

**Mission**

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

**Vision**

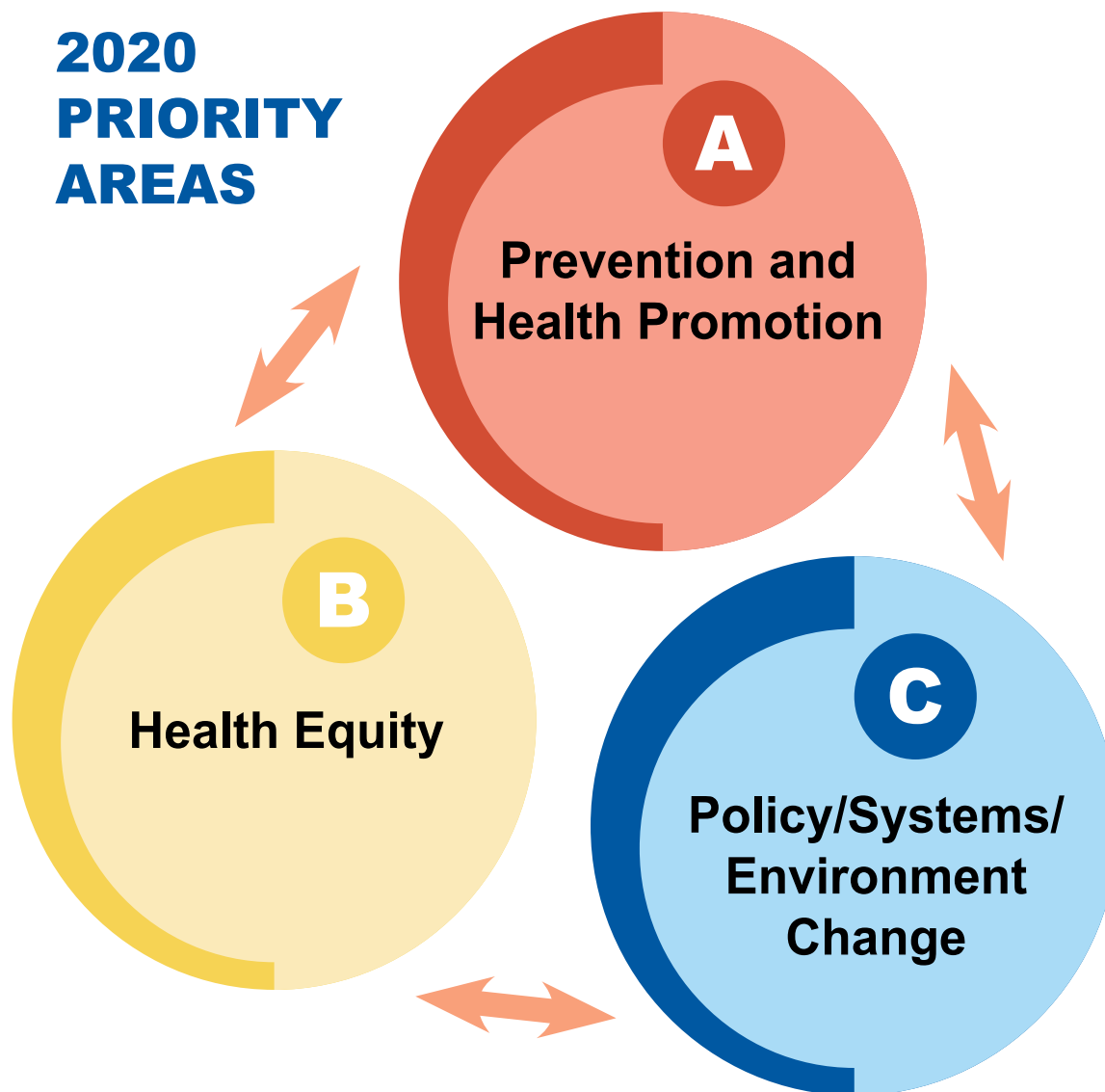
All South Dakotans living healthy lives free from the devastation of chronic diseases.

**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**



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

**Strategies:**

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

**A** **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 - Increase percentage of South Dakotans who meet the physical activity recommendations: Adults from 46.1% to 55% (BRFSS); High School Students from 48.6% to 67% (YRBS). [Nutrition and Physical Activity](#); [Diabetes](#); [Heart Disease and Stroke](#); [Comprehensive Cancer](#)
- 3 - Increase percentage of South Dakotans who consume at least 5 servings a day of fruits and vegetables: Adults from 18.6% to 25% (BRFSS); High School Students from 15% to 25% (YRBS). [Nutrition and Physical Activity](#); [Diabetes](#); [Heart Disease and Stroke](#); [Comprehensive Cancer](#)
- 4 - Decrease obesity in South Dakota: Adults reporting BMI of 30 or above [obese] from 28.1% to 23% (BRFSS); Students BMI-for-age at 95th%ile and above [obese] from 16% to 14% (NPA). [Nutrition and Physical Activity](#); [Diabetes](#); [Heart Disease and Stroke](#); [Oral Health](#); [Comprehensive Cancer](#)
- 5 - Reduce the prevalence of caries from 62% to 42% (BSS). [Oral Health](#)
- 6 - Reduce spit tobacco prevalence: Adult from 5.8% to 4% (BRFSS); High School Students from 15% to 7% (YRBS); Middle School Students from 4% to 2% (YTS). [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](#); [Heart Disease and Stroke](#); [Diabetes](#)
- 8 - Decrease the mortality of heart disease from 187 to 170 per 100,000. [Heart Disease and Stroke](#); [Tobacco](#); [Diabetes](#); [Nutrition and Physical Activity](#); [Oral Health](#)
- 9 - Decrease the mortality from cerebrovascular disease from 43 to 35 per 100,000. [Heart Disease and Stroke](#); [Tobacco](#); [Diabetes](#); [Nutrition and Physical Activity](#)
- 10 - Decrease the mortality of diabetes from 25 to 20 per 100,000. [Diabetes](#); [Tobacco](#); [Nutrition and Physical Activity](#); [Heart Disease and Stroke](#); [Oral Health](#)

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

- 1 - 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](#)
- 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 20.0 per 100,000 (Cancer Registry, Age Adjusted) [Breast and Cervical](#); [Comprehensive Cancer](#)
- 4 - Reduce the prevalence of cigarette smoking among Native American from 42% to 33% (BRFSS). [Tobacco](#); [Oral Health](#); [Comprehensive Cancer](#); [Heart Disease and Stroke](#)
- 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 44% to 30% (BRFSS); Students BMI-for-age at 95th%ile and above [obese] from 26% to 20% (NPA). [Nutrition and Physical Activity](#); [Heart Disease and Stroke](#); [Oral Health](#)
- 7 - Decrease the mortality of diabetes among American Indians from 132 to 100 per 100,000. [Diabetes](#); [Tobacco](#); [Nutrition and Physical Activity](#); [Heart Disease and Stroke](#); [Oral Health](#)
- 8 - Decrease the disparity rate for American Indians mortality rate for Heart Disease from 312 to 280 per 100,000. [Heart Disease and Stroke](#); [Tobacco](#); [Nutrition and Physical Activity](#); [Diabetes](#); [Oral Health](#)
- 9 - Decrease the disparity rate for American Indians mortality rate for Stroke from 64 to 55 per 100,000. [Heart Disease and Stroke](#); [Tobacco](#); [Nutrition and Physical Activity](#); [Diabetes](#); [Oral Health](#)

**C** **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 employers sponsoring worksite wellness programs from 153 to 350 (WorkWell). [Nutrition and Physical Activity](#); [Heart Disease and Stroke](#); [Tobacco](#); [Diabetes](#); [Comprehensive Cancer](#); [Colorectal Cancer](#); [Breast and Cervical](#); [Oral Health](#)