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ONE BAY Releases Regional Health Assessment Report sets stage for ONE BAY: Healthy Communities initiative

TAMPA BAY, FL (April 6, 2011) – ONE BAY announced the release of *How Healthy is Tampa Bay? An Assessment of Our Region's Health*, an inaugural step in the regional initiative known as ONE BAY: Healthy Communities.

The comprehensive report is the first to evaluate regional health outcomes, providing a benchmark for the health of the eight county Tampa Bay region, how it stacks up to state and national levels, and where it is meeting or exceeding targets. Among the most difficult challenges facing the Tampa Bay region are diabetes, suicide, obesity, lung cancer, smoking and motor vehicle deaths.

"We need to raise awareness of the issues and communicate the compelling reasons why Tampa Bay business and community leaders should commit to creating cultures of health," said Steve Mason, President & CEO of BayCare Health System and chairman of the ONE BAY: Healthy Communities steering committee.

For each of the eight counties in the Tampa Bay region, data was collected for 60 indicators in five areas: economy/demographics, health outcomes, health-related behaviors, health systems and access, and environmental health.

"Tampa Bay is failing in some key areas of health, and that comes at a great cost to our personal and economic prosperity," said Stuart Rogel, President of the Tampa Bay Partnership. "At the same time, this region has tremendous assets and is coming together to create a shared vision for Tampa Bay to improve health outcomes."

Among the report's key findings of concern:

- **Lung cancer** deaths in Tampa Bay exceed state and national figures. In 2006, there were 55.7 lung cancer deaths per 100,000 residents in the region, compared to 51.2 for Florida and 51.5 nationally. Although declining, **smoking** rates for the region also are higher – 21.6% of adult smokers versus 19.3 for Florida and 19.8 nationally.
- **Suicide** rates for Tampa Bay also are troubling. In 2006, the region had 14.9 deaths per 100,000, compared to 12.6 suicide deaths per 100,000 in Florida and 10.8 nationally, representing a slight increase since 2002 while state and national suicide rates were declining.

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- **Diabetes** is the disease with the most notable trend in the wrong direction. In 2007, the age-adjusted percentage of adults who had ever been diagnosed with diabetes in the U.S. was 5.7%; in Tampa Bay, it was 8%. According to the American Diabetes Association, 1.6 million new cases of diabetes are diagnosed in people age 20 and older each year, and the total costs for diagnosed diabetes in 2007 was \$174 billion.
- **Adult and childhood obesity rates** have increased substantially. From 2002 to 2007, adult obesity rates in Tampa Bay rose from 21.8% to 25.4%. Nearly 40% of Tampa Bay residents said that they did not regularly exercise; 26% reported being completely sedentary (2007 data). Obesity is directly linked to the onset of type 2 diabetes.
- **Motor vehicle deaths** in Tampa Bay were almost twice the national rate in 2006 (14.4 vs. 7.4), suggesting the need to examine transportation and traffic patterns, including roadways and sidewalks. Pedestrian traffic fatalities also were comparatively high (3.2 per 100,000 for the region vs. 2.1 nationally).

On the plus side:

- For the three conditions that cause the most deaths – coronary heart disease, stroke and cancer – there has been a downward trend in the number of deaths caused by these conditions regionally and at the state and national levels.
- The Tampa Bay region's death rate for stroke is substantially lower than the nation's (34.6 deaths per 100,000 residents versus 43.6).
- Tampa Bay is meeting national Healthy People 2010 goals for rates of colon cancer screening and reduced deaths attributed to breast cancer, stroke and coronary heart disease.
- Deaths caused by pneumonia and influenza in Tampa Bay and in Florida (8.8 and 8.9, respectively) are about half the U.S. rate of 17.8 deaths per 100,000. Pneumonia and influenza are generally reported together because pneumonia is often caused by influenza.
- Overall, the Tampa Bay region enjoys good air quality and safe drinking water.

The second part of the study was an assessment of community assets, including health infrastructure and organizations. The region supports 50 acute care hospitals and physicians in all specialties, and over 100 public and non-profit organizations focused on improving community health.

“These assets are not only significant individually but are also powerful collectively,” says Rogel. “Our collaborative efforts through ONE BAY can be transformative.”

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According to an online survey conducted last year through the Maddux Business Wire and the Tampa Bay Partnership, 75% of 150 businesses responding to the poll believe they have a responsibility to play an active role in their employee's health; 55% (typically larger employers) said they offered some type of Employee Assistance Program (EAP).

In the coming year, ONE BAY: Healthy Communities will begin engaging community and key stakeholders in defining priorities as the basis for focused collaborative action. ONE BAY also will be developing new tools to keep regional health data updated and publicly available on the web.

Initial funding for ONE BAY: Healthy Communities has been provided by Allegheny Franciscan Ministries, Amerigroup, BayCare Health System, Blue Cross Blue Shield of Florida, Tampa Bay Partnership Regional Research & Education Foundation, and United Way of Tampa Bay.

FOR MORE INFORMATION or to request a presentation, visit www.MyOneBay.com or call 813-878-2208.

About ONE BAY: Healthy Communities

Started in 2010, the ONE BAY: Healthy Communities initiative convened a diverse steering group of stakeholders from the public, private and non-profit sectors and challenged them to find ways for the region to work together to achieve more positive health outcomes. It is part of the ONE BAY regional visioning effort developed through the Tampa Bay Partnership Regional Research & Education Foundation.

The first goal was to establish baseline data to help the community understand how healthy the Tampa Bay region is compared to the state and nation. The next steps are to make this information publicly available on the web, begin connecting the region's resources, and engage the public in a highly visible effort to create a shared long-term vision for the region's health.

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