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**.

**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)

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**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.