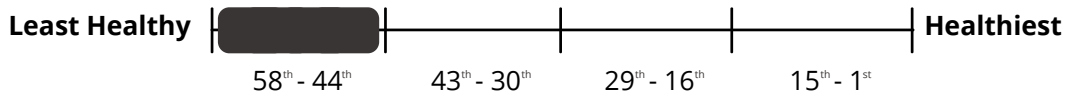


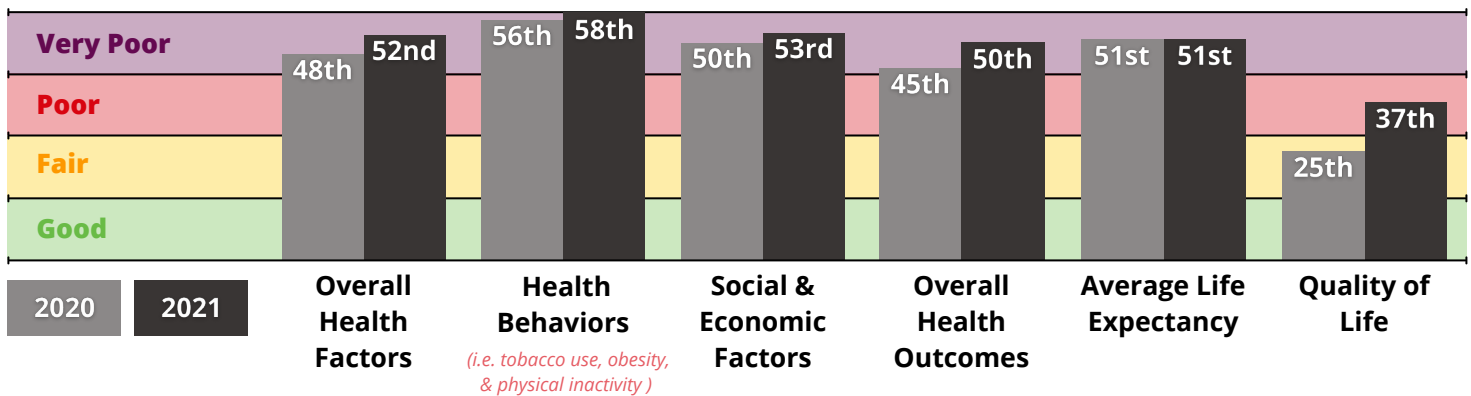
POOR HEALTH IS BAD FOR BUSINESS

DEL NORTE COUNTY HEALTH SNAPSHOT

Del Norte County is ranked among the **least healthy** counties in California for Overall Health Outcomes and Health Factors¹



Del Norte County Health Rankings out of all 58 California counties¹



Smoking Rate²



22%

CA - 11%

+

Obesity Rate¹



34%

CA - 24%

+

Physical Inactivity Rate¹



33%

CA - 18%

=

Cost of Chronic Disease³



\$82,814,598

Per Year

COST OF SMOKING⁴



\$10,091,000

Direct Healthcare Costs

\$12,908,000

Lost Productivity

Chronic Disease drives health care expenditures, which cuts into company profits and productivity.

50% company profits go to healthcare costs.⁵

BETTER HEALTH = BETTER BUSINESS

In America, 80-90% of health outcomes are the result of conditions in communities. The Centers for Disease Control promotes a collaborative approach across all sectors to address overall community health by considering health in all policy decisions.⁶

Reduce Tobacco Use



Tobacco Related Policies Save Lives

Does your community protect youth from tobacco addiction and harm?

Adopting strong policies that reduce exposure to second-hand smoke and access to tobacco products and ads reduces youth harm and initiation.⁷

Access to Healthy Food



Healthier Options Equals Healthier Choices

Are healthy foods affordable and accessible for all in your community?

Research shows that making the healthier option the default leads to healthier choices.⁵

Safe Parks & Playgrounds



Walkable Spaces & Economic Growth

Does your community make physical activity easier?

In one California city, \$10 million spent on more walkable public outdoor spaces spurred a \$125 million economic investment in the local downtown area. This led to the creation of 40 new businesses and 800 new jobs.⁵



The Shape We Give Our Community In Turn Shapes Us



NorCal 4 Health
DEL NORTE • HUMBOLDT • MENDOCINO • LAKE

Helping Communities Create Conditions for Better Health and Prosperity

www.norcal4health.org



CALIFORNIA HEALTH COLLABORATIVE

LEARN MORE



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