

Kansas Economic Policy Conference:  
Insuring a Healthy Kansas  
Kansas University – 10/30/08



# Kansas Economic Policy Conference: *Insuring a Healthy Kansas*



Roderick L. Bremby  
Secretary

Kansas Department of Health and Environment

Our Vision – Healthier Kansans living in safe and sustainable environments.

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## Problem Definition



Overflowing Sink  
Digital C. Print, 2002  
40" x 49"  
edition of 6 / 2 AP  
Carlos and Jason Sanchez

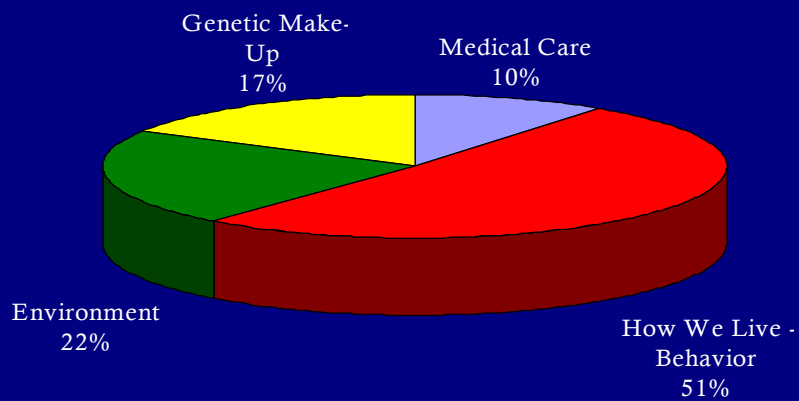


## Dual Narratives

- Health Care (Sick Care)
  - Cost
  - Access
  - Quality
- Caring about the health of the population



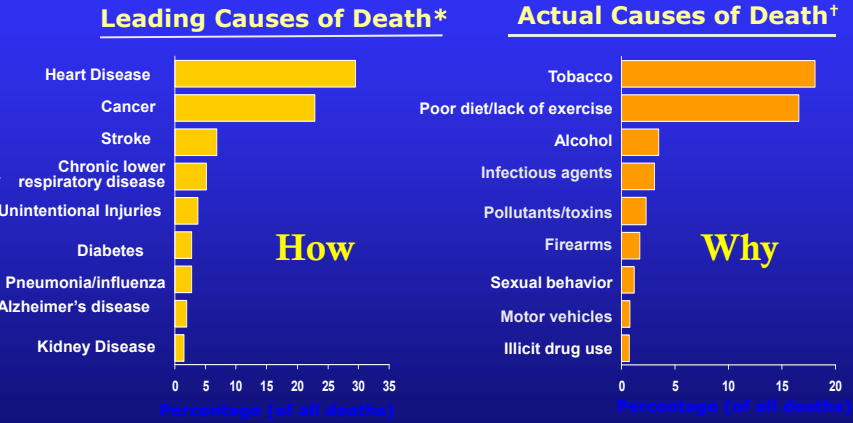
## Health Factors



Source: USDHEW, PHS, CDC. "Ten Leading Causes of Death in US 1975."  
Atlanta, GA, Bureau of State Services, Health Analysis & Planning  
for Preventive Services, p 35, 1978

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# Causes of Death United States, 2000

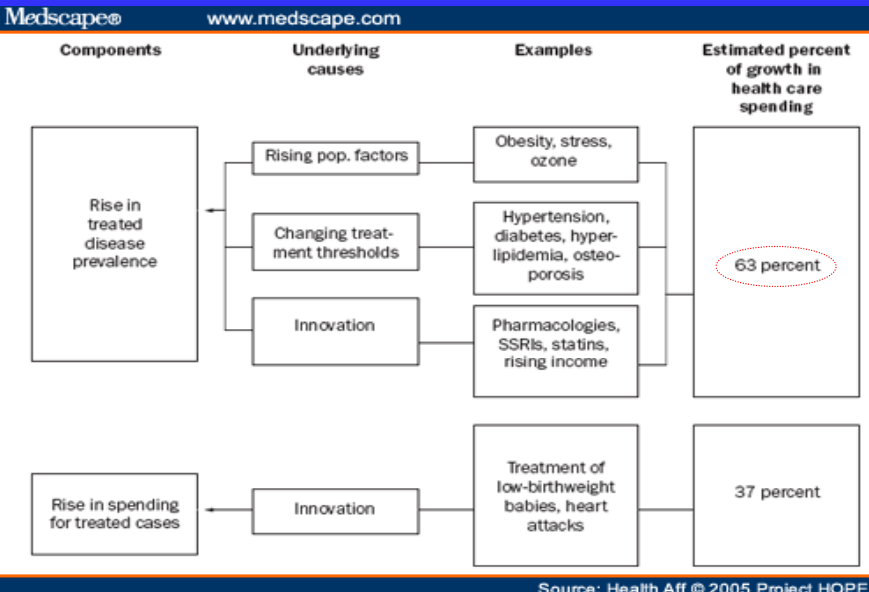


\* National Center for Health Statistics. Mortality Report. Hyattsville, MD: US Department of Health and Human Services; 2002.  
 † Adapted from McGinnis Foege, updated by Mokdad et. al.



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# Sick Care System Cost Drivers



Source: Health Aff © 2005 Project HOPE

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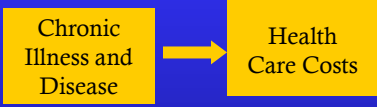
# Health Improvement Logic Model



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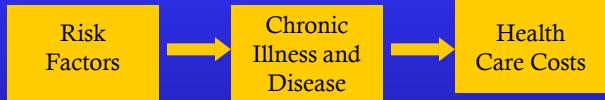
# Health Improvement Logic Model



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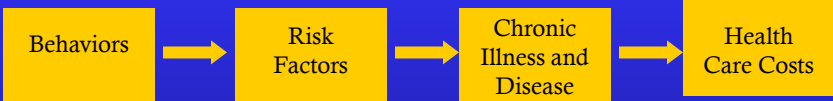
# Health Improvement Logic Model



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# Health Improvement Logic Model



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## Health Improvement Logic Model –

- 2000 - \$12.1B
- 2001 - \$13.1B
- 2002 - \$13.9B
- 2003 - \$15.0B
- 2004 - \$15.8B

Health Care  
Costs

Centers for Medicare and Medicaid Services

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## Health Improvement Logic Model –

- 1980 - \$ 253B or \$ 1,100 per person
- 2001 - \$1.46T or \$ 5,148 per person
- 2002 - \$1.60T or \$ 5,560 per person
- 2003 - \$1.73T or \$ 5,952 per person
- 2004 - \$1.85T or \$ 6,301 per person
- 2005 - \$1.97T or \$ 6,649 per person
- 2006 - \$2.10T or \$ 7,026 per person
  
- **2016 - \$4.13T or \$12,782 per person**

Health Care  
Costs

Centers for Medicare and Medicaid Services

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## WHO - U.S. Health Outcomes (2001)

	Life expectancy at birth	Life expectancy at age 60	Healthy years remaining at age 60	Average years spent in poor health	% of total life expectancy spent in poor health
Australia	79.7	83.3	17.6	8.4	10.5%
Austria	78.6	82.4	17.1	7.9	10.1%
Belgium	78.0	81.8	16.3	8.3	10.6%
Canada	79.7	82.5	16.6	9.4	11.8%
France	79.2	83.1	17.6	8.1	10.2%
Germany	78.5	81.6	16.4	7.9	10.0%
Italy	79.8	82.3	16.9	8.2	10.2%
Japan	81.5	84.2	18.9	7.7	9.4%
Netherlands	78.3	81.4	16.2	8.4	10.7%
Spain	79.3	82.4	16.7	8.1	10.2%
Sweden	79.9	82.7	17.5	8.2	10.2%
Switzerland	80.2	82.3	18.8	7.3	9.1%
U.K.	78.1	81.0	16.0	7.8	10.0%
USA	77.1	81.6	15.8	9.4	12.1%

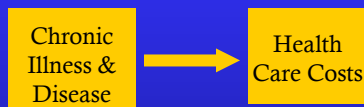
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OECD – (2001)



## Health Improvement Logic Model

More than **133 million** Americans have at least one chronic condition, such as diabetes, cancer, glaucoma, and heart disease.



Accounts for **75-80%** of US Health Care Costs.

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## Cost of Chronic Disease

75% - 80% of US health care costs are expended to treat chronic diseases.

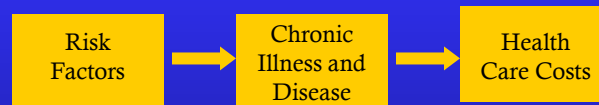
KS – 2003 chronic disease cost estimate -  
**\$11.9 billion.**

Milken Institute

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## Health Improvement Logic Model

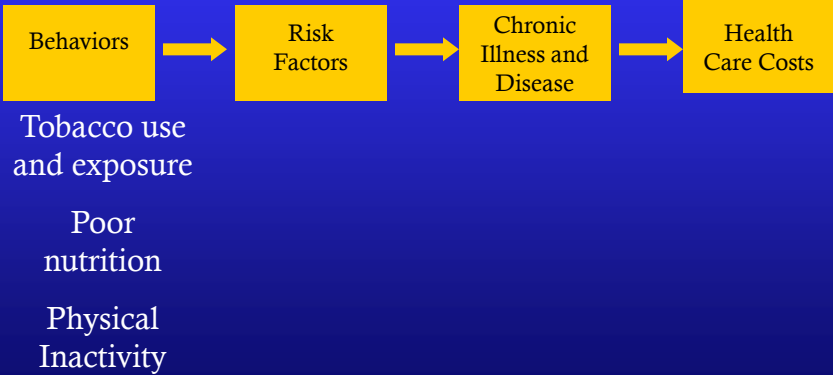


- Hypertension
- High Cholesterol
- Overweight/Obesity
- Poor Oral Hygiene
- Depression

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# Health Improvement Logic Model

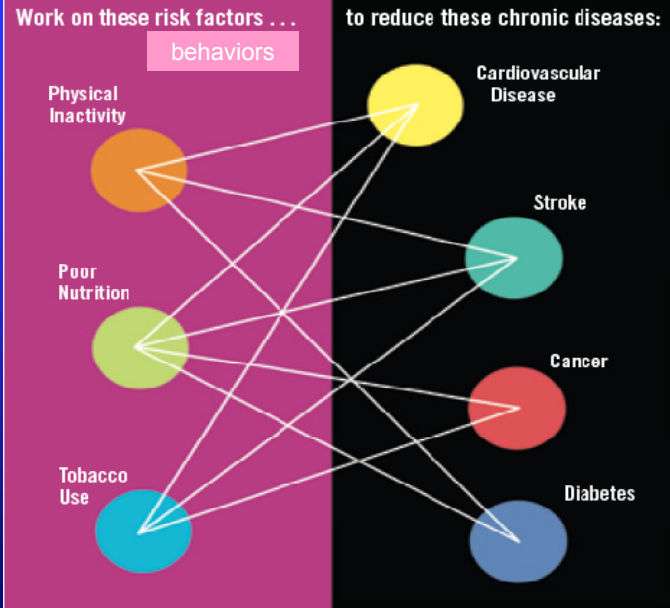


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# Strategy

## THE RELATIONSHIP BETWEEN RISK FACTORS AND CHRONIC DISEASES



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## Problem Solving

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## A Way Forward

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Many chronic diseases and illnesses  
can be attributed to **three** modifiable  
behaviors:

Tobacco use

Lack of physical activity

Poor nutrition



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## Healthy Kansas

Prevention focus -

- Tobacco use \$927M/yr
- Physical inactivity (obesity) ↘
- Poor nutrition (obesity) → \$657M/yr

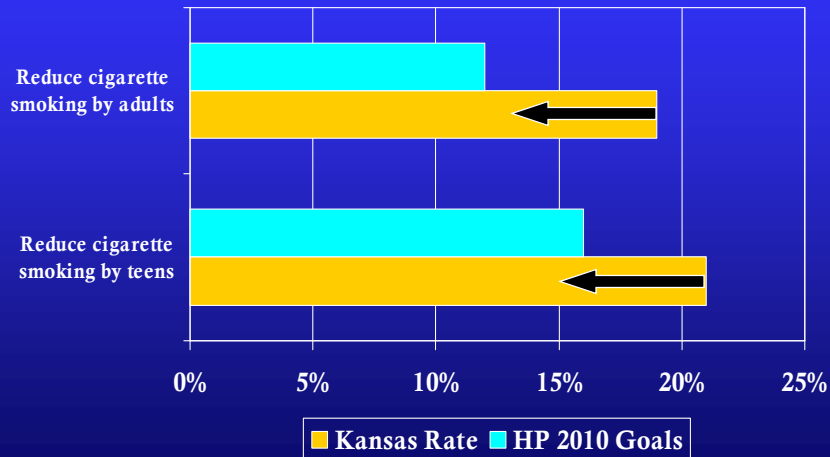
Smoking-caused health expenditures, productivity losses, tax burdens  
 CDC, *Data Highlights 2006*

“State-Level Estimates of Annual Medical Expenditures Attributable to Obesity”, by Eric A. Finkelstein and Ian C. Fiebelkorn, RTI International, and Guijing Wang, CDC, *Journal of Obesity Research* (January 2004).

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## Healthy Kansas

Healthy People 2010—Tobacco Use

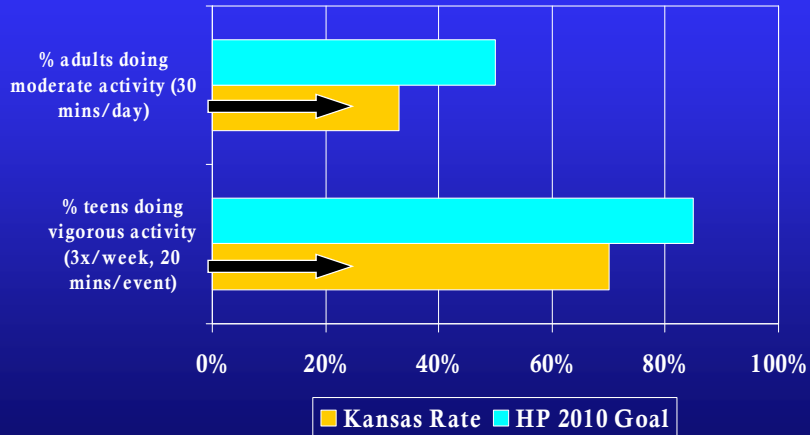


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# Healthy Kansas

## Healthy People 2010—Physical Activity

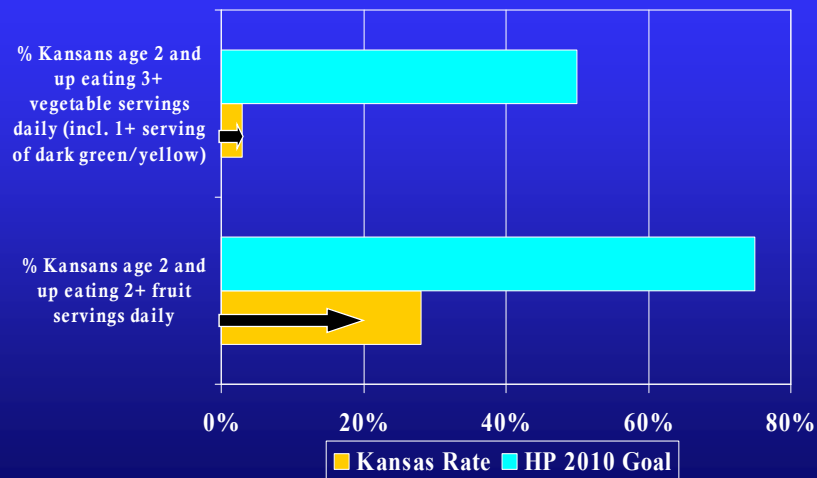


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# Healthy Kansas

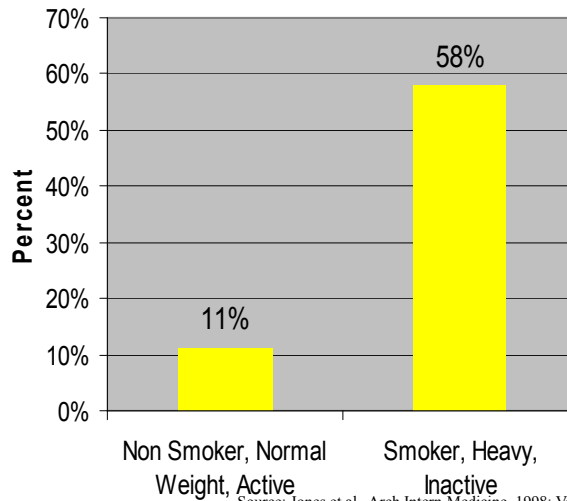
## Healthy People 2010—Nutrition



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### Predicted Likelihood of Developing Coronary Heart Disease, Diabetes or Stroke by Age 65



Source: Jones et al., Arch Intern Medicine, 1998; Vol 2436



## Health Maintenance

- 55% of deaths could be **avoided** by not smoking, exercised regularly, eaten a healthy diet low in red meat and trans-fats and maintained a healthy weight.
- Smoking played the biggest role in causing premature death

Van Dam, et al  
BMJ 20008;337:a1440

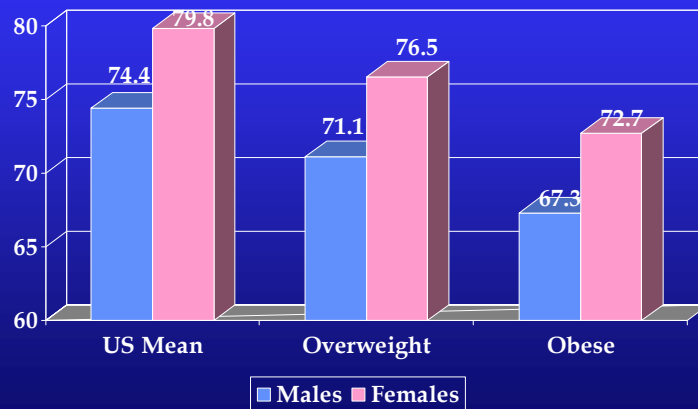


## Scope: Cost Allocation

30% of people account for **90%** of health care costs.

**1%** of people account for 30% of health care costs.

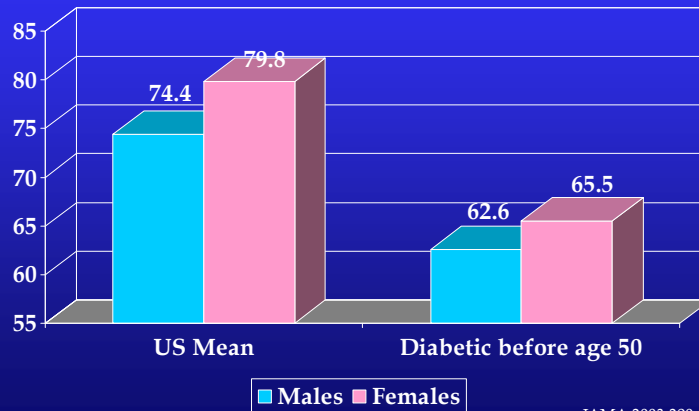
## Excess Body Weight and Reduction of Lifespan



Ann Intern Med. 2003;138:24-32



## Diabetes and Reduction in Lifespan



JAMA 2003;290:1884-1890



“Working together we can create a **culture** that actively promotes responsible behavior and the adoption of lifestyles conducive to good health.

This is “prevention” in the broadest sense and **necessary** if we are to remain a humane and caring society.”

Larry D. Jecha, M.D., M.P.H.  
Former Director/Health Officer  
Wichita-Sedgwick County Department of Health  
1997



## Citations

- BRFSS, Behavioral Risk Factor Surveillance System  
<http://www.cdc.gov/brfss/>
- Modal AH, et al. The spread of the obesity epidemic in the United States, 1991–1998 *JAMA* 1999; 282:16:1519–1522.
- Mokdad AH, et al. The continuing epidemics of obesity and diabetes in the United States. *JAMA*. 2001; 286:10:1519–22.
- Mokdad AH, et al. Prevalence of obesity, diabetes, and obesity-related health risk factors, 2001. *JAMA* 2003; 289:1: 76–79
- CDC. State-Specific Prevalence of Obesity Among Adults — United States, 2005; MMWR 2006; 55(36):985–988



## Obesity Trends Among U.S. Adults between 1985 and 2007

### *Definitions:*

- Obesity: Having a very high amount of body fat in relation to lean body mass, or Body Mass Index (BMI) of 30 or higher.
- Body Mass Index (BMI): A measure of an adult's weight in relation to his or her height, specifically the adult's weight in kilograms divided by the square of his or her height in meters.





## Obesity Trends Among U.S. Adults between 1985 and 2007

### Source of the data:

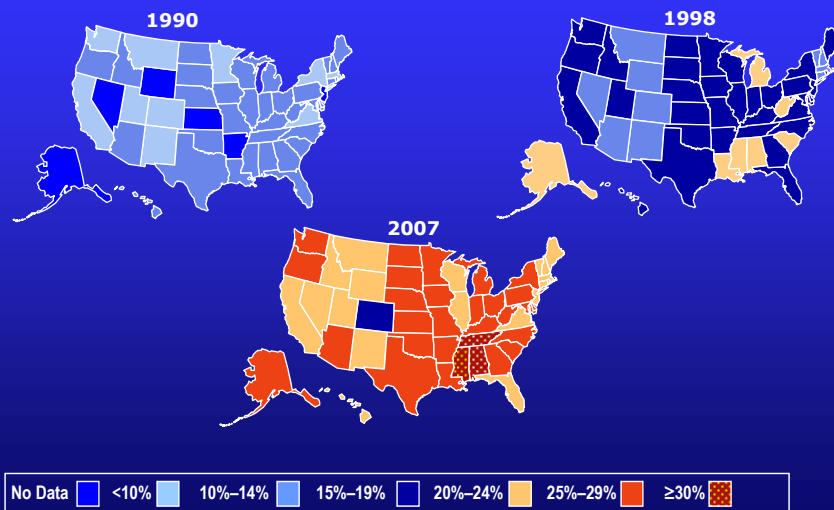
The data shown in these maps were collected through CDC's Behavioral Risk Factor Surveillance System (BRFSS). Each year, state health departments use standard procedures to collect data through a series of monthly telephone interviews with U.S. adults.

Prevalence estimates generated for the maps may vary slightly from those generated for the states by BRFSS (<http://aps.nccd.cdc.gov/brfss>) as slightly different analytic methods are used.



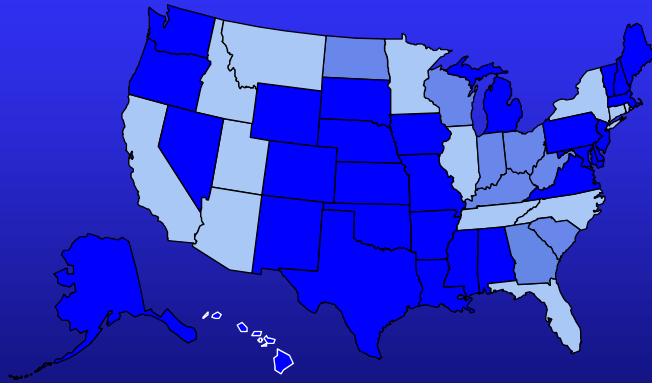
## Obesity Trends\* Among U.S. Adults BRFSS, 1990, 1998, 2007

(\*BMI  $\geq 30$ , or about 30 lbs. overweight for 5'4" person)



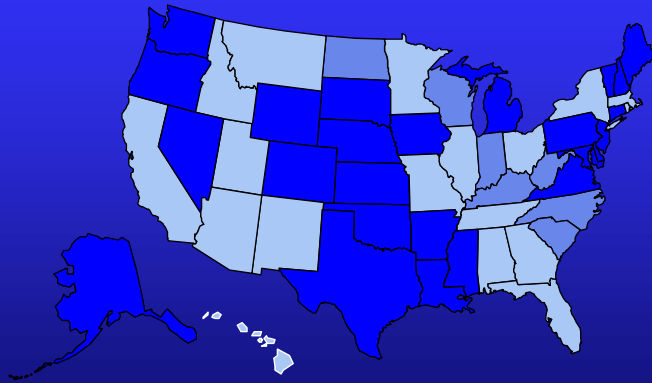
## Obesity Trends\* Among U.S. Adults BRFSS, 1985

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



## Obesity Trends\* Among U.S. Adults BRFSS, 1986

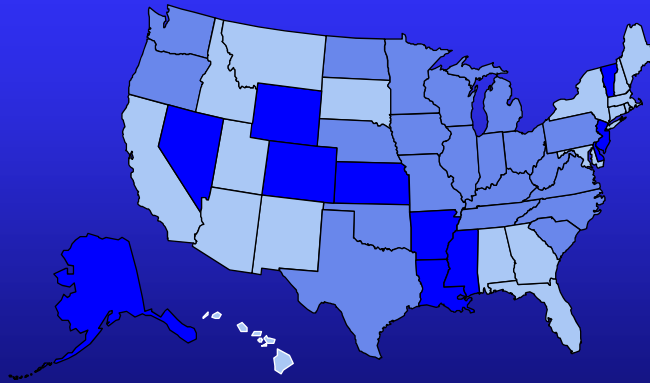
(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)





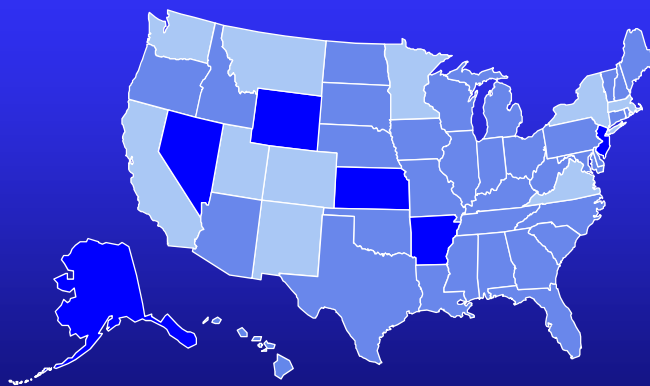
## Obesity Trends\* Among U.S. Adults BRFSS, 1989

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



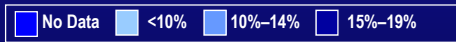
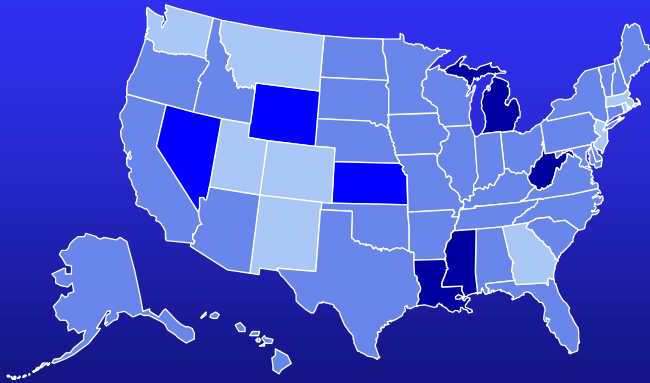
## Obesity Trends\* Among U.S. Adults BRFSS, 1990

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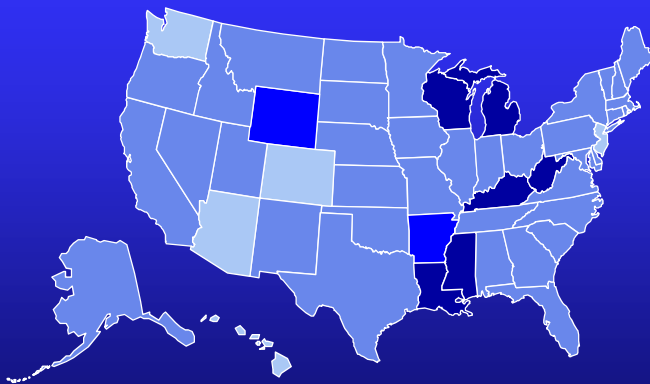
## Obesity Trends\* Among U.S. Adults BRFSS, 1991

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



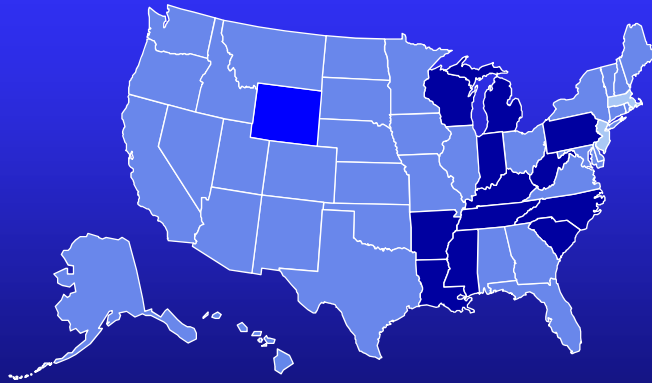
## Obesity Trends\* Among U.S. Adults BRFSS, 1992

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



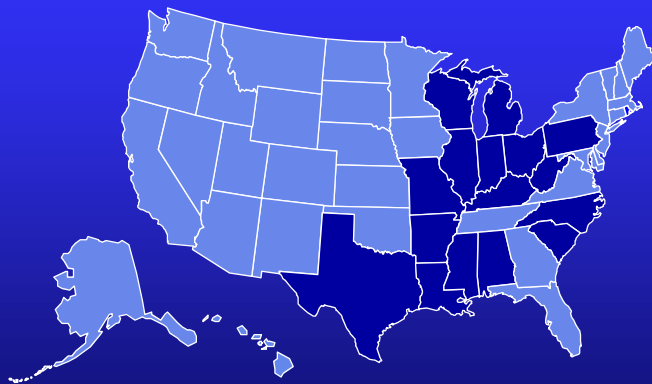
## Obesity Trends\* Among U.S. Adults BRFSS, 1993

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



## Obesity Trends\* Among U.S. Adults BRFSS, 1994

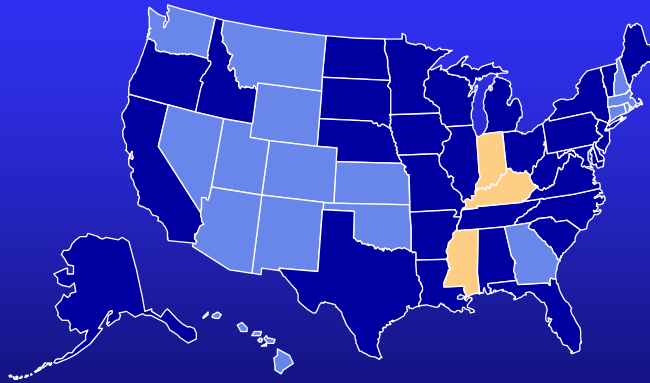
(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)





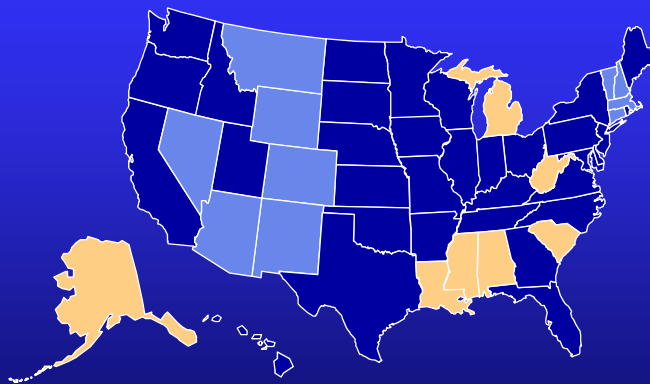
## Obesity Trends\* Among U.S. Adults BRFSS, 1997

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



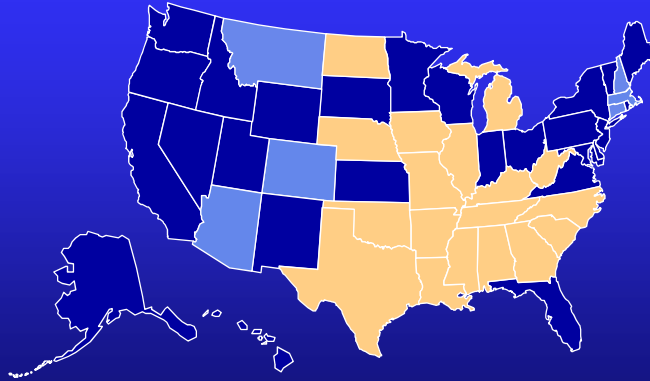
## Obesity Trends\* Among U.S. Adults BRFSS, 1998

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



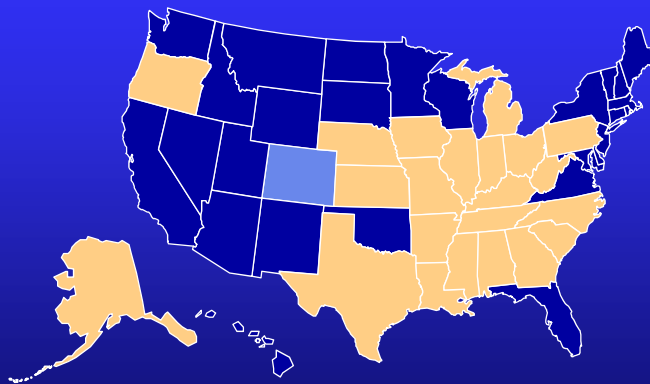
## Obesity Trends\* Among U.S. Adults BRFSS, 1999

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



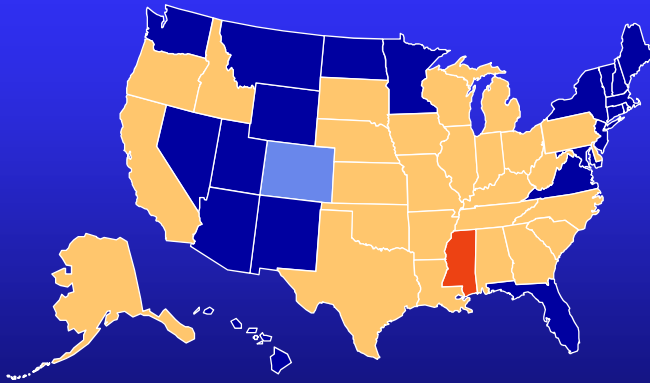
## Obesity Trends\* Among U.S. Adults BRFSS, 2000

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



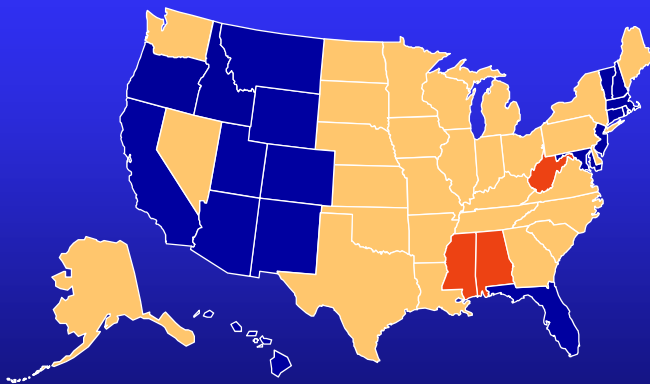
## Obesity Trends\* Among U.S. Adults BRFSS, 2001

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



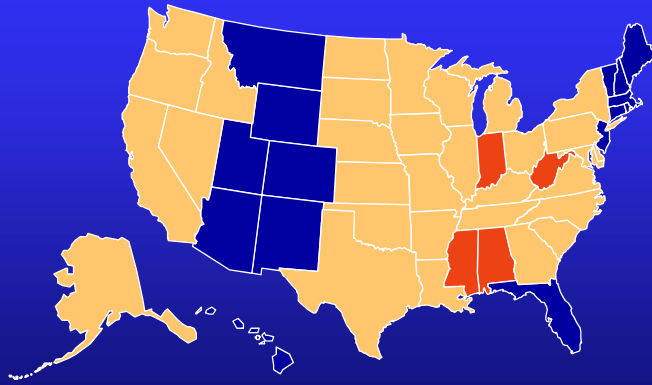
## Obesity Trends\* Among U.S. Adults BRFSS, 2002

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



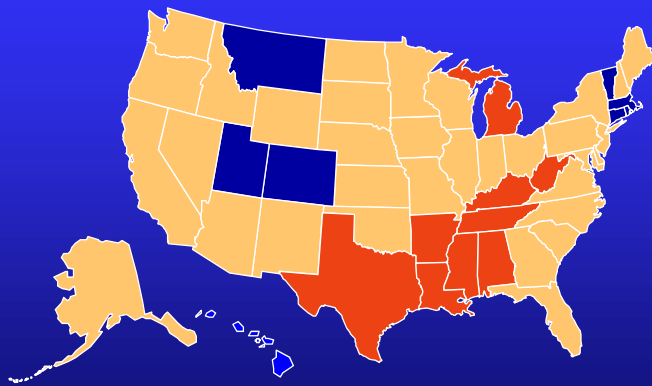
## Obesity Trends\* Among U.S. Adults BRFSS, 2003

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



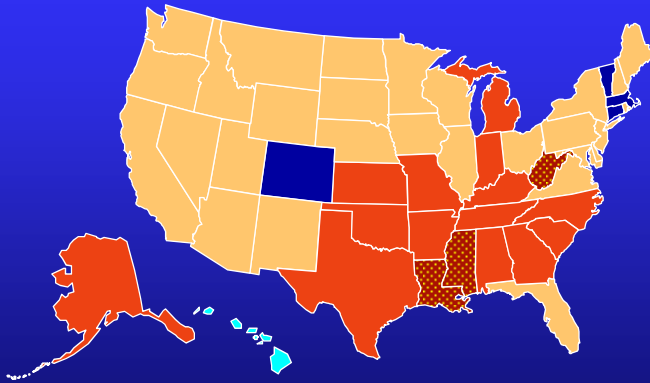
## Obesity Trends\* Among U.S. Adults BRFSS, 2004

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



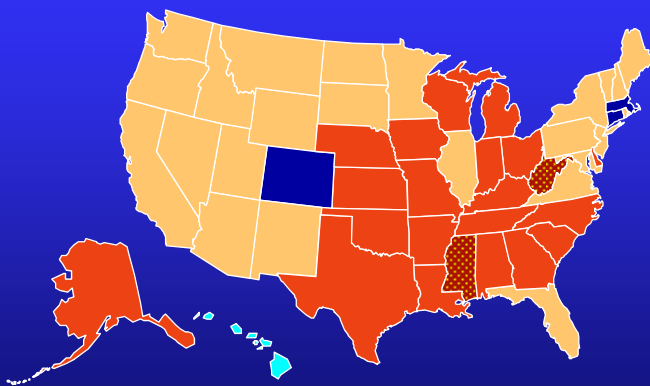
## Obesity Trends\* Among U.S. Adults BRFSS, 2005

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



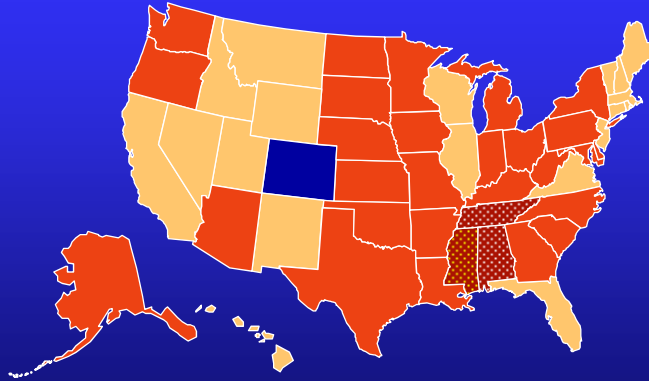
## Obesity Trends\* Among U.S. Adults BRFSS, 2006

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



## Obesity Trends\* Among U.S. Adults BRFSS, 2007

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs. overweight for 5' 4" person)



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## Kansas Experience

- Number of Obese Adults
  - 25.8% of Kansans (23<sup>rd</sup> Nationally)
- Number of Overweight Adults
  - 62% of Kansans are overweight and obese (23<sup>rd</sup>)
- Number of Obese Children
  - 14% of Kansas children are obese (24<sup>th</sup>)
- Number of Overweight Children
  - Three of every 10 Kansas children

– F as in Fat: How Obesity Policies are Failing in America (2008)





## Kansas Experience

- Adults with Diabetes
  - 7.2% of Kansas adults (33<sup>rd</sup>)
- Adults with Hypertension
  - 25.6% of Kansans (36<sup>th</sup>)
- Physical Inactivity
  - 23% of Kansas Adults, 54% of Kansas High School students, and 25% of Kansas children (age 10-14) do **NOT** meet recommended physical activity levels.

– F as in Fat: How Obesity Policies are Failing in America (2008)



## How did we get this way?

- **Our fast paced society**
- Fast food
- Technology
- Current health care system
- School systems
- Churches
- City planners and others...





## How did we get this way?

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48 Teaspoons Sugar

16 oz      32 oz      44 oz      52 oz      64 oz



Dr. Stephen Aldana



## French Fries

20 Years Ago



210 Calories  
2.4 ounces

Today



610 Calories  
6.9 ounces

Dr. Stephen Aldana



## How did we get this way?

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The image shows a green and black push mower with a large black grass bag attached to the back. The mower has a black handle with green accents and four black tires. The brand name "ECHO" is visible on the side of the green housing.

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The image shows a red riding lawn mower with a black seat and steering wheel. It has a large red hood and a black grille. The brand name "ECHO" is visible on the side of the red hood. It has four black tires and a red deck.



## How did we get this way?

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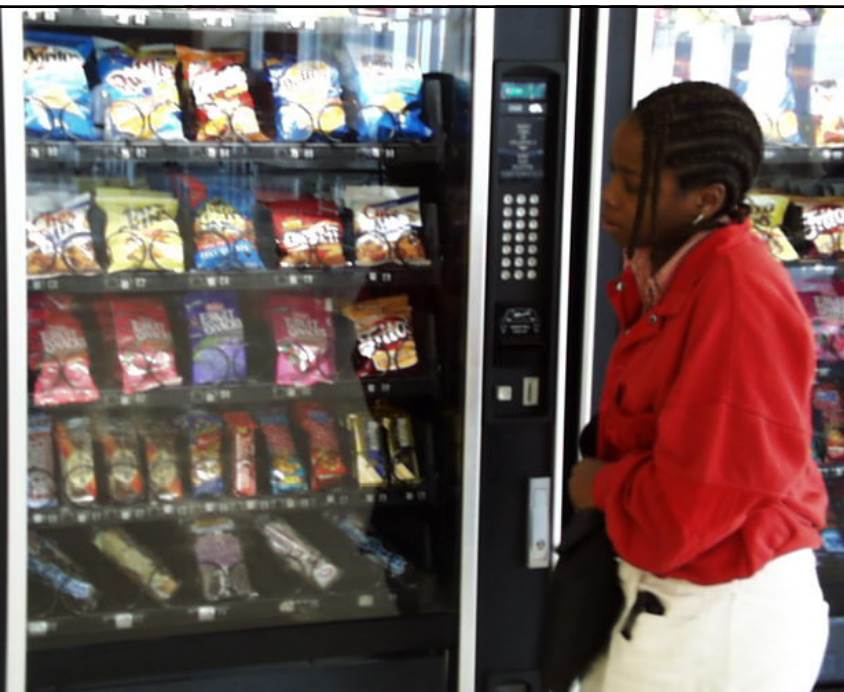




## How did we get this way?

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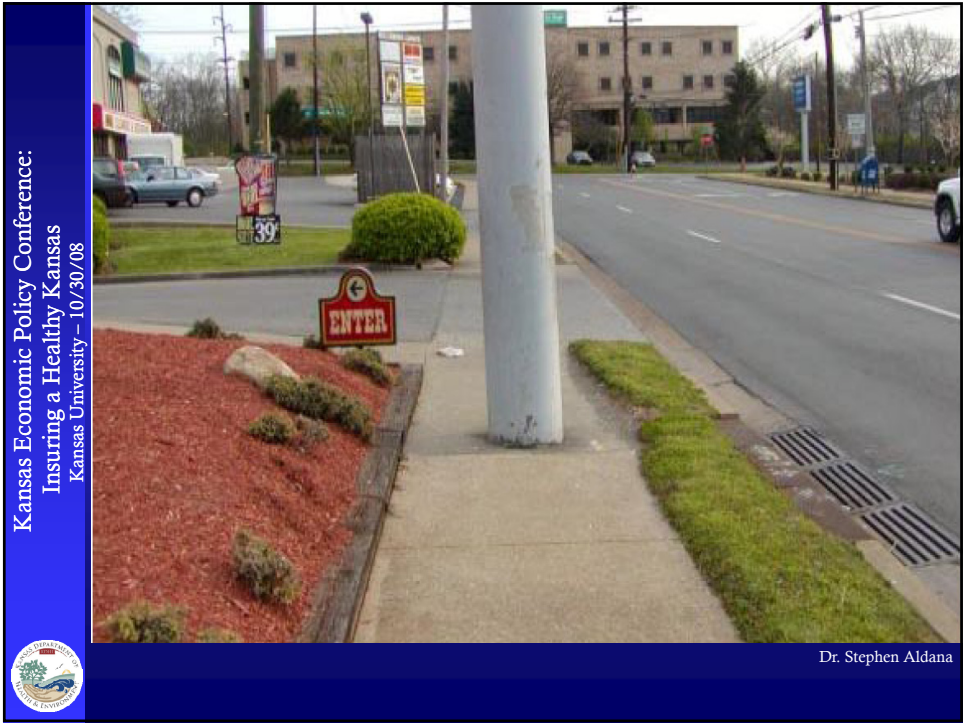


Kansas Economic Policy Conference:  
Insuring a Healthy Kansas  
Kansas University – 10/30/08



Dr. Stephen Aldana







U.S. government's entire budget  
for nutrition education is one-fifth the  
advertising budget for...

ALTOIDS mints



Nestle, 2002



## US Advertising

Food and Candy Category  
2008 1<sup>st</sup> 6 Months  
\$3.17B

TNS Media Intelligence



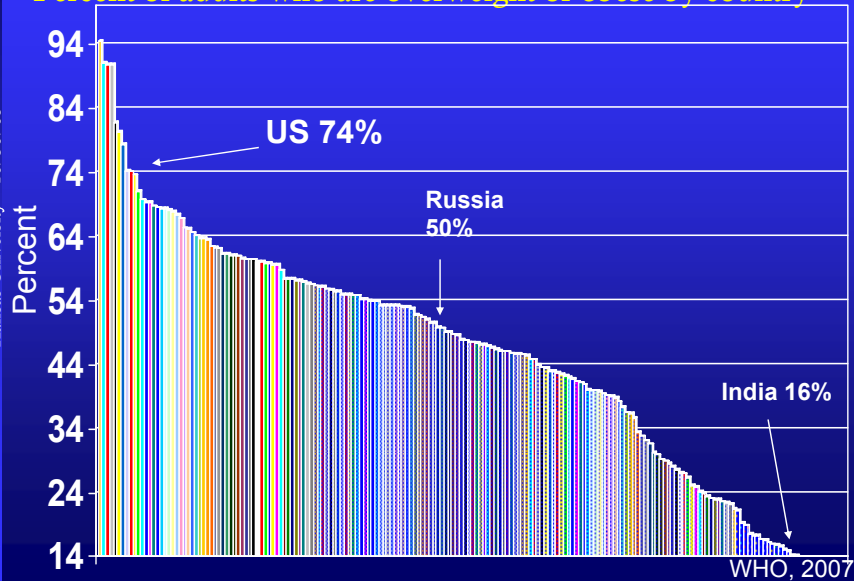
## The Challenge

- Children between 8 and 12 see an average of 21 television ads each day for candy, snacks, cereal and fast food — more than **7,600** a year.
- **Not one** of the 8,854 ads reviewed promoted fruits or vegetables.

- Kaiser Family Foundation



Percent of adults who are overweight or obese by country





**Kansas Health Policy Authority Board**  
**Health Reform Recommendations**

November 1, 2007

PREPARED BY:



**Table 4. Smoking-Attributable Costs (2004)**

State	Smoking-Attributable Costs (2004)						
	Medical Costs (Total)	Medical Costs Per Pack	Productivity Costs (Total)	Productivity Costs Per Pack	Direct Medicaid Costs (Total)	Medicaid Costs Per Pack	Medicaid Costs Per Capita (Adult)
Alabama	1,499,300,000	3.79	2,051,000,000	5.18	238,000,000	0.60	69.27
Alaska	169,000,000	4.09	157,000,000	3.80	77,000,000	1.86	164.81
Arizona	1,287,300,000	5.42	1,492,000,000	6.28	316,000,000	1.33	75.30
Arkansas	812,000,000	3.70	1,306,000,000	5.95	242,000,000	1.10	116.57
California	9,142,300,000	7.79	8,585,000,000	7.31	2,959,000,000	2.52	112.52
Colorado	1,314,300,000	4.76	1,700,000,000	3.59	319,000,000	1.15	9.21
Connecticut	1,631,300,000	8.88	1,700,000,000	5.49	430,000,000	2.32	81.36
Delaware	284,000,000	1.50	4,000,000	2.11	79,000,000	0.50	124.05
D.C.	243,000,000	11.00	33,000,000	10.79	78,000,000	3.80	175.69
Florida	6,320,300,000	5.00	4,790,000,000	5.13	1,250,000,000	0.00	93.33
Georgia	2,252,300,000	6.00	1,062,000,000	5.21	537,000,000	0.00	82.66
Hawaii	336,000,000	6.00	308,000,000	5.17	117,000,000	0.00	121.35
Idaho	319,000,000	6.00	333,000,000	4.01	83,000,000	0.00	81.30
Illinois	4,106,300,000	6.00	4,292,000,000	5.65	1,570,000,000	0.00	165.69
Indiana	2,094,300,000	6.00	2,495,000,000	4.12	487,000,000	0.00	105.02
Iowa	1,017,300,000	4.00	963,000,000	3.91	301,000,000	1.00	132.37
Kansas	927,000,000	6.04	863,000,000	5.62	196,000,000	1.28	95.52
Kentucky	1,500,300,000	2.09	2,138,000,000	2.98	487,000,000	0.68	153.83
Louisiana	1,474,300,000	3.83	1,919,000,000	4.99	663,000,000	1.72	197.86
Maine	602,000,000	6.37	494,000,000	5.23	216,000,000	2.29	208.67
Maryland	1,964,300,000	7.29	1,783,000,000	6.62	476,000,000	1.77	114.33
Massachusetts	3,543,300,000	12.63	1,923,000,000	6.66	1,046,000,000	3.73	211.21
Michigan	3,401,300,000	4.93	3,602,000,000	5.51	1,128,000,000	1.63	148.83
Minnesota	2,063,300,000	5.59	1,205,000,000	3.26	465,000,000	1.26	120.45
Mississippi	710,000,000	2.82	1,413,000,000	5.88	264,000,000	1.04	122.60
Missouri	2,137,300,000	3.57	2,417,000,000	4.04	532,000,000	0.89	121.74





## Policy Options – Culture of Wellness

### New or Modified

- Programs
- Policies
- Practices

Healthy Homes  
Healthy Neighborhoods  
Healthy Congregations  
Healthy Schools  
Healthy Businesses  
Healthy Communities

- > Tobacco Use/Exposure
- > Physical Inactivity
- > Poor Nutrition



[www.healthykansas.org](http://www.healthykansas.org)



## Assuring A Healthy Kansas

- Children In Schools
- Adults in the Workplace
- Seniors in Community
  - Hometown Health Heroes
  - Healthy Schools Designation
  - Healthy Restaurant Designation
  - Healthy Community Designation

» 7000 Kansans Taken the Pledge



“We shall go to the moon, and do the other things, not because it’s easy, but **because it’s hard**. We sail on this new sea because there is **new knowledge to be gained** and new rights to be won, and they must be won and used for the progress of all people.”

President John F. Kennedy  
“This New Ocean” - 9/62

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Our Vision – Healthier Kansans living in safe and sustainable environments.