Strategic Framework for the Office of Chronic Disease Prevention and Health Promotion

Mission
Improve quality of life, health and well-being through effective leadership, surveillance, education, advocacy and partnership development.

Vision
All South Dakotans living healthy lives free from the devastation of chronic diseases.

Underlying Theory
The Priority Areas and Objectives in the OHP Strategic Plan target South Dakotans where they live, work, learn, and play. The goal is to improve well-being and reduce burden at all levels of the Socio-Ecological Model:

- Individual
- Relationship
- Community
- Societal

2020 PRIORITY AREAS

A
Prevention and Health Promotion

1. Reduce the burden of obesity
2. Increase physical activity
3. Increase consumption of fruits and vegetables
4. Reduce the burden of commercial tobacco use
5. Reduce the burden of cardiovascular disease
6. Reduce the burden of diabetes
7. Reduce the burden of oral disease
8. Reduce the burden of cancer

B
Health Equity

C
Policy/Systems/Environment Change

* Lettering/numbering is for ease of reference only and is not intended to indicate sequence or priorities.

January 2014
**Prevention and Health Promotion**: Increase emphasis on promoting health and preventing risk factors, thereby reducing the onset of chronic health conditions.

1. Decrease the mortality rate for colorectal cancer in South Dakota from 16.8 to 12 per 100,000 (Cancer Registry). Colorectal Cancer; Comprehensive Cancer; Nutrition and Physical Activity
2. Decrease the mortality rate for cervical cancer in Native American women from 10.8 to 5.0 per 100,000 (Cancer Registry, Age Adjusted). Breast and Cervical; Comprehensive Cancer
3. Decrease the mortality rate for breast cancer in Native American women from 25 to 20 per 100,000 (Cancer Registry, Age Adjusted). Breast and Cervical; Comprehensive Cancer
4. Reduce the prevalence of cigarette smoking among Native American men from 42% to 33% (BRFSS). Tobacco; Oral Health; Comprehensive Cancer
5. Reduce the mortality rate of lung cancer among American Indians from 67.5 to 60.0 per 100,000 (Cancer Registry, Age Adjusted). Tobacco; Oral Health; Comprehensive Cancer
6. Decrease obesity among American Indians: Adults reporting BMI of 30 or above [obese] from 5.8% to 4% (BRFSS); High School Students from 23% to 18% (YRBS). Tobacco; Oral Health; Comprehensive Cancer
7. Reduce the prevalence of caries from 15% (SD Vital Stats). Tobacco; Oral Health; Comprehensive Cancer
8. Decrease the mortality rate of diabetes from 25 to 20 per 100,000. Diabetes; Tobacco; Nutrition and Physical Activity; Heart Disease and Stroke
9. Decrease the mortality rate for colorectal cancer in Native American men from 22.2 to 15.0 per 100,000 (Cancer Registry, Age Adjusted). Colorectal Cancer; Comprehensive Cancer; Nutrition and Physical Activity
10. Decrease the mortality rate for colorectal cancer in South Dakota from 22.2 to 15.0 per 100,000 (Cancer Registry, Age Adjusted). Colorectal Cancer; Comprehensive Cancer; Nutrition and Physical Activity

**Policy/Systems/Environment Change**: Transforming Communities by promoting social, environmental, policy, and systems approaches that support healthy living for individuals, families, and communities where they live work and play.

1. Establish and maintain community coalitions who address policy and environmental change in chronic disease prevention to 45 (OCDPHP). Nutrition and Physical Activity; Heart Disease and Stroke; Tobacco; Diabetes; Comprehensive Cancer
2. Increase the number of licensed childcare providers who serve two servings of vegetables per day from 31% to 40% (NPA). Nutrition and Physical Activity; Diabetes; Heart Disease and Stroke
3. Increase the percentage of licensed childcare that have structured physical activity everyday from 54.7% to 70% (NPA). Nutrition and Physical Activity; Diabetes; Heart Disease and Stroke
4. Increase the number of non-dental health professionals who bill Medicaid for fluoride varnish applications from 38 to 50 (Medicaid). Oral Health
5. Increase number of comprehensive tobacco free school policies from 46 to 100. (TCP). Tobacco; Comprehensive Cancer; Diabetes; Oral Health; Heart Disease and Stroke
6. Increase number of comprehensive tobacco free school policies from 46 to 100. (TCP). Tobacco; Comprehensive Cancer; Diabetes; Oral Health; Heart Disease and Stroke

**Health Equity**: Leverage program and policy activities, build partner capacities, and establish tailored interventions to help eliminate health disparities.

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4. Reduce the prevalence of cigarette smoking among Native American men from 42% to 33% (BRFSS). Tobacco; Oral Health; Comprehensive Cancer
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6. Decrease obesity among American Indians: Adults reporting BMI of 30 or above [obese] from 5.8% to 4% (BRFSS); High School Students from 23% to 18% (YRBS). Tobacco; Oral Health; Comprehensive Cancer
7. Reduce smoking prevalence: Adults from 23% to 19% (BRFSS); High School Students from 23% to 18% (YRBS); Middle School Students from 6% to 4%; During pregnancy from 16.9% to 15% (SD Vital Stats). Tobacco; Oral Health; Comprehensive Cancer
8. Decrease the prevalence of caries from 15% (SD Vital Stats). Tobacco; Oral Health; Comprehensive Cancer
9. Decrease the disparity rate for American Indians mortality rate for Stroke from 64 to 55 per 100,000. Heart Disease and Stroke; Tobacco; Diabetes; Nutrition and Physical Activity; Oral Health
10. Decrease the disparity rate for American Indians mortality rate for Stroke from 64 to 55 per 100,000. Heart Disease and Stroke; Tobacco; Diabetes; Nutrition and Physical Activity; Oral Health