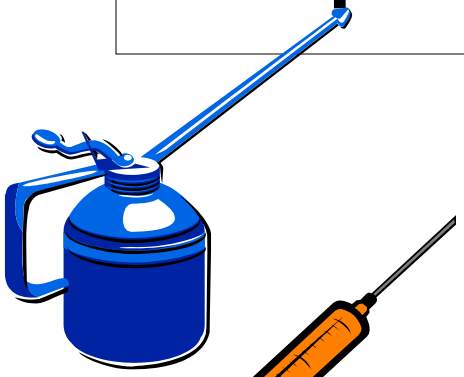
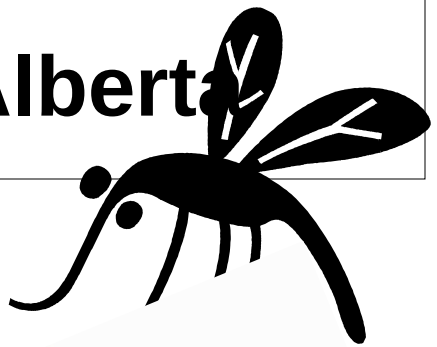
Everybody's business -

public health supply in Alberta



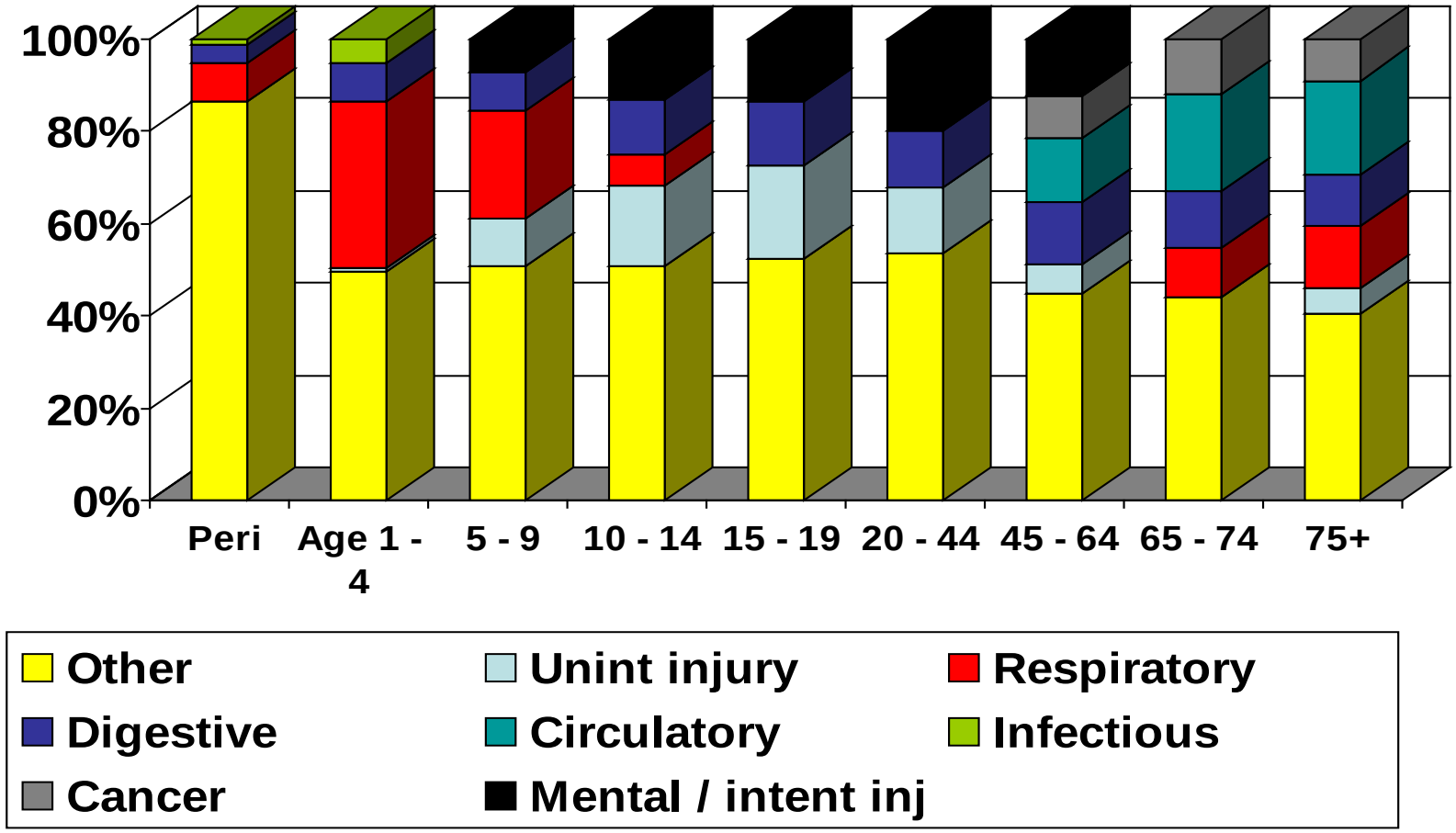


Philip Jacobs

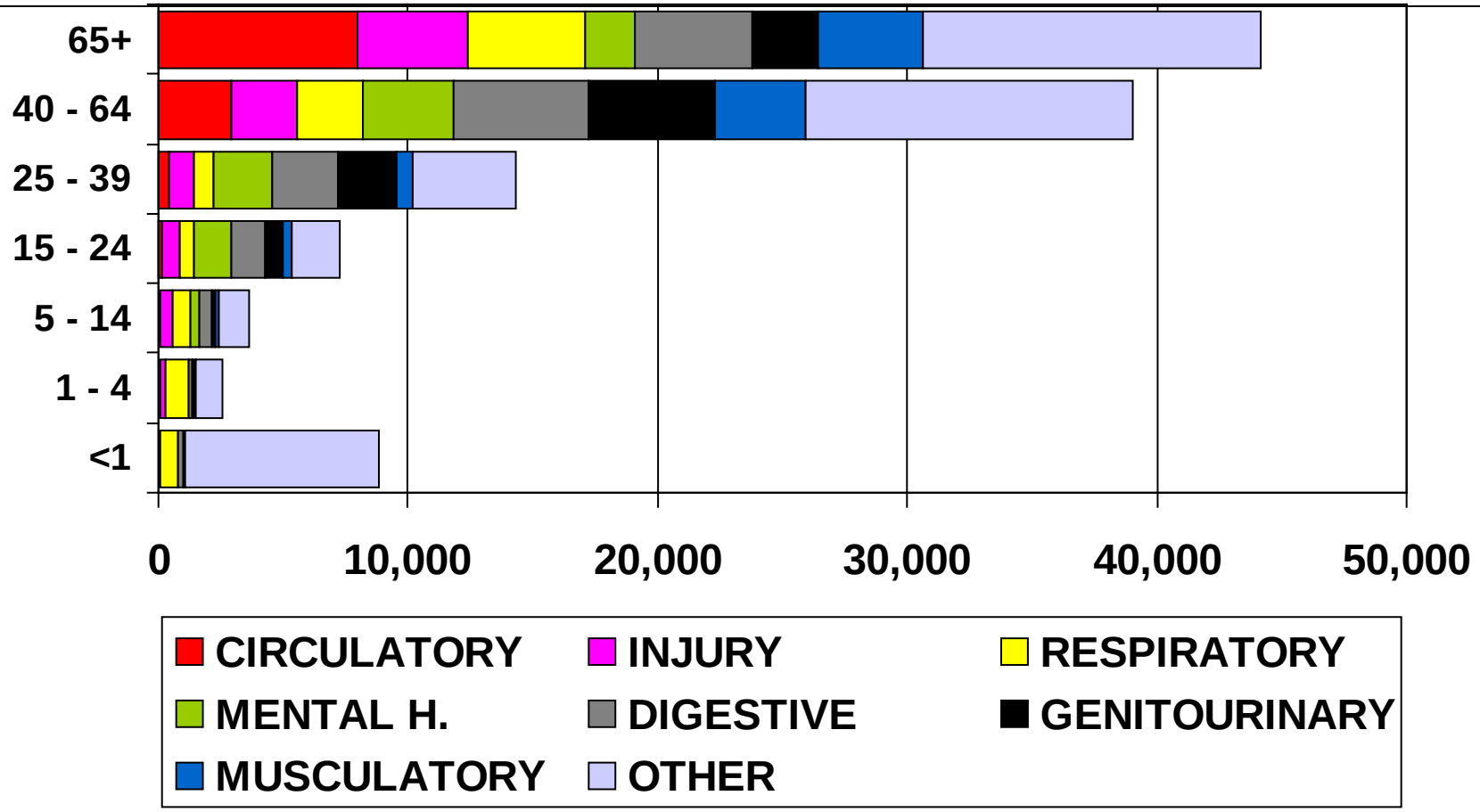
Department of Medicine and IHE

Revision – General May 2

Cause of hospitalization – males, Edmonton

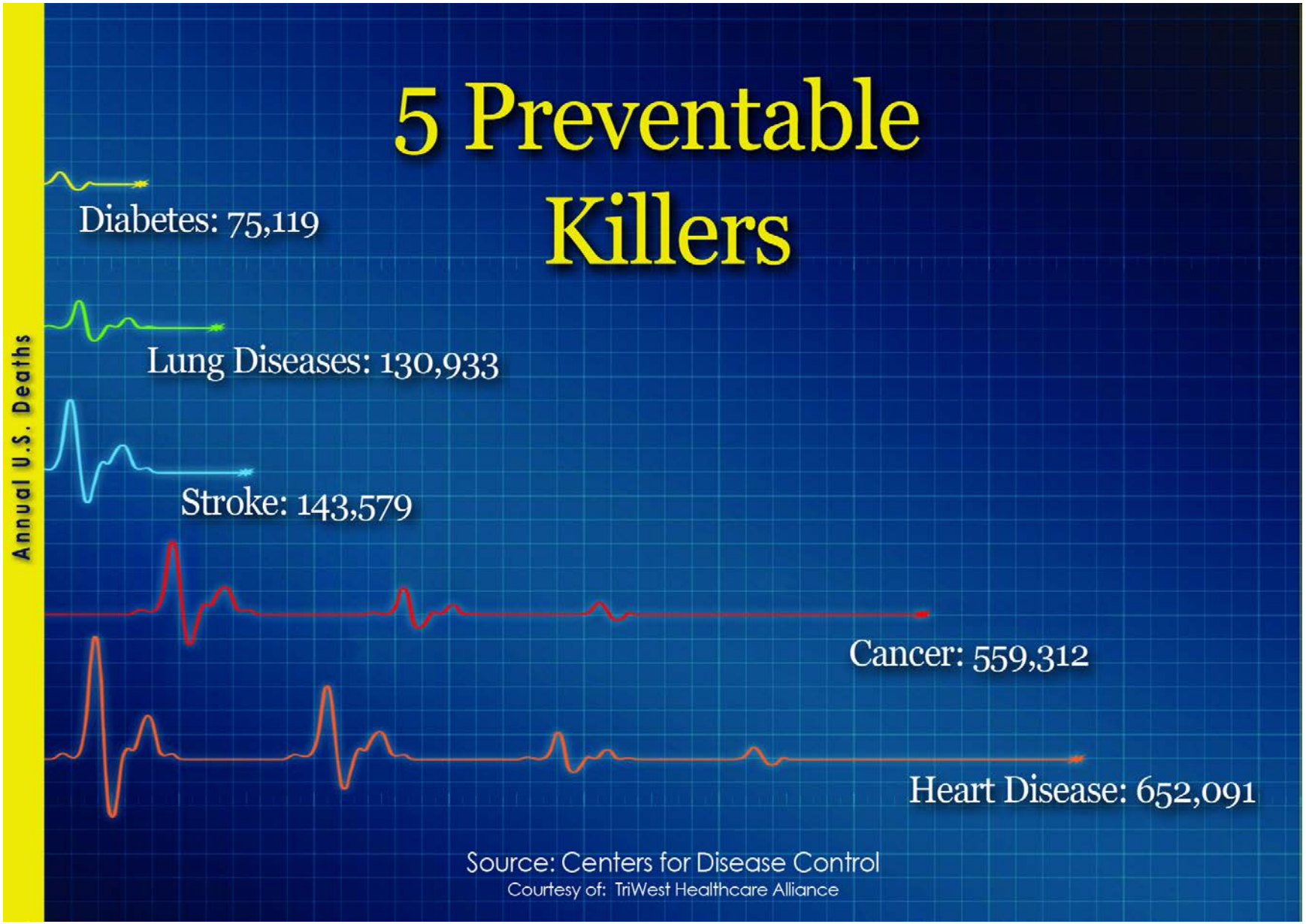


Alberta hospitalizations
Top diagnostic categories (non-birth)
Females

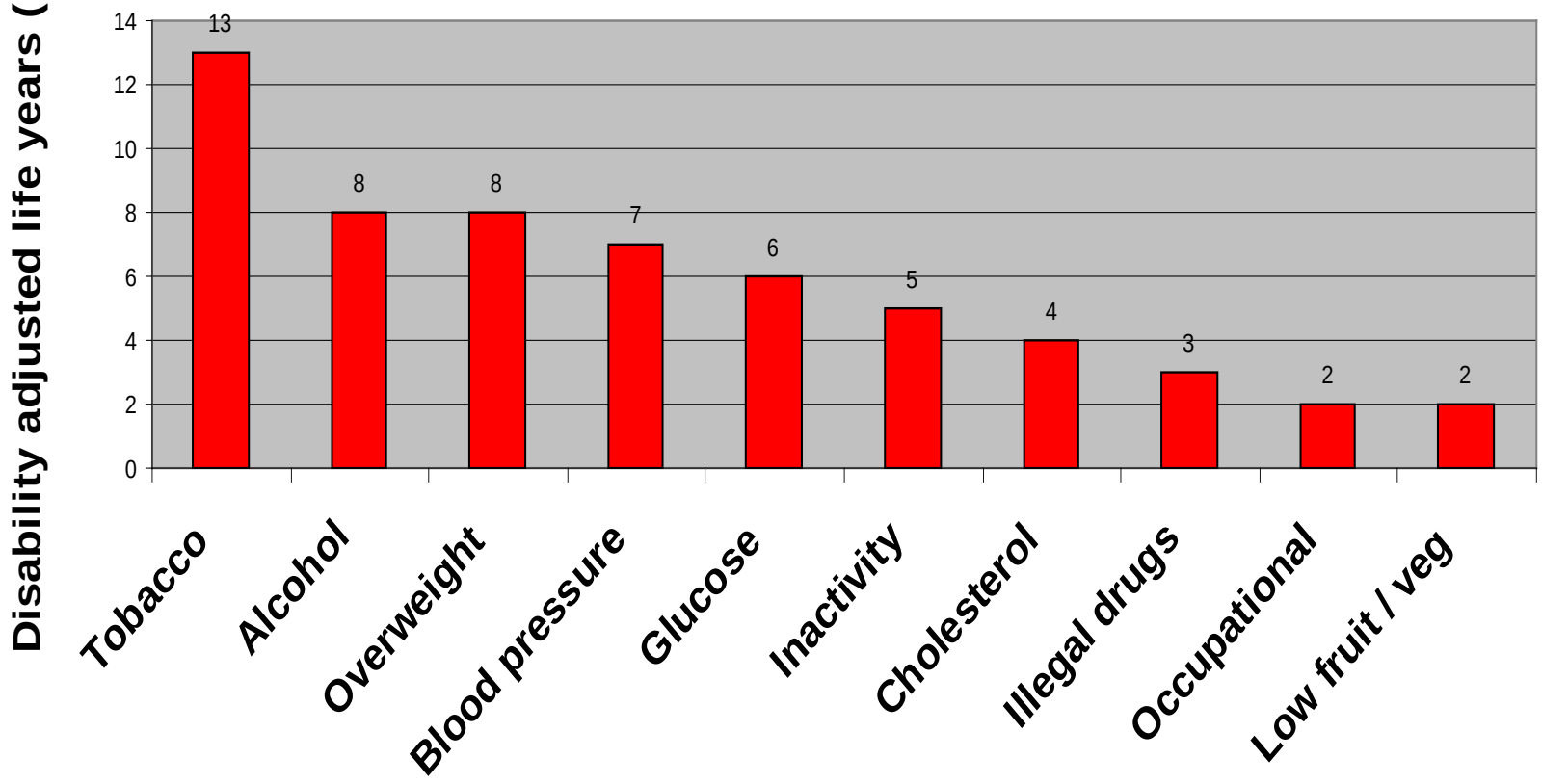


Much disease is preventable

- **Preventable illness makes up approximately 70 percent of the burden of illness and the associated costs.**

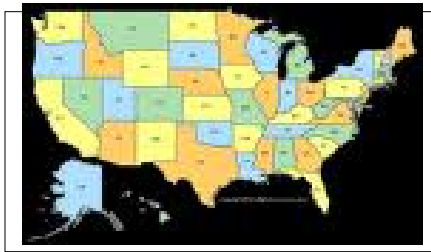

5 Preventable Killers
Annual U.S. Deaths
Diabetes: 75,119
Lung Diseases: 130,933
Stroke: 143,579
Cancer: 559,312
Heart Disease: 652,091
Source: Centers for Disease Control
Courtesy of: TriWest Healthcare Alliance

Top 10 risk factors, DALYs, high income countries - 2006



WHO GLOBAL BURDEN 2008

Whose responsibility?



Whose responsibility?

Let's take <u>personal</u> responsibility in all areas of life--including health.

Whose responsibility?

"Over the next 5 years, **the health system** will continue to add and improve the range of services and offer relevant, accurate information that **help people to stay well and avoid injuries**"

Whose responsibility?

"Health Canada encourages **Canadians** to **take an active role** in their health, such as increasing their level of physical activity and eating well."

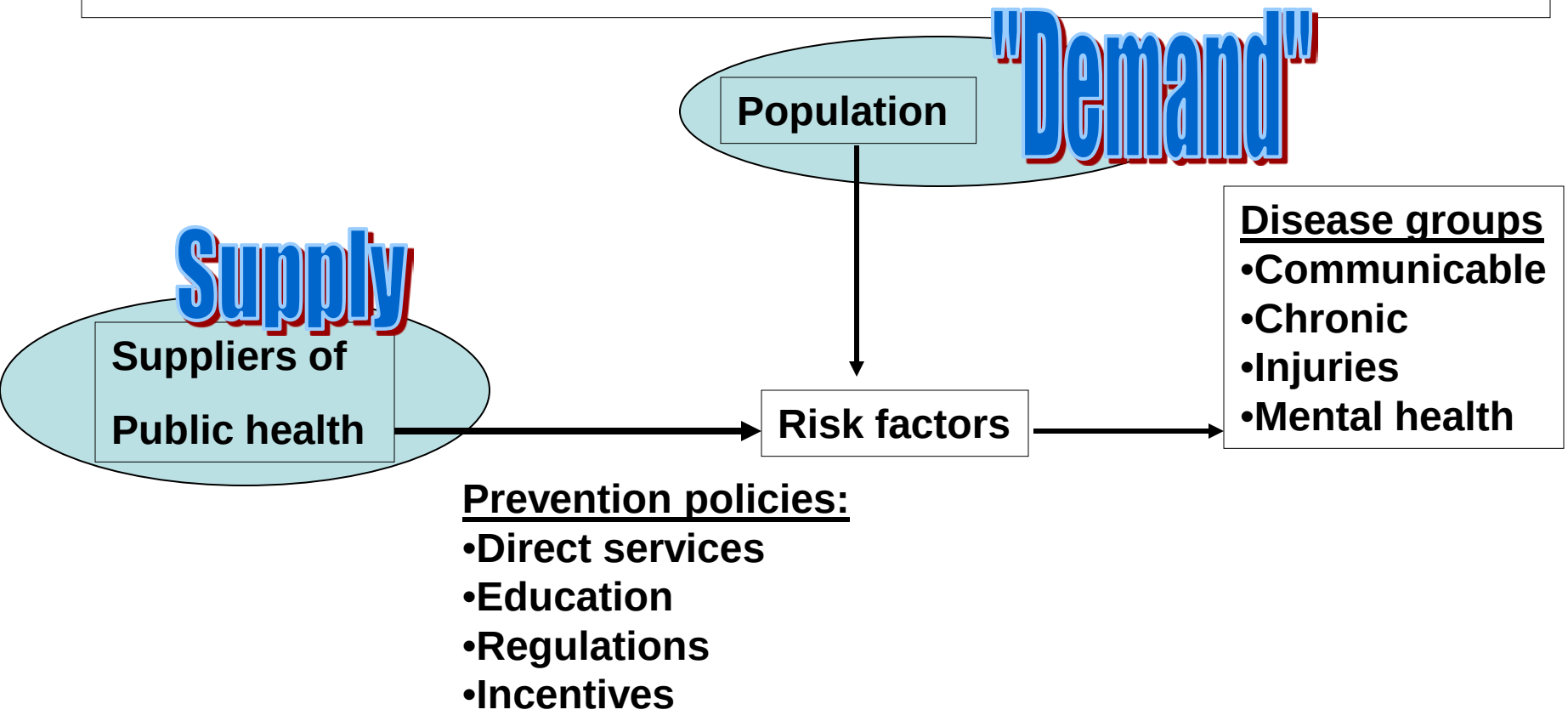
Health Canada Santé Canada

This is a job for

What is "**public** health"?

- **Prevention** of illness / **health promotion**
- **Publicly** organized
- Usually publicly **financed**

The “marketplace” for risk factors



Health care is delivered in Silos…

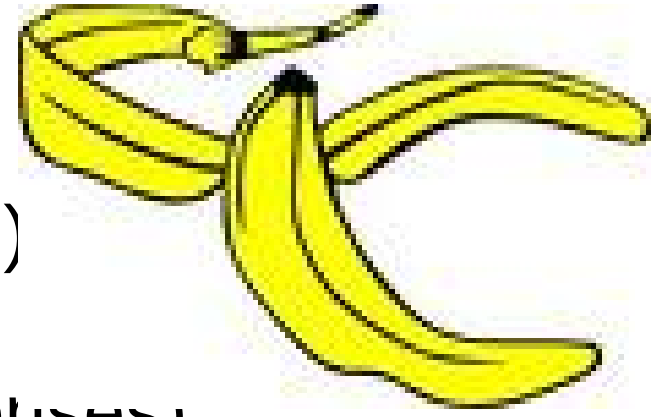
- Drugs
- Hospital care
- Physician care
- **Public health**
  - Health departments
  - **Other ministries**

Supplier of public health interventions

- **Any** **public** body / ministry that
  - **states** that it engages in health promotion / disease prevention and
  - **provides** public health interventions

Ministries for all kinds of risks

- **Ministries for people** (children, seniors, the poor, Natives, immigrants, the unwell, convicts)
- **Ministries for places** (roads, rivers, parks, sidewalks, buildings, air)
- **Ministries for tasks** (study, consume, play, work, production)
- **2 x Finances** (receipts, expenses)



Ministries everywhere

"there's ***no place*** for the state in the ***bedrooms*** of the nation" Pierre E.Trudeau

On the contrary…

Government of Canada / Gouvernement du Canada

Alberta

- **Tobacco Strategy**
  - Health Canada
  - Public Health Agency
  - Public Works
  - Canadian Border Agency
  - Finance Canada
  - FNIHB
  - RCMP
- **Alcohol Strategy**
  - Cdn. Radio / TV Comm.
  - Health Canada
  - Finance Canada
  - RCMP / Sol.Gen. /Justice

Tobacco

- Alberta Health and Wellness
- Alberta Health Services
- Alberta Finance and Enterprise

Alcohol

- Alberta Transportation
- AGLC
- Alberta Health and Wellness
- Alberta Child and Youth Services

IHE survey on public health supply

- Communicable disease
- Tobacco
- Alcohol
- Road safety
- Child safety
- Maternal and child health
- Environment (air, water, ground)
- Food safety
- Lifestyle (physical activity and nutrition)
- Housing and homelessness
- Product safety

Alberta - suppliers of public health interventions

Government of Canada

11 ministries +
11 agencies

Alberta Government

15 ministries +
4 agencies

THE CITY OF CALGARY

Municipalities

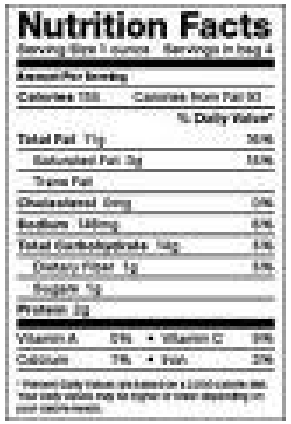
- **All agencies had explicit health goals**

and

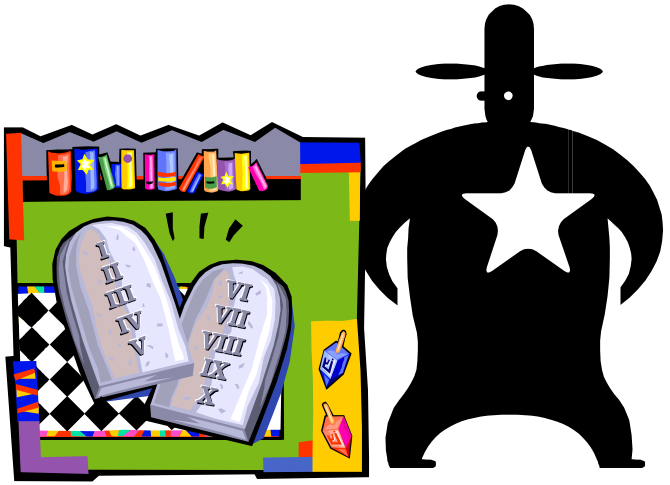
- **They all supplied at least 1 public health intervention**

- **Surveillance**

- **Standard setting**

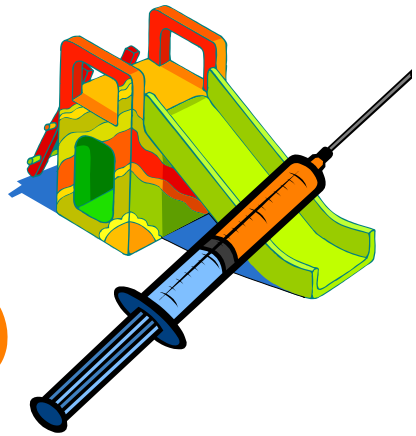


- **Laws, regs, enforcement**



- **Information**

- **Directly provided services**
  - **Operational**
  - **Infrastructure**



- **Incentives**
  - **Taxes & credits**

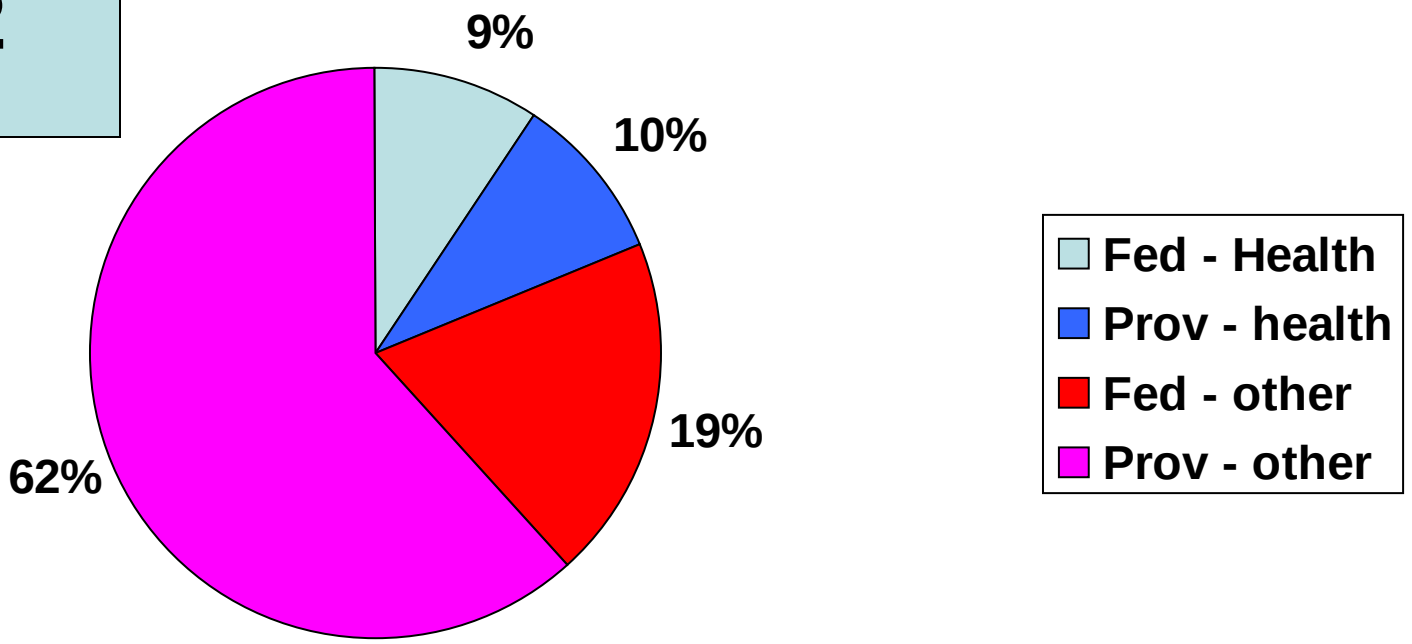
Measuring public health efforts

- **Cost** – a first-order measure of public health supply

- **Restrictions** count too

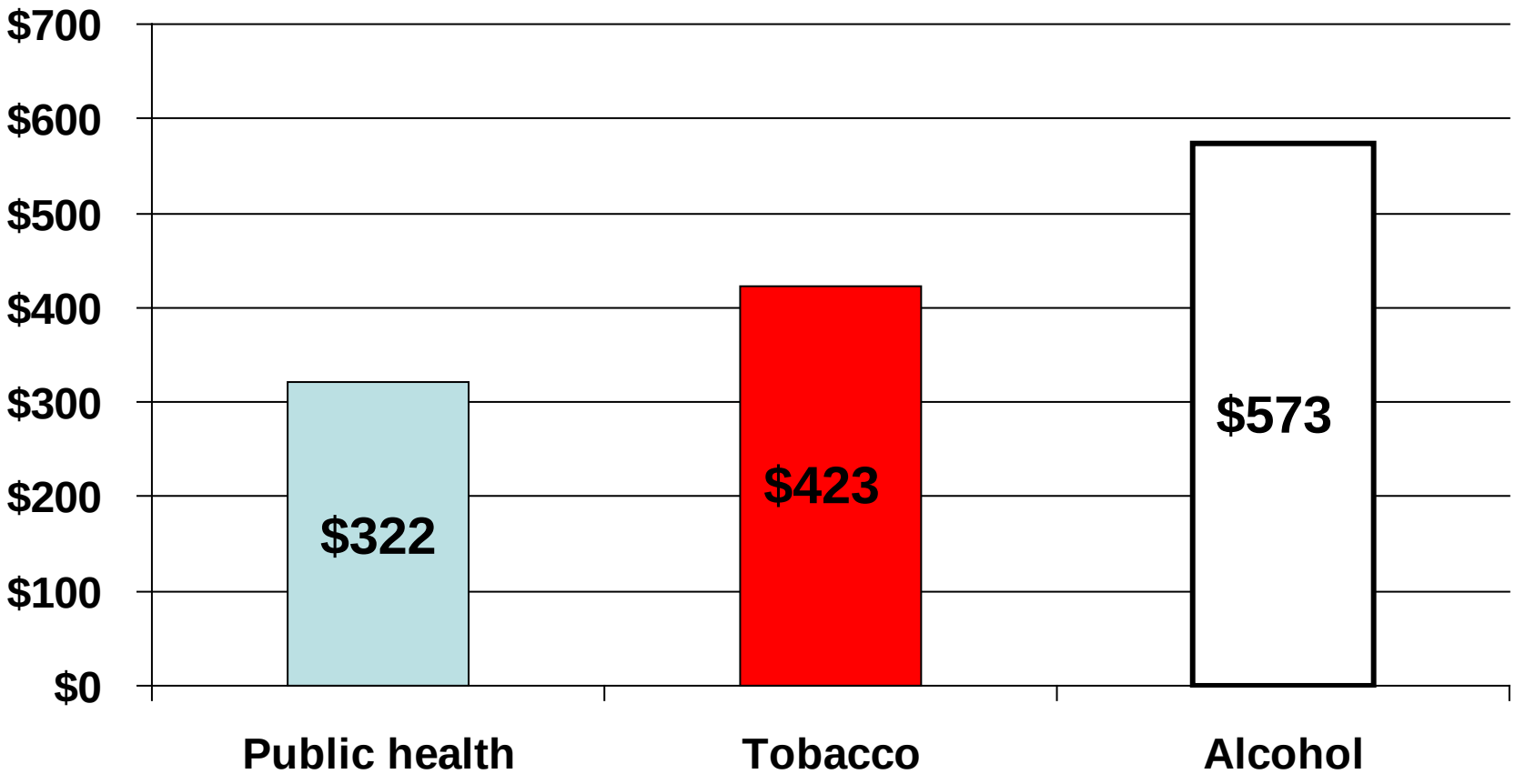
Current public health expenditures, Alberta, **per capita**

$322

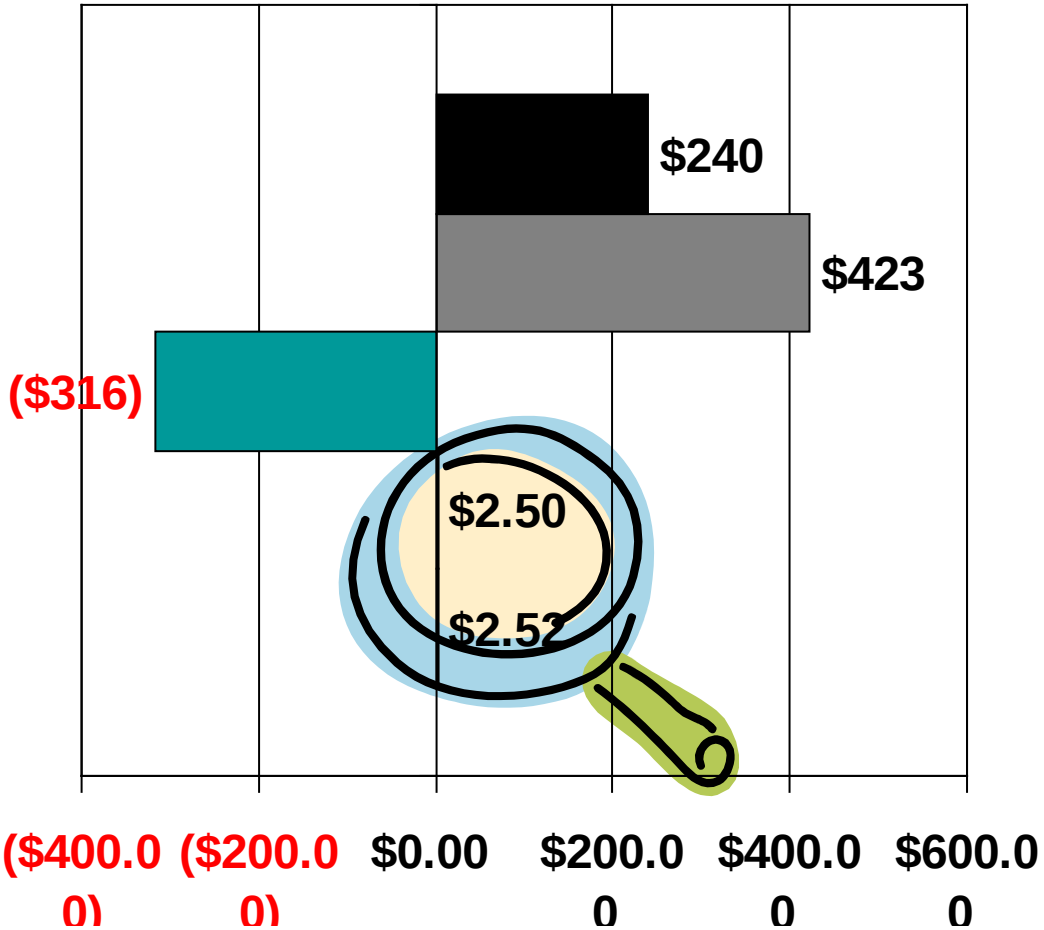


Total current gov't. health care spending $4,700 percap

Per capita current expenditures in Alberta

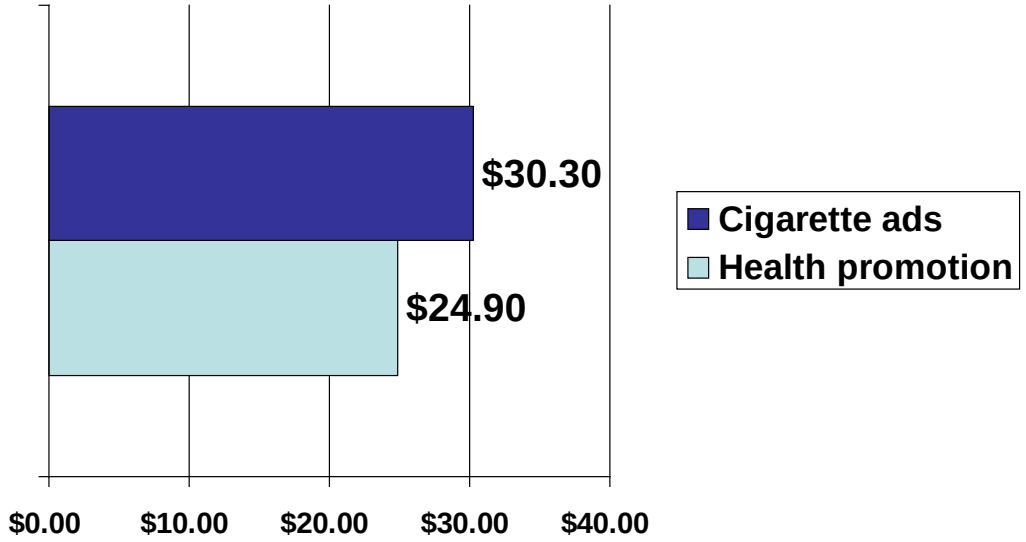


Tobacco related statistics – per capita expenditures



- Active treatment of lung disease (EBIC)
- Personal expenditures on cigs (post tax)
- Tobacco taxes
- Alberta Tobacco reduction plan
- Federal tobacco reduction plan

In 2003, $24.9 million was spent on <u>all</u> health promotion messages in Alberta…



… **…while about $30.3 million was spent on tobacco advertising alone.**

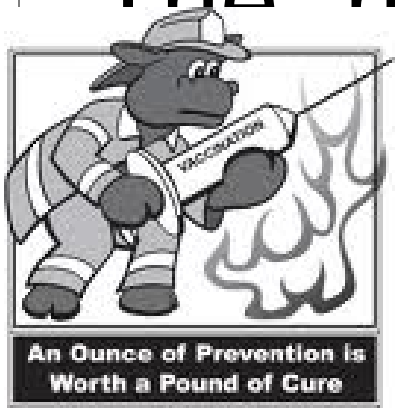
Magnitude of all public interventions - tobacco

Policy indicator	**Level of supply**
Direct services	**$**
Advertising	**$$$$$**
Smoking bans in buildings	
Restrictions on private advertising	

Assessment

Is spending / regulations enough ?

Are we spending enough?
The "rule of thumb" answer



Prevention = 1/16 x Curative care
-B. Franklin

Prevention = 1/9 x curative treatment

- W. Shakespeare

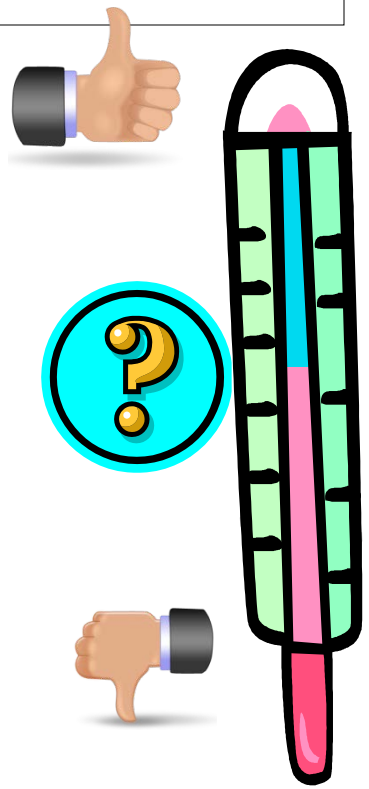
If we spend $240 percap on respiratory treatment

And if 80% is preventable

We should spend between $12 and $21.33 per cap on prevention for respiratory diseases

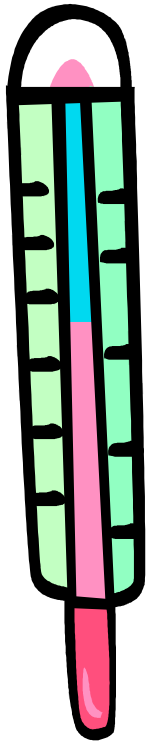
Cost effectiveness of tobacco reduction (in order)

- Excise tax
- Comprehensive ad ban
- Information dissemination
- Clean indoor air law
- Nicotine replacement therapy



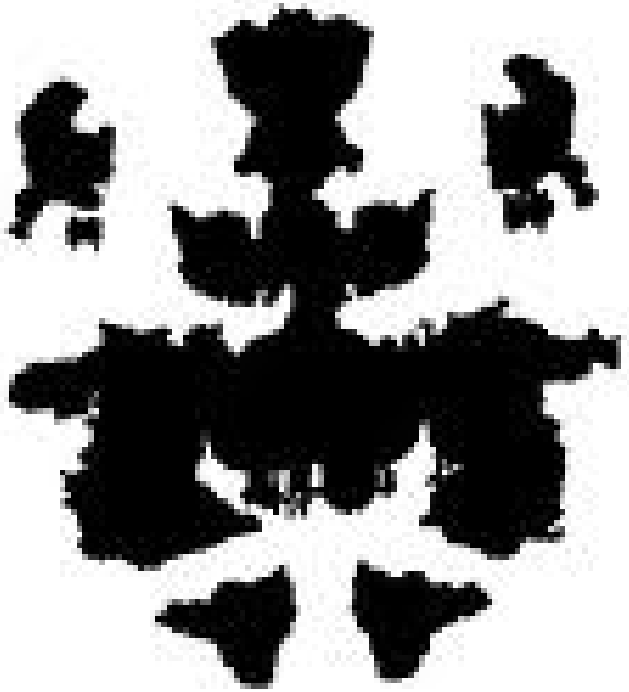
Source: WHO

The supply situation in Canada -- smoking



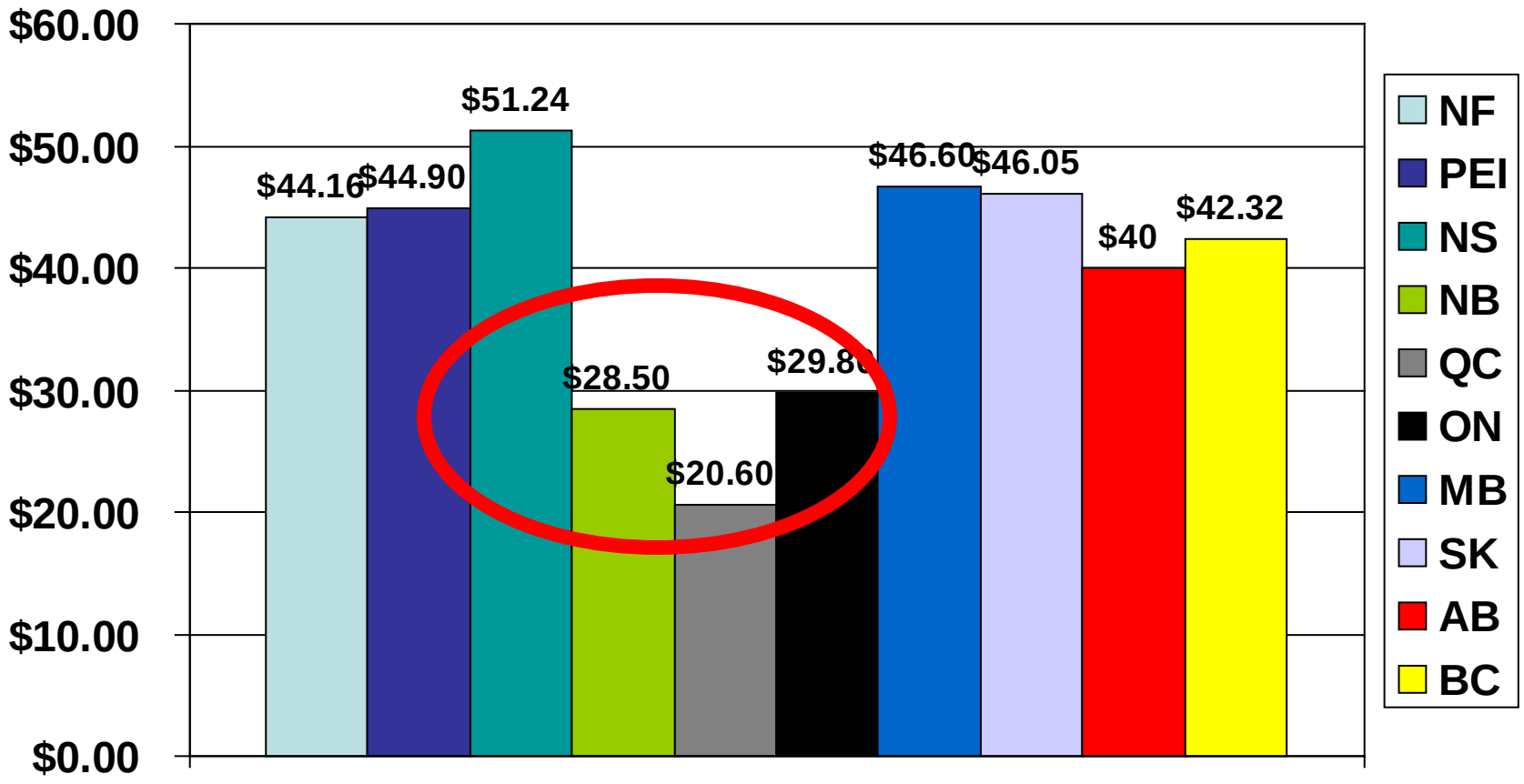
Most cost - effective	Canadian policy
Excise tax	**Feds, QC, ON have backed off due to smuggling**
Ad ban	**Federal government / tobacco manufacturers wrangled in court cases**
Information dissemination	**Alot of money put into this moderate yield strategy**
Clean indoor air laws	**Federal, provincial, municipalities on board**
Nicotine replacement	**Government will not pay**

Interpretation



Are all <u>public</u> suppliers singing from the same songbook?

Provincial and federal taxes on 200 cigs, July 1, 2010



Other <u>public</u> goals compete with prevention

- **Calgary's top cop assured <u>motorists will get their fair shake</u> at breaking bad driving habits….**
- **"… the first piece is going to be education," Chief Rick Hanson said .**

- “Over the coming months, we will work with our governmental partners to assess the [sodium reduction] report's recommendations “
- Federal Health Minister Aglukkaq

We still have the private health promotion industry

Jenny Craig at Home We Change Lives

AVIVA

WeightWatchers

BBB ACCREDITED BUSINESS

Take away messages

Importance and cost - effectiveness of prevention

Broad role of government in public health

Many indicators of public health supply

Data is not standardized / hard to get

Our social goals emphasize public interests other than public health

Acknowledgements

- Coauthors:
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That's all Folks!