Chronic Disease Prevention at the Public Health Institute

Advancing innovative solutions to one of the most urgent public health problems facing the U.S. and the world

Chronic, non-communicable diseases such as cardiovascular disease, cancer, chronic lung diseases like asthma, and diabetes are responsible for close to 75 percent of all U.S. health care costs and an estimated $6 trillion in lost global productivity annually. Worldwide they disproportionately affect low-income and marginalized populations.

PHI’s diverse portfolio of cutting-edge chronic disease prevention programs advances a broad approach to stemming the chronic disease epidemic both in the U.S. and abroad.

Since 1964, the Public Health Institute’s partners, programs and researchers have focused on what they do best: their work. They rely on PHI’s comprehensive operational infrastructure to quickly move their public health programs from concept to implementation to impact.

PHI’s approach includes:

Advocating for policies, at the local to international levels, that increase access to healthy foods, curb tobacco use and promote physical activity.

Forging multisectoral partnerships with health care, business, education and government to broaden chronic disease prevention efforts.

Strengthening local leaders and organizations to become effective change agents in the movement to build healthier communities.

Researching who is most at risk for chronic disease and why in order to inform better prevention strategies.

Testing new technologies to improve chronic disease management.

Promoting healthy behaviors through sophisticated media and educational campaigns.

Focusing on health equity and improving the social determinants of health.

The Public Health Institute (PHI) is an independent, nonprofit organization dedicated to promoting health, well-being and quality of life throughout California, across the nation and around the world.

Headquarters 555 12th Street, 10th Floor, Oakland, CA 94607  tel: 510.285.5500

www.phi.org
The impact of PHI’s chronic disease prevention programs

**Healthier food options in schools**  Senator Martha Escutia credited PHI’s Project LEAN and its survey on fast food in high schools as the impetus for introducing California State Bill 12, which limits the availability of junk food on school campuses.

**Cleaner air, better health**  PHI’s Regional Asthma Management and Prevention program helped pass California diesel emissions regulations that are projected to prevent 150,000 cases of asthma, 12,000 cases of acute bronchitis and 9,400 premature deaths over 15 years.

**Harnessing technology to improve care and reduce costs**  PHI’s Center for Technology and Aging has identified and tested technologies that have resulted in better health outcomes among older adults with chronic illness and delivered a return on investment as high as 6:1.

**Building local capacity**  PHI’s California Convergence Coordinating Office, Central California Regional Obesity Prevention Program and Center for Civic Partnerships have provided training, leadership development and technical assistance to thousands of local leaders, city governments and organizations so they are more effective at chronic disease prevention in their communities.

**Changing health behaviors**  PHI’s Network for a Healthy California, the innovative nutrition education campaign with the California Department of Public Health, helped to drive a 92 percent increase in the number of low-income Californians eating recommended levels of fruits and vegetables, which is critical to prevent diet-related illness.

**Mobilizing global leaders**  PHI convened the first-ever international conference to focus exclusively on preventing, diagnosing and treating chronic disease among the world’s children, spurring commitments from leading organizations such as UNICEF.

**Other PHI programs working on chronic disease prevention**  Alcohol Research Group • Bay Area Regional Health Inequities Initiative • Berkeley Media Studies Group • California Cancer Registry • California Food & Justice Coalition • Center for Innovation and Technology in Public Health • Center for International Tobacco Control • Child Health and Development Studies • Survey Research Group

For more information about PHI programs working on chronic disease prevention, visit [www.phi.org](http://www.phi.org) or contact PHI communications at [communications@phi.org](mailto:communications@phi.org).