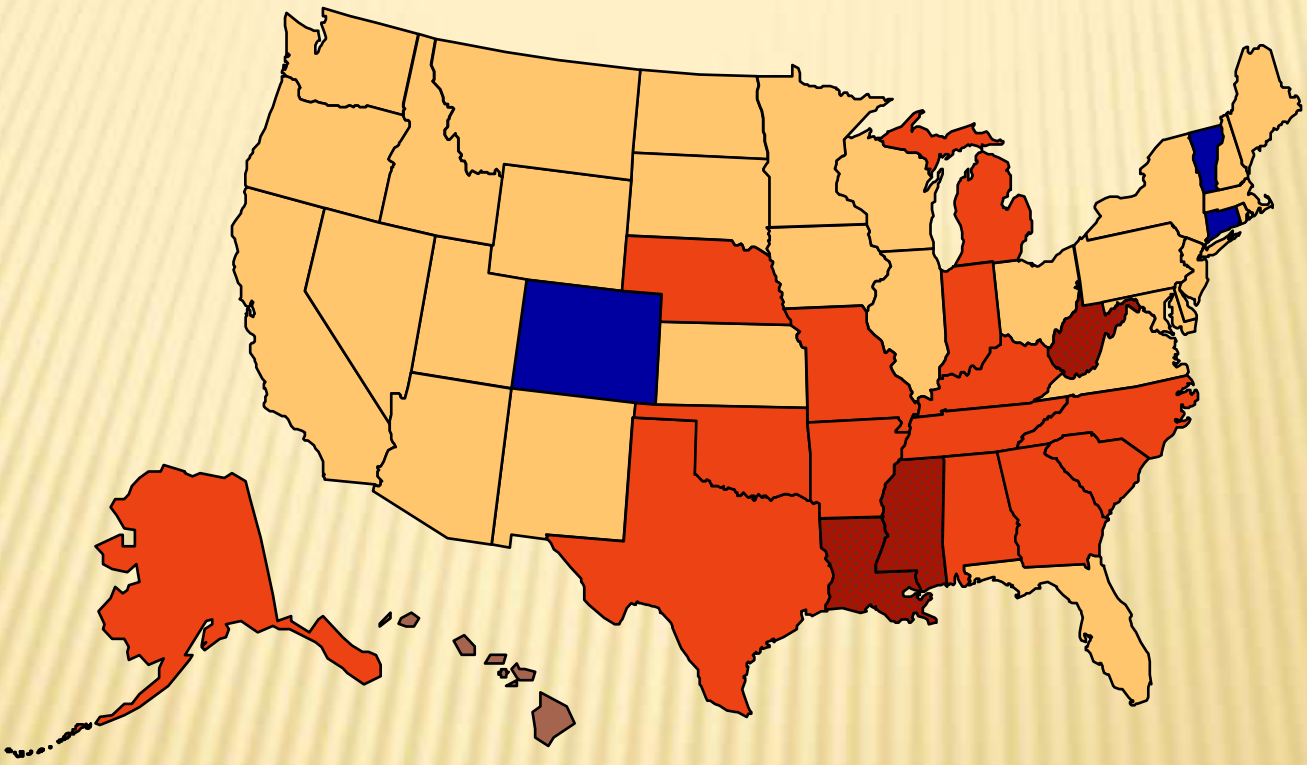


Source: Behavioral Risk Factor Surveillance System, CDC.

OBESITY TRENDS* AMONG U.S. ADULTS

BRFSS, 2005

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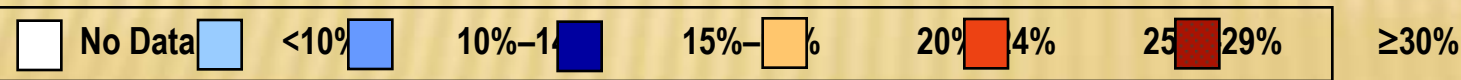
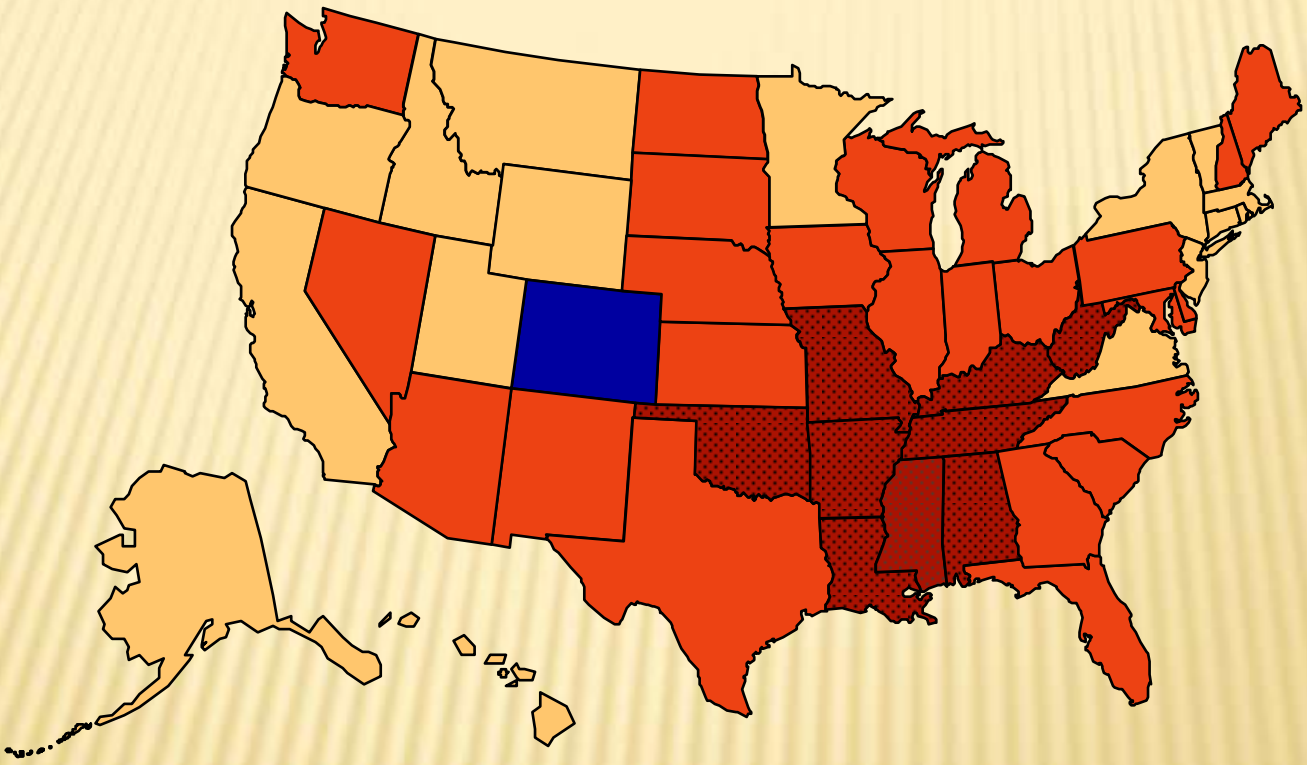


Source: Behavioral Risk Factor Surveillance System, CDC.

OBESITY TRENDS* AMONG U.S. ADULTS

BRFSS, 2009

(*BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" person)



Source: Behavioral Risk Factor Surveillance System, CDC.

WORKING ON SOLUTIONS AT ALL LEVELS



Communities Putting Prevention to Work (CPPW)

To create healthier communities through sustainable, proven, population-based approaches such as broad-based policy systems and organizational changes in communities and schools.



In Your Community...

- ✘ School Wellness
- ✘ Resident Leadership Capacity Building

QUESTIONS?

THANK YOU!

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