Winnable Battles

2015 Targets

Tobacco

- Decrease the percent of adults who smoke cigarettes by 21%.
- Decrease the percent of youth who smoke cigarettes by 11%.
- Increase the proportion of the U.S. population covered by smoke-free laws by 104%.

Nutrition, Physical Activity, Obesity, and Food Safety

- Reduce the proportion of children and adolescents age 2-19 who are obese by 5%.
- Increase the proportion of infants who are breastfed by 15%.
- Reduce foodborne illness caused by Salmonella by 12.5%.
- Reduce foodborne illness caused by Shiga toxin-producing Escherichia coli (STEC) O157:H7 by 29%.

Healthcare-associated infections (HAIs)

- Reduce central line-associated blood stream infections (CLABSI) in hospitals by 60%.
- Reduce healthcare-associated invasive methicillin-resistant *Staphylococcus aureus* (MRSA) by 60%.
- Reduce surgical site infection (SSI) in hospitals by 30%.
- Reduce catheter-associated urinary tract infections (CAUTI) in hospitals by 30%.

Motor Vehicle Safety

- Reduce fatalities due to motor vehicle crashes by 31%.

Teen Pregnancy

- Decrease teen birth rates by 20%.

HIV

- Reduce the number of new HIV infections by 25%.

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

CS241212-A

Winnable Battles

Tobacco

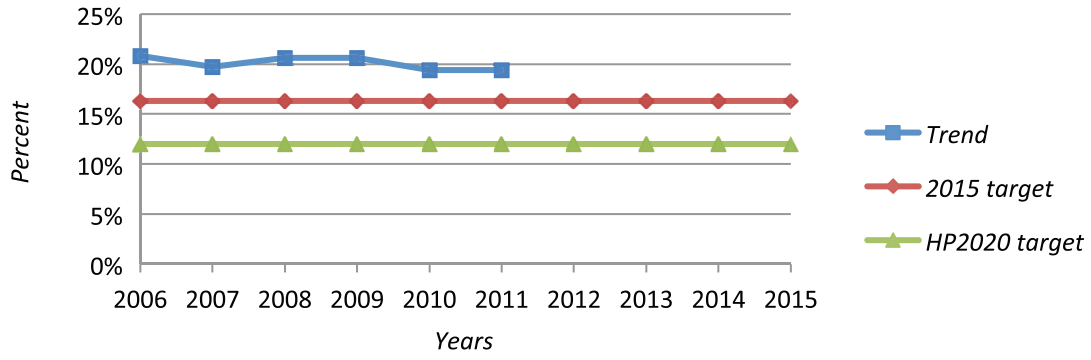
Prevent the initiation of tobacco use, promote quitting, and ensure smoke-free environments

Key Actions:

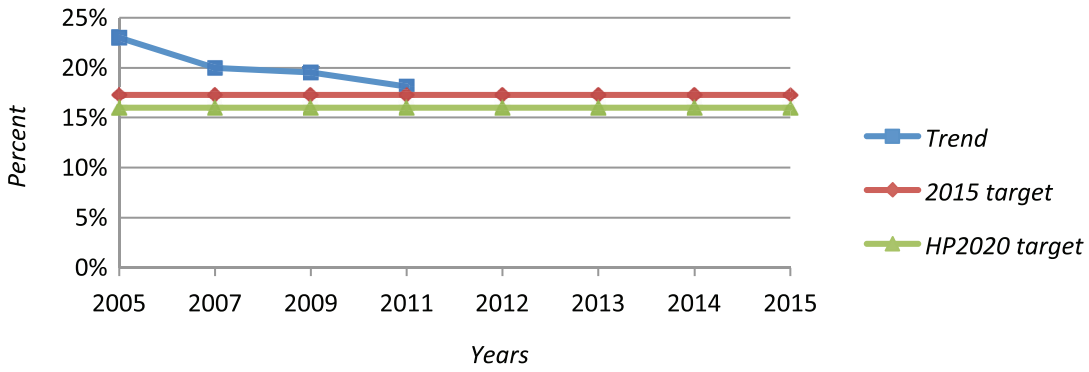
- Track tobacco use and prevention policies
- Reduce exposure to secondhand smoke
- Offer help to quit tobacco use
- Use effective media to warn about the dangers of tobacco
- Reduce exposure to tobacco advertising, promotion and sponsorship
- Make tobacco use less attractive and affordable

Indicator	Baseline	2015 Target
Decrease the percent of adults who smoke cigarettes	20.6% (2008)	16.3% (21% reduction)
Decrease the percent of youth who smoke cigarettes	20% (2007)	17.27% (11% reduction)
Increase the proportion of the U.S. population covered by smoke-free laws	38.2% (2008)	78.1% (104% increase)

Trends in percent of adults who smoke cigarettes, 2006-2011



Trends in percent of youth who smoke cigarettes, 2005-2011

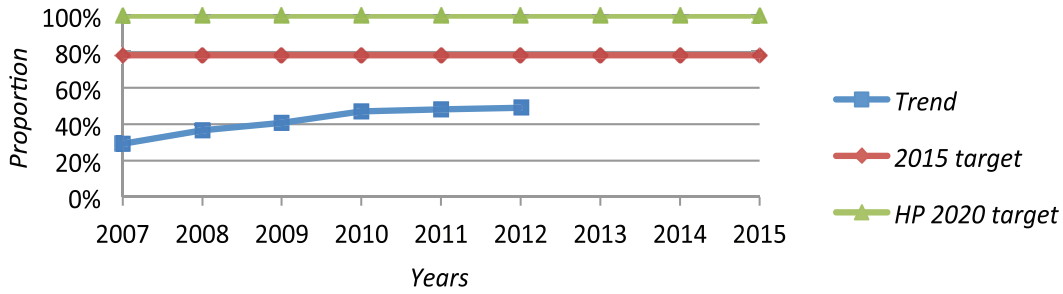


Winnable Battles

Tobacco

Prevent the initiation of tobacco use, promote quitting, and ensure smoke-free environments

Trends in proportion of U.S. population covered by comprehensive state and/or local laws making workplaces, restaurants and bars smoke-free, 2007-2012



Relevant Healthy People Objectives	
TU 1.1	Reduce cigarette smoking by adults 2020 Target: 12.0% Baseline: 20.6% (2008)
TU 2.2	Reduce cigarette smoking (past month) by adolescents 2020 Target: 16.0% Baseline: 19.5% (2009)
TU 11.1	Reduce the proportion of children aged 3 to 11 years exposed to secondhand smoke 2020 Target: 74.0% Baseline: 82.2% (2005–08)
TU 11.2	Reduce the proportion of adolescents aged 12 to 17 years exposed to secondhand smoke 2020 Target: 70.2% Baseline: 78.0% (2005–08)
TU 11.3	Reduce the proportion of adults aged 18 years and older exposed to secondhand smoke 2020 Target: 68.0% Baseline: 75.5% (2005–08)
TU 13	Establish laws in States, District of Columbia, Territories, and Tribes on smoke-free indoor air that prohibit smoking in public places and worksites 2020 Target: 50 states and DC (100% of the population) Baseline: 25 states and DC (2010)

Winnable Battles

Nutrition, Physical Activity, Obesity & Food Safety

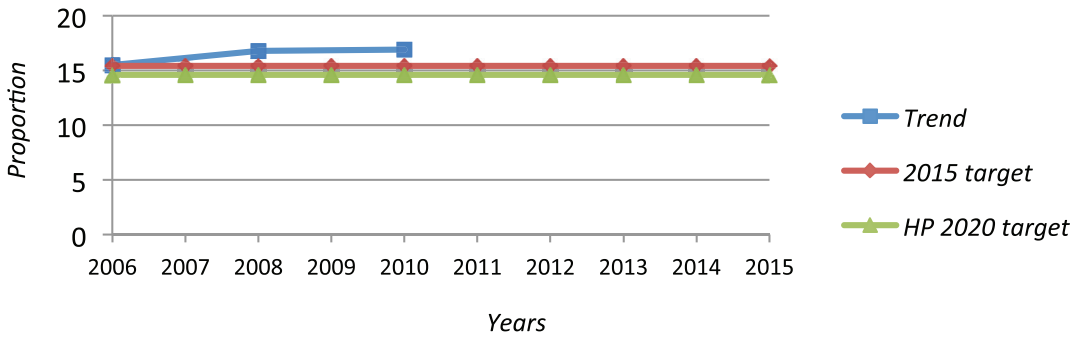
Support all Americans in achieving a healthy weight by making nutritious foods and physical activity the easy, attractive and affordable choice

Key Actions:

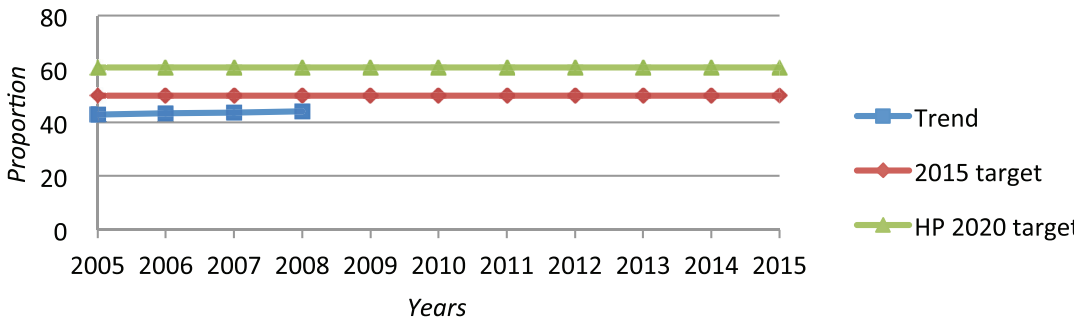
- Monitor the quality of breastfeeding related maternity care practices
- Reduce artificial trans fat in the food supply
- Reduce sodium in the food supply
- Improve the food environments of child care centers, schools, hospitals, workplaces, and food retail outlets
- Reduce consumption of calories from added sugars
- Improve the environments/policies of child care centers, schools, workplaces, and communities to support increased physical activity

Indicator	Baseline	2015 Target
The prevalence of obesity among U.S. children and adolescents aged 2–19	16.2% (2005-2008)	15.4% (5% reduction)
The proportion of infants who are breastfed at 6 months	43.5% (2006)	50% (15% increase)

Trends in the prevalence of obesity among U.S. children and adolescents aged 2–19, 2006-2010



Trends in the proportion of infants who are breastfed at 6 months, 2005-2008



Winnable Battles

Nutrition, Physical Activity, Obesity & Food Safety

Support all Americans in achieving a healthy weight by making nutritious foods and physical activity the easy, attractive and affordable choice

Relevant Healthy People Objectives	
NWS 8	Increase the proportion of adults who are at a healthy weight 2020 Target: 33.9% Baseline: 30.8% (2005–08)
NWS 9	Reduce the proportion of adults who are obese 2020 Target: 30.6% Baseline: 34.0% (2005–08)
NWS 10.4	Reduce the proportion of children aged 2 to 19 years who are considered obese 2020 Target: 14.6% Baseline: 16.2% (2005–08)
NWS 17.2	Reduce consumption of calories from added sugars 2020 Target: 10.8% Baseline: 15.7% (2001–04)
NWS 19	Reduce consumption of sodium in the population aged 2 years and older 2020 Target: 2,300 mg Baseline: 3,641 mg (2003-06)
PA 1	Reduce the proportion of adults who engage in no leisure-time physical activity 2020 Target: 32.6% Baseline: 36.2% (2008)
PA 3.1	Increase the proportion of adolescents who meet current Federal physical activity guidelines 2020 Target: 20.2% Baseline: 18.4% (2009)
MICH 21.2	Increase the proportion of infants who are breastfed at 6 months 2020 Target: 60.6% Baseline: 43.5% (2007-09)

Winnable Battles

Nutrition, Physical Activity, Obesity & Food Safety

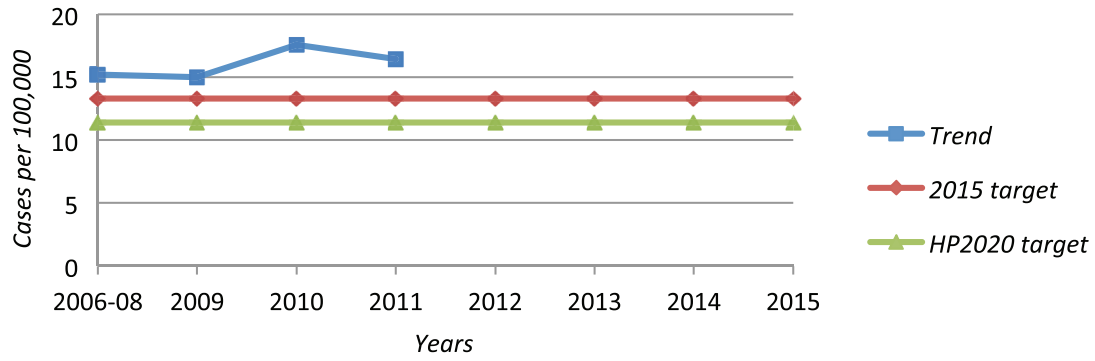
Keep America's food supply safe by preventing and responding to foodborne outbreaks

Key Actions:

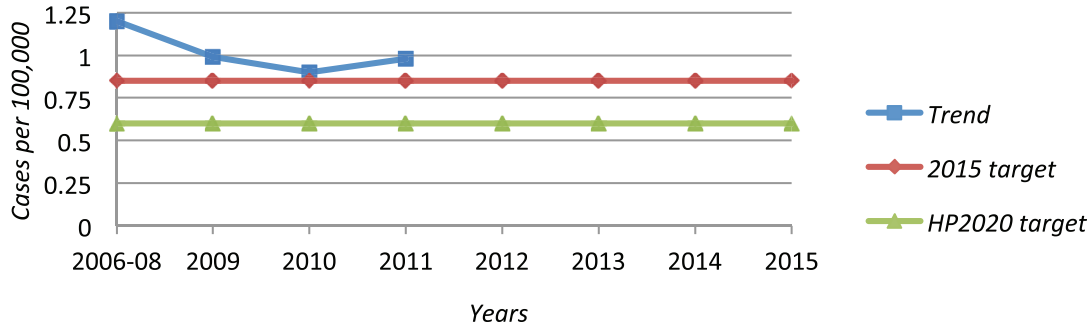
- Improve knowledge of incidence, trends, burden, and causes of foodborne outbreaks
- Improve state and federal epidemiologic, laboratory and environmental health capacity to detect and respond quickly to foodborne outbreaks

Indicator	Baseline	2015 Target
Reduce the rate of infections caused by Salmonella	15.2 cases per 100,000 population (2006-2008)	13.3 cases per 100,000 population (12.5% reduction)
Reduce the rate of infections caused by Shiga toxin-producing Escherichia coli (STEC) O157:H7	1.2 cases per 100,000 population (2006-2008)	0.85 cases per 100,000 population (29% reduction)

Trends in the rate of infections caused by Salmonella, 2006-2011



Trends in the rate of infections caused by Shiga toxin-producing Escherichia coli (STEC) O157:H7, 2006-2011



Winnable Battles

Nutrition, Physical Activity, Obesity & Food Safety

Keep America's food supply safe by preventing and responding to foodborne outbreaks

Relevant Healthy People Objectives	
FS 1.2	Reduce infections caused by Shiga toxin-producing Escherichia coli (STEC) O157:H7 2020 Target: 0.6 cases per 100,000 Baseline: 1.2 cases on average per 100,000 population per year (2006–08)
FS 1.4	Reduce infections caused by Salmonella species 2020 Target: 11.4 cases per 100,000 Baseline: 15.2 cases on average per 100,000 population per year (2006–08)
FS 2	Reduce the number of outbreak-associated infections due to Shiga toxin-producing E. coli O157, or Campylobacter, Listeria, or Salmonella species associated with food commodity groups
FS 2.3	Fruits and nuts Target: 280 cases per year Baseline: 311 reported outbreak-associated infections, on average, per year due to Shiga toxin-producing E. coli O157, or Campylobacter, Listeria, or Salmonella species were associated with fruits and nuts in 2005–07 Target setting method: 10 percent improvement Data source: National Outbreak Reporting System (NORS), CDC and States
FS 2.5	Poultry Target: 232 cases per year Baseline: 258 reported outbreak-associated infections, on average, per year due to Shiga toxin-producing E. coli O157, or Campylobacter, Listeria, or Salmonella species were associated with poultry in 2005–07 Target setting method: 10 percent improvement Data source: National Outbreak Reporting System (NORS), CDC and States

Winnable Battles

Healthcare-Associated Infections (HAI)

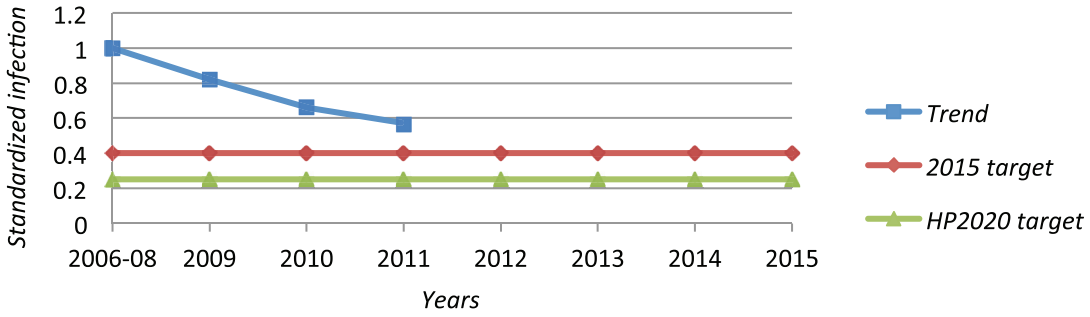
Ensure safe healthcare for all Americans by reducing healthcare-associated infections

Key Actions:

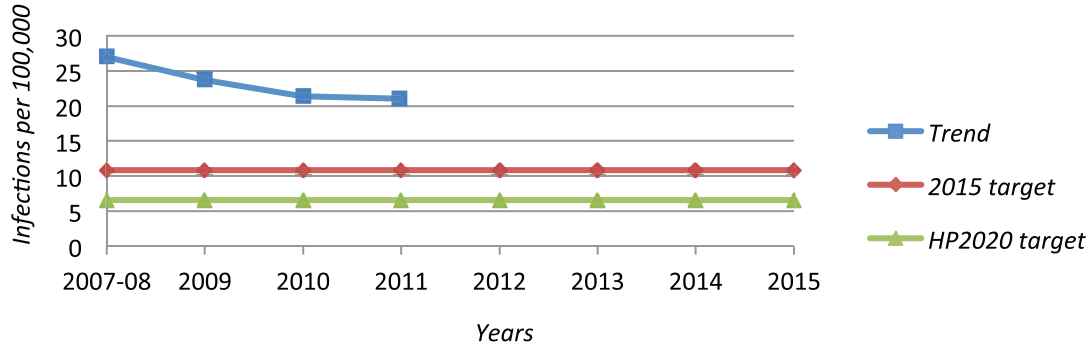
- Promote and track use of proven HAI prevention practices
- Increase use of National Healthcare Safety Network (NHSN) to intervene, track and report HAIs

Indicator	Baseline	2015 Target
CLABSI SIR (in hospitals)	1.0 (2006-2008)	0.4 (60% reduction)
Healthcare-associated MRSA	27.08 infections per 100,000 persons (2007-2008)	10.83 infections per 100,000 persons (60% reduction)
SSI SIR (in hospitals)	1.0 (2006-2008)	0.70 (30% reduction)
CAUTI SIR (in hospitals)	1.0 (2009)	0.70 (30% reduction)

Trends in central line-associated blood stream infections (CLABSI) in hospitals, 2006-2011



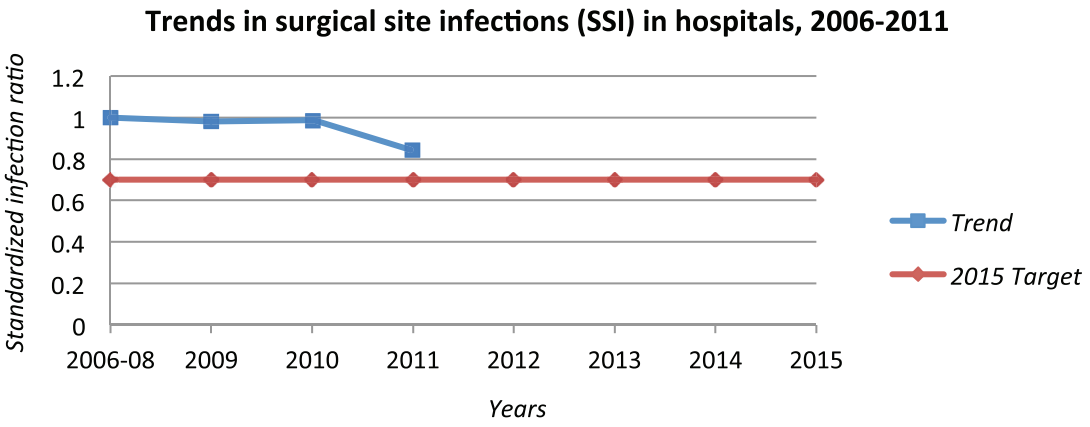
Trends in healthcare-associated invasive methilicillin-resistant *Staphylococcus aureus* (MRSA) infections, 2007-2011

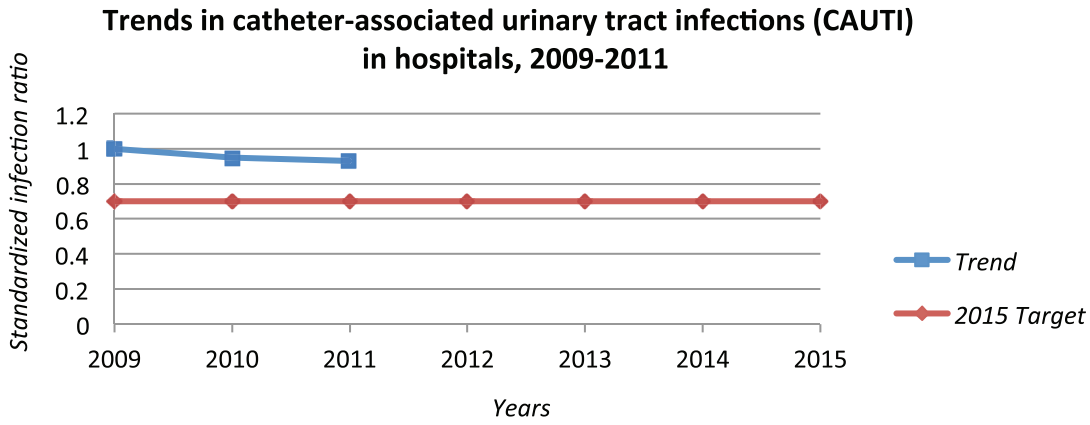


Winnable Battles

Healthcare-Associated Infections (HAI)

Ensure safe healthcare for all Americans by reducing healthcare-associated infections





Relevant Healthy People Objectives	
HAI 1	Reduce central line-associated bloodstream infections (CLABSI) 2020 Target: 0.25 SIR or 75% reduction Baseline 1.0 Standardized Infection Ratio (SIR) (2006-2008)
HAI 2	Reduce invasive healthcare-associated methicillin-resistant *Staphylococcus aureus* (MRSA) infections 2020 Target: 6.5 infections per 100,000 persons or 75% reduction Baseline: 26.24 infections per 100,000 persons (2007-2008)

Winnable Battles

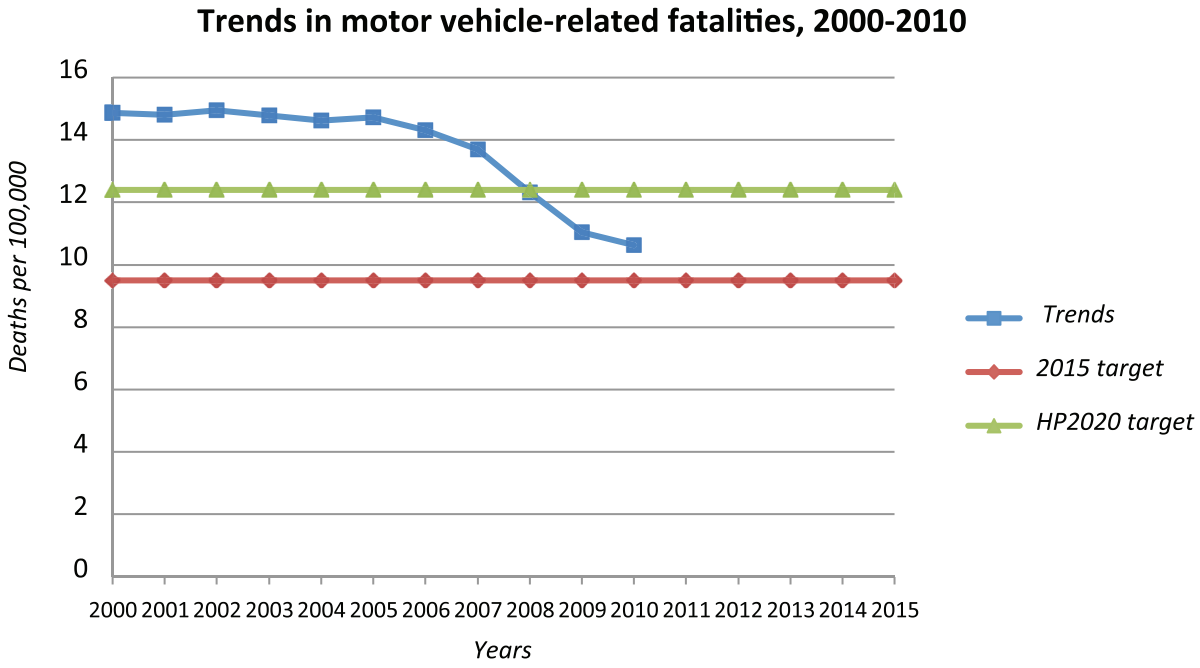
Motor Vehicle Safety

Keep people safe on the road–everyday

Key Actions:

- Reduce injuries and deaths in motor vehicle crashes by increasing child safety seat and seat belt use
- Protect teen drivers with comprehensive Graduated Driver Licensing (GDL) systems and parental monitoring
- Reduce alcohol-impaired driving with evidence-based prevention strategies, such as ignition interlock programs

Indicator	Baseline	2015 Target
Rate of motor-vehicle related fatalities	13.8 deaths per 100,000 population (2007)	9.5 deaths per 100,000 population (31% reduction)



Relevant Healthy People Objectives	
IVP 13.1	Reduce motor vehicle crash-related deaths 2020 Target: 12.4 deaths per 100,000 population Baseline: 13.8 deaths per 100,000 population (2007)
IVP 14	Reduce nonfatal motor vehicle crash-related injuries 2020 Target: 694.4 nonfatal injuries per 100,000 population Baseline: 771.5 nonfatal injuries per 100,000 population (2008)

Winnable Battles

Teen Pregnancy

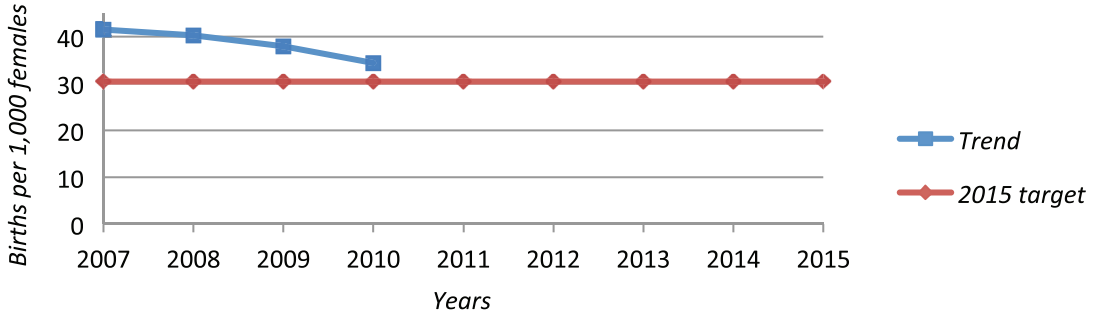
Reduce teen pregnancy and its contribution to the cycle of poverty for teens and their families

Key Actions:

- Monitor teen pregnancy/birth rates and prevention policies
- Promote the delay of sexual initiation through evidence-based programs and social norm changes
- Expand the reach of Medicaid family planning services
- Promote the use of effective contraceptive methods, including long-acting reversible contraception, by sexually active teens

Indicator	Baseline	2015 Target
Teen birth rate among adolescent females ages 15 to 19	37.9 births per 1,000 females ages 15 to 19 (2009)	30.3 births per 1,000 females ages 15 to 19 (20% reduction)

Trends in the rate of births among adolescent females ages 15-19, 2007-2010



Relevant Healthy People Objectives	
FP 8.1	Reduce the pregnancy rate among adolescent females aged 15 to 17 years 2020 target: 36.2 pregnancies per 1,000 Baseline: 40.2 pregnancies per 1,000 (2005)
FP 8.2	Reduce the pregnancy rate among adolescent females aged 18 to 19 years 2020 target: 105.9 pregnancies per 1,000 Baseline: 117.7 pregnancies per 1,000 (2005)

Winnable Battles

HIV

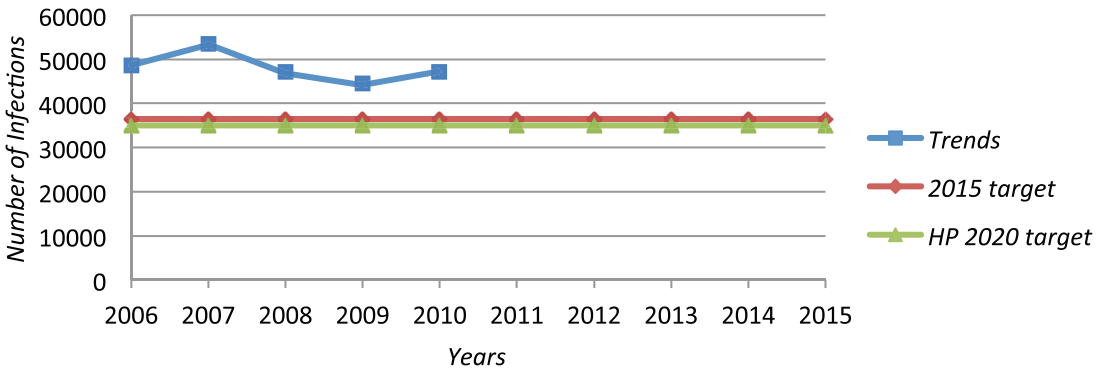
Prevent new HIV infections and ensure quality health care for persons living with HIV

Key Actions:

- Reduce HIV incidence in the United States
- Maximize the proportion of people with HIV who have suppressed viral load by improving diagnosis, linkage and retention in care, and antiretroviral provision and adherence
- Implement comprehensive prevention with positives and with high-risk negatives
- Improve data monitoring, dissemination, and feedback
- Reduce HIV-related disparities

Indicator	Baseline	2015 Target
The number of new HIV infections	48,600 new HIV infections (2006)	36,450 new HIV infections (25% reduction)

Trends in the number of new HIV infections, 2006-2010



Relevant Healthy People Objectives	
HIV 3	Reduce the rate of HIV transmission among adolescents and adults 2020 Target: 3.5 new infections per 100 persons living with HIV Baseline: 4.58 new infections per 100 persons living with HIV (2006)
HIV 12	Reduce deaths from HIV infection 2020 Target: 3.3 deaths per 100,000 population Baseline: 3.7 deaths per 100,000 population (2007)
HIV 13	Increase the proportion of people living with HIV who know their serostatus 2020 Target: 90.0% Baseline: 80.6% (2006)