



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 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.



AMERICAN PUBLIC HEALTH ASSOCIATION

For science. For action. For health.

American life expectancy grew 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. Researchers estimate the indirect impacts of poor health, such as absenteeism and reduced work output, to be many times higher than direct medical costs.

*We're looking for
partners like you.*

If the U.S. wants to remain a global economic leader, we must **invest more in disease prevention and health promotion.** This 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 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.

Let's look at more of the facts.

- *The U.S. spends more on health care than any country, but we have poorer health than our peers in other high-income nations.*
- *Life expectancy in the U.S. is decreasing.*
- *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.*

We can and must do better.

American Public Health Association

At APHA, we believe turning these statistics around goes far beyond the doctor's office. We believe good health happens where we work, live, learn, play and 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.

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.

What is Generation Public Health?

Generation Public Health is a movement of diverse people, communities and organizations that understand good health is vital to our shared success. APHA is leading this movement to create the healthiest nation in one generation.

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

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.

- *Learn more about your community's health, the toll of preventable disease and the underlying disparities and factors that impact a child's opportunity to grow into a healthy, productive adult. Start at www.countyhealthrankings.org and www.americashealthrankings.org*
- *Support strategies that make the healthy choice the easy choice. For example, cater events with nutritious food and drink options. Unlock stairwells so employees can climb steps. Sponsor a health screening in your workplace and open it to the wider community.*
- *Promote fun wellness activities. Consider a walking group or a physical activity challenge, like APHA's 1 Billion Steps Challenge.*
- *Reach out to your local school system. They may need mentors and tutors or have career shadowing and internship opportunities. Education as a critical foundation for good health.*
- *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.*





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 pledge your support at

www.apha.org/HealthiestNation

VISION

Create the healthiest nation in one generation

MISSION

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

The American Public Health Association champions the health of all people and all communities. We strengthen the public health profession, promote best practices and share the latest public health research and information. We are the only organization that influences federal policy, has a nearly 150-year perspective and brings together members from all fields of public health. Learn more at www.apha.org.

Learn more about Generation Public Health »

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