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VISION

Create the healthiest nation in one generation

MISSION

Improve the health of the public and achieve equity in health status

Generation Public Health™ is an initiative of the American Public Health Association, the nation's most diverse association of public health professionals working in the U.S. and abroad. APHA has a more than 140-year track record in championing the power of prevention, promoting evidence-based health strategies, and convening stakeholders across government, academic, nonprofit and business sectors. We believe everyone has a role in creating a healthier nation.

Learn more » www.apha.org/HealthiestNation

We are... Generation Public Health

We're a national movement of people, communities and organizations doing our part to create a healthier America. Our mission is to create the healthiest nation in one generation. But we can't do it without partners like you. Join Generation Public Health today and learn about easy ways to support better health and well-being in your community.

Together, we can make a difference.



Let's talk about our nation's future. There's no doubt we've made great strides in the health of our communities. American life expectancy has grown by more than two decades in the last century, widespread access to vaccines has saved countless lives and youth tobacco use is at historic lows.

But the reality is that the U.S. faces very real threats to its continued health and productivity. For instance, the rise of preventable chronic diseases, such as diabetes and heart disease, is resulting in needless suffering, shorter lives and massive health care costs. These impacts ripple far beyond the people and families living with chronic disease. In fact, researchers estimate the indirect impacts of poor health, such as absenteeism and reduced work output, may be many times higher than direct medical costs.

We're looking for partners like you.

The bottom line is this: If the U.S. wants to remain a global economic leader, we have to invest more in disease prevention and health promotion. This investment doesn't always require a financial commitment, and it isn't confined to the doctor's office. Real, sustainable change will come when communities decide to make health a priority. And as academic institutions, retailers, nonprofits, manufacturers and government agencies, you're uniquely positioned to lead the way.

That's why we're asking you to join Generation Public Health, a new movement of people and organizations dedicated to creating a healthier nation one community at a time. We know a healthier future is possible. But we need partners like you to make it a reality.

First, let's look at more of the facts.

- *The U.S. spends more on health care than any country in the world, but our residents experience poorer health than their peers in other high-income nations.*
- *While life expectancy in the U.S. has increased, it's growing at a lower rate than in other high-income countries.*
- *Researchers now predict two out of every five U.S. adults will develop type 2 diabetes. Diabetes already accounts for \$176 billion in total medical costs every year.*
- *As of 2010, the U.S. had a higher infant mortality rate than 25 other countries.*
- *U.S. deaths related to high blood pressure increased by 23 percent between 2000 and 2013. In 2011, U.S. costs related to high blood pressure totaled \$46 billion.*

This handful of statistics shows we can and must do better.

American Public Health Association

At the American Public Health Association, we believe turning these statistics around goes far beyond the doctor's office. We believe good health truly is a community affair. We believe good health happens where we work, where we live, where we learn, where we play and where we pray. And we believe everyone has a role in creating a healthier America.

Yes, we're a professional association, and our core mission is to support our members — thousands of public health workers across the country who are investigating disease outbreaks, testing drinking water, providing vaccines, offering nutrition counseling, ensuring safe food, educating future leaders and so much more. These are the workers who bring the power of prevention to life.

But we know public health workers can't successfully tackle the country's big health problems on their own. That's why we launched Generation Public Health, a movement of diverse people, communities and organizations that understand good health is vital to our shared success.

What is Generation Public Health?

APHA is working to build a movement to create the healthiest nation in one generation. Those who join the movement are known as Generation Public Health and have pledged to do their part in creating a healthier America.

Changing our health means making healthy choices as individuals, as organizations and as a society. It starts with setting a healthy example but also means supporting opportunities that make good health accessible and possible.

As an academic institution, a nonprofit, a government agency or a business, there are many ways to encourage healthy choices and promote your brand as one that cares about community well-being. Here are just a few easy, low-cost ways to make a difference.

- *First, learn more about the health of your community and the toll of preventable disease. Learn about the many underlying disparities and factors that impact a child's opportunity to grow into a healthy, productive adult. Good places to start: www.countyhealthrankings.org and www.americashealthrankings.org*
- *Support strategies that make the healthy choice the easy choice. For example, cater your work events with nutritious food and drink options. Unlock your stairwells so employees can climb steps instead of riding the elevator. Sponsor a free health screening in your workplace — such as blood pressure checks — and open the event to the wider community.*
- *Promote fun wellness activities at your workplace or house of worship. Consider a walking group or a physical activity challenge.*
- *Reach out to your local school system, as research consistently points to education as a critical foundation for good health throughout the lifespan. Perhaps your schools are in need of mentors and tutors as well as career shadowing and internship opportunities.*
- *Use your leadership skills to convene new partnerships. For example, partner with the local fire department or public safety agency to host free child car seat checks for local families.*
- *Learn about your local or state public health department and the role it plays in keeping your community healthy, happy and safe. Think about ways you can partner with public health workers and promote the power of prevention.*



Sign me up! We hope you'll become an official Generation Public Health partner and sign APHA's online pledge to help create the healthiest nation in one generation. At APHA, we believe a healthier America is possible — but we need your help to get there.

Join our movement today, and help us spread the word!

Learn more about Generation Public Health and APHA's online pledge at www.apha.org/HealthiestNation

**GENERATION
PUBLIC HEALTH** 