

Engaging The Public: Reducing The Disease Burden



Reaching At Risk Audiences
USDA/FSIS
Denver, Colorado
September 27, 2006

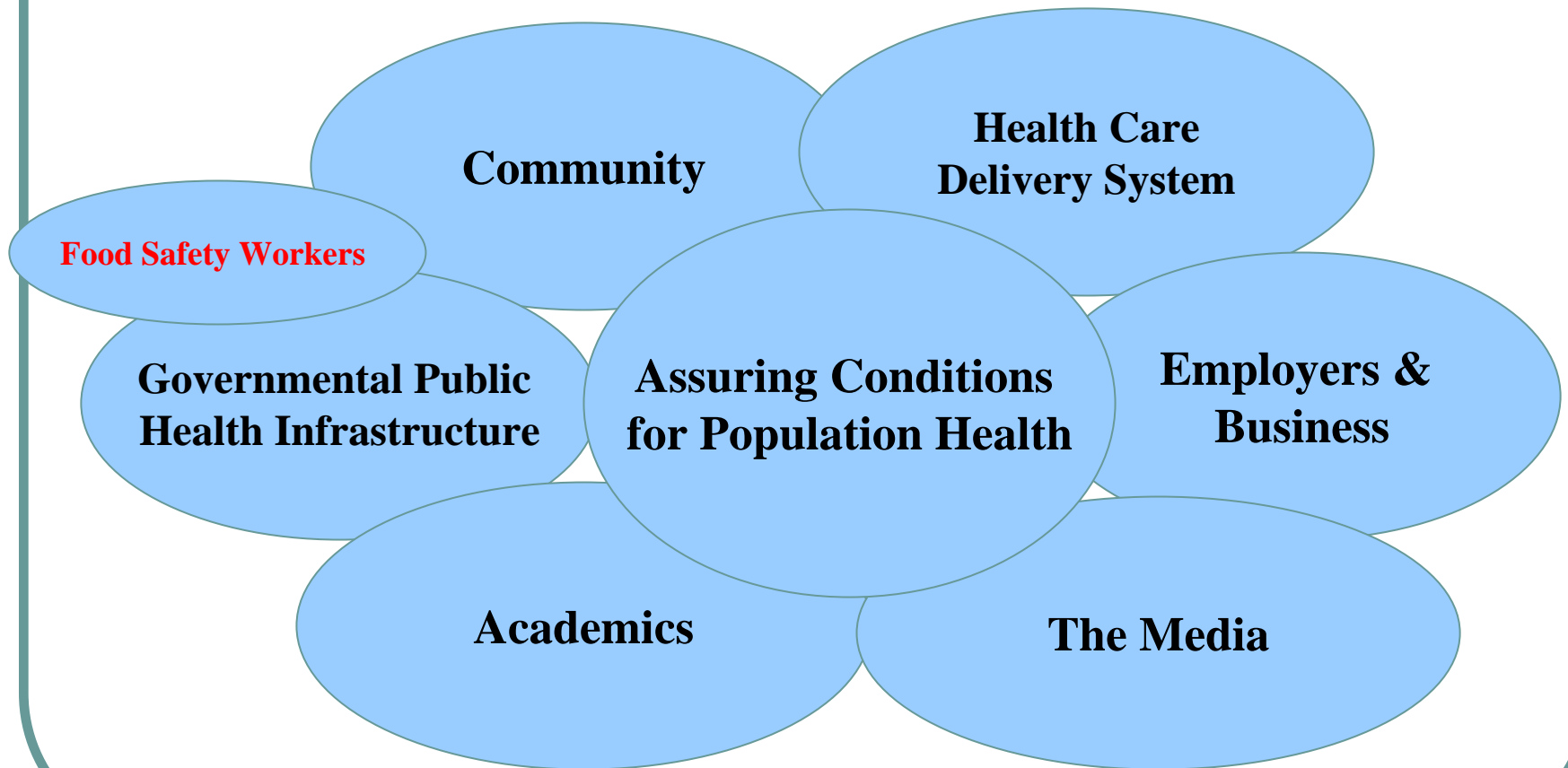
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“Prevent, Protect, Live Well”

Institute of Medicine

“.....a public health professional is a person educated in public health or a related discipline who is employed to improve health through a population focus”

The Public Health System



Public Health's Contribution To Health



CDC Images

- Public Health is responsible for the greatest increases in the human life span
- Yet it has been “Invisible” to the public
- Its best work is done when nothing happens
- Tragically in CY 2000 78% of Americans believed they had not ever used a public health service*

Good Public Health Systems Create A Community Benefit

- Based on science
- Reduce morbidity or mortality
- May reduce costs to government
- May reduce costs to community
- Right a wrong
- Benefit may cost money



From CDC Image Library

Operating Environment Has Changed

- **Invisible → Visible**
- **9-5 Mon - Fri → 24/7**
- **Results tomorrow → Results now!**
- **Science & politics → Science & Politics**
- **Evolving science → Fast science**
- **Controlled communication → Information overload**
- **National scope → Global involvement**

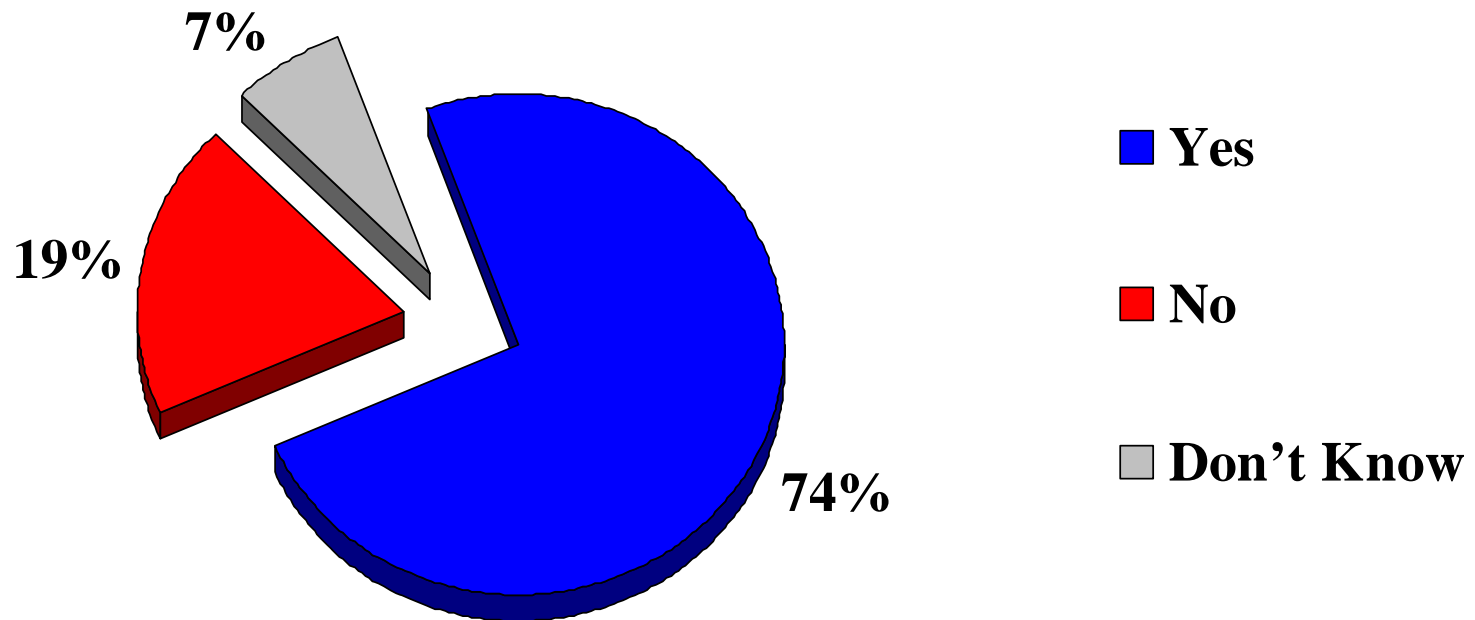
Change Driven By Highly Visible Public Health Events



- Security Now dominates national agenda
- Public health is part of national security agenda
- Growing public interest in health
- Protection & prevention

After 9/11 Majority of Americans Now Understand They Benefit from Public Health

Would you say you and your community have benefited from public health services?



Source: Research!America/APHA National Survey, 2004

Harris Interactive for Research!America

