



www.healthiestnation.org

What is the Alliance for the Healthiest Nation?

We are a group of local, state, and national entities who have joined forces to build the truly integrated 21st century health system required for the U.S. to become the healthiest nation in the world.

What is our vision?

An integrated national system where the participants value health and work together to achieve optimal health for all. A comprehensive system that prioritizes prevention, protects people and communities from emerging threats, and provides health care for every member of the public.

What organizations constitute the Alliance for the Healthiest Nation?

The founding organizations are the Association of State and Territorial Health Officials, the Centers for Disease Control and Prevention and the National Association of County and City Health Officials. We are actively engaging partners from a variety of fields, including public health, medicine, third party payors, business, policy, government and academia.

How are we working to achieve our vision?

We have deliberately taken a “bottom up” or grassroots approach to the challenge....an approach that will engage consumers of the current system (individuals and businesses) and empower them to take responsibility for creating change within their piece of the system...whether that be “the healthiest me,” “the healthiest family,” “the healthiest business,” or “the healthiest community.” Given that the founding organizations are grounded in public health, we have chosen three specific routes to making the U.S. the healthiest nation:

- 1) Change the debate from a focus on “healthcare” (with its discussions of access and cost) to a more proactive, prevention-focused national discussion on “health.”
- 2) Change how we define a successful system...from measuring disease and “unhealthiness” to tracking measures of health.
- 3) Engage the users of the system where they live, work, shop and play, providing specific actions that they can take immediately to create their healthiest home, healthiest community, etc.

We fully intend our efforts to be complementary to the more “top down” efforts already hard at work.

What are concrete next steps for each sector?

For BUSINESS

- Join the Alliance for the Healthiest Nation advisory committee and help define the plan to transform the health system from the bottom up.
- Make small changes that will make a huge difference in the health of your employees and your community....changes that may ultimately contribute to your bottom line, as well. You may already be instituting some of these practices as you build a more sustainable approach to business.
- Work with the Alliance for the Healthiest Nation to support the consumer and community focused campaign through your own communications and community involvement.
- Share the resources dedicated to your own transformation efforts (research, staff, financial resources, etc).

For CONSUMERS

- Join the Alliance for the Healthiest Nation advisory committee and help define the plan to transform the health system from the bottom up.
- Visit (URL) to learn about the “Top 10” things you can do right now to become a “healthier me” and build a “healthier community” (probably someplace on the CDC or Alliance for the Healthiest Nation site).
- How can they help change the policy debate?

For PUBLIC HEALTH ORGANIZATIONS and PROFESSIONALS

- Join the Alliance for the Healthiest Nation advisory committee and help define the plan to transform the health system from the bottom up.
- Tell us what you are doing within your own community to empower consumers and businesses to create “a healthier me” and a “healthier community”
- How can they help change the policy debate?

SPECTRUM OF PREVENTION

The Spectrum of Prevention is a systematic tool that promotes a multifaceted range of activities for effective prevention. Originally developed by Larry Cohen while working as Director of Prevention Programs at the Contra Costa County Health Department, the Spectrum is based on the work of Marshall Swift in treating developmental disabilities. It has been used nationally in prevention initiatives targeting traffic safety, violence prevention, injury prevention, nutrition, and fitness.

The Spectrum identifies multiple levels of intervention and helps people move beyond the perception that prevention is merely education. The Spectrum is a framework for a more comprehensive understanding of prevention that includes six levels for strategy development. These levels, delineated in the table below, are complementary and when used together produce a synergy that results in greater effectiveness than would be possible by implementing any single activity or linear initiative. At each level, the most important activities related to prevention objectives should be identified. As these activities are identified they will lead to interrelated actions at other levels of the Spectrum.

The Spectrum of Prevention

Influencing Policy & Legislation
Changing Organizational Practices
Fostering Coalitions & Networks
Educating Providers
Promoting Community Education
Strengthening Individual Knowledge & Skills

LEVEL OF SPECTRUM	DEFINITION OF LEVEL
6. Influencing Policy and Legislation	Developing strategies to change laws and policies to influence outcomes
5. Changing Organizational Practices	Adopting regulations and shaping norms to improve health and safety
4. Fostering Coalitions and Networks	Convening groups and individuals for broader goals and greater impact
3. Educating Providers	Informing providers who will transmit skills and knowledge to others
2. Promoting Community Education	Reaching groups of people with information and resources to promote health and safety
1. Strengthening Individual Knowledge and Skills	Enhancing an individual's capability of preventing injury or illness and promoting safety