

Top 10 Public Health Issues in 2009

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H1N1

- Traditional infectious disease control issue
- <http://www.cdc.gov/H1N1FLU/>
- http://www.odh.ohio.gov/landing/phs_emergency/panflu/pfproviders.aspx

FOX NEWS France Kisses Goodbye to 'La Bise' Amid H1N1 Fears Monday, September 07, 2009
PARIS — It's a ubiquitous French tradition, as familiar as a baguette or an espresso at the neighborhood cafe. Now, "la bise," the cheek-to-cheek peck that the French use to say hello or goodbye, has come under pressure from a globalized threat: H1N1.

nbc4i
ODH Confirms Ohio's 1st H1N1-Related Death
July 2, 2009

The Seattle Times
H1N1 flu and school closures: Lessons from 1918
August 13, 2009

the guardian
Swine flu H1N1: evolution of a virus
Sunday 26 April 2009

The New York Times
2,000 Washington State Students Report Signs of Swine Flu
September 5, 2009

UPI.com
CDC anticipates H1N1 pandemic
Aug 2, 2009



Public Health Implications

- June 11, 2009 the World Health Organization signaled that a pandemic of 2009 H1N1 was underway
- CDC surveillance begun in mid-April, 2009 indicated greater disease burden in those < 25yrs of age
 - ✓ No children and very few adults <60yrs of age have existing antibody to 2009 H1N1 flu virus
 - ✓ Quadruple reassortant virus (2 genes from pig flu viruses, 1 gene from avian flu virus, and 1 gene from human flu virus)

Public Health Implications

- High communicability with expected high case rate
- Ohio Dept of Health has declared public health surveillance for 2009 H1N1 will be identical to that done for seasonal influenza (non-novel influenza virus for reporting purposes)

Implications for Primary Care Practice

- Education of patients
 - ✓ Ill individuals potentially contagious from 1 day before getting sick to 7 days after
 - ✓ “Sneeze into your sleeve” and frequent hand washing
 - ✓ Stay home if ill to protect others

Implications for Primary Care Practice

- Clinical practice during epidemic
 - ✓ Vaccinate indicated populations (5 initial target groups)
 - ✓ Screen patients for signs/symptoms to allow for prompt isolation and assessment
 - ✓ Be aware of patients at high risk for complications
 - ✓ Know antiviral treatment recommendations
 - ✓ Expect/be prepared for the worst (ill staff, heavy case load, etc.)

THE INQUISITR

Peanut Butter Recall 2009 Latest:
More Food Pulled, Some Cleared
January 19, 2009



Peanut-butter product recall spreads
Updated 1/22/2009



Nestlé Recall Leaves A Mystery in Its Wake
Officials Probe E. Coli Link to Cookie Dough
Sunday, June 21, 2009



Salmonella Fear Sparks Massive Beef Recall
Aug. 6, 2009



Battling a July Fourth Beef Recall
Food Safety Experts Trace More Than 421,000
Lbs. of Beef Before Big Barbecue Weekend
June 30, 2009



National Food Recalls

- Modern infectious disease control issue
- <http://www.recalls.gov/food.html>
- <http://www.cdc.gov/foodsafety/outbreaks.htm>
- <http://www.odh.ohio.gov/pdf/IDCM/fdbrn.pdf>

Public Health Implications

- An estimated 76 million cases of foodborne disease occur annually in the US
 - ✓ 325,000 hospitalizations
 - ✓ 5,000 deaths
 - ✓ 400 to 500 outbreaks investigated by health agencies annually

Public Health Implications

- OutbreakNet/FoodNet
 - ✓ Collaboration of local, state, and federal agencies
 - ✓ Rapid coordinated detection and response to multi-state outbreaks
 - ✓ Standardized reporting methodology/forms
- Over 250 different foodborne diseases have been described
 - ✓ Most common: Campylobacter, Salmonella, E. coli O157:H7, and Norwalk/Norwalk-like viruses

Implications for Primary Care Practice

- When treating acute gastrointestinal illness evaluate possible sources/consider possible foodborne illness
- Report suspected/confirmed foodborne illness to health dept when appropriate (know when/how to report)

Implications for Primary Care Practice

- Think about collecting stool samples
 - ✓ Organism identification important for care of severe cases
 - ✓ Fingerprinting/typing is way to confirm/stop nationwide outbreaks
- Educate patients on prevention
 - ✓ Proper food handling/preparation
 - ✓ Good hygiene/frequent hand washing

Drug/Supplement Safety

- Educational & regulatory issue
- <http://www.nlm.nih.gov/medlineplus/drugsafety.html>
- <http://www.fda.gov/Safety/MedWatch/SafetyInformation/default.htm>
- <http://nccam.nih.gov/health/supplements/wisese.htm>
- <http://www.ods.od.nih.gov/>

detnews.com
Tests find safety, quality issues in supplements
Wednesday, July 29, 2009

The New York Times
Hydroxycut Diet Aids Recalled After Warning
May 1, 2009

Consumer Reports
FDA: Stop using body-building products that make steroid-like claims
July 28, 2009

Los Angeles Times
FDA should step up monitoring of dietary supplements, GAO says
March 2, 2009

CNN
'Natural' weight-loss supplements may be a health hazard
Mon February 23, 2009

U.S. News
FDA Recalls Dietary Supplements Tied to 1 Death, Liver Damage
Hydroxycut products are sold as fat-burners, energy boosters, agency says
May 1, 2009



Public Health Implications

- FDA must approve any drug (prescription or over the counter) before it can be sold in US and monitors its safety after approval
- FDA regulation of herbs and supplements is very different
 - ✓ FDA does not analyze content
 - ✓ FDA monitors safety once on market
 - ✓ FDA monitors label and package insert claims

Public Health Implications

- Every day millions of people in US use over the counter meds and/or herbs and supplements to treat ailments or improve health

Implications for Primary Care Practice

- Educate patients
 - ✓ “Natural” doesn’t always mean “safe”
 - ✓ Herbal and supplement products may contain dozens of compounds not listed on label and reported ingredient concentrations may be off
 - ✓ Over the counter drugs, herbs, and supplements may have unwanted effects

Implications for Primary Care Practice

- Ask patients what over the counter drugs and herbs/supplements they take and be aware of potential interactions with prescription medications
- Know when/where to report adverse events (AERS, VAERS)
- Direct patients to reliable sources of information on drug/supplement safety

TIME

Study: Kids Competing Too Soon After Concussions
Wednesday, Jan. 21, 2009

The Olympian

Gov. Gregoire signs high school sports concussion law
May 14, 2009

Herald

Heading off serious injury
July 30, 2009

USA TODAY

High school athletes face serious concussion risks
Updated 5/4/2009

CNN

Dead athletes' brains show damage from concussions
Tue January 27, 2009

ESPN

Outside the Lines: Heading For Trouble
Mar 8, 2009



Concussion Diagnosis & Management

- Injury issue
- <http://www.cdc.gov/concussioninYouthSports/>
- http://www.cdc.gov/TraumaticBrainInjury/physicians_tool_kit.html
- http://www.cdc.gov/TraumaticBrainInjury/pdf/Facts_for_Physicians_booklet-a.pdf

Implications for Primary Care Practice

- Diagnosis can be challenging
 - ✓ Understand signs/symptoms
 - ✓ Be aware of possible concussion when patients present with other injuries (dental, ortho)
- Know current clinical management guidelines
 - ✓ When are referrals needed
 - ✓ Importance of physical and cognitive rest
 - ✓ Release to return to daily activities (home, work, school)

Public Health Implications

- Concussions are mild traumatic brain injuries (MTBI)
- Caused by blow/jolt to head resulting in disruption of brain function
- Nearly 1.5 million concussions treated in ED/hospital annually in US
- Estimated up to 3.8 million sports/recreation-related concussions occur annually in US – most not treated in ED/hospital
- Direct/indirect cost estimated at \$12 billion annually

Implications for Primary Care Practice

- Educate patients on risk factors and prevention
 - ✓ Wear seatbelts, wear bike/motorcycle helmets, don't drive drunk
 - ✓ Proper protective equipment for sports/recreation
 - ✓ Living areas free of slip/trip/fall hazards

theguardian
 Debate over US healthcare reform takes an ugly turn
 Wednesday 12 August 2009

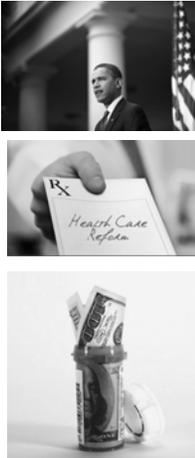
The Washington Times
 Obama: Republican conspiracy out to kill health reform
 Thursday, August 20, 2009

Chicago Tribune
 Obama Blamed for his Plan's Declining Popularity
 Aug 23, 2009

FOX NEWS
 Study: Health Care Reform Mandate Will Punish
 Employers, Kill Jobs
 Thursday, August 27, 2009

US NEWS
 AMA: Healthcare Reform Bill a 'Starting Point'
 July 29, 2009

abc NEWS
 Obama: Health Care Reform Critics Are 'Inventing Bogeymen'
 August 15, 2009



Public Health Implications

- Americans spend more on health care than any other country in the world yet lag behind other countries in several leading health indicators
- Estimated that by 2019 up to 23.2% of US population will be uninsured
 - ✓ An estimated 11% of Ohioans are uninsured
- Estimated 20% of US population went without necessary medical care in 2007

Health Care Reform

- Policy issue (political issue)
- <http://www.healthreform.gov/>
- <http://www.cdc.gov/washington/testimony/2009/t20090331.htm>
- News outlets of your choice!

Implications for Primary Care Practice

- Use patient visits to focus on “health care” rather than just “sick care”
- Use evidence-based medicine to be a champion of prevention
 - ✓ Immunization
 - ✓ Tobacco prevention/cessation
 - ✓ Obesity prevention
 - ✓ HIV/STD prevention
 - ✓ Healthcare associated infection prevention
 - ✓ Prevention of falls among the elderly

Medical News TODAY
"Women Over 90 More Likely To Have Dementia Than Men"

The New York Times
 Mildly High Cholesterol at Midlife Linked to Alzheimer's

The Columbus Dispatch
"Tracking device lifesaver for impaired"

denverpost.com
"Increase in soldiers with mental health problems puts strain on services"



Public Health Implications

- By 2030, the number of Americans aged 65 and older will more than double to 71 million older Americans, comprising roughly 20 percent of the U.S. population.
- An estimated 5 million Americans have Alzheimer's disease. This number has doubled since 1980, and is expected to be as high as 13.4 million by 2050.
- Individuals with Alzheimer's disease make up less than 13 percent of the Medicare population, yet they account for 34 percent of Medicare spending.

Alzheimer's Disease and Dementia

- Resources
- American Alzheimer's Association - www.alz.org
- Ohio Department of Aging - <http://aging.ohio.gov/home/>
- CDC Healthy Aging Program - <http://www.cdc.gov/aging/index.htm>

Primary Care Implications

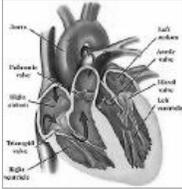
- Encouraging a healthy diet and "mental exercise" like puzzles, quiz games, and journaling can support brain health and delay loss of function
- Be vigilant for sign of memory loss in regular patients
- Consider needs of caregivers and make referrals as needed.

Health
 Barbers and beauticians trained to help African-Americans fight heart disease and stroke

ScienceDaily
 Your source for the latest research news
 "Active Commuters Have Fewer Heart Disease Risk Factors"

"Controlling The No. 1 Cause Of Death: How Lifestyle Affects Heart Disease"

Los Angeles Times
 "Experts propose a name change for women's heart disease"





Public Health Implications

- Heart disease killed 26% of the people who died in 2006—more than one in every four.¹
- Hospitalizations for heart failure have increased substantially. They rose from 402,000 in 1979 to 1,101,000 in 2004. (National Hospital Discharge Survey)
- The estimated direct cost for heart failure in 2006 is \$29.6 billion in the United States.
- The quality of life and life expectancy of persons with heart failure can be improved with early diagnosis and treatment.

Heart Disease Resources

- American Heart Association - <http://www.americanheart.org>
- NHLBI Health Information for Professionals <http://www.nhlbi.nih.gov/health/indexpro.htm>
- WebMD Heart Disease Center - <http://www.webmd.com/heart-disease/default.htm>

Primary Care Implications

- "Medical Home" can promote:
 - ✓ primary prevention (i.e., tobacco cessation, diet & exercise, screening)
 - ✓ Secondary prevention – hypertension management, lipid management, diabetes control
 - ✓ Tertiary prevention – medication management, cardiac rehab, diet & exercise

WebMD
Better information. Better health.
"Screening, Treating, & Surviving Lung Cancer"



UroSource
Empowering the patient
"Urinary bladder cancer more fatal in women than in men"



Technology Review
PUBLISHED BY MIT
"Simpler Colon Cancer Screening"

TIMESONLINE
"Genetic screening can predict risk of contracting prostate cancer"



Public Health Implications

- It is estimated that 1,479,350 men and women will be diagnosed with and 562,340 men and women will die of cancer of all sites in 2009
- The NIH estimates that direct medical costs for Cancer topped \$93 billion in 2008
- American Cancer Society estimates that 169,000 tobacco related cancer deaths and 186,000 nutrition/physical inactivity related cancer deaths could be prevented annually
- Other preventable cancer causes include infections agents (E.G., HPV), sun exposure, and other environmental exposures.

Cancer Resources

- Smoking Cessation - <http://www.smokefree.gov/>
- Treating Tobacco Use and Dependence: 2008 Update - <http://www.ahrq.gov/path/tobacco.htm>
- Guide to Clinical Preventive Services, 2009 - <http://www.ahrq.gov/clinic/pocketgd.htm>
- American Cancer Society – <http://www.cancer.org>

Implications for Primary Care

- Simple or complex decision support processes can be used to promote screening and early detection.
- Use family history to determine if expanded screening or genetic counseling can provide added value.
- Add one cancer prevention tip at each primary care visit. Never miss opportunities to support healthy behaviors.

dailycommercial.com
HEALTH & MEDICAL
Want to fight obesity? Add a sales tax to soda tab

PsychCentral
Link Between Obesity And Loss Of Memory

Cincinnati.Com
CHILDREN'S ATTACKS CHILDHOOD OBESITY

REUTERS
Overweight kids show heart risks as teens

TIMES DAILY.COM
University, council join in fight against childhood obesity



Obesity Resources

- CDC Obesity Information page
<http://www.cdc.gov/obesity/index.html>
- Nationwide Children's Hospital Center for Healthy Weight and Nutrition
<http://www.nationwidechildrens.org>
- MNLBI Healthy Weight Home
http://www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt/index.htm

Obesity

- Obesity: Body Mass Index (BMI) of 30 or higher. For example a 6' tall person weighing over 221 or a 5'6" person weighing over 186 lbs.
- In 1990, among states participating in the Behavioral Risk Factor Surveillance System, ten states had a prevalence of obesity less than 10% and no states had prevalence $\geq 15\%$.
- In 2008, only one state (Colorado) had a prevalence of obesity less than 20%. Thirty-two states had a prevalence $\geq 25\%$; six of these states had a prevalence of obesity $\geq 30\%$.

Public Health Significance

- An estimated 300,000 deaths per year may be attributable to obesity.
- Overweight adolescents have a 70% chance of becoming overweight or obese adults. This increases to 80% if one or more parent is overweight or obese.
- Direct medical costs are easiest to calculate, coming in at \$93 billion, or 9%, of our national medical bill.

Primary Care Implications

- Develop strategies for talking about weight
- Consider the full risk picture including disease conditions, smoking status, blood pressure, lipid profile, and family history
- Set initial weight loss goal of 10 percent body weight reduction
- Adapt strategies to diverse patient populations including consideration of dietary therapy, physical activity, behavior therapy, pharmacotherapy, and weight loss surgery.

Public Health Implications

- Urban Institute estimates that for each 1% increase in unemployment, an additional 1.1 million people lose health insurance.
- A Kaiser family foundation survey found that 29 percent of people had put off necessary care and 24 percent left a prescription unfilled for financial reasons.
- An AARP survey of persons 45 years of age or older found that 20% believed that financial stress has caused them health problems.

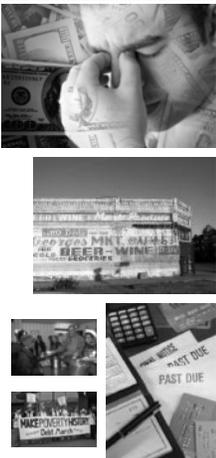
The Washington Post
"Market Uncertainty Still Looms"

detnews.com
 Grocery closings hit Detroit hard
 City shoppers' choices dwindle as last big chain leaves

tuscaloosa news.com
"Tough economy can take toll on health"

The Dispatch
"Closing Women's Clinic "a disaster," critic says"

CLEVELAND.COM
"United Way helpline ringing off the hook as people struggle with the economy"



Implications for Primary Care

- Recognize that financial issues may be affecting patient compliance, health behaviors, and health status
- Where possible, try to consider patient financial resources when selecting treatment options (generics, formulary coverage, etc.)
- Make attempts to link patients with community resources

Conclusion

- **The wide variety of public health issues presented here indicate the growing challenges faced by the primary care clinician**
- **Establishing a “medical home” for patients important step toward improving quality of care**