

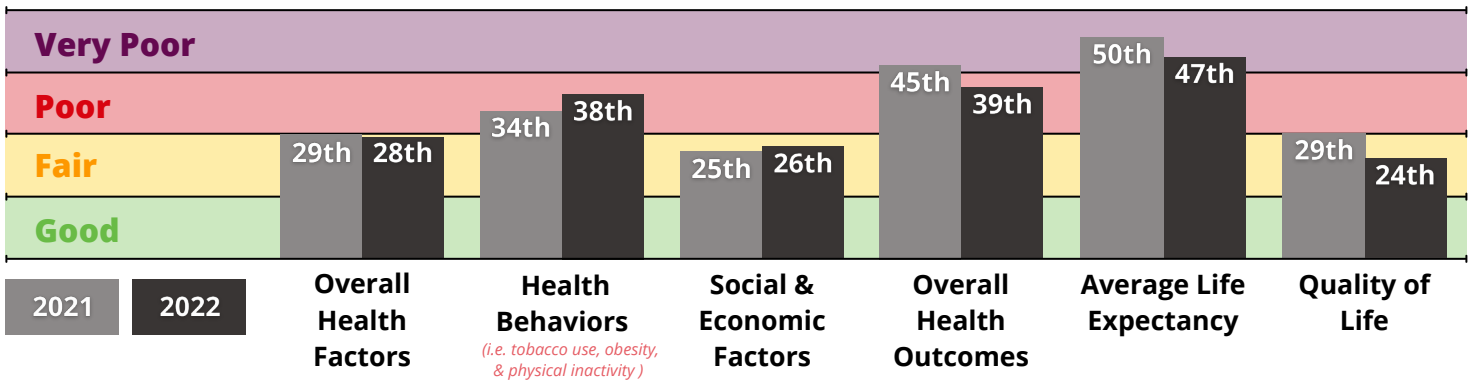
POOR HEALTH IS BAD FOR BUSINESS

HUMBOLDT COUNTY 2022 HEALTH SNAPSHOT

Humboldt County is ranked among the **lower middle range** counties in California for Overall Health Outcomes and **higher middle range** for Overall Health Factors¹



Humboldt County Health Rankings out of all 58 California counties¹



Smoking Rate²



15.1%

CA - 11%

+

Obesity Rate¹



28%

CA - 26%

+

Physical Inactivity Rate¹



22%

CA - 22%

=

Cost of Chronic Disease³



\$396,541,461

Per Year

COST OF SMOKING⁴



\$50,288,000

Direct
Healthcare Costs

\$45,568,000

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



Helping Communities Create Conditions for Better Health and Prosperity

www.norcal4health.org



LEARN MORE



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2 - Healthy Stores for a Healthy Community: Humboldt. <https://healthystoreshealthycommunity.com/counties/humboldt/>. Accessed 17 Dec. 2021.

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5 - "Prevention Means Business." Public Health Institute, <https://www.phi.org/thought-leadership/prevention-means-business/>. Accessed 15 Oct. 2021.

6 - Hood, C. M., Gennuso, K. P., Swain, G. R., & Catlin, B. B. (2016). County health rankings: Relationships between determinant factors and health outcomes. *American Journal of Preventive Medicine*, 50(2), 129-135. Retrieved from: <https://www.hhs.gov/sites/default/files/chep-sgr-causes-health-disadvantage-fs3.pdf>

7 - Rural Initiatives Strengthening Equity (RISE). *Reducing the Impact of Tobacco on Rural California Communities: A Policy Platform*. Chico, CA: California Health Collaborative; June 2021