



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 4/8/2014

Agenda Placement: 4A

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Shelli Brobst for HOWARD HIMES - Director
Health & Human Services Administration
REPORT BY: Teresa Zimny, Program Manager II - 253-4297
SUBJECT: Proclamation declaring April 7-13, 2014 as "National Public Health Week"

RECOMMENDATION

Presentation of a Proclamation to Heidi Merchen, Public Health Manager and Cara Mae McGarry, Health Education Specialist, declaring April 7-13, 2014 as "National Public Health Week" in Napa County.

EXECUTIVE SUMMARY

For more than a decade, communities around the country have celebrated National Public Health Week (NPHW) in April to help protect and improve our nation's health. The week is organized by the American Public Health Association (APHA) and focuses on the role public health plays in improving our nation's health system. This year's NPHW theme in Napa County focuses on prevention and is "Health Starts Here".

FISCAL IMPACT

Is there a Fiscal Impact? No

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

Since 1995, communities across the country have come together each April to celebrate National Public Health Week (NPHW) to help protect and improve our nation's health. The week is organized by the American Public Health Association (APHA). The goal is to raise awareness nationally and locally of public health's critical role in ensuring a healthy America.

APHA has a broad vision to make America the healthiest nation in one generation. This year's NPHW theme in Napa County focuses on prevention and is: "Health Starts Here". We will discuss ways in which Napa County residents can take preventive measures to live longer and healthier lives. Preventing disease before it begins is critical to reaching this goal, as well as to lowering the cost of health care. If we take small actions, our communities, homes and families will see the large benefits of preventive care and grow the movement.

Key points:

- | Chronic diseases cause Americans to miss 2.5 billion days of work each year, resulting in lost productivity totaling more than \$1 trillion.
- | The U.S. spends far more on health care than any other country, with such costs rising ten-fold from 1980 to 2010 and expected to rise faster than national income during the foreseeable future. However, investing just \$10 per person each year in proven, community-based public health efforts could save the nation more than \$16 billion within five years. That's a \$5.60 return for every \$1 invested.
- | 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. Similarly, 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.
- | In 2009, seat belts saved about 13,000 lives and could have saved thousands more if all drivers and passengers had buckled up.
- | The cost of providing dental care for children enrolled in Medicaid and living in communities without fluoridation is twice as high as for children who receive the oral health benefits of drinking water fluoridation.
- | Twenty-three to one: That's the rate of the return on investment in clean water technologies in the first half of the 20th century.
- | Widening access to care by investing in expanded Medicaid eligibility, which is encouraged and funded via the Patient Protection and Affordable Care Act, results in better health outcomes and reductions in mortality, especially among communities already struggling with health problems.
- | 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.
- | Lifelong health starts not when a health problem arises, but through prevention.
- | Prevention must start in our homes, neighborhoods, communities and the entire County of Napa.

SUPPORTING DOCUMENTS

A . Proclamation

CEO Recommendation: Approve

Reviewed By: Karen Collins