New York State’s Prevention Agenda

Success in Title V Block Grant
Performance Measures Related to Adolescent Health
New York State’s Prevention Agenda

NYS has created a Prevention Agenda that identifies ten priorities for improving the health of all New Yorkers and asks communities to work together to address them.

"Too many New Yorkers experience poor health as a result of obesity, tobacco use, and lack of preventive health services. The Prevention Agenda is a call to action to local health departments, health care providers, health plans, schools, employers, and businesses to collaborate at the community level to improve the health status of New Yorkers through increased emphasis on prevention."

- Richard F. Daines, M.D., State Health Commissioner
Priorities for Improving Health

- Access to Quality Health Care
- Community Preparedness
- Healthy Mothers, Healthy Babies, Healthy Children
- Mental Health and Substance Abuse
- Tobacco Use
- Chronic Disease
- Healthy Environment
- Infectious Disease
- Physical Activity and Nutrition
- Unintentional Injury
Goals of the Prevention Agenda

• Prevent health problems before they occur, or before they worsen.
• Involve a wide range of organizations and community members in developing community health plans that identify and address problems that affect the health of New Yorkers.
• Reduce or eliminate racial, ethnic and socioeconomic health disparities where they exist.
• Agenda is implemented across adolescent programming including school based health centers, adolescent sexual health programs and chronic disease programs.
NY Tobacco Control Program

• ~$68 million (CDC recommended level $254.3)
• Three programmatic strategies:
  – Community Action
  – Public Health Communication
  – Cessation Approaches
NY TCP Goal

- Reduce the prevalence of adult cigarette use to 14% and youth cigarette use to 10% by 2010

- When this goal is accomplished there will be one million fewer smokers in NY
Data and Evaluation Measures

- Statutorily required to have annual independent evaluation of the program
- Youth Tobacco Survey
- Adult Tobacco Survey
- BRFSS
- Tobacco enforcement program compliance checks
New York’s approach to preventing youth initiation of tobacco use

- Increase excise taxes on tobacco products
- Reduce advertising of tobacco products
- Eliminate youth exposure to smoking in movies
- Change the environment in which youth live, learn, work and play to establish the tobacco-free norm
- Bring down adult smoking rates
Policy Public Approach

• NY does not target cessation programs or messaging to youth
• School policy contractors work with schools to ensure tobacco-free environments
• Reality Check contractors engage youth to become activists in the community to work on policy issues (e.g. point of sale, clean outdoor air, etc.)
TV Viewing Reduction in New York

- Obesity and TV viewing in children
- Efforts to reduce TV viewing
  - Strategic Plan
    [www.nyhealth.gov/prevention/obesity/strategic_plan/strategic_plan_index.htm](http://www.nyhealth.gov/prevention/obesity/strategic_plan/strategic_plan_index.htm)
  - Grant-funded contractors
  - Statewide Turnoff Week
  - Pediatric/Adolescent BMI Screening Toolkit
  - After-School Initiative - Model Guidelines
  - Fit 5 Kids Curriculum for Preschoolers
  - NYC day care regulations
Evaluation and Data

- Surveillance
  - YRBS, BRFSS, 3rd grade oral health survey
- Monitoring
  - Obesity Prevention Intervention Inventory
- Program evaluation
  - Collaboration and consultation
    - Statewide
    - Local
Challenges

- TV viewing in the home
- Marketing dollars
- Modern society/Social norms
- Pervasiveness (other media)
- Evaluation

Successes

- Trainings and Participation
- Partnership development
- Policy assessment and change
In Conclusion

- Collaborations across public health programs that target adolescents
- Integration of health messages throughout adolescent health programming and across age groups
- Partnering across the entire health care system
- Promotion of community based programs
- Recognition that chronic disease begins in adolescence
New York State Department of Health

Dr. Harlan Juster, Bureau of Chronic Disease Epidemiology and Surveillance
hrj01@health.state.ny.us
(518) 473-0673

Dan French, Physical Activity Coordinator
Obesity Prevention Program
djf05@health.state.ny.us
(518) 408-5142

Kristine Mesler
State Adolescent Health Coordinator
kxm04@health.state.ny.us
(518) 474-2084