

Health Promotion and Chronic Disease Prevention Section

Our vision: All people in Oregon live, work, play, and learn in communities that support health and optimal quality of life

A **chronic disease** is a long-term condition that can be managed, but rarely cured, and makes life more difficult, uncomfortable and painful. Chronic diseases include diabetes, cancer, arthritis, asthma, heart disease, stroke, and addiction.

Most chronic diseases can be prevented by avoiding tobacco and excessive alcohol use, by getting regular physical activity and having a healthy diet.

Too many Oregonians are surrounded by **products that are harmful to their health** – from tobacco to alcohol to sugary drinks – and targeted by excessive advertising and marketing messages that promote unhealthy options.

HPCDP supports improving health in communities by focusing on four risk factors: **tobacco use, excessive alcohol use, physical inactivity and poor nutrition.**

Chronic disease affects Oregonians

More than half of Oregon adults have been diagnosed with **at least one chronic disease**

86 cents out of every \$1 spent on health care goes toward caring for people with chronic disease and mental health conditions

In Oregon, four chronic diseases (**cancer, heart disease, chronic lower respiratory disease, and stroke**) are among the top five leading causes of death.

Resources and support HPCDP can provide:

-  Training and technical assistance: for strategic communications; for planning and support of local policy change strategies
-  Data: disease and risk factor surveillance; survey development and implementation; retail assessments; program evaluation
-  Communications: communications campaigns; online platforms with coordinated messaging; resources for media coverage of local program work

HPCDP staff

Policy specialists ~ Community program liaisons ~ Health systems specialists ~ Program evaluators ~ Data analysts ~ Health promotion strategists

Local and tribal public health partners and grantees

Tobacco Prevention and Education Programs (TPEP); Alcohol and Drug Prevention Education Programs (ADPEP); Regional Health Equity Coalitions (RHECs)

Health Promotion and Chronic Disease Prevention, Oregon Health Authority
800 NE Oregon ST, Suite 730. Portland, OR 97232. 971-673-0984
Karen Girard, Section Manager