

# Healthy People and Health Communication 2020

Presentation to the  
National Conference on Health Communication, marketing and Media  
Centers for Disease Control and Prevention  
Atlanta, GA

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# Healthy People: Looking Ahead to 2020

OFFICE OF  
DISEASE  
PREVENTION AND  
HEALTH  
PROMOTION



# 2020 Objectives: Organizing Framework

- Guiding principles
  - Promote optimal health in order to end preventable death
  - Eliminate health disparities
  - Make wellness a way of life for individuals and their communities
  - Promote healthy places and environments



# 2020 Objectives: Organizing Framework

- Focus areas
  - Primary
    - Risk factors and determinants of health
  - Secondary:
    - Diseases and disorders

# 2020 Objectives: Organizing Framework

- Emphasis on Secretarial Priorities
  - Prevention
  - Health IT
  - Preparedness

# 2020 Objectives: Stakeholder Input

- Secretary's Advisory Committee on National Disease Prevention and Health Promotion Objectives for 2020
- Regional Meetings
- Public Comment periods
- Federal Interagency Workgroup

# 2020 Objectives

- 2007, 2008, 2009
  - HHS development of objectives
  - Continued public input
- 2009
  - Framework released
- 2010
  - Final 2020 objectives released



# Health Communication Objectives for 2020

Our preliminary organizing questions:

*How does health communication/informatics significantly contribute to the improvement of health and the reduction of health disparities?*

*How could we measure progress regarding their contributions?*

# Our Evolving Framework

Toward a conceptual framework to inform choices  
of high impact health communication and informatics objectives for  
Healthy People 2020

- What is the role of health communication/informatics in supporting individuals' prevention, health promotion and self care management?
- What is the role of health communication in supporting health care services?
- What is their role in supporting community health promotion?
- What is their role in integrating clinical and population health processes?
- What is their role in reducing disparities?
- To be continued...

# Stakeholders

- **Stakeholder Identification –**
- **Federal Agencies**
  - ODPHP
  - NLM
  - ONC
  - CDC
  - Others
- **HP 2010 Health Communication Work Group**
- **Health Literacy Work Group**
- **Healthfinder Steering Group and Stakeholder Group**
- **Others**