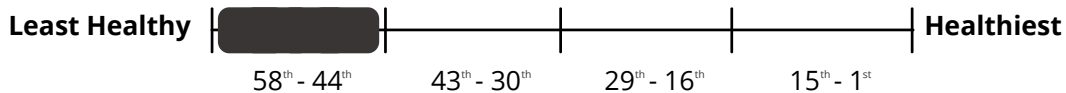


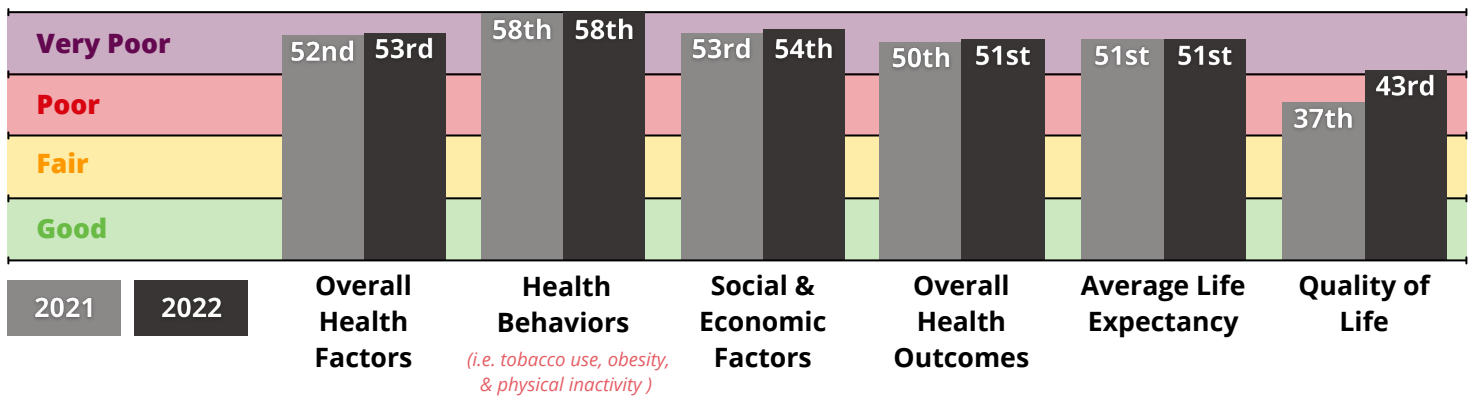
# POOR HEALTH IS BAD FOR BUSINESS

## DEL NORTE COUNTY 2022 HEALTH SNAPSHOT

Del Norte County is ranked among the **least healthy** counties in California for Overall Health Outcomes and Health Factors<sup>1</sup>



### Del Norte County Health Rankings out of all 58 California counties<sup>1</sup>



Smoking Rate<sup>2</sup>



**22%**

CA - 11%

Obesity Rate<sup>1</sup>



**33%**

CA - 26%

Physical Inactivity Rate<sup>1</sup>



**27%**

CA - 22%

Cost of Chronic Disease<sup>3</sup>



**\$82,814,598**

Per Year

**COST OF SMOKING<sup>4</sup>**



**\$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.<sup>5</sup>

# 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.<sup>6</sup>

## 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.<sup>7</sup>

## 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.<sup>5</sup>

## 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.<sup>5</sup>



## The Shape We Give Our Community In Turn Shapes Us



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[www.norcal4health.org](http://www.norcal4health.org)



CALIFORNIA HEALTH COLLABORATIVE

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