

CHRONIC DISEASE Chronicles



SPRING 2005

INSIDE THIS ISSUE

- 2 Meet The Staff
- 2 Helping Extend the Reach of Community Resources
- 3 2005 Chronic Disease Directors Awards
- 4 Advocacy for Chronic Disease
- 4 CDC Foundation Gifts
- 4 Healthy Aging
- 5 Public Health in Emerging Areas
- 6 Promoting State Success
- 6 How much are chronic diseases really costing the states and the nation?
- 7 CDD Member Assists the American Heart Association's Visit to Washington
- 7 Kellogg Foundation Funds CDD for Nationwide Environmental Scan
- 8 Project Officer of the Future: Change Agents Improving the Public's Health

Chronic Disease Directors
2872 Woodcock Boulevard
Suite 220
Atlanta, Georgia 30341

Phone: (770)458-7400
Fax: (770)458-7401

Email: info@ChronicDisease.org

New Report Helps Educate Policy-Makers on Chronic Disease Expenditures

Care for the Chronically ill accounts for more than 75% of the nation's \$1.4 trillion medical care costs

Chronic Disease Directors (CDD), in collaboration with the Saint Louis University Prevention Research Center and supported by the Centers for Disease Control and Prevention (CDC), prepared a report on state and territorial health agency spending on chronic disease entitled *Chronic Disease Burden and Expenditures in the United States: A Report From State and Territorial Health Agencies*.

The report summarized major findings from a survey of state and territorial health agencies to assess resources, needs, and priorities in chronic disease prevention and control, and compared findings with similar surveys in 1990 and 1996. The survey covered three major areas: 1) resource assessment; 2) plans and priorities; and 3) topics for continuing education.

The total reported expenditures for chronic disease control activities by State Health Agencies in FY 2002 amounted to \$1.1 billion. The adjusted per capita expenditures on prevention were \$4.18, which is dwarfed by spending on medical care. For every \$1 spent on chronic disease prevention, \$445 was spent on medical care for chronic diseases. More than half of State Health Agency chronic disease expenditures were for tobacco use prevention and control. The next largest spending category was cancer prevention and control (26% of expenditures).

While the chronic disease burden grows, spending for medical care for chronic conditions far outweighs spending for prevention. As caring for people with chronic diseases accounts for more than 75% of the nation's \$1.4 trillion medical care costs, the nation cannot effectively address escalating health costs without addressing chronic diseases. State health agencies play a vital role in chronic disease prevention, and programs that focus on prevention and control should be considered a mandatory expenditure that will not only improve the health of state residents but also save states money in the long run.

This concise report provides an effective tool for educating policy-makers about the chronic disease burden, current state efforts, and future funding priorities. The report can be found at:
http://www.chronicdisease.org/NEW/chronic_disease_reports.htm

Meet The Staff

CDD Office Relocates to Atlanta, Georgia



Over the last year, CDD has added several new field staff serving as consultants on various projects. In addition, CDD's relocation to Atlanta has brought in new office staff.

Sandra D. Adams, MS, RD, CHES, serves as project coordinator for the Project Officer of the Future project. She may be contacted at adams@chronicdisease.org.

Margaret O. Casey, RN, MPH, is project coordinator for CDD's Cardiovascular Health Council and its capacity-building projects. Her email address is casey@chronicdisease.org.

Maribeth Doran contributes to the State Success Stories project. Contact her at doran@chronicdisease.org.

Amy C. Greene, MSSW, MPH, is a project coordinator for CDD's School Health Council and its capacity-building activities. Amy's email address is greene@chronicdisease.org.

Jody L. Stones, M.Ed., serves as project coordinator for CDD's Physical Activity Interest Group and its capacity-building activities. Jody may be contacted at stones@chronicdisease.org.

Peggy K. Yen, RD, LD, MPH, serves as project coordinator for the State Success Stories Project. She may be contacted at yen@chronicdisease.org.

Walter F. (Snip) Young, Ph.D serves as project coordinator for CDD's youth obesity project, funded by the W.K. Kellogg Foundation. He also contributes to the State Success Stories Project. Contact Snip at young@chronicdisease.org.

In January 2005, Chronic Disease Directors relocated to Atlanta. The new office address is 2872 Woodcock Boulevard, Suite 220, Atlanta, GA 30341. You can contact CDD at (770) 458-7400 or at the email addresses listed below.

The CDD office staff are:

Gary Hogelin, Interim Executive Director, ghogelin@chronicdisease.org

Robert Smariga, Director of Operations, rsmariga@chronicdisease.org

David Yum, Public Health Program Manager, dyum@chronicdisease.org

Chuck Gollmar, Sr. Public Health Advisor, cgollmar@chronicdisease.org

Carma Davis, Program Assistant, cdavis@chronicdisease.org

Jerrica Mathis, Program Assistant, jmathis@chronicdisease.org

Helping Extend the Reach of Community Resources

The YMCA of the USA, the CDC Steps to a HealthierUS program, and CDD established a national partnership in 2004 to implement strategies designed to support 24 Steps communities and YMCAs in addressing the leading causes of chronic diseases and related risk factors. CDD serves as a subcontractor to the project. CDD plays a critical role in organizing the Steering Committee, working with the YMCA of the USA and CDC to host a workshop for potential applicants, and summarizing participant evaluations.

The Steering Committee, consisting of national experts in chronic disease and health promotion, provided leadership in designing the workshop for communities and sharing expertise for sustainability and leveraging resources.

Together, they planned a workshop to prepare YMCAs to apply for \$10,000 grants to meet the needs and challenges identified in each community's Steps Community Action Plan.

Twenty-four (100% of eligible communities) met application requirements and received an award of \$10,000 in 2005. Communities are implementing projects based on objectives and a logic model built into their plan. With a small amount of resources, these communities established collaborative relationships that have leveraged resources to increase capacity and create sustainable activities. In 2005, the project is expected to reach 16 new Steps communities and YMCAs. CDD is actively involved in planning the next workshop at the YMCA Blue Ridge Mountain facility in North Carolina, October 5-7, 2005.

2005

CHRONIC DISEASE DIRECTORS

AWARDS

A major highlight of the CDD Annual Business Meeting is honoring individuals and organizations for their outstanding work in chronic disease prevention and control. CDD's awards were given out during the Annual Business Meeting as part of the 19th Annual Conference on Chronic Disease Prevention and Control in Atlanta, Georgia.

Program Delivery

Award: *Stephen Pickard, MD*
Sedgwick County Diabetes Quality of Care Coalition - Kansas

given to an organization or coalition that has developed and implemented a program to reduce the chronic disease burden.

Public Policy Award: *Carolyn Gaughan*

Executive Director
Kansas Academy of Family Physicians

given to an organization or coalition that has promoted policy change to reduce the chronic disease burden on a national, state, or local level.



From left: Paula Marmet, MS, RD, Kansas Department of Health & Environment and Carolyn Gaughan, Executive Director, Kansas Academy of Family Physicians.

Award for Excellence in the Prevention and Control of Chronic Disease: *James S. Marks, M.D., M.P.H.*

Senior Vice President and Director of the Health Group Robert Wood Johnson Foundation

given to an individual with distinguished service and demonstrating the "advancement of knowledge and practice in reducing the chronic disease burden."



From left: Frank Bright, MS, Ohio Department of Health, CDD Treasurer; James S. Marks, M.D., M.P.H., Senior Vice President and Director of the Health Group, Robert Wood Johnson Foundation; and Victor D. Sutton, MPPA, Mississippi State Department of Health, CDD Awards Committee.

Two CDD awards were presented during the Conference Plenary session.

The **Joseph W. Cullen Award for Outstanding Contributions to Chronic Disease Prevention and Control**, presented to an individual outside the traditional public health field for outstanding contributions in the field of chronic disease, was awarded to *Dr. David A. Kessler, Dean of the University of California-San Francisco School of Medicine*. The award for **Legislator of the Year**, given to a legislative champion who has helped advance the Association's goals by introducing or supporting legislation or amendments including appropriation legislation that reduce the chronic disease burden, went to *The Honorable Mayor Michael R. Bloomberg, of New York City*.

Advocacy for Chronic Disease

National Center for Chronic Disease Prevention and Health Promotion, Acting Director, Dr. George Mensah, briefs Congress on the importance of federal funding

CDD has taken several steps recently to remain a strong presence in advocating for chronic disease funding. CDD has worked hard to educate members of Congress about the importance of funding for chronic disease prevention and control programs. Two CDD members, as part of the Research to Prevention (R2P) Coalition, participated in a Congressional briefing on March 11 for more than 50 House and Senate staffers, including a number of senior appropriations staff. This briefing described for Congress the importance of federal funding - categorical as well as Preventative Health and Health Services Block Grant - in supporting state-based chronic disease programs. The briefing also included Dr. George Mensah, Director of the National Center for Chronic Disease Prevention and Health Promotion, who described the burden of chronic diseases in the U.S. Dave Hoffman of the New York State Health Department briefed Congress on the importance of funding chronic disease, especially diabetes primary prevention and cardiovascular disease programs, and Peggy Yen, CDD staff, gave real life examples taken from recent contributions to the State Success Stories Project. Congressional staff continued to meet with the group following the briefing to gain additional information on how state programs have achieved success in preventing chronic disease.

CDD also produced their new series of Appropriations Fact Sheets for 2006, which are available on the CDD website, at www.chronicdisease.org - click on "Appropriations Info Center." These Fact Sheets provide a concise summary of federal funding for chronic diseases and risk factors. The Fact Sheets are an effective way to present to legislators information on the importance of funding prevention, and also provide several examples of past successes, and key recommendations for the future.

CDD also took action recently to solidify the argument for maintaining the Preventive Health and Health Services (PHHS) Block Grant. The PHHS Block Grant is currently cut from the President's budget for FY2006, and the entire amount of \$132 million dollars is at risk. CDD distributed a survey to each state to assess the impact of eliminating PHHS Block Grant funds. States outlined their impacts in terms of dollars and lives impacted. The surveys showed that almost all states have no replacement funding available for many chronic disease prevention programs as well as for infectious diseases and basic public health services. An executive summary and analysis of the surveys will be presented and circulated in Congress.

CDC Foundation Gifts

CDD recently made two \$500 contributions to the CDC foundation to honor two individuals. One contribution honored Virginia Bales Harris, who recently retired as CDC's Director of the Division of Adult and Community Health. CDD also honored Julie Bolen, of CDC's Arthritis Program and winner of a Consequential Epidemiology Award for Best Poster Presentation at the 19th Annual Conference on Chronic Disease Prevention and Control.



Healthy Aging

Eleven state health department/state aging agency collaborative projects have been funded through the SENIOR grants project to implement programs in the areas of oral health, physical activity, self-management, and clinical preventive services. SENIOR, which stands for State-based Examples of Network Innovation, Opportunity, and Replication, was developed through a collaboration with the National Association of State Units on Aging, with support from the CDC and the Administration on Aging. Examples of projects include an oral health project for those receiving home-delivered meals or at congregate meal centers. This project is taking place in Arizona, Iowa and Rhode Island. Other SENIOR grantees are Kansas, Maryland, Massachusetts, Michigan, New Jersey, North Carolina, South Carolina and Utah. Technical assistance plans, being developed with CDC and AoA, are in progress for each grantee.

Public Health in Emerging Areas

CDD has been exploring the role of public health in several emerging areas such as aging/end of life and blindness prevention. Recent projects in these areas have produced for the role of SHDs.

End of Life

1. Identify a chronic disease point person within the state health department to coordinate/liaison end-of-life activities with relevant issues (e.g., aging, cancer).
2. Collect, analyze, and share data about end of life through state surveys such as the Behavioral Risk Factor Surveillance System (BRFSS).
3. Incorporate end-of-life care into state comprehensive cancer control plans.
4. Educate the public about the availability of hospice and palliative care.
5. Educate the public about the importance of advance directives and health care proxies.

To read our online report, please go to:
www.ChronicDisease.org/NEW/chronic_disease_reports.htm

For more information please contact Jeanne Alongi at:
alongi@chronicdisease.org

Blindness Prevention

1. Monitoring and Investigating Vision Disorders and Services.
2. Inform, Educate, and Empower People about Eye Health Issues.
3. Mobilize Partnerships to Identify and Solve Vision Conservation Problems.
4. Assure a Competent Public and Personal Workforce for Vision Conservation.
5. Research for New Insights and Innovative Solutions to Eye Health Problems.

To read our online report, please go to:
www.ChronicDisease.org/NEW/chronic_disease_reports.htm

For more information please contact Chris Maylahn at:
cmm05@health.state.ny.us

Improving the Health of Older Adults

1. Develop a public health action plan for healthy aging.
2. Identify a staff lead for healthy aging within the state health department.
3. Assess public health needs and capacity relevant to healthy aging.
4. Develop capacity to write grants and fundraise to support healthy aging activities.
5. Collect, interpret, and disseminate data about the health of older adults relevant to program planning and evaluation.
6. Make data available to partners for planning, implementation and evaluation.
7. Clarify and strengthen state organizational relationships (e.g., with state unit on aging) related to lead roles and joint planning for healthy aging programs.
8. Contribute to coordination of initiatives across networks and jurisdictions.
9. Establish collaborative relationships with state aging agencies and the Centers for Disease Prevention and Control (CDC) Prevention Research Centers around translation and information dissemination.

To read our online report, please go to:
www.ChronicDisease.org/NEW/chronic_disease_reports.htm

For more information please contact Jeanne Alongi at:
alongi@chronicdisease.org

Promoting State Success

The State Success Stories project goal is to highlight one or more success stories for every funded program in every state and territory.

Decision-makers who are well informed about chronic disease programs - especially their impact on risk factors, disease control and mortality - can make better program and funding determinations.

Through CDD's State Success Stories project, states can easily communicate program results to decision-makers at local, state and federal levels. Stories on Preventive Health & Health Services Block Grant-funded programs in Pennsylvania and Ohio have already supplied important examples to key Congressional staff at a March chronic disease briefing organized by Research to Prevention.

State Success Stories highlight programs with documented outcomes such as reduced risk factors, lower disability and death rates, cost savings, effective integration of programs and resources, and outreach to populations disproportionately affected by chronic conditions. States are doing the hard work of implementing and evaluating programs. This project shares news of their accomplishments through brief stories as well as longer articles for peer-reviewed journals such as the CDC e-journal, Preventing Chronic Disease.

Success Stories Team

*We never know the worth of water 'til the well is dry.
-- English Proverb --*

The CDD Board has assembled a project team of CDD field staff with many years of public health experience. A team member assigned to each state and territory will assist in the story collection process. Professional writers develop the stories using a new, simplified format that describes the public health problem, the program example and the impact including documented outcomes. An eye-catching title and abstract introduce each story, and contact information at the end identifies the program manager if additional information is needed.

Each state's regular member will be asked to approve their stories, which will then be published on the CDD website at www.chronicdisease.org. Stories posted on the web will be cross-referenced to allow a search for specific program components, types or outcomes.

How Much Are Chronic Diseases Really Costing The States And The Nation?

This question is being asked frequently as the burden of chronic diseases grows along with the demand for scarce resources to address them. While many estimates exist for disease-specific costs, there is no consistent method for coming up with these numbers, especially at the state level where the decisions about priorities are usually made. This topic has taken on great urgency in the current crisis facing the Medicaid program. As Medicaid costs surge and consume a substantial portion of state budgets, it is imperative to understand the impact of chronic diseases on the Medicaid population and what can be done to lower these costs.

CDD is actively engaged in finding answers to these questions. Developing a method for estimating the costs of chronic diseases, especially among Medicaid recipients, is the focus of collaboration among four major partners: CDC, the Agency for Health Care Quality, the National Pharmaceutical Council and CDD. Representatives from each of these partner organizations make up a steering committee that oversees this work.

CDC commissioned a 'white paper' on theoretical and technical issues in developing a model to estimate these costs. The paper, prepared by the Research Triangle Institute, addressed the chronic diseases to be included, methods for computing direct and indirect costs, data needed, and types of impact estimates possible. In late 2004, CDC convened a meeting to present options and issues identified in this paper and hear the reactions and recommendations of experts in the field.

A pilot study focusing on the costs associated with hypertension and diabetes in selected states is now being planned. These diseases were selected because they make a substantial contribution to the overall costs of chronic diseases, have a large impact on the Medicaid population, and can be prevented or controlled.

The study will calculate and then compare costs identified using the Medical Expenditures Panel Survey with state administrative data to come up with an approach that can be used in all states. The CDD members who are involved in this project include Bala Balamurugan (AR), Gloria Latimer (CO), Chris Maylahn (NY), Katie Meyer (ME) and Wee Lock Ooi (MA).

CDD Member Assists the American Heart Association's Visit to Washington

AHA invites CDD representative to annual Hill event

Leslie Best, Director of the Bureau of Chronic Diseases and Injury Prevention of the Pennsylvania Department of Health, attended the American Heart Association's visit to Washington, D.C. on behalf of the Chronic Disease Directors. For the second year, the AHA invited CDD to send a representative to their annual Hill event to join in the fight against heart disease, stroke and other cardiovascular diseases - the nation's No. 1 cause of death. The CDD Legislative/Policy and Membership Committees worked together to assure CDD representation.

While addressing the more than 600 AHA volunteers in attendance, Leslie emphasized prevention funding for the CDC and underscored the importance of increasing resources for the state heart disease and stroke prevention grant program. Existing appropriations enable the CDC to fund only 33 states (21 at a planning level and 12 at a basic implementation level). Eighteen states currently receive no dedicated CDC funding to address heart disease and stroke, and no new states have been awarded grants since 2002. During their Congressional visits, AHA volunteers advocated for a \$10 million increase for the state grant program. At the state and local levels, AHA is a critical partner for public health programs.

"I went to Washington, D.C. to help tell the story of how essential CDC funding is in supporting our state efforts to prevent heart disease and stroke," Leslie shared after the event. "It was exciting to be surrounded by so many enthusiastic and like-minded AHA advocates willing to help deliver this important message to their elected officials in Washington."

In addition to increased funding for the CDC, AHA volunteers advocated for funding for medical research; passage of the STOP Stroke Act; granting FDA with the authority to regulate the manufacture, sale and distribution of tobacco products; and increased efforts to fight obesity, including improve nutrition and physical activity such as the Safe Routes to School provisions contained in the current transportation reauthorization bill being considered by Congress.



Leslie Best, Director, Bureau of Chronic Diseases and Injury Prevention, Pennsylvania Department of Health

Kellogg Foundation Funds CDD for Nationwide Environmental Scan

The W.K. Kellogg Foundation recently contracted with CDD to conduct a nationwide environmental scan for identifying obesity prevention initiatives at the community-level. The scan will ask local organizations that are engaged in fighting the growing problem of obesity in American children and youth to describe their efforts.

CDD's members are being asked to reach out to their networks of local programs that work with children and youth to solicit project descriptions. A simple data collection form is used to gather essential information about each project. The Kellogg Foundation is looking for projects that are reflective of its values: diversity and inclusivity; use of community assets, including history, knowledge, culture, and the power to define and solve their own problems; the inclusion of individuals and families; the development and nurturance of leaders and leadership; and partnerships, collaboration, and civic participation.

The information assembled by CDD will help shape future community funding initiatives of the W.K. Kellogg Foundation. For additional information or to suggest an organization whose child or youth obesity prevention project should be brought to the attention of the Kellogg Foundation, please contact Snip Young at Young@chronicdisease.org.

Project Officer of the Future: Change Agents Improving the Public's Health

CDD has worked closely with the Centers for Disease Control and Prevention (CDC) on a professional development program designed to enhance the contributions of program consultants as change agents and helping CDC and its partners improve the health of the public.

CDD members have been active participants in all work groups, including the Instructional Design Team. CDD members have contributed their expertise and experience, and have linked the Concept Systems Incorporated (CSI) instructional designers to other experts for the purpose of developing the content and materials of pilot courses. CDD members and other partners have served as co-instructors in partnership with senior CDC Project Officers for each of the six courses offered to date. CDD members and partners have also served as panelists and guest speakers as part of these courses.

Course Two, "Consulting, Leadership and Resource Linkage for Effective Partnerships and Programs", was piloted in October/November 2004 with the first rollout course in January/February 2005. Course One, "Understanding Your Partner's Context and Being a Program Champion", was offered again in January/February 2005. Course Three, "Navigating Cooperative Agreements with Our Partners to Achieve Public Health Outcomes", was piloted during this same time frame. CDC and CDD observers have critiqued each session of each course as part of the evaluation of these courses. Their feedback has been used to strengthen the courses. To date, 104 CDC project officers have successfully completed Project Officer of the Future courses.

Should a CDC Project Officer enrolled in a course call you asking you to serve as a "case" during one of the courses, please volunteer. You will find this a rewarding experience, as have dozens of others!

EXPANDING
PUBLIC
HEALTH
HORIZONS

CHRONIC DISEASE DIRECTORS
2872 Woodcock Boulevard, Suite 220 • Atlanta, GA 30341

CHRONIC DISEASE
Chronicles