



An individual's health-related behavior can impact the likelihood of developing chronic disease or suffering from other poor health outcomes. Although genetic composition plays a part in the prevalence of some of these diseases, for the vast majority of cases behavior modification would greatly reduce the mortality rate for these conditions. Poor nutrition and diet, lack of physical activity, smoking, substance abuse, drug use and unsafe sex are all health-related behaviors that can be modified provided there is awareness, opportunity and motivation.

In the last decade, public health practitioners have been moderately successful in increasing awareness of the consequences of unhealthy behaviors.

For example, diets high in sodium can cause high blood pressure²⁸ and high blood pressure increases the likelihood of having a stroke by four to six times.²⁹

Likewise, cigarette smokers are two to four times more likely to develop cardiovascular heart disease than nonsmokers.³⁰ Physical inactivity is responsible for 12.2% of the global burden of heart attacks after accounting for other cardiovascular risk factors.³¹ Someone attempting to reduce his or her risk of heart disease should stop smoking and exercise regularly.

Despite increased sensitivities to the impact of risky or unhealthy habits, there has been limited success driving lasting behavior change. For the last 20 years, people have known that eating in excess and limited physical activity results in weight gain. Yet men

Cigarette smokers are 2-4 times more likely to develop cardiovascular heart disease than nonsmokers

Nearly 40% of Tampa Bay residents do not exercise 150 minutes per week

in Florida have gained an average of 18.2 pounds, and women 10.6 pounds in this time period. If this rate continues, by 2018, the rate of obesity in Florida is forecasted to be 44%.

Although behavior change is an individual effort, education about the need for the change can be a systemic or institutional driver of that change. Communities that come together to support individual behavior modification will likely be rewarded with improved population health.

A Heavier America

Since 1960, the percentage of overweight Americans (age 20-74) has remained relatively steady at approximately one third of the population. However, the percent of Americans who are obese has increased from 13% to 34% and the percent who are extremely obese has increased from 1% to 6% of the population.³² In 2007, almost 63% of Americans, 62% of Floridians, and 62% of Tampa Bay residents were overweight or obese.

Overweight/Obesity

The percentage of overweight and obese adults is an indicator of the overall health and lifestyle of a community. Obesity increases the risk of many diseases and health conditions including heart disease, type 2 diabetes, cancer, hypertension, stroke, liver and gallbladder disease, respiratory problems and osteoarthritis. The *Healthy People 2010* national health target was to reduce the proportion of adults who are obese to 15%.

In Tampa Bay in 2007, 36.8% of residents were overweight with a Body Mass Index (BMI) between 20 and 30. A BMI ≥ 30 is considered obese while a BMI ≥ 40 is categorized as extremely obese. Between 2002 and 2007, the percentage of adults who were obese in Tampa Bay increased from 21.8% to 25.4%.

Childhood Obesity

Over the past three decades, obesity rates have doubled among children age 2-5 and tripled among 6-11 year-olds.³³ Childhood obesity rates in Tampa Bay have declined slightly since 2006 when the percentage of first, third and sixth graders whose BMI was at or above the 95th percentile was 20.6%. In 2008, the percentage had dropped to 18.1, marginally better than the state percentage of 18.5.

Physical Activity

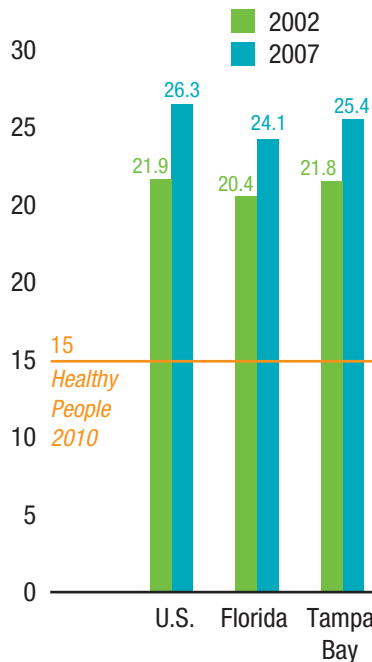
In 2008, the U.S. Department of Health and Human Services issued the first-ever Physical Activity Guidelines which offer recommended amounts of exercise for people in different age groups.

Adults

- 2.5 hours/wk of moderate-intensity exercise or
- 1.25 hours/wk of vigorous physical activity

150 minutes of physical education per week required for Florida K-5 students.

Percentage of Adults who are Obese (BMI >30)



Children/Adolescents

- 1 hour/day of exercise
- 3 hours/wk of vigorous intensity
- 3 hours/wk of muscle-strengthening activity
- 3 hours/wk of vigorous activity

In that same year, 35% of American adults did not meet these recommendations.³⁴ In Florida and in Tampa Bay in 2007, 39.4% of the population did not regularly engage in moderate or vigorous physical activity.

Most adults have numerous options to participate in physical activity and learn about a healthy diet. County health departments offer resources for weight loss and the Healthy Start programs educate mothers about the importance of their own health and nutrition in addition to that of their infant.

Spotlight: Kidz Bite Back

This campaign educates students about “Big Fat Industries” and “Couch Potato Companies” that promote excessive consumption and sedentary lifestyles. The students spread the word to other students and promote improved nutrition and increased physical activity. The campaign, developed by 180-Change, a Tampa Bay not-for-profit focused on youth health and safety, is active in selected Hillsborough and Pinellas County schools. www.kidzbiteback.com



Spotlight: The “Y” – YMCA

The Tampa Bay region is home to over 40 YMCA branches. YMCA has exercise classes and sports leagues for children and is actively engaging entire families to exercise together. For example, the Sarasota YMCA developed Family TIME (Together It's More Exciting), an initiative which emphasizes being more active, a healthier diet and spending time together. As part of this family focus, the Y recently launched Thank Goodness It's Family Friday (TGIF), where group exercise classes such as yoga, Zumba and kick-boxing have been designed for parents and children and are shortened to 40 minutes. The region's YMCA branches also sponsor Healthy Kids Day in the Spring, a day of physical activities for kids and information for parents on family health. www.ymca.net



Tobacco and Alcohol Use

Smoking

Tobacco is the agent most directly responsible for avoidable illness and death in America today. Tobacco use brings premature death to almost half a million Americans each year, and it contributes to profound disability and pain in many others. Approximately one-third of all tobacco users in this country will die prematurely because of their dependence on tobacco. Areas with a high smoking prevalence will also have greater exposure to secondhand smoke for non-smokers, which can cause or exacerbate a wide range of adverse health effects including cancer, respiratory infections and asthma.

The percentage of adults who have smoked more than 100 cigarettes in their lifetime and who currently smoke some days or everyday has declined at the regional, state and national level, but not sufficiently to meet the *Healthy People 2010* target of 12%.

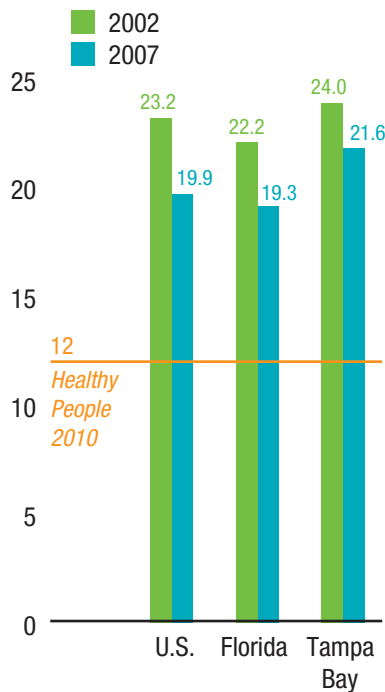
In 2007 in Tampa Bay, 21.6% of the population smoked compared to 19.3% in the state and 19.8% in the U.S. For all three populations, there was a decrease in the number of smokers from 2002 but Tampa Bay's decline was the most modest.

Consumption of Alcohol

Male binge drinking is defined as five or more drinks on one occasion, and female binge drinking is four or more drinks on one occasion. Among adults who engage in heavy or binge drinking, the Tampa Bay region is equivalent to the national average of 15.8% (2007) and represents a marginal decrease from 2002. This indicator measures the percentage of adults who reported binge drinking at least once during the 30 days prior to the survey. The prevalence of binge drinking among men is twice that of women. In addition, it was found that binge drinkers are 14 times more likely to report alcohol-impaired driving than non-binge drinkers.³⁵

% of Adult Smokers

Deaths per 100,000 (age-adjusted)



1/3
of all
tobacco users
will die
prematurely

Immunizations – Prevention

Childhood Immunizations

Immunizations protect children from contracting and spreading communicable diseases such as measles, mumps, and whooping cough. These diseases can result in extended school absences, hospitalizations, and death.

Immunization rates for 2-year-olds have remained steady in our region for the last five years at 77.4% and were comparable to national figures but trailed the state rate of 83.2%. Both lagged the *Healthy People 2010* goal of 90%.

Influenza Immunizations

Influenza is a contagious disease caused by viruses. It can lead to pneumonia and can be dangerous for people with heart or breathing conditions. Infection with influenza can cause high fever, diarrhea and seizures in children. The seasonal influenza vaccine, recommended annually by the CDC, can prevent serious illness and death.

This indicator measures the percentage of adults over 65 who have had a flu vaccine within the last year. The immunization rate is going up in the Tampa Bay region, state and nation but at 64%, we trailed the *Healthy People 2010* objective of 90%.

Spotlight: Tobacco Free Florida

Unveiled in 2008 under the direction of the Florida Department of Health, the Tobacco Free Florida campaign seeks to decrease the number of tobacco users in the state of Florida through efforts aimed at both preventing nonusers from starting to use tobacco and encouraging current users to quit. These efforts are funded by money derived from court settlements against major tobacco companies, and include initiatives in the realm of advertising, public relations, interactive, guerilla media, event media, sponsored promotions and more. It is our hope that one day every Floridian might be free of the hazards of tobacco and that we all may eventually live in the paradise that our name implies - a truly Tobacco Free Florida.



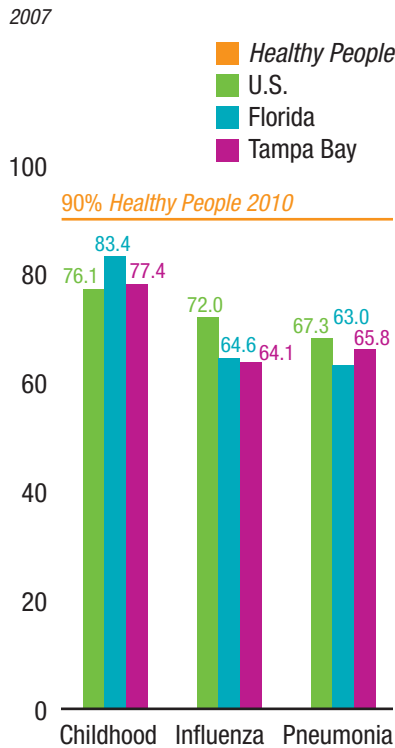
www.tobaccofreeflorida.com

Pneumonia Immunizations

Pneumococcal pneumonia is a serious condition characterized by high fever, cough and shortness of breath. It is the leading cause of vaccine-preventable death and illness in the United States. Pneumococcal pneumonia kills about one out of every 20 people who come down with the disease. It is a contagious disease and can be spread by respiratory secretions from coughing or sneezing. The pneumococcal vaccine is very effective at preventing severe disease, hospitalization and death.

This indicator measures the percentage of adults over 65 who have ever received the pneumonia immunization. In the Tampa Bay region, the rate was 65.8% which slightly exceeded our rate for influenza vaccines. This rate is comparable to the state and national rates but again trailed the *Healthy People 2010* benchmark of 90%.

% of Immunizations



Health Screenings

Breast Cancer Screening

Breast cancer is the second leading cause of cancer death for women³⁶ and early detection through mammograms has proven effective in reducing the death rate.

In 2007, 65% of women age 40 and over in Tampa Bay and in the state of Florida have received a mammogram in the past year. Although this approaches the *Healthy People 2010* target of 70%, this number has not increased in the last five years.

Cervical Cancer Screening

The Pap test checks for changes in the cells of the cervix that can be early signs of cervical cancer. Cervical cancer is a common cancer that has a very high cure rate when caught early.

In 2003, the American College of Obstetricians and Gynecologists altered their recommendation for Pap tests from every year to every three years if no abnormal tests had occurred. Women under 30 should have a Pap test every two years. This indicator measures women, age 18

and older, who have received a Pap test in the last year. Both the region and state values have decreased between 2002 and 2007 which may be a result of a change in the guidelines. In Florida, the percentage of women, in 2007, who had received a Pap test in the last year was 64.8%.

Colon Cancer Screening

Colorectal cancer is second only to lung cancer in the number of deaths it causes annually in the U.S. If adults age 50 or older had regular screening tests, as many as 60% of deaths from colorectal cancer could be prevented. Sigmoidoscopy and colonoscopy are both effective screening methods for detecting colon cancer before symptoms develop. If detected early, treatment for colon cancer is more successful.

The indicator is the percentage of adults 50 years old and older who received a sigmoidoscopy or colonoscopy in the past five years. The *Healthy People 2010* national health target was to increase the proportion of adults aged 50 years and older who received a colorectal cancer screening exam to 50%. Between 2002 and 2007, screening rates increased in the Tampa Bay region from 44.2% to 54.9% and in the state from 44.6% to 53.7%.

In 2007
63.1%
of Tampa Bay
women had
a Pap test

Spotlight: National Breast & Cervical Cancer Early Detection Program

The Centers for Disease Control administers and funds states for the National Breast and Cervical Cancer Early Detection Program

National Breast and Cervical Cancer Early Detection Program



(NBCCEDP). The Florida program is available statewide through the lead of 16 county health departments including four in Tampa Bay: Hillsborough, Manatee, Pasco and Pinellas.

Females between 50 and 64 years of age, have household income at or below 200% of the Federal Poverty Level, and are uninsured or have no insurance that covers screenings are eligible. As of the end of 2009, over 1,500 women screened through this program have been diagnosed with breast cancer, over 50 with invasive cervical cancer and 470 with pre-cancerous lesions or conditions.