



Public Health

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Press Release

FOR IMMEDIATE RELEASE

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HEADLINE: Public Health is ROI – Save Lives, Save Money

LEWISTON, IDAHO –Public Health – Idaho North Central District recognizes National Public Health Week 2013, “Public Health is ROI: Save Lives, Save Money” by emphasizing the power of prevention.

Every year in the United States, seven out of 10 deaths are due to preventable chronic diseases such as diabetes and heart disease. In fact, chronic diseases account for a whopping 75 percent of national health care spending, yet only 3 percent of our health care dollars go toward prevention. Idaho is no exception to the burden of chronic and preventable diseases, but there are steps we can take to turn these trends around.

“Our nation and community simply cannot sustain the current trajectory of health care spending and chronic disease rates,” said Carol Moehrle, Director of Public Health – Idaho North Central District. “Fortunately, we know that investing in prevention and public health can make an enormous difference.”

For example, research shows that investing just \$10 per person each year in proven, community-based public health efforts can save the nation more than \$16 billion within five years (Trust for America’s Health, 2009). That’s a \$5.60 return for every \$1 invested. I don’t know about you, but that’s a great payoff in any economic climate.

The data is clear regarding the value of prevention to our lives, our pocketbooks, and our futures, and we all have a role to play in making our communities healthier places. Many small preventive steps can add up to a big difference in transforming your personal health as well as the health of the community. What will your role be? You can start by pledging to eat healthier, be more physically active and say no to tobacco.

Although chronic diseases are among the most common and costly of all health problems, they are also among the most preventable. Despite this evidence, our health care system has primarily focused on discovering treatments and cures for disease—not preventing disease. With community based public health efforts that embrace prevention as a priority, we can become a healthier nation.

For further information on Public Health’s efforts to promote health and prevent chronic disease please visit Public Health – Idaho North Central District at www.idahopublichealth.com.