

Investment in prevention and public health research saves lives and money

Finding better ways to protect and promote your health

Research Benefits Everyone

- » Preparing for infectious disease threats
- » Preventing tooth decay
- » Improving motor vehicle safety
- » Making food safer and healthier
- » Preventing heart disease
- » Preventing birth defects
- » Eliminating health disparities
- » Making work places safer
- » Preventing strokes
- » Preventing tobacco use
- » Helping tobacco users quit
- » Developing vaccines to prevent disease

Today

- 1,500 Americans die each day of cancer
- 48,000 Americans die each year from vaccine-preventable diseases
- 20 million Americans have asthma
- 17 million Americans have diabetes

Source: The State of the Centers for Disease Control and Prevention, FY 2003, National Centers for Health Statistics (www.cdc.gov/nchs/fastata/asthma/htm.)

Annual cost for the U.S.

- Work-related injuries \$240 billion
- Heart disease \$351 billion
- Diseases associated with obesity \$117 billion
- Most common birth defects \$8 billion
- Cancer \$170 billion

Source: The State of the Centers for Disease Control and Prevention, FY 2003, American Lung Association

Research Saves Lives and Money

- Research shows walking just 2 hours a week can prevent over a third of heart disease-related deaths.
- A one percent decline in the prevalence of smoking during pregnancy would prevent 1,300 low weight births and save \$21 million in direct medical costs.
- Research demonstrates 90 percent of drownings and near-drownings can be prevented with fencing, saving \$7 billion a year.
- The risk of developing adult onset type 2 diabetes can be lowered by 58 percent with proper exercise and diet.
- Alzheimer's attacks brain cells 20 years before symptoms are recognized, indicating the importance of prevention and early detection.
- The Environmental Protection Agency estimates the health benefits of the Clean Air Act amendment could save \$110 billion annually by 2020.

Source: www.cdc.gov/diabetes/bubs/factsheets/walking.htm, National Center for Chronic Diseases, www.safekids.org, American Diabetes Association, Alzheimer's Association, Environmental Protection Agency

Then

- *In the early 1900s infectious disease such as measles, diphtheria, tetanus, and polio claimed the lives of 66% of our children before they turned 14.*

Now

- *Vaccines can prevent our children from ever contracting these diseases.*

Imagine

- *Our children growing up healthy, free from all childhood infectious diseases.*

SURVIVOR



Chanel Hargrove and her 15-month-old son Martese, unintentional injury survivor.

In one quick instant, the hot iron Chanel had been using to prepare her clothes for the evening came tumbling

down and hit Martese in the face causing severe burns.

An evening of anticipated plans celebrating Chanel's birthday turned into anguished hours in the emergency room. In addition to the excellent care Chanel received for Martese, she received something else: a referral to the Johns Hopkins Children's Safety Center.

The first of its kind, the center began as part of the 1997 SAFE Home Project, a

prevention research study which evaluated strategies to reduce home injuries among the children of low-income urban families. The center has since expanded and last year helped protect over 2,500 families.

Because homes are designed for adult convenience but are often deficient in child safety, "I tell the parents to get on their floor and look at their homes from their toddlers' eyes," said Florence Reynaud, health education coordinator.

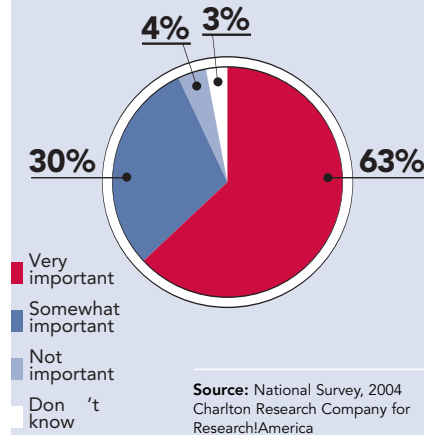
Chanel now has a personal understanding of how prevention and public health research benefits each of us—especially Martese.

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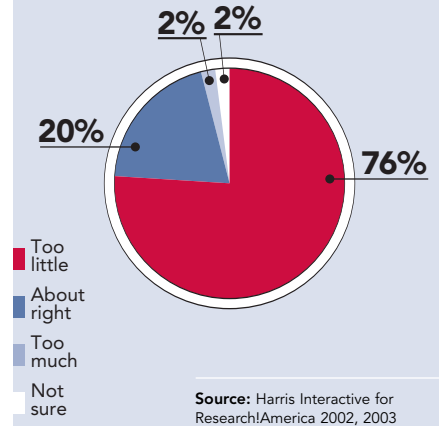
Investment in CDC's Research is Important

The Centers for Disease Control and Prevention or CDC is the federal agency charged with protecting the health and safety of people in the U.S. and abroad. The CDC's mission is to *promote health and quality of life by preventing and controlling disease, injury, and disability*. How important is it for the U.S. government to invest in research that helps the CDC to fulfill its mission?



Americans want more spent on public health research

Currently, the U.S. spends less than one cent of every health care dollar on health promotion and public health research. Do you think this is too little, too much, or about right?



Poor diet and physical inactivity may soon overtake tobacco as the leading cause of death in the U.S.

Source: Mokdad, Marks, Stoup, Gerberding, JAMA, March 10, 2004—Vol. 291, No. 10

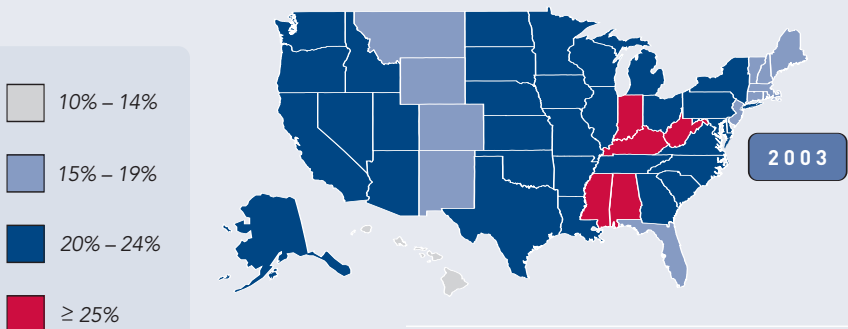
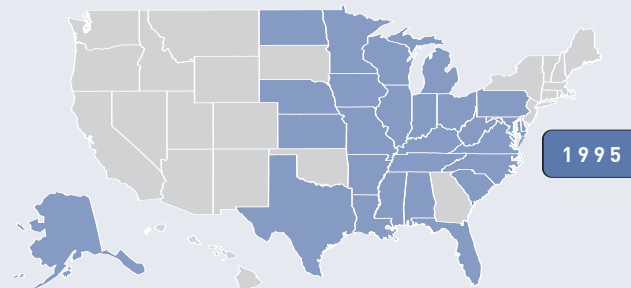
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Obesity Trends Among U.S. Adults

Percent of U.S. population that is obese*



Source: Behavior Risk Factor Surveillance System, CDC 1995, 2003
(*BMI 30, or ~30lbs overweight for 5'4" person)