

Healthy People 2010: What Next?

The official comment period for Healthy People 2010 objectives closed in December, but the work is far from over.

More than 3,000 people from the United States and several foreign countries submitted some 10,000 comments on the 700-page draft of Healthy People objectives for 2010. Comments arrived by courier, mail, fax, and e-mail as well as through personal testimony during the public hearings. And now, workgroups are reviewing the comments to assess how best to integrate the information into the focus areas.

The Office of Disease Prevention and Health Promotion, coordinator of the Healthy People initiative, is analyzing what improvements if any could be made to the overall 2010 framework itself.

WHAT CAN YOU DO RIGHT NOW?

Help us create a logo. We're holding a public competition effective through April 30, 1999, for anyone to submit an original design for the logo for this dynamic initiative. For the official rules and an entry form, see inside.

Comments on Healthy People 2010 objectives ranged from short e-mail

messages to documents of 75 pages or more. The 3,000+ people who submitted comments included lay people as well as health providers, health officials, academics, and representatives of advocacy groups. Kidney patients and nephrologists, firefighters, school health nurses, and advocates on behalf of people with sleep disorders all mounted letter-writing campaigns.

Comments arrived from every state in the U.S., as well as from the District of Columbia, Puerto Rico, and eight foreign countries, including New Zealand, Pakistan, and the Republic of Korea.

Six public hearings—held in Philadelphia, Chicago, New Orleans, Seattle, Sacramento, and Washington, D.C.—attracted more than 2,000 people.

To take advantage of modern technology and electronic communications, the draft objectives for 2010 were posted on the World Wide Web, enabling people to comment over the Internet and read what other people said. Of the comments received, approximately 20 percent were submitted directly over the Web.

All public comments are now searchable and available to use in planning, designing, and implementing local health improvement efforts. Comments can

be searched in various ways, including by

- word
- focus area
- objective
- population
- setting
- city, State, or ZIP Code
- name of organization
- type of organization
- individual name.

If you submitted a comment during the public comment period and want to confirm that it was posted, check the Web site at www.health.gov/healthypeople. If your comment has not been posted, e-mail the webmaster (see instructions under the section “Contact the Staff”).

As *Prevention Report* goes to press, the Healthy People workgroups are re-tooling objectives based on public comments. Those comments deal with all aspects of the objectives and the text, including, but not limited to:

- adding new objectives
- deleting or altering existing objectives
- re-evaluating the targets
- adding new select populations
- rewriting to improve reader-friendliness.

To contact the workgroup coordinators, go to

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the Web site and check out the section titled "Contact the Staff." Please note that more than one contact is listed for some workgroups, in which case it is best to contact all.

The results of the workgroups' revisions will be presented at the April 23 meeting of the **Secretary's Council on National Health Promotion and Disease Prevention Objectives for 2010** in Washington, D.C. [This meeting, while open to the public, has limited seating and requires advance notice of attendance; if you wish to attend, call Phyllis Carroll at (202) 205-8611 or e-mail pcarroll@osophs.dhhs.gov]

Meanwhile, work on the launch has already begun. **Save this Date: January 25-28, 2000!** That's the date for the *Partnerships for Health in the New Millennium* conference, which will be a joint meeting of the Healthy People Consortium and the Partnerships for Networked Consumer Health Information. The conference will be held in Washington, D.C., and will highlight the release of the Nation's third generation of disease prevention and health promotion objectives.

For information, contact the Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services, Room 738G, 200 Independence Avenue, SW., Washington, D.C. 20201, call 1-800-367-4725, or visit the Web site on the front page.

Healthy People

"Healthy People 2010": National Health Objectives for the United States.

R.M. Davis. *British Medical Journal* 317 (November 28, 1998): 1513-17.

National health objectives such as those contained in the public comment draft of Healthy People 2010 represent a potentially effective strategy for improving public health.

Can Data-Driven Benchmarks Be Used to Set the Goals of Healthy People 2010?

J. Allison, et al. *American Journal of Public Health* 89 (January 1999): 61-65.

A data-driven benchmark method for defining realistic, achievable goals for specific objectives is a suitable alternative to the consensus-based approach used in Healthy People 2010.

Nutrition

The "Age +5" Rule: Comparisons of Dietary Fiber Intake Among 4- to 10-Year-Old Children.

J.S. Hampl, et al. *Journal of the American Dietetic Association* 98 (December 1998): 1418-23.

Children who increase their intake of high-fiber food can reduce their risk of future chronic disease.

Tobacco

Neighbors for a Smoke Free North Side: Evaluation of a Community Organization Approach to Promoting Smoking Cessation Among African Americans.

E.B. Fisher, et al. *American Journal of Public Health* 88 (November 1998): 1658-63.

A community organization approach emphasizing local authority for program decisions and involvement of informal networks can lower smoking rates among residents of low-income neighborhoods.

Occupational Safety and Health

Return to Work Following Injury: The Role of Economic, Social, and Job-Related Factors.

E.J. MacKenzie, et al. *American Journal of Public Health* 88 (November 1998): 1630-37.

Interventions at the patient, employer, and policy levels may improve the chances of resuming work in individuals at high risk for delayed return to work (RTW) after injury.

Oral Health

Dental and Cardiac Risk Factors for Infective Endocarditis: A Population-Based, Case-Control Study.

B.L. Strom, et al. *Annals of Internal Medicine* 129 (November 15, 1998): 761-69.

Because few cases of infective endocarditis would be preventable with antibiotic prophylaxis,

current policies on the use of antibiotic prophylaxis in dental treatments need to be reconsidered.

HIV

Home Sample Collection Tests for HIV Infection.

B.M. Branson. *Journal of the American Medical Association* 280 (November 18, 1998): 1699-1701.

HIV prevention strategies, such as HSC tests and immediate access to test results, could greatly affect the AIDS epidemic.

Respiratory Diseases

Respiratory Tract Viral Infections in Inner-City Asthmatic Adults.

R.L. Atmar, et al. *Archives of Internal Medicine* 158 (December 7-21, 1998): 2453-59.

The high frequency of respiratory tract viral infections (RTVIs) identified in association with asthmatic exacerbations in adults from the inner city suggests that strategies for preventing RTVIs should be targeted to this population.

The Relationship Between Asthma and Obesity in Urban Minority Children and Adolescents.

J. Gennuso, et al. *Archives of Pediatric Adolescent Medicine* 152 (December 1998): 1197-1200.

Asthma is a risk factor for obesity in children and adolescents.

Meetings

10th Annual Art and Science of Health Promotion Conference: Balancing High Tech with Human Touch in Health Promotion. Amelia Island, FL. Sponsored by *American Journal of Health Promotion* and Wellness Councils of America. (248) 682-0707. **March 1-16, 1999.**

Prevention 99: Scientific, Political, and Social Priorities for the 21st Century. Arlington, VA. Sponsored by the American College of Preventive Medicine and the Association of Teachers of Preventive Medicine. (703) 917-8966. **March 18-21, 1999.**

American Association for Cancer Research 90th Annual Meeting. Philadelphia, PA. (215) 440-9300, fax (215) 440-9313, or e-mail aacr@aacr.org. **April 10-14, 1999.**

Pacific Rim Perinatal Conference on "The Impact of Substance Use and Its Impact on Families." Honolulu, HI. Sponsored by March of Dimes, Chapter of the Pacific. (808) 536-1045. **May 6-8, 1999.**

National Rural Health Association 22nd Annual Conference: "Tools for a Healthy Future." San Diego, CA. (816) 756-3140, e-mail mail@nrharural.org, or visit www.NRHArural.org/conf99. **May 27-30, 1999.**

"College Health: Establishing Priorities for the 21st Century." Philadelphia, PA. Sponsored by the American College Health Association. (410) 859-1500 or visit www.acha.org. **June 2-5, 1999.**

American College of Sports Medicine. Seattle, WA. (317) 637-9200. **June 2-5, 1999.**

National Wellness Coalition Annual Meeting. Stevens Point, WI. (715) 342-2969. **July 10-16, 1999.**

Online

Respiratory Diseases

Health professionals can analyze problems related to long-term asthma management with the **Asthma Management Model System** at www.nhlbisupport.com/asthma/index.html. Users can formulate research questions and access databases, retrieve the latest treatment guidelines and published literature, obtain continuing education credits, and browse and download materials. The site also features online forums and discussions.

Crosscutting

Your Guide to Choosing Quality Health Care is now available at www.ahcpr.gov/consumer/qntool.htm. The Guide is based on research about the information consumers want and need when making decisions about health plans, doctors, treatments, hospitals, and long-term care. A limited number of free printed copies of the Guide are available through the Agency for Health Care Policy and Research Publications Clearinghouse; call (800) 358-9295.

To look for jobs, internships, and fellowships, visit the Public Health Employment Connection at web.sph.emory.edu/phemploy.nsf. A form is available for posting jobs. For more information, contact the site administrator, John Youngblood, at Emory University's Rollings School of Public Health, jyoung@sph.emory.edu, or call (404) 727-8323.

Although his findings proved that genetic material is DNA, Oswald Theodore Avery never won a Nobel prize. However, his work is now being recognized on the **National Library of Medicine's new Web site, "Profiles in Science," www.profiles.nlm.nih.gov.** The site features scientific discoveries including the unpublished writings, letters, and lab notes of great scientists.

Sexually Transmitted Diseases

The STDGEN Relational Database, www.stdgen.lanl.gov, organizes genetic information about a variety of sexually transmitted disease-causing organisms, including viruses, bacteria, and protozoa. The database translates DNA sequences into gene-product sequences and then organizes these into logical groups, such as outer membrane proteins that are likely candidates for vaccines or diagnostic tests.

Immunization and Infectious Diseases

The Hide & Seek! Web site at www.healthmedia.com provides information and products to help prevent the spread of infection. Videos and posters are available in English and Spanish on topics such as handwashing. Neckties are also available for purchase, with proceeds going to fund research and help eradicate infectious diseases.

In Print

Nutrition

Two new dietary books are available from Family Health Publications. *The Doctor's Pocket Calorie, Fat & Carbohydrate Counter (1999 Edition)* includes an 80-page fast-food section, a free Food Information Service, and an introductory weight control Section. The cost is \$7.00, plus shipping and handling. *The Food & Exercise Diary* allows individuals to record food and exercise patterns for 10 weeks. The cost is \$4.00. Both books are packed in display packs of 10 books, and discounts are available for larger quantities. To order, write Family Health Publications, P.O. Box 1616, Costa Mesa, CA 92628, call (949) 642-8500, or fax (949) 642-8900.

Environmental Health

“What You Need to Know About *Pfiesteria piscicida*” (publication number EPA 842-F-98-011) is available from the National Center for Environmental Publications and Information at (800) 490-9198. The 6-page brochure answers such questions as “What is *Pfiesteria*?” “How does *Pfiesteria* affect fish?” “Where has *Pfiesteria* been found?” and “Can *Pfiesteria* cause human health problems?”

Heart Disease and Stroke

Stop Heart Disease Before It Stops You: The Healthy Heart Handbook for Women has been revised. It now includes 100 pages of the latest information on preventing cardiovascular diseases such as coronary heart disease, heart attack, high blood pressure, stroke, and chest pain. The book can be downloaded free from www.nhlbi.nih.gov. For printed copies (\$5.50 each), write the NHLBI Information Center, P.O. Box 30105, Bethesda, MD 20825-0105, call (301) 251-1222, or fax (301) 251-1223.

Cancer

“Los Mamogramas y El Cáncer de Los Senos” (publication number [FDA] 98-4269S) discusses the purpose of a mammogram, recommendations regarding mammograms, risk factors for breast cancer, tips for self-examination, and treatment of breast cancer. For a free copy, write Publications Orders, Food and Drug Administration (HFI-40), Rockville, MD 20857, or visit www.fda.gov.

HIV

A new brochure, **“How to Protect Yourself From AIDS,”** provides an overview on HIV/AIDS, as well as information on condoms and other precautions, testing, and treatments. For a free copy, write Publications Orders, Food and Drug Administration (HFI-40), Rockville, MD 20857, or visit www.fda.gov. The publication number is (FDA) 98-1296.

People with Disabilities

The American Foundation for the Blind (AFB) and its partner, Toy Manufacturers of America (TMA), have completed the **1998-1999 *Guide to Toys for Children Who Are Blind or Visually Handicapped***. For free copies, call AFB’s Information Center, (800) 232-5463, or e-mail afbinfo@afb.net. For more than 100 copies, contact TMA at (800) 851-9955.

In Funding

Educational and Community-Based Programs

Nine States have received **Youth Development State Collaboration Demonstration Project** grants. Arizona, Colorado, Connecticut, Iowa, Maryland, Massachusetts, Nebraska, New York, and Oregon will each receive \$120,000 to help identify, develop, and strengthen effective youth development strategies. Efforts will focus on young people at risk, such as homeless and runaway youth.

The new **Rural Hospital Flexibility Program** provides Medicare cost-based reimbursement for Critical Access Hospitals. The \$25 million grant program to States will be administered by the Federal Office of Rural Health Policy, which will make an announcement in March, with applications due in May. The Office expects to make awards by September 1999.

Cancer

To spur development of technologic improvements in cancer treatment and detection in the 21st century, the National Cancer Institute recently created an **Unconventional Innovations Program**. The 5-year, \$48 million program seeks to stimulate development of radically new technologies in cancer care. The earliest contracts are expected to be awarded in 1999.

Clinical Preventive Services

In partnership with the W.K. Kellogg Foundation, the Colorado Trust has awarded Denver Health a \$2.4 million grant to **improve access to health care services for Denver’s medically underserved population**. The 5-year grant for “Community Voices: Healthcare for the Under-served” will fund a targeted public outreach and awareness effort, a user-friendly system designed to ensure that eligible patients are enrolled in appropriate health insurance plans and to provide case management for high-risk patients.

Educational Aids

Maternal and Infant Health

The National Institute of Child Health and Human Development (NICHD) has opened the **NICHD Clearinghouse**. The Clearinghouse features a toll-free number, online ordering of publications through the NICHD Web site, and an information and referral service. Write NICHD Clearinghouse, P.O. Box 3006, Rockville, MD 20847, call (800) 370-2943, fax (301) 984-1473, e-mail NICHDclearinghouse@iqsolutions.com, or visit www.nih.gov/nichd.

Healthy People Logo Competition

Ok. You've exercised the left part of your brain reading and commenting on all those objectives found in *Healthy People 2010 Objectives: Draft for Public Comment*. Now exercise the right side and have some graphic fun! We're looking for a graphic to use as the logo for the new generation of Healthy People objectives... and we're encouraging the public to help us.

What is Healthy People?

Healthy People is the nation's prevention agenda. It all started back in 1979 with the first Healthy People report from the Surgeon General emphasizing the great strides we could make as a nation if we applied health promotion and disease prevention objectives to our national health strategy—and even local health strategies as well. Healthy People 2000 consists of more than 300 objectives focused on health promotion and disease prevention. The next generation of objectives, more than 500 in draft, will carry the nation through the year 2010. To learn more, visit the web-site at www.health.gov/healthypeople or call (301) 468-3028, number 0106, for a fax-back fact sheet describing the initiative.

Here's what we want the logo to say:

✦ Healthy People

Here's what we think the logo needs to do:

- ✦ The logo must convey the essence of the next generation of Healthy People objectives, for which the theme is Healthy People in Healthy Communities/Health for All.
- ✦ The logo must be usable in a variety of sizes—from postage stamp, to stationery, to football stadium banners.
- ✦ The logo must be able to be used in one color...or many colors.
- ✦ The logo must be easy to read.

To enter:

Please submit a signed entry form and both a paper copy and, if available, a 3.5-inch disk version to: Healthy People 2010 Logo Competition, ODPHP, Room 738-G Humphrey Building, 200 Independence Avenue, SW., Washington, DC 20201. **All entries must have name and address of submitter.**

NAME _____ AGE _____ PHONE (daytime) _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

E-MAIL ADDRESS: _____

SOFTWARE USED (Please be as specific as possible, i.e., Adobe Illustrator for MAC) _____

I, _____, assign all rights on this graphic design and affirm that I have not copied this design from another, potentially copyrighted source.

SIGNATURE _____ DATE _____

Here are some ideas we had:

- ✦ We want a logo that shows progress, growth, success, and hard work.
- ✦ We want a new idea...perhaps an evolving logo that changes every two years showing actual achievement? Perhaps a moving logo that shows progress (like going up a hill?)

The rules:

1. All entries must be accompanied by a signed entry form (see below) and must be received by 5 p.m., April 30, 1999.
2. All entries become the property of the U.S. Department of Health and Human Services (DHHS); all copyrights are waived on submission.
3. ODPHP reserves the right to combine several submissions or to alter any single submission for use as the Healthy People logo.
4. ODPHP agrees to use any submissions to the Healthy People Logo Competition ONLY for this purpose. We reserve the right to display graphical representations of non-winning entries during the launch conference.
5. ODPHP will be the sole judge of the winning entry/entries.
6. Winners will be notified in writing by July 1, 1999. ODPHP will provide roundtrip airfare and two nights' hotel accommodation to the launch conference (January 25-28, 2000 in Washington, D.C.) for the identified winner. No cash compensation will be provided. Winners will be officially recognized during the conference for their contributions.

DEADLINE: All entries must be received by 5 p.m., April 30, 1999

More than 160,000 women are now participating in the **Women's Health Initiative** (WHI), a 15-year study supported by the National Institutes of Health. Since 1991, the National Heart, Lung, and Blood Institute has examined the leading causes of death, disability, and frailty in postmenopausal women, including heart disease, breast and colorectal cancers, and osteoporosis. The initiative involves a clinical trial, an observational study, and a community prevention study. WHI centers are

recruiting minority women for the observational study, which is looking at the relationship between lifestyle factors and health. For more information on WHI, visit www.nhlbi.nih.gov/nhlbi/whi1.

A new Medicare project will **identify the best ways to promote health and prevent physical decline among older Americans**. The Healthy Aging Project, sponsored by the Department of Health and Human Services, will identify strategies that have been successful in promoting a

healthy aging experience. The project will test strategies that encourage the use of such clinical preventive services as mammograms, colorectal cancer screening, and flu shots, and reduce behavioral risk factors. The final product will be the first compendium of scientifically proven strategies to reduce behavioral risk factors for seniors.

A new vaccination to **protect children against rotovirus (Rv) infection** has been added to the recommended childhood immunization schedule for

1999 by the American Academy of Pediatrics, the Advisory Committee on Immunization Practices of the Centers for Disease Control and Prevention, and the American Academy of Family Physicians. The Rv vaccination is now recommended at 2, 4, and 6 months of age. The vaccine should not be given to children less than 6 weeks old, and a first dose is not recommended for children 7 months of age or older. All doses should be completed before a child turns 1.