



*Live Well,
San Diego!*



BUILDING BETTER HEALTH

Did you know...

3 Lead to
BEHAVIORS

NO EXERCISE
POOR DIET
TOBACCO USE

4 Result in
DISEASES

CANCER
HEART DISEASE
TYPE 2 DIABETES
LUNG DISEASE

OVER 50
PERCENT

OF
DEATHS IN
SAN DIEGO

Change your life by...

- WALKING FOR 30 MINUTES EACH DAY
- EATING HEALTHY, LOTS OF FRUITS AND VEGGIES
- NOT SMOKING!

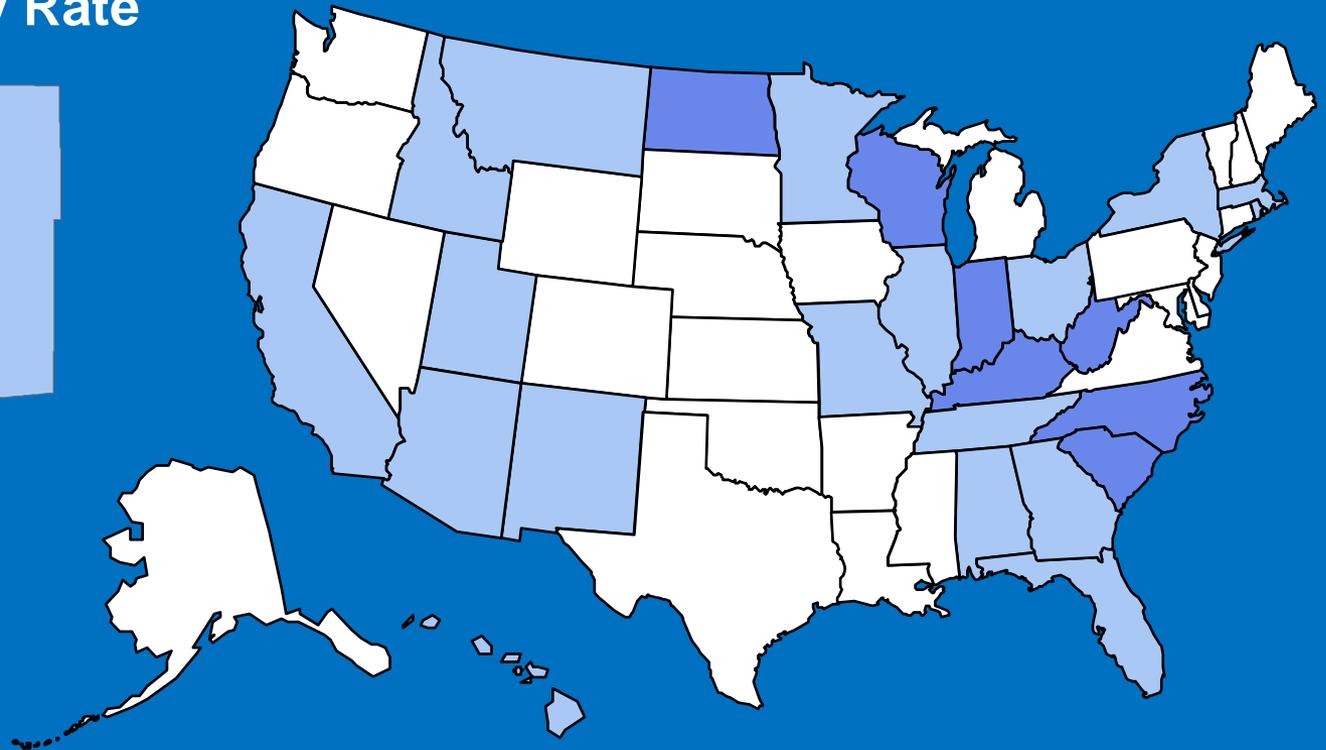
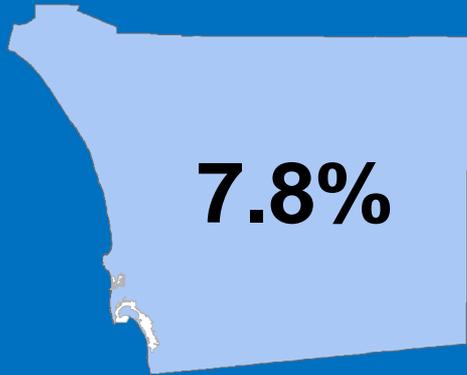


COUNTY OF SAN DIEGO
HHSA
HEALTH AND HUMAN SERVICES AGENCY

OBESITY TRENDS

1986

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult

No Data <10% 10%-14%

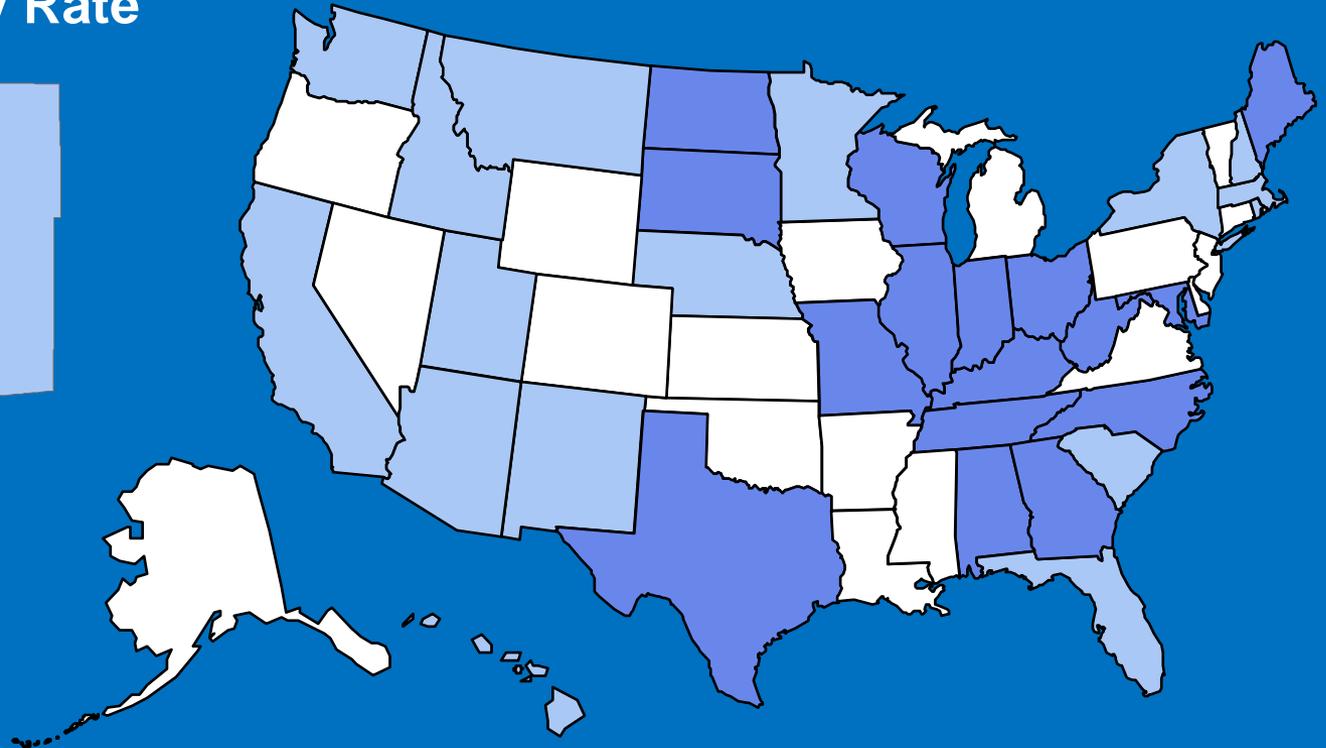
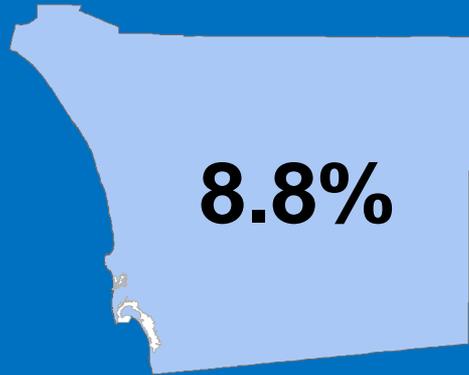
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

1987

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult

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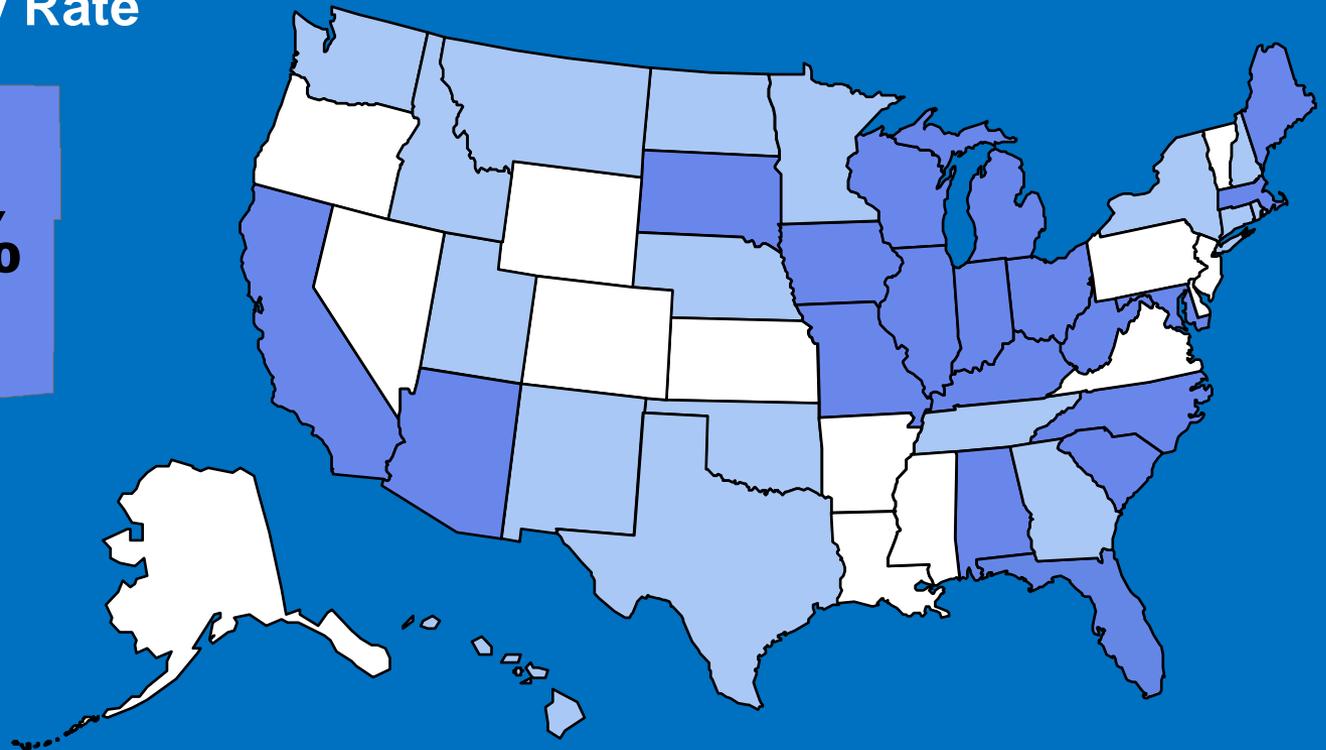
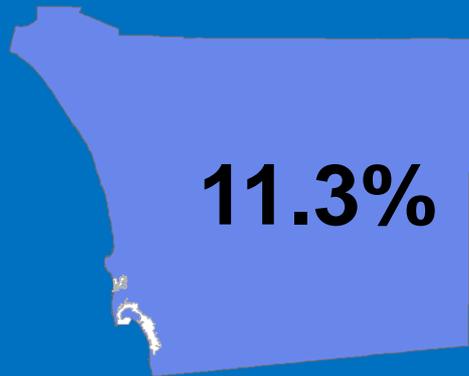
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

1988

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult

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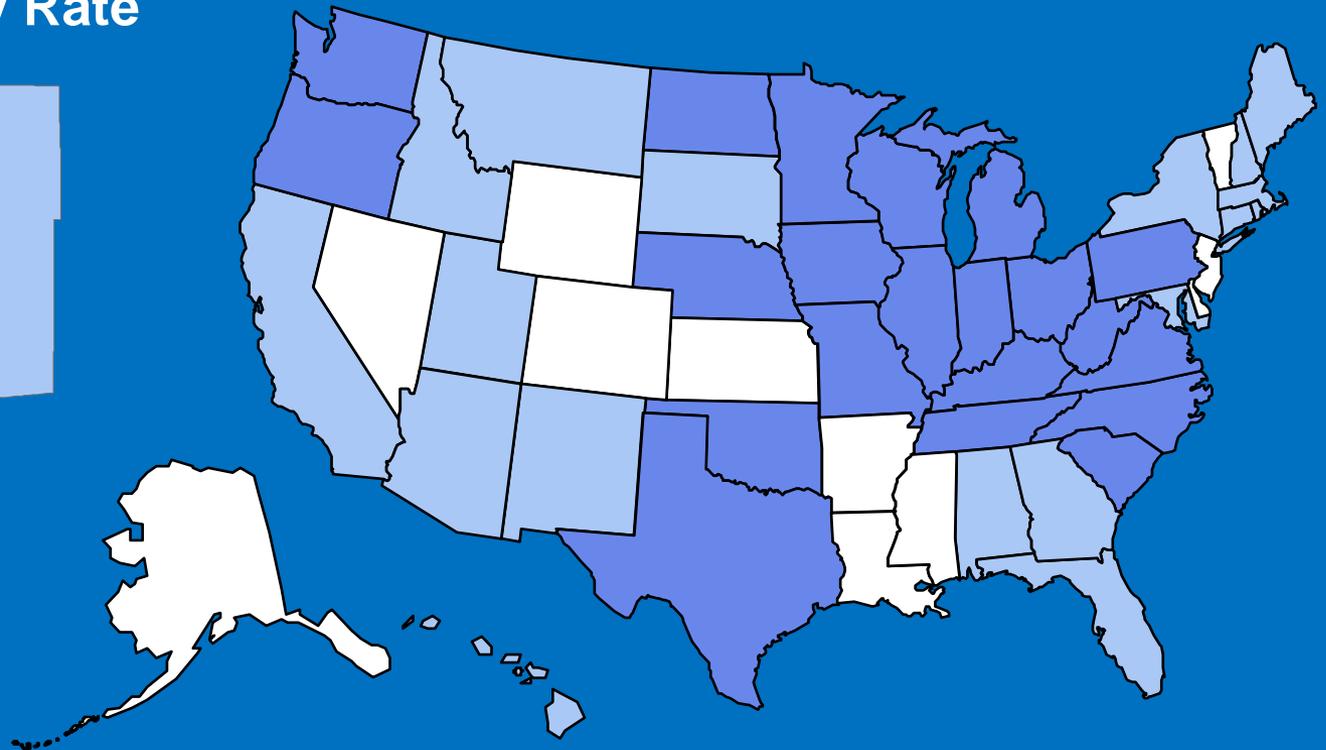
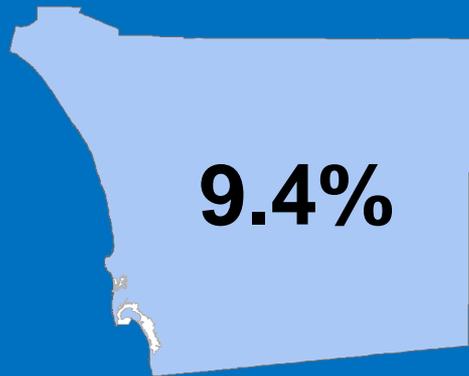
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

1989

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult

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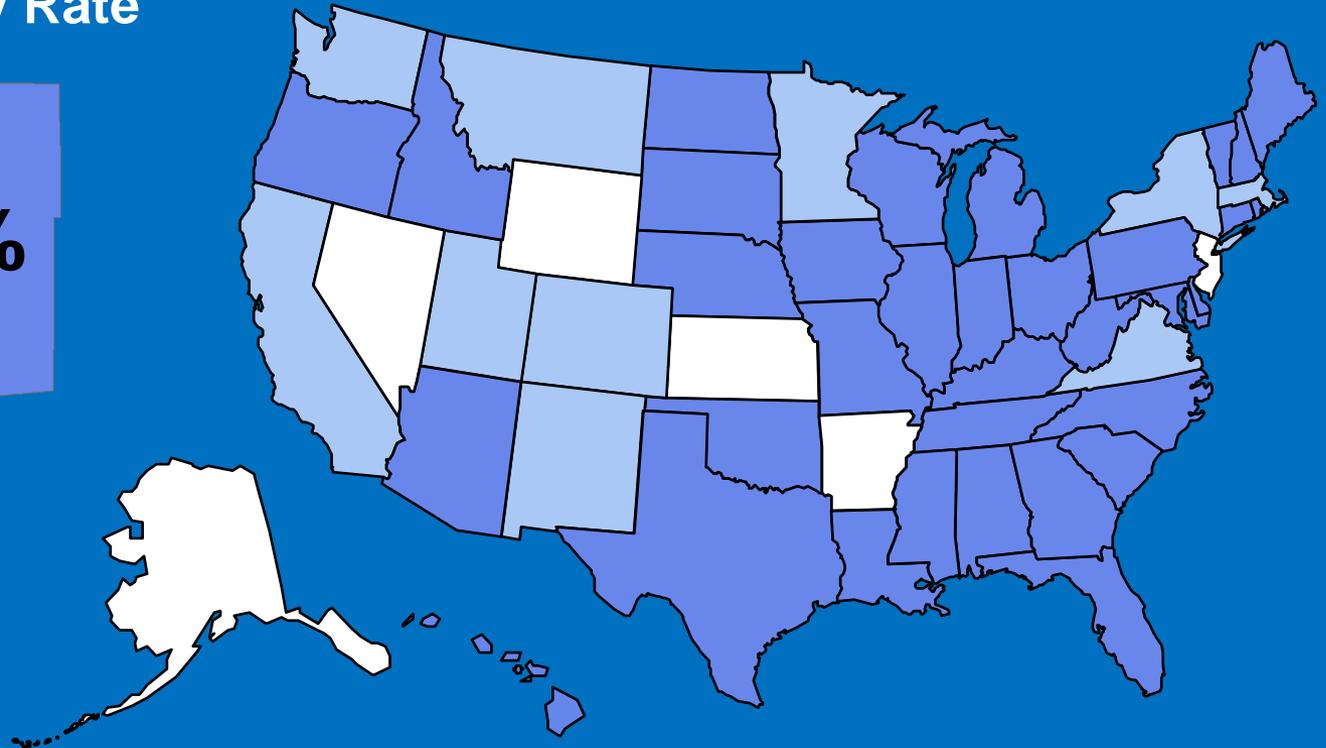
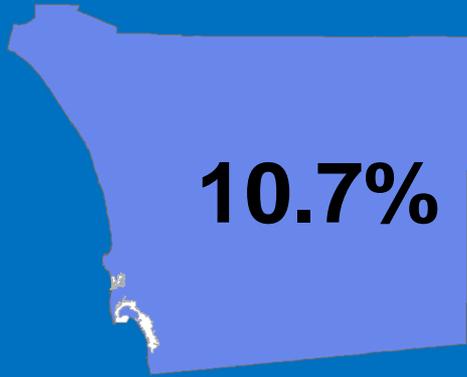
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

1990

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult

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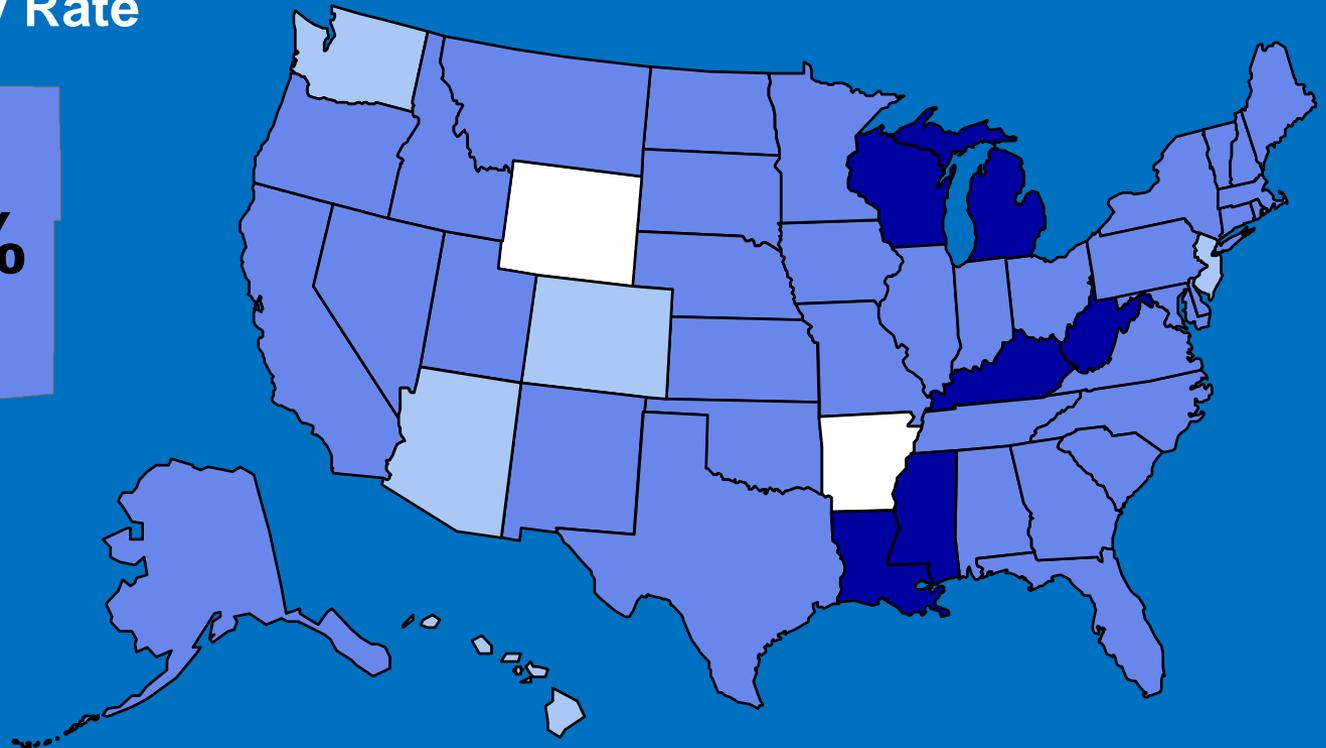
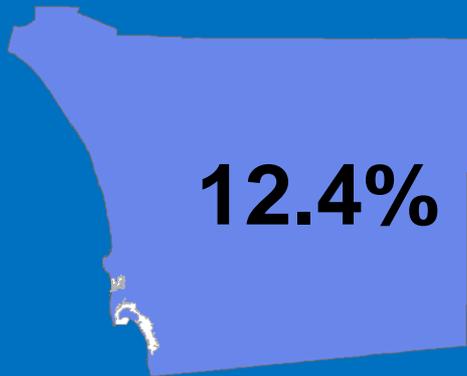
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

1992

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult



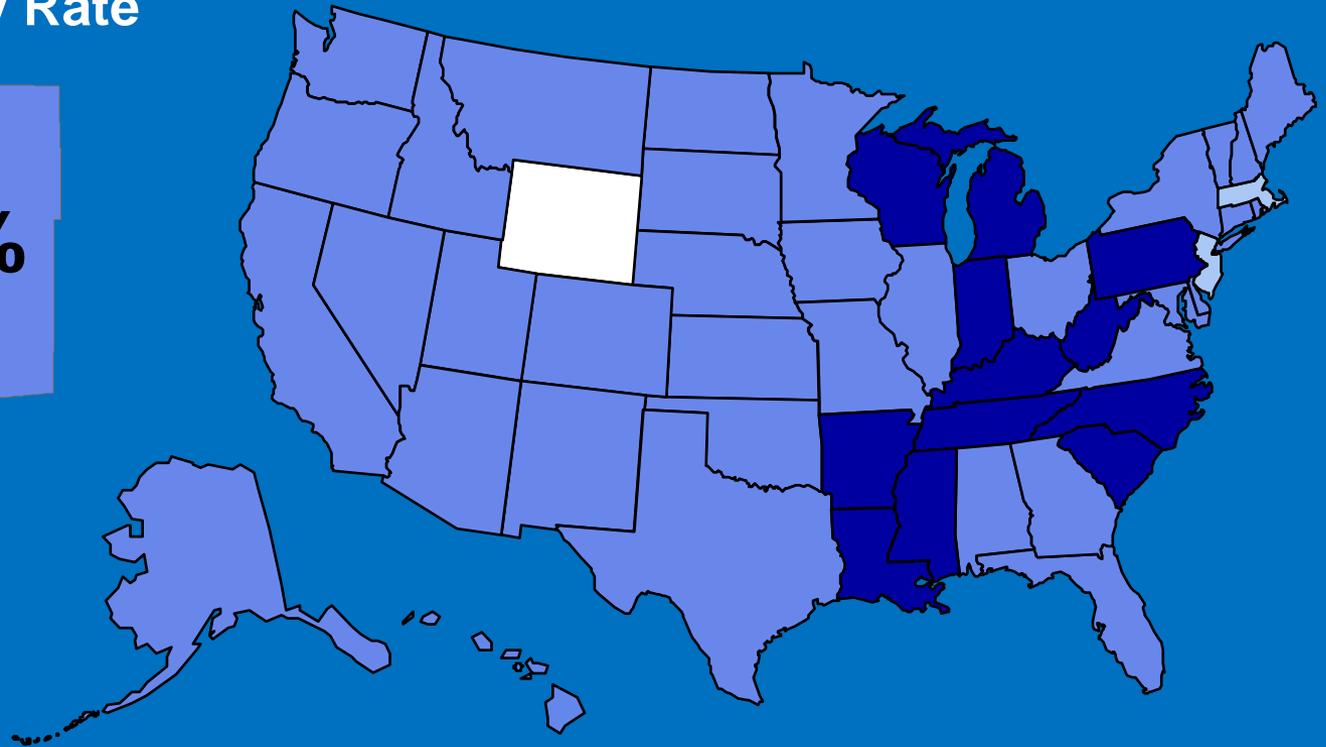
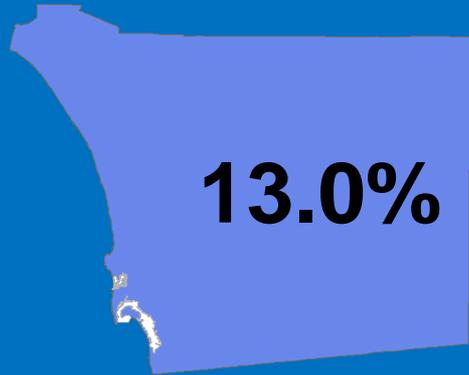
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

1993

San Diego County Rate



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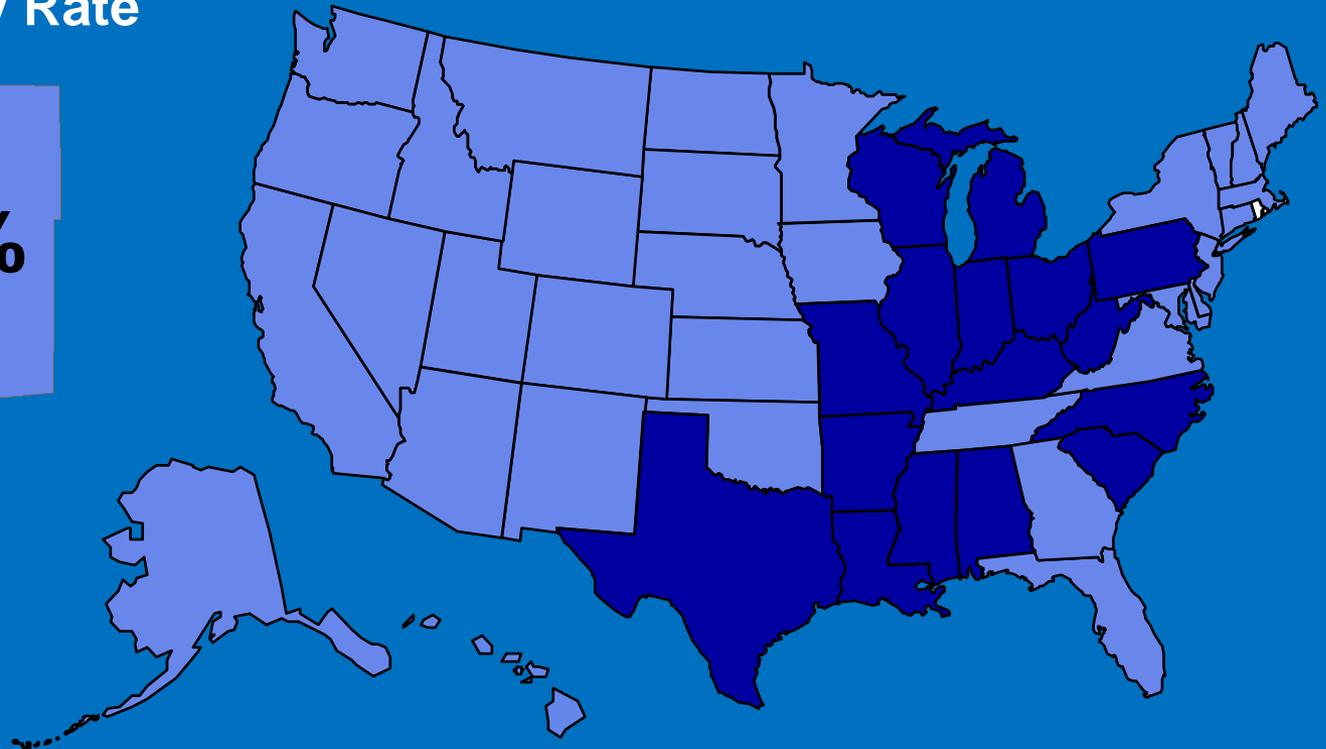
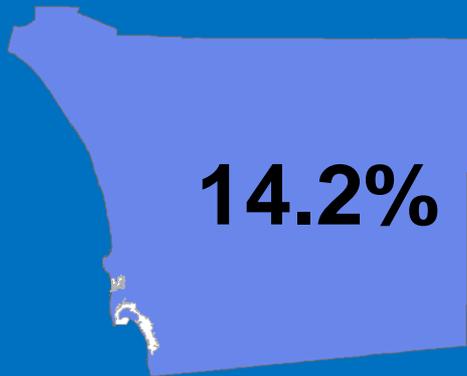
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

1994

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult



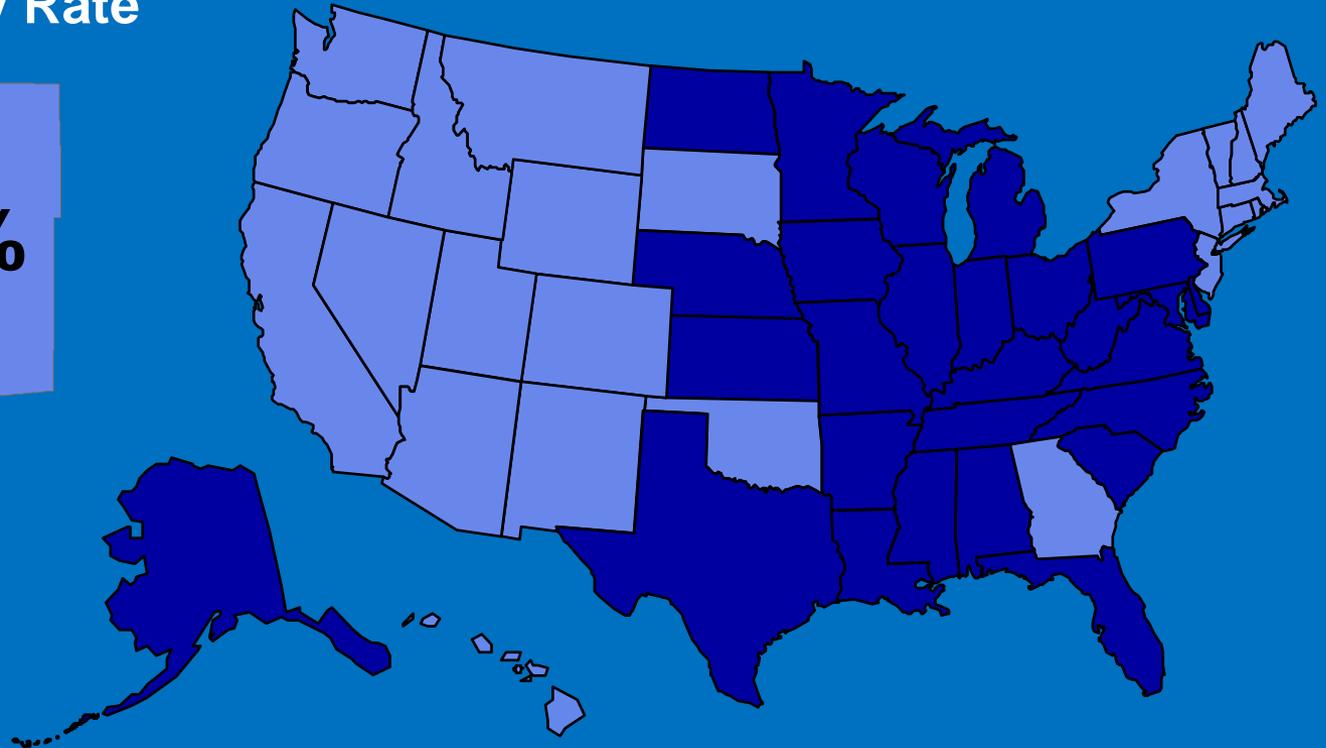
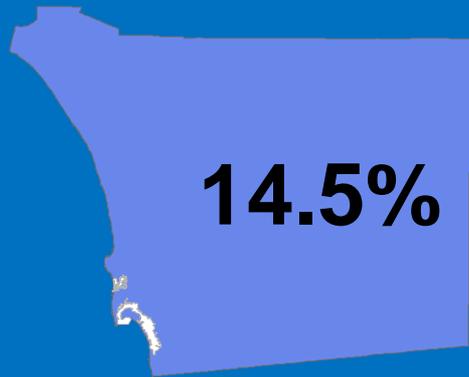
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

1995

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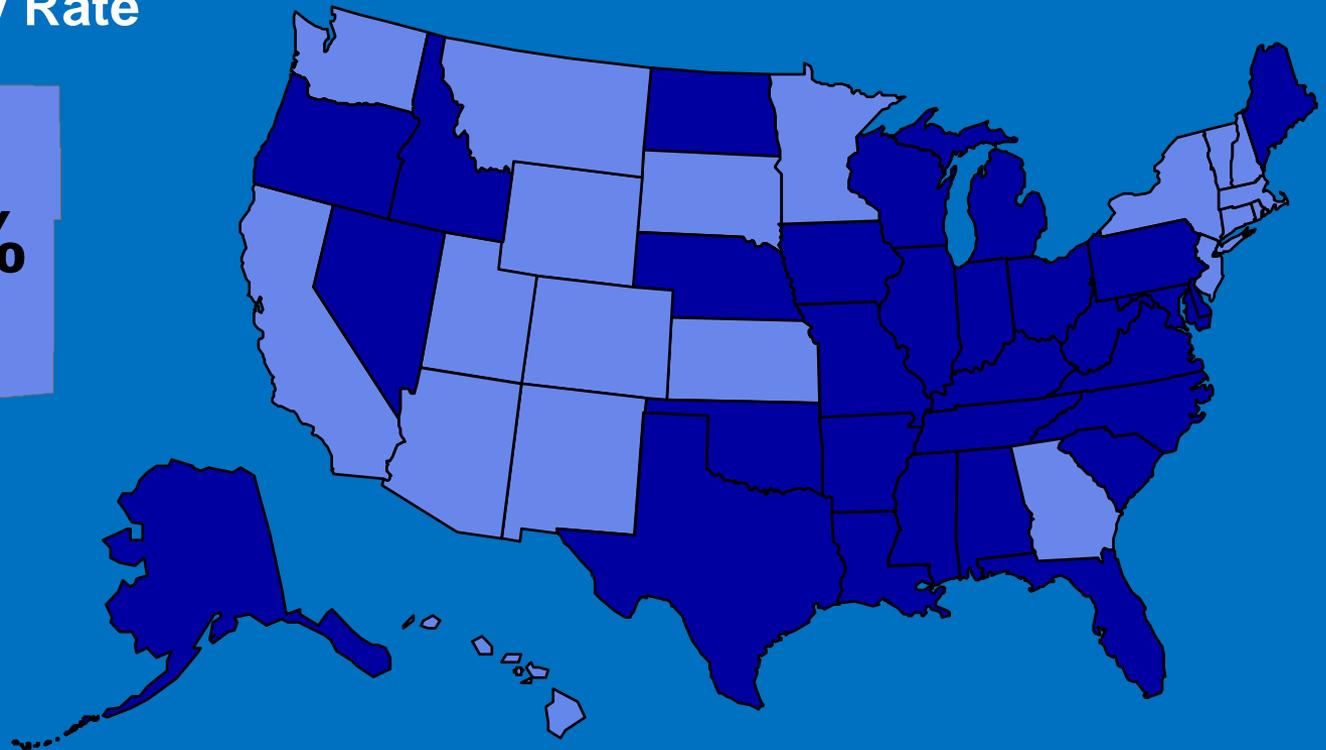
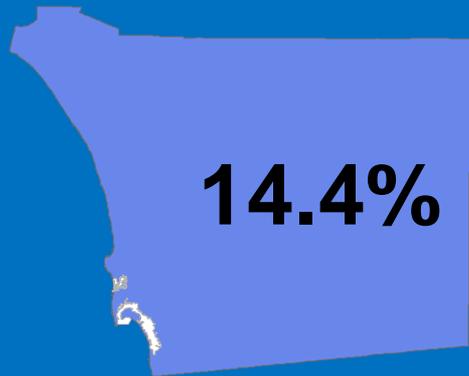
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

1996

San Diego County Rate



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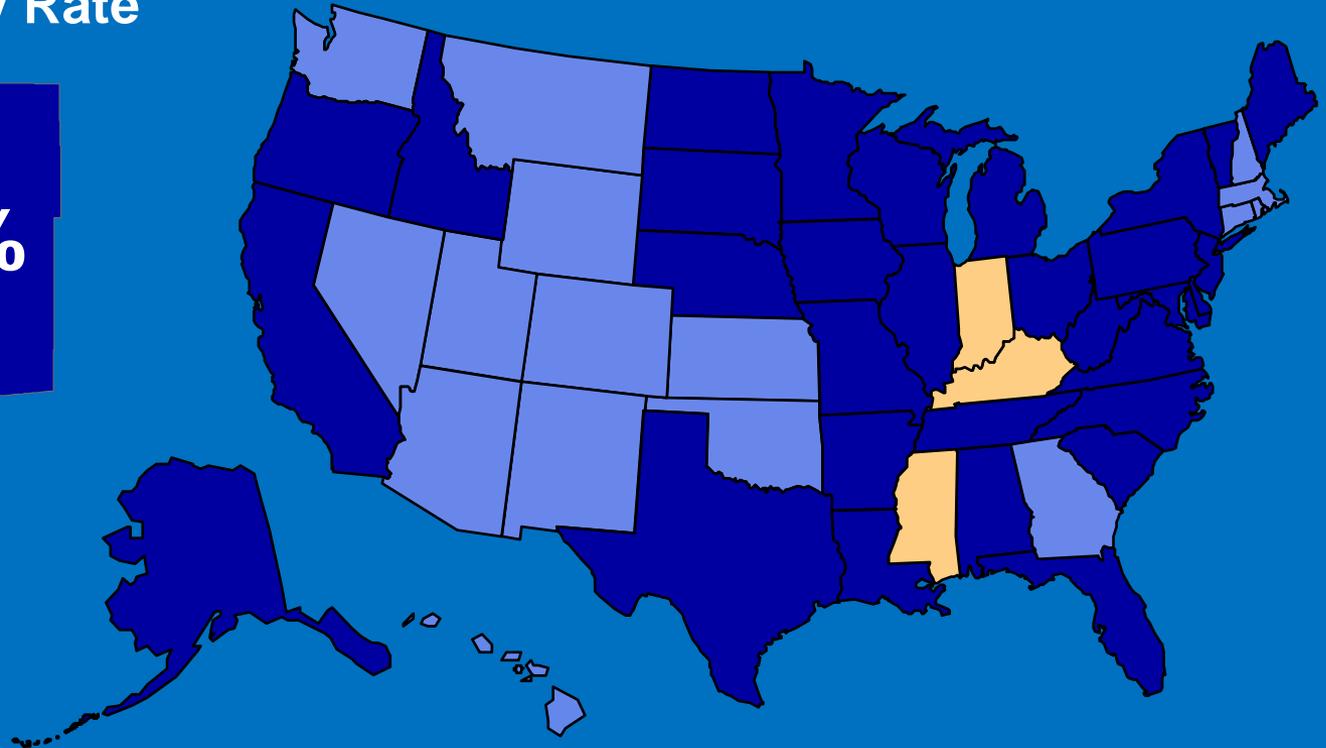
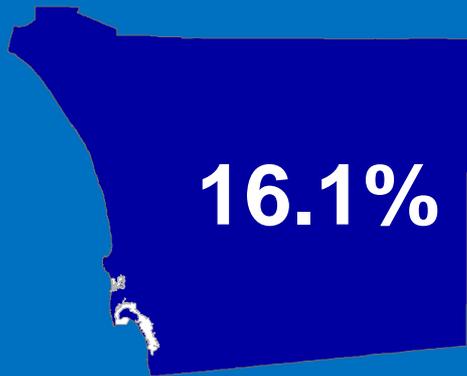
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

1997

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult

No Data <10% 10%-14% 15%-19% 20%-24%

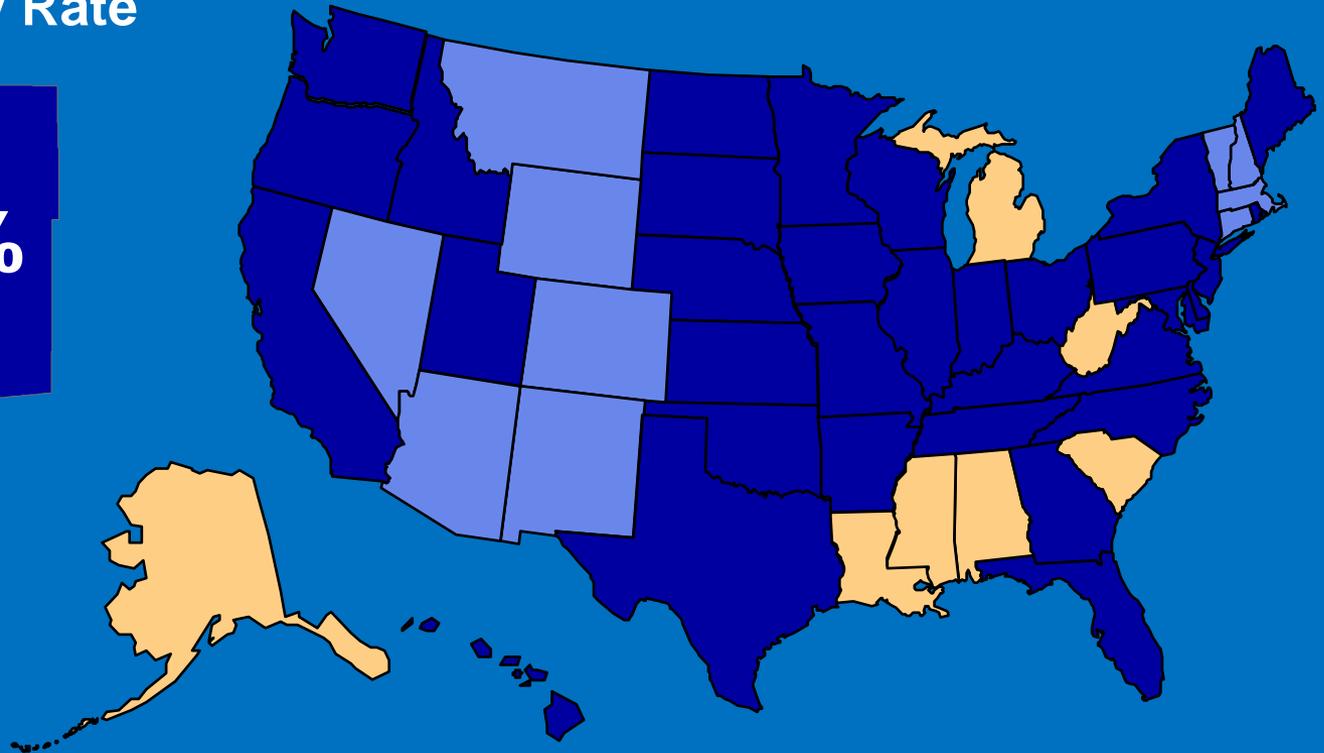
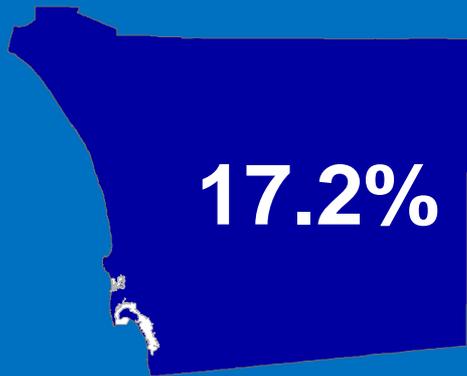
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

1998

San Diego County Rate



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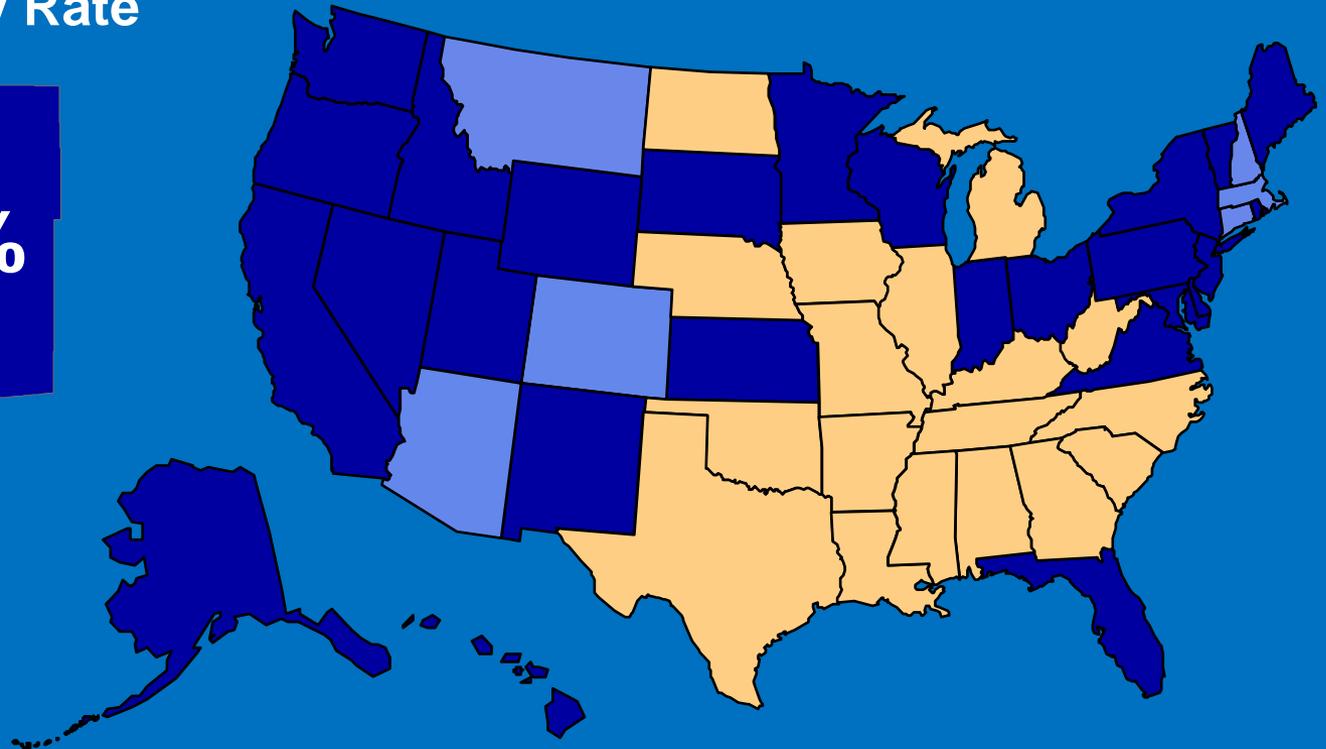
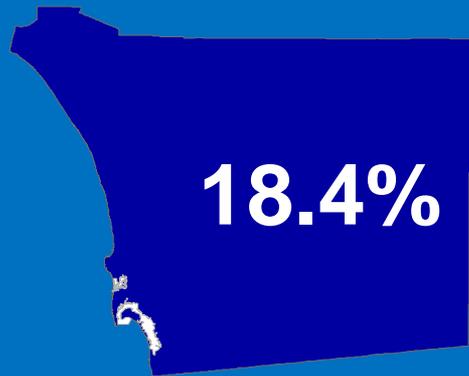
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

1999

San Diego County Rate



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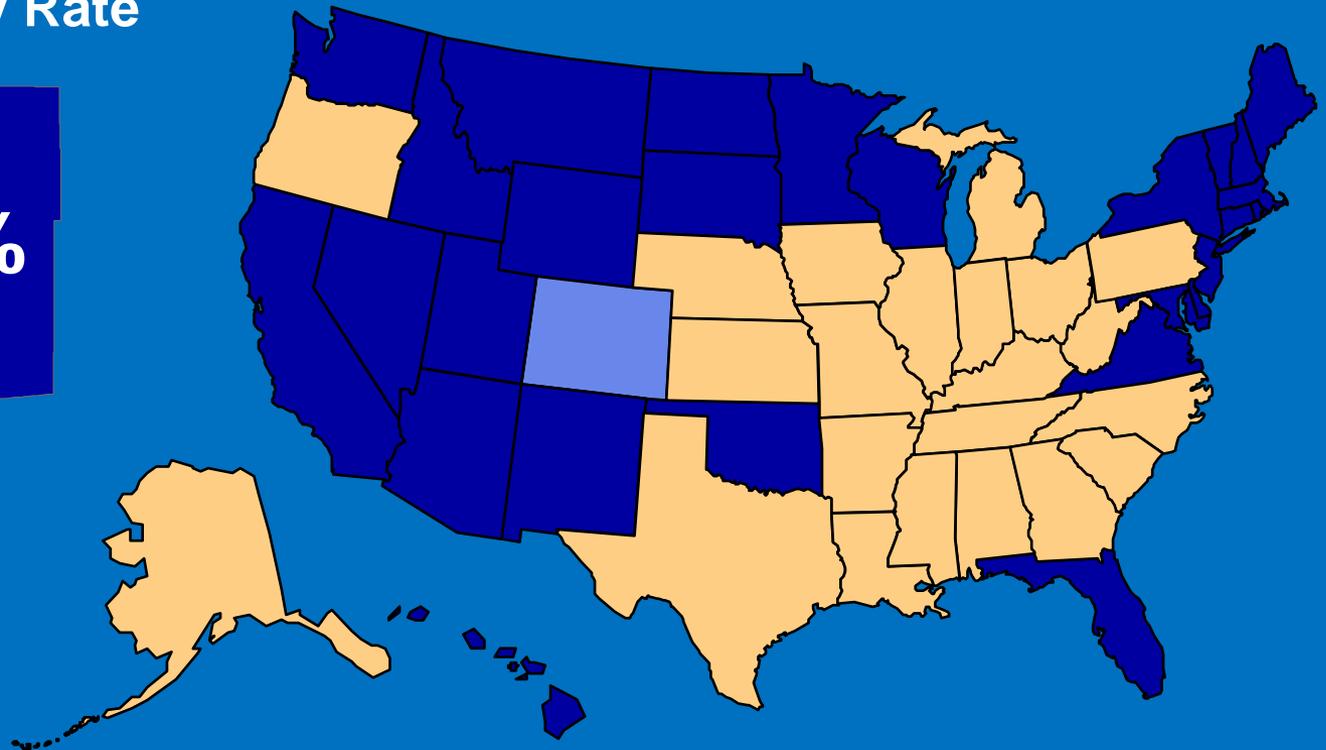
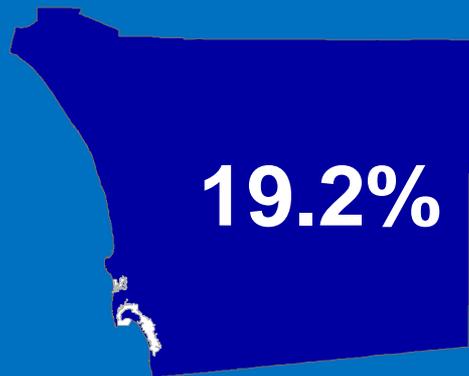
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

2000

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult

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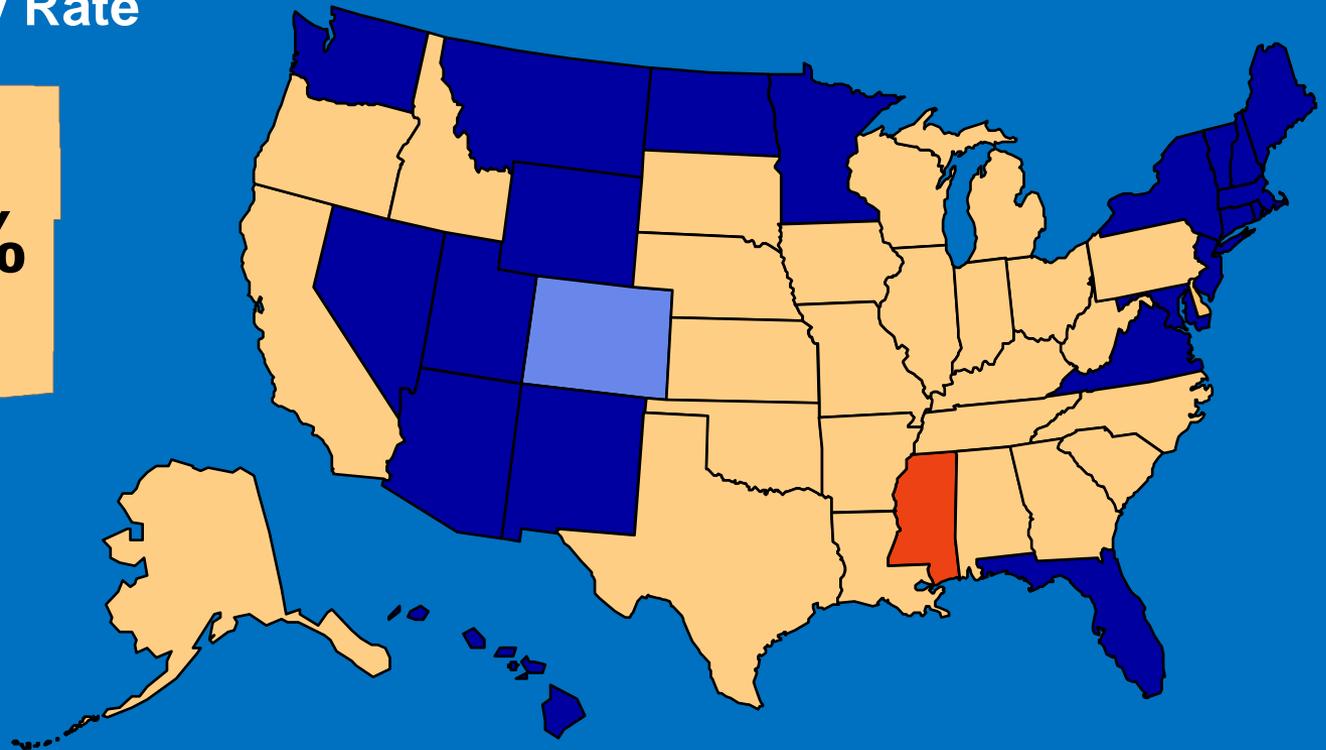
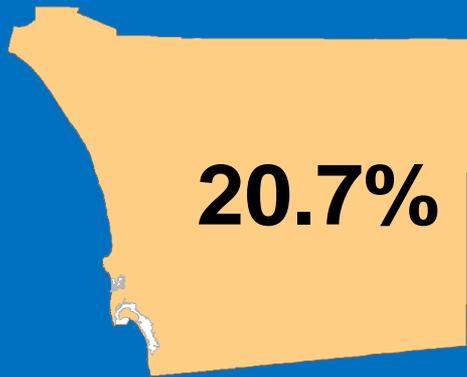
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

2001

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult

No Data <10% 10%–14% 15%–19% 20%–24% 25%–29%

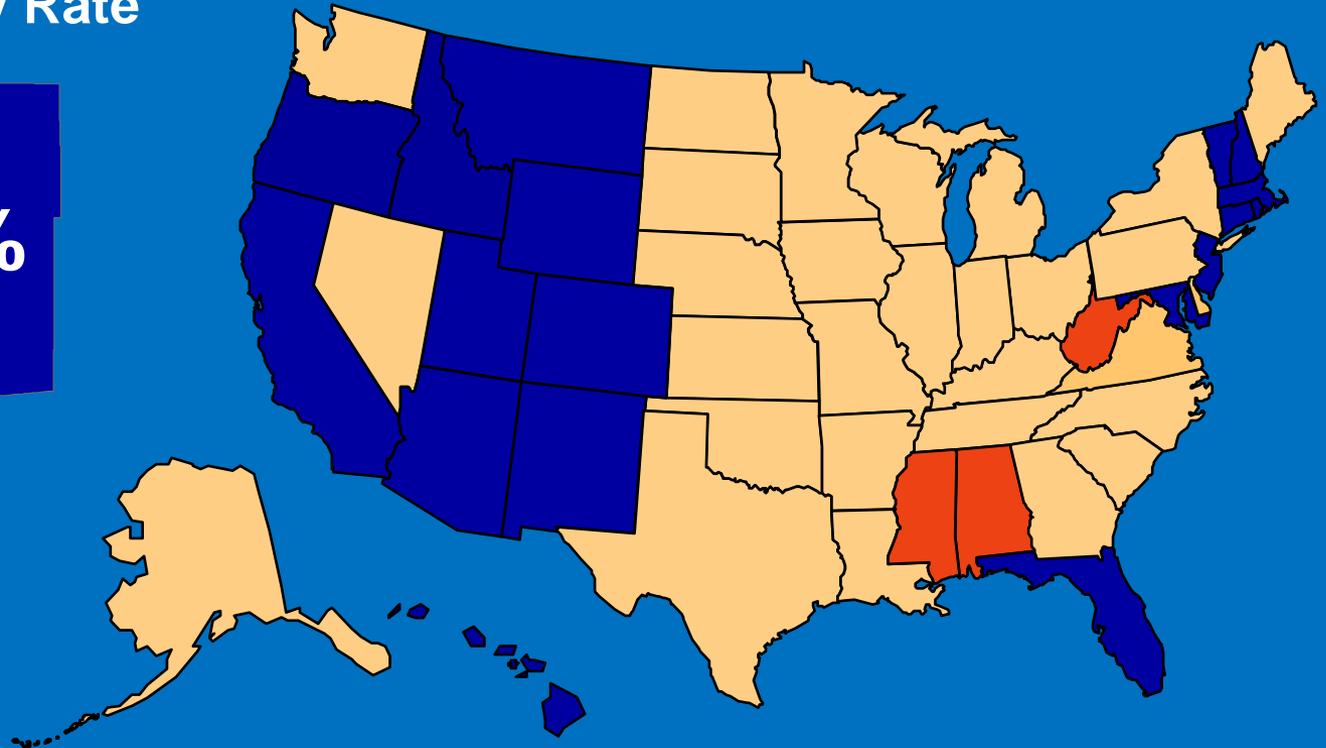
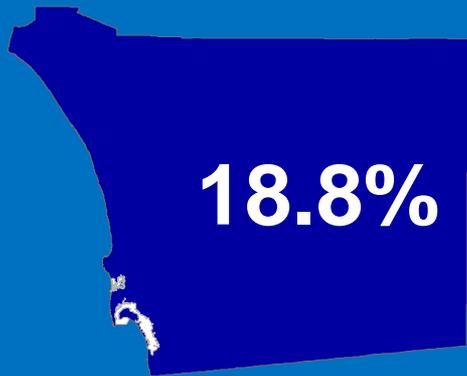
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

2002

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult

No Data <10% 10%–14% 15%–19% 20%–24% 25%–29%

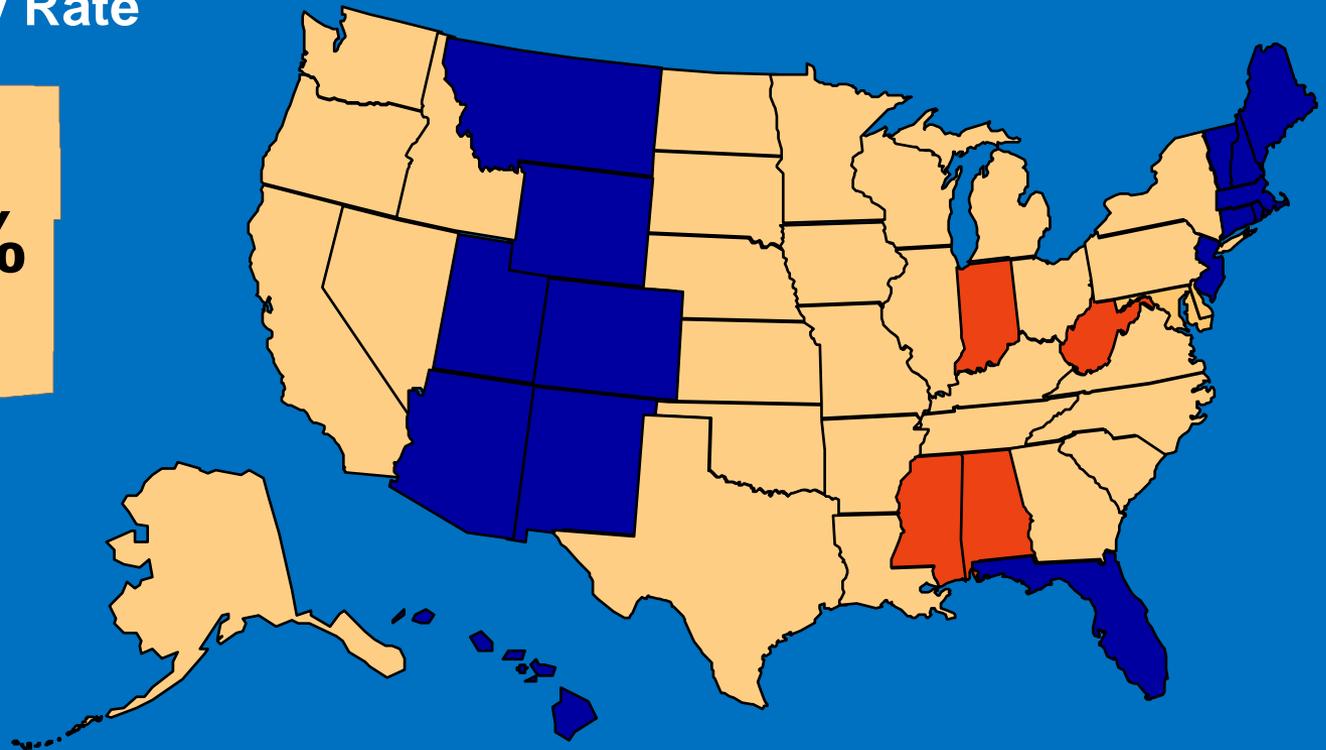
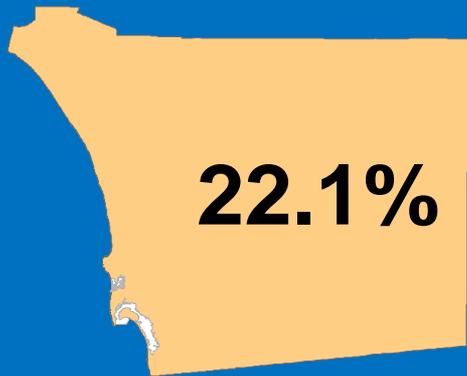
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

2003

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult

No Data <10% 10%-14% 15%-19% 20%-24% 25%-29%

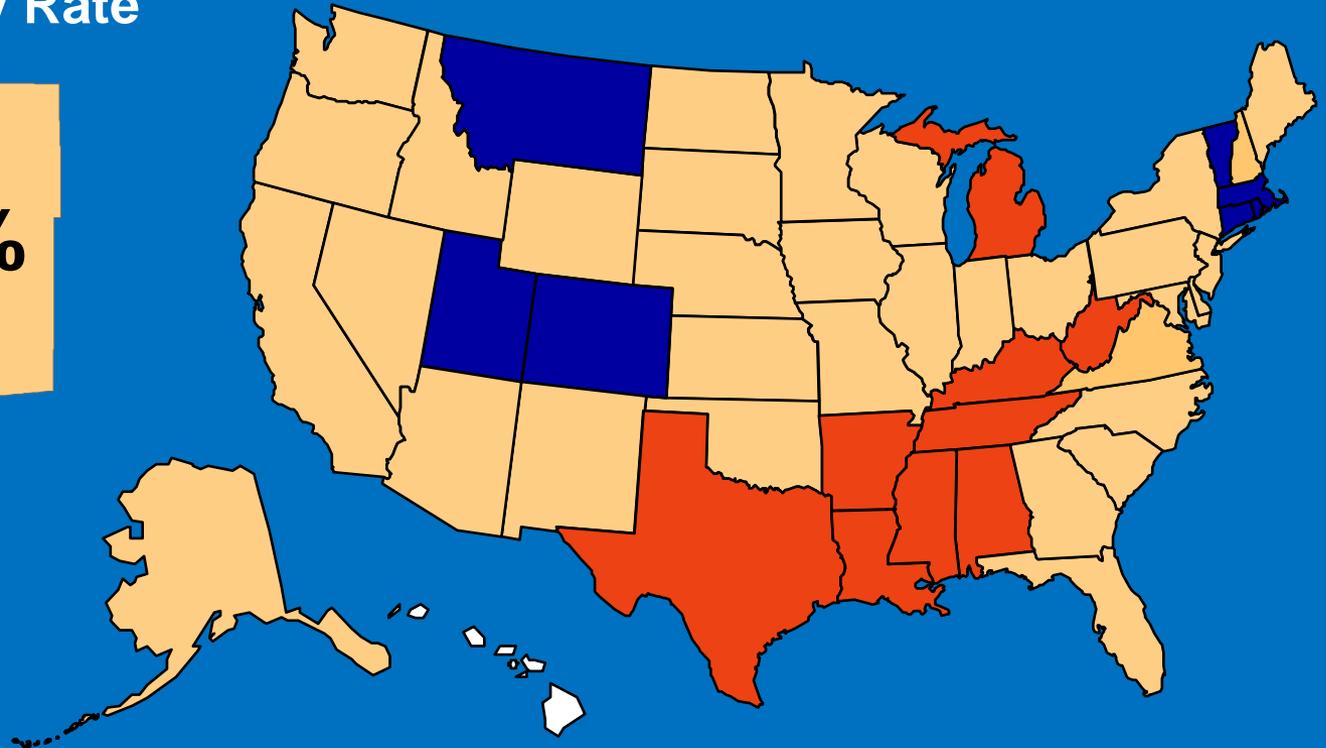
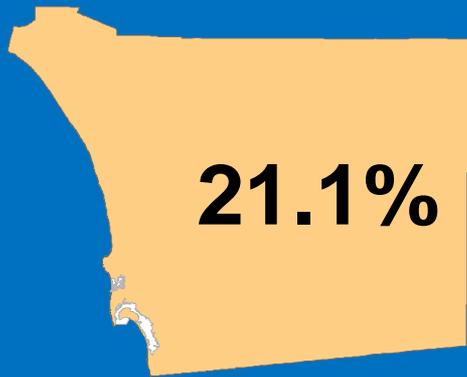
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

2004

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult



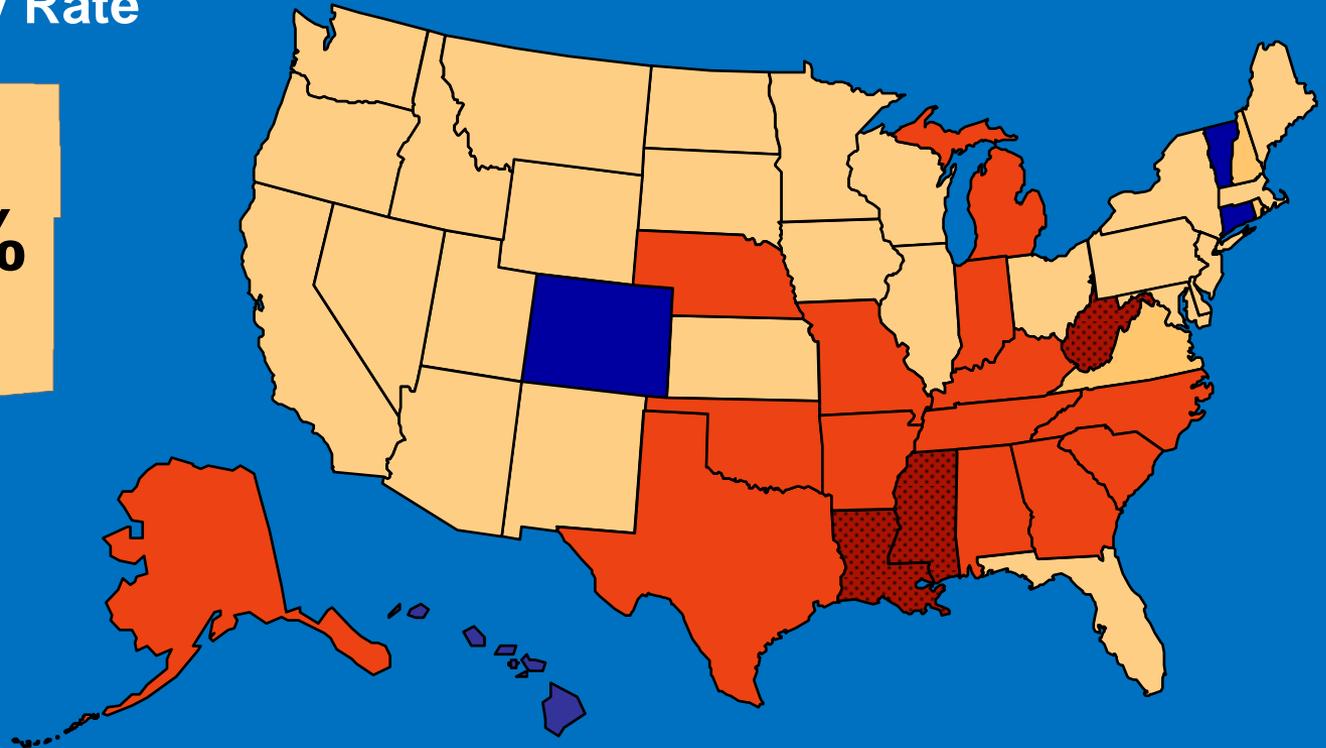
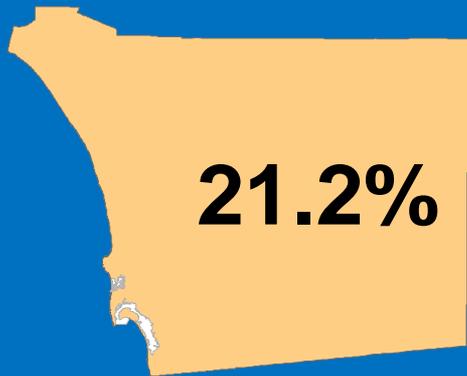
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

2005

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult



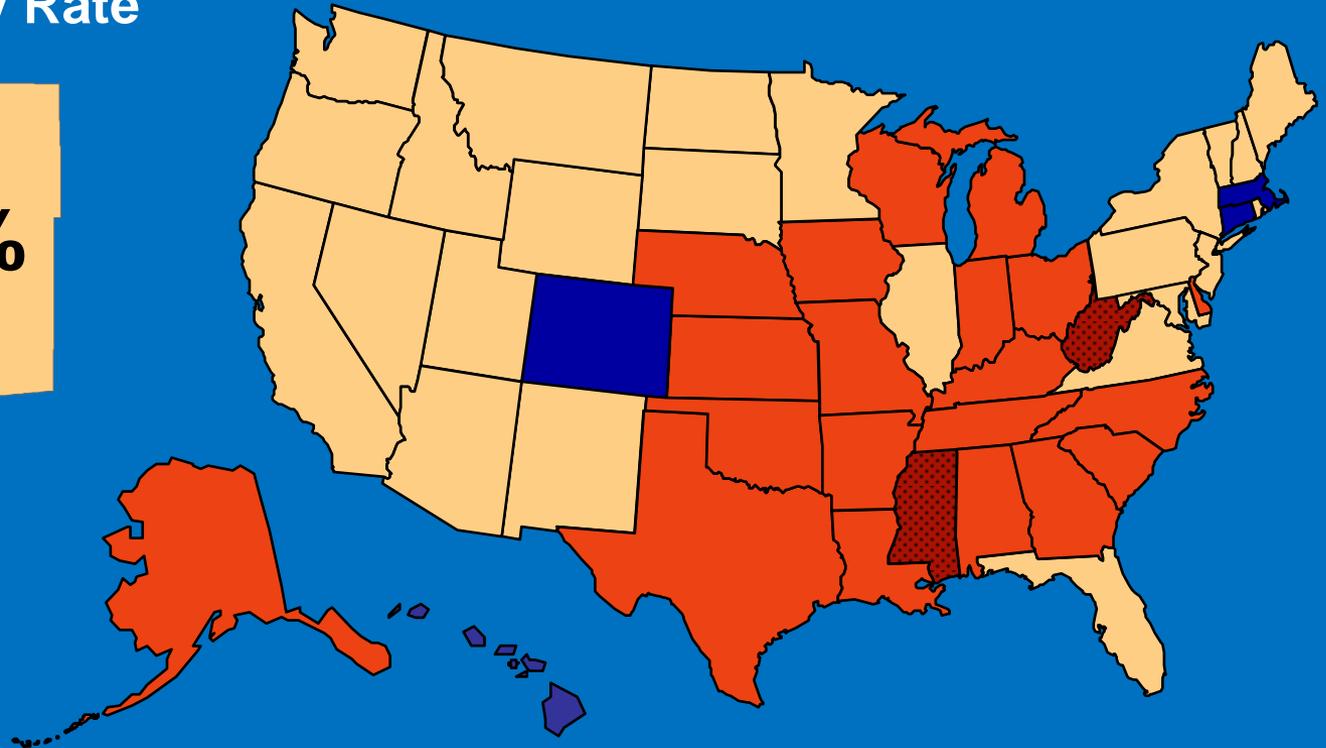
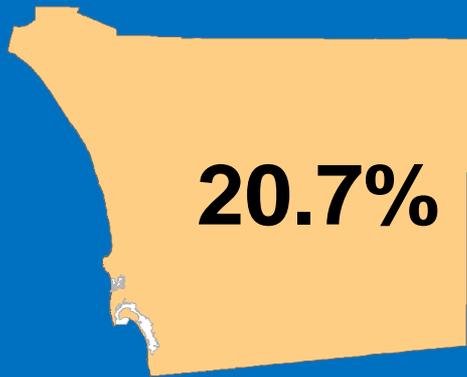
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

2006

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult



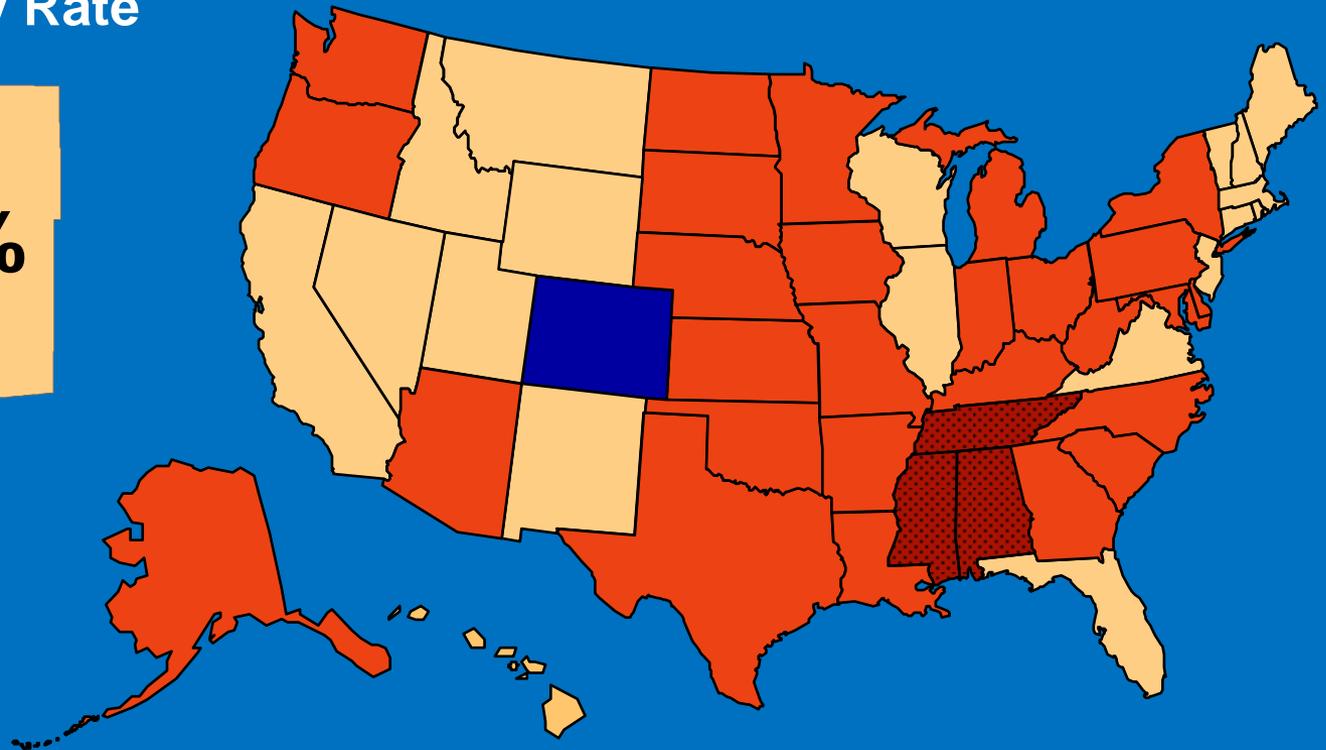
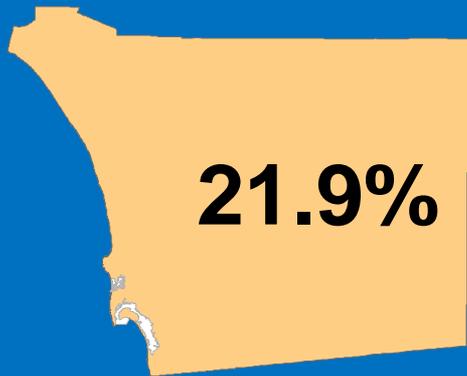
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

2007

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult



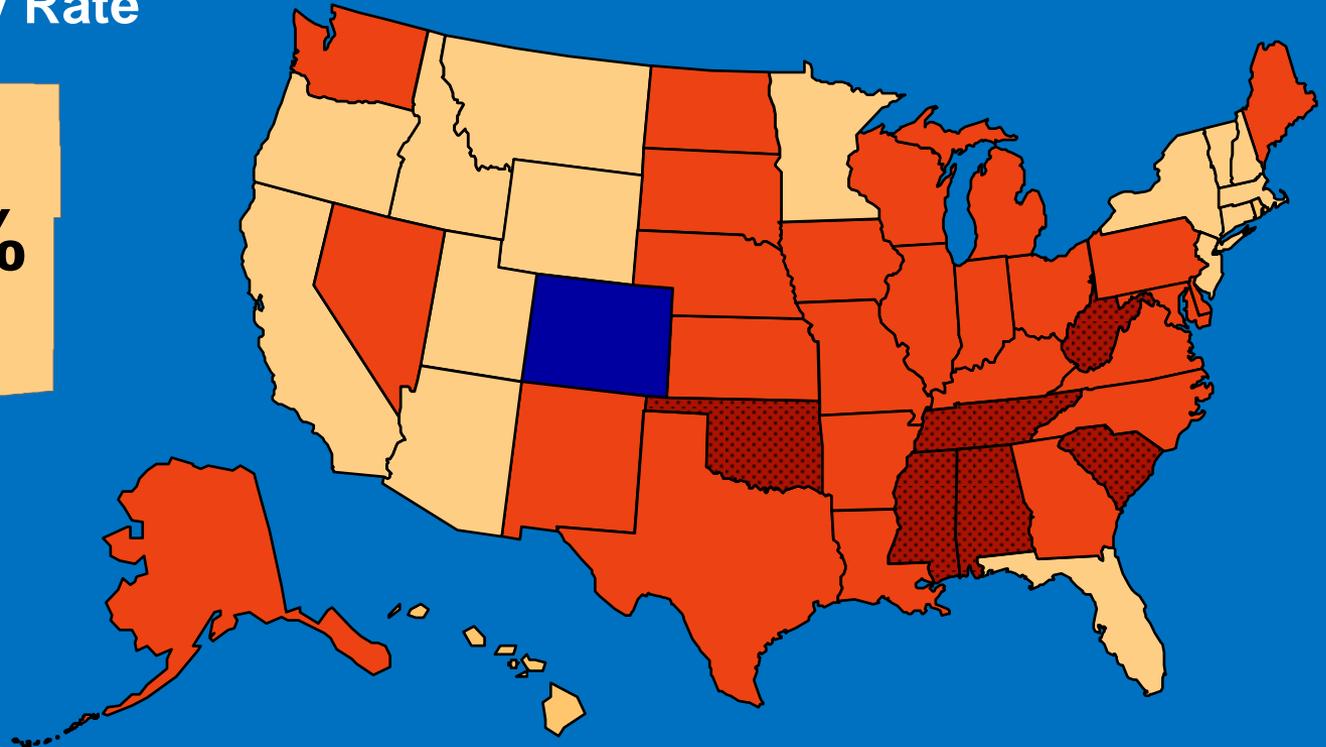
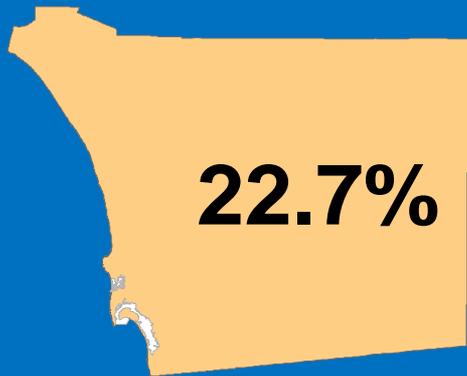
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

2008

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult



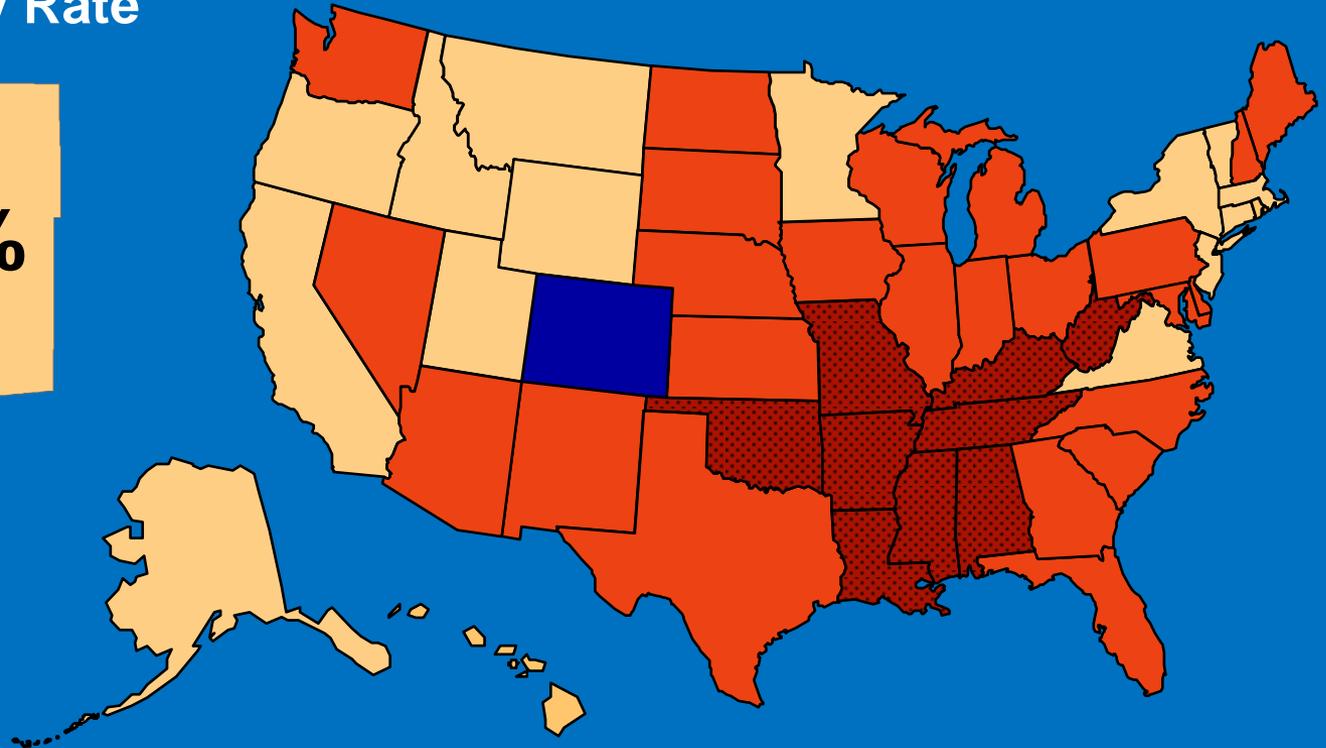
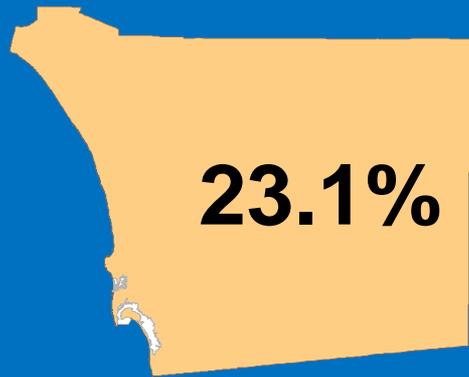
Source: Behavioral Risk Factor Surveillance System, CDC



OBESITY TRENDS

2009

San Diego County Rate



BMI ≥ 30 , or ~ 30 lbs. overweight for 5' 4" adult



Source: Behavioral Risk Factor Surveillance System, CDC



The Economic Impact

In San Diego County, the economic burden of the 3-4-50 chronic diseases is already \$4 billion and increasing

- Treatment for 3-4-50 chronic diseases:
 - Heart Disease and Stroke were the most costly at **\$1.9 billion**
 - Cancer cost **\$1.3 billion**
 - Pulmonary diseases such as Asthma cost **\$478 million**
 - Diabetes cost **\$378 million**
- By 2050, it is estimated we will be spending almost \$25 billion per year on care for preventable chronic diseases.

What does Building Better Health

look like in
East
County?

3 Behaviors

- Tobacco Use
- Poor Diet
- No Exercise

4 Diseases

- Heart Disease
- Type 2 Diabetes
- Lung Disease
- Cancer

Results in 62% of deaths



Building Better Health

A 10-Year Plan



**Building
Better Health
In Action:**

**Healthy
Works**



www.healthyworks.org

Healthy Choices



Healthy Places



**What's
happening
in our
county?**



*Live Well,
San Diego!*

Healthy,
Safe
&
Thriving



**Get
Involved!**

**Participate
In a
Regional Forum**

