

# Investing in Healthy Communities

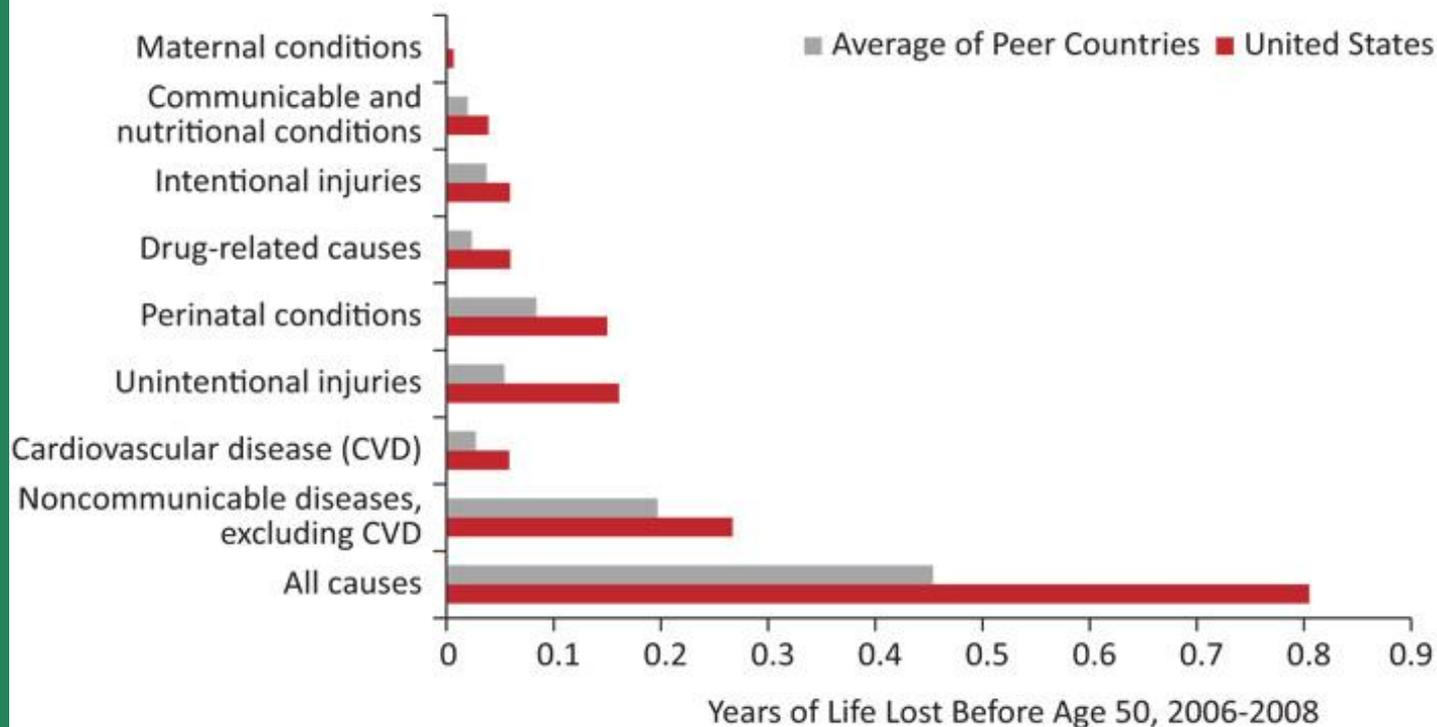
A Vision for Healthy Rural Communities

*Katie Wehr, MPH  
Program Officer*



Robert Wood Johnson  
Foundation

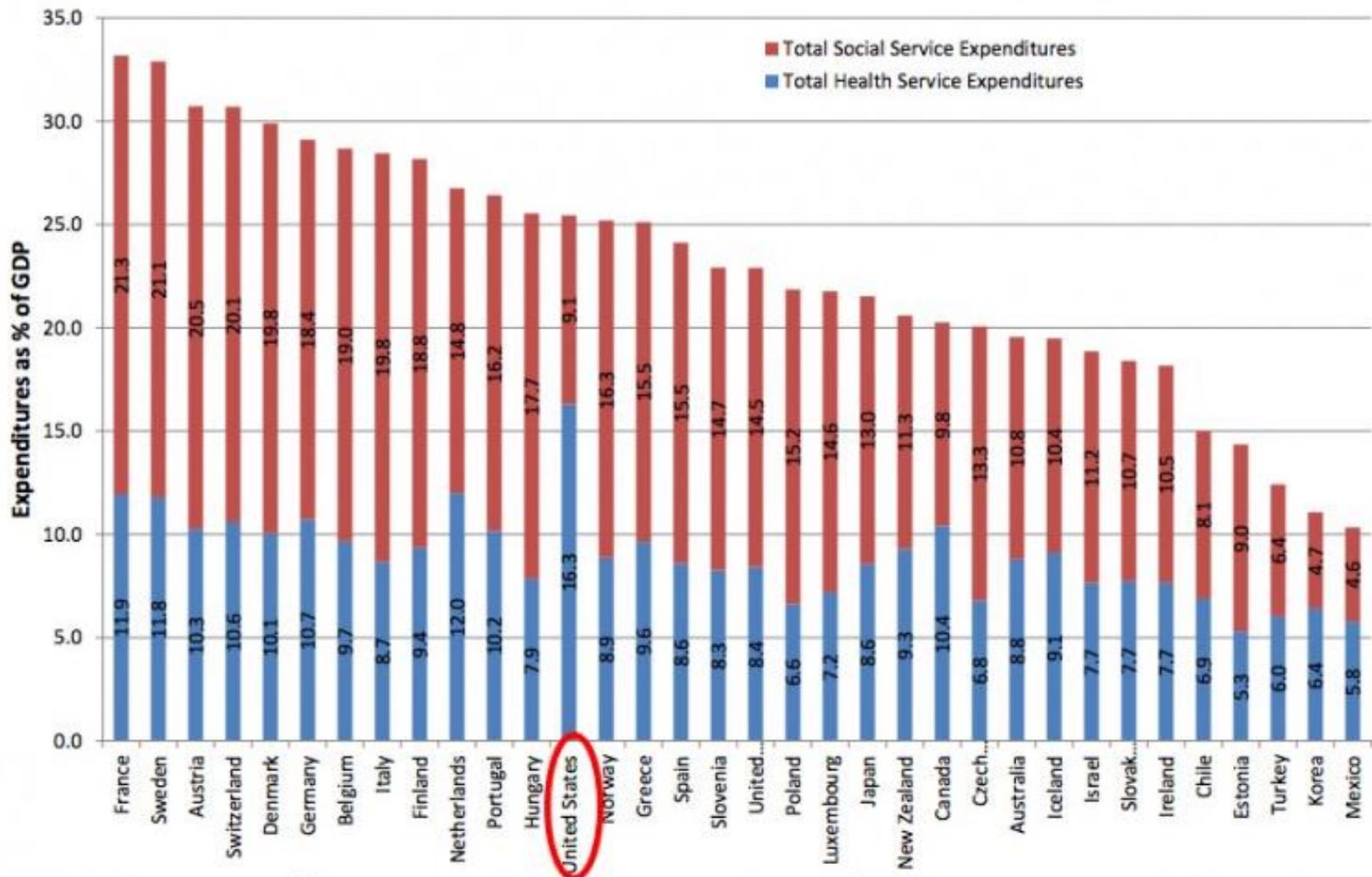
FIGURE: Causes of Death for U.S. Women Before Age 50, Compared with Average of Peer Countries, 2006-2008



NOTE: CVD is cardiovascular disease

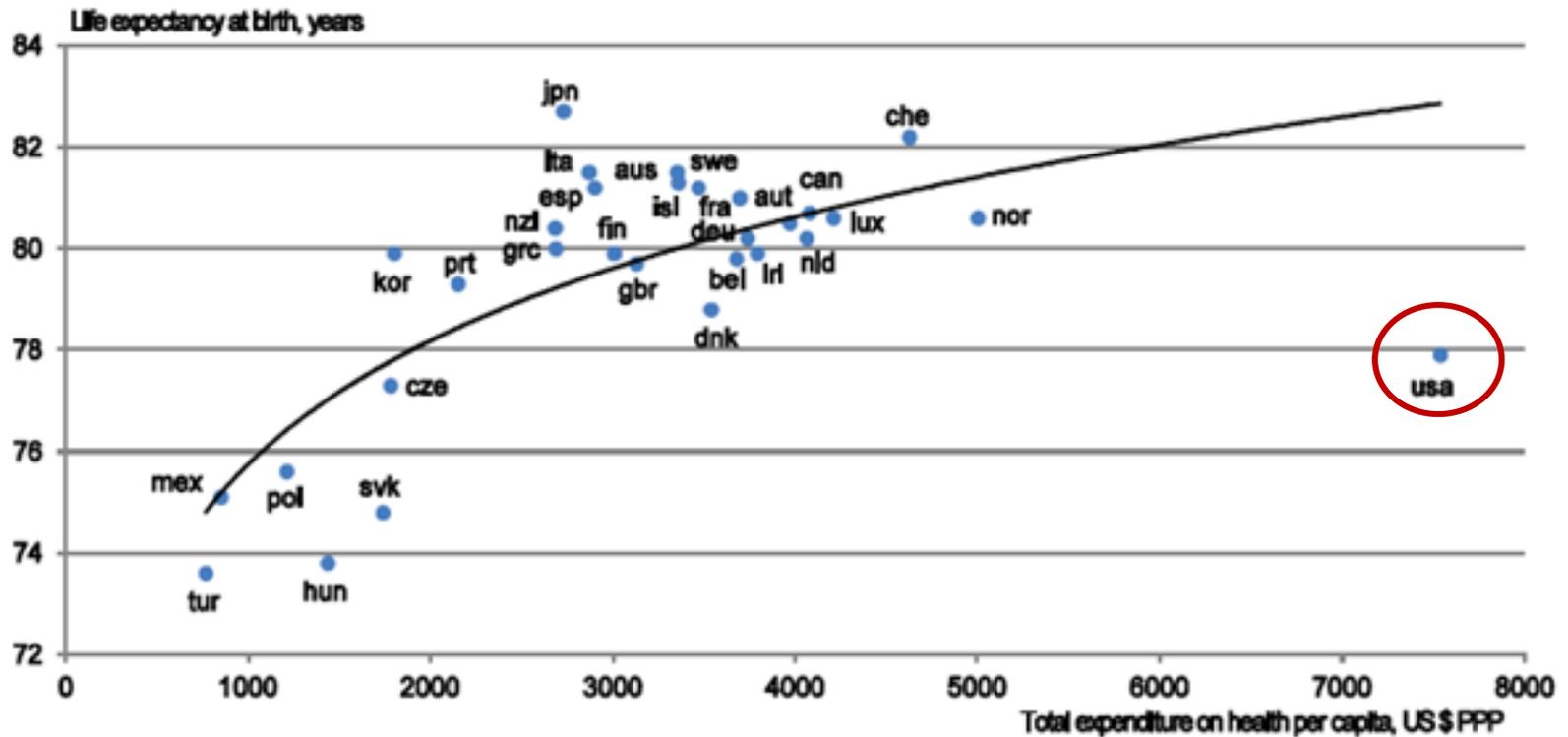
SOURCE: Data from the Human Mortality Database, the World Health Organization Mortality Database, and Statistics Canada, as reported in Ho, J. Y. and S.H. Preston (2011). *International Comparisons of U.S. Mortality*. Data analyses prepared for the National Academy of Sciences/ Institute of Medicine Panel on Understanding Cross-National Health Differences Among High-Income Countries. Population Studies Center, University of Pennsylvania. *U.S. Health in International Perspective: Shorter Lives, Poorer Health*, January 2013

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In OECD, for every \$1 spent on health care, about \$2 is spent on social services  
 In the US, for \$1 spent on health care, about 55 cents is spent on social services

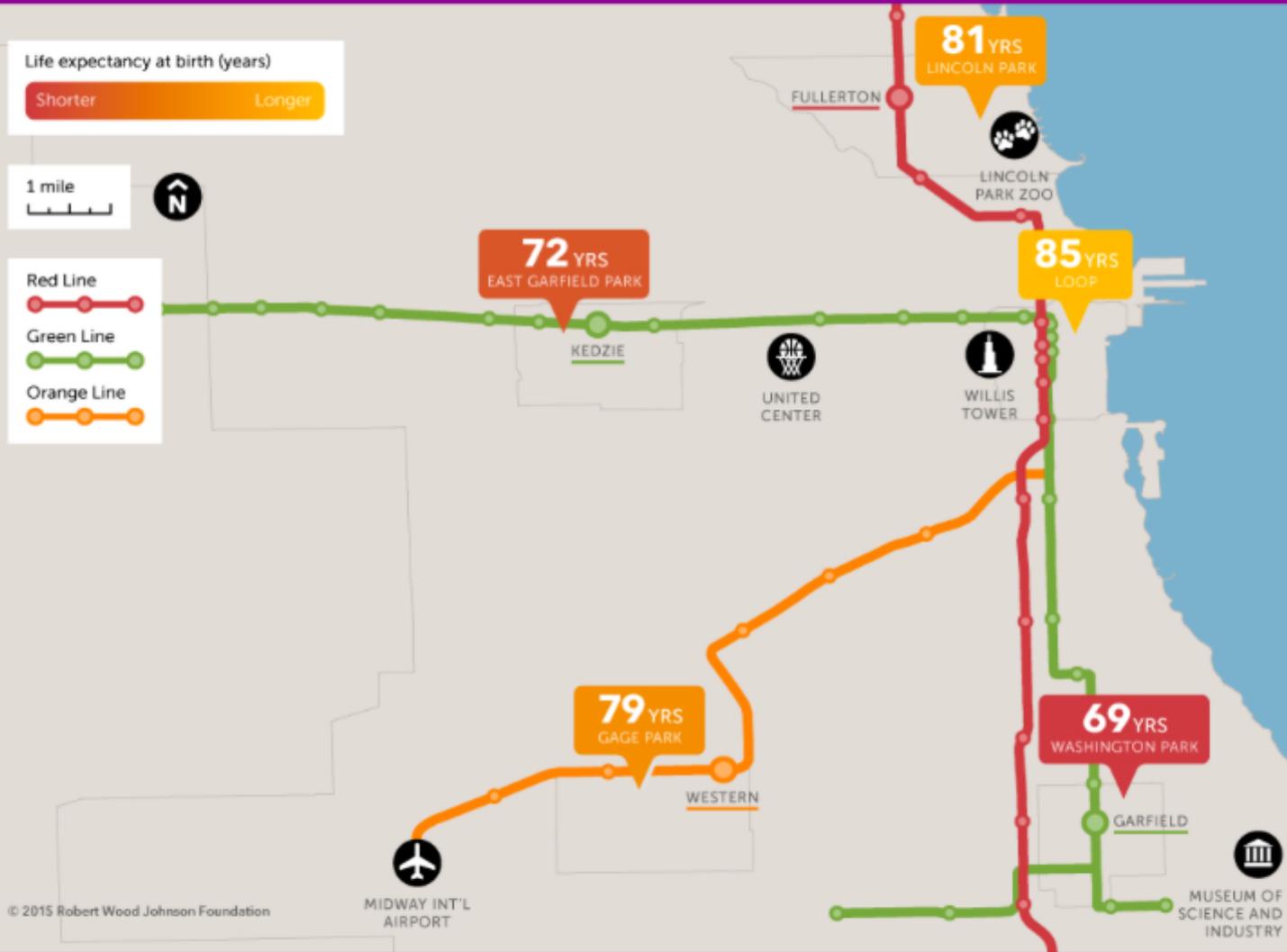
Figure 1. There are large differences in life expectancy and health care spending across OECD countries  
2008<sup>1</sup>



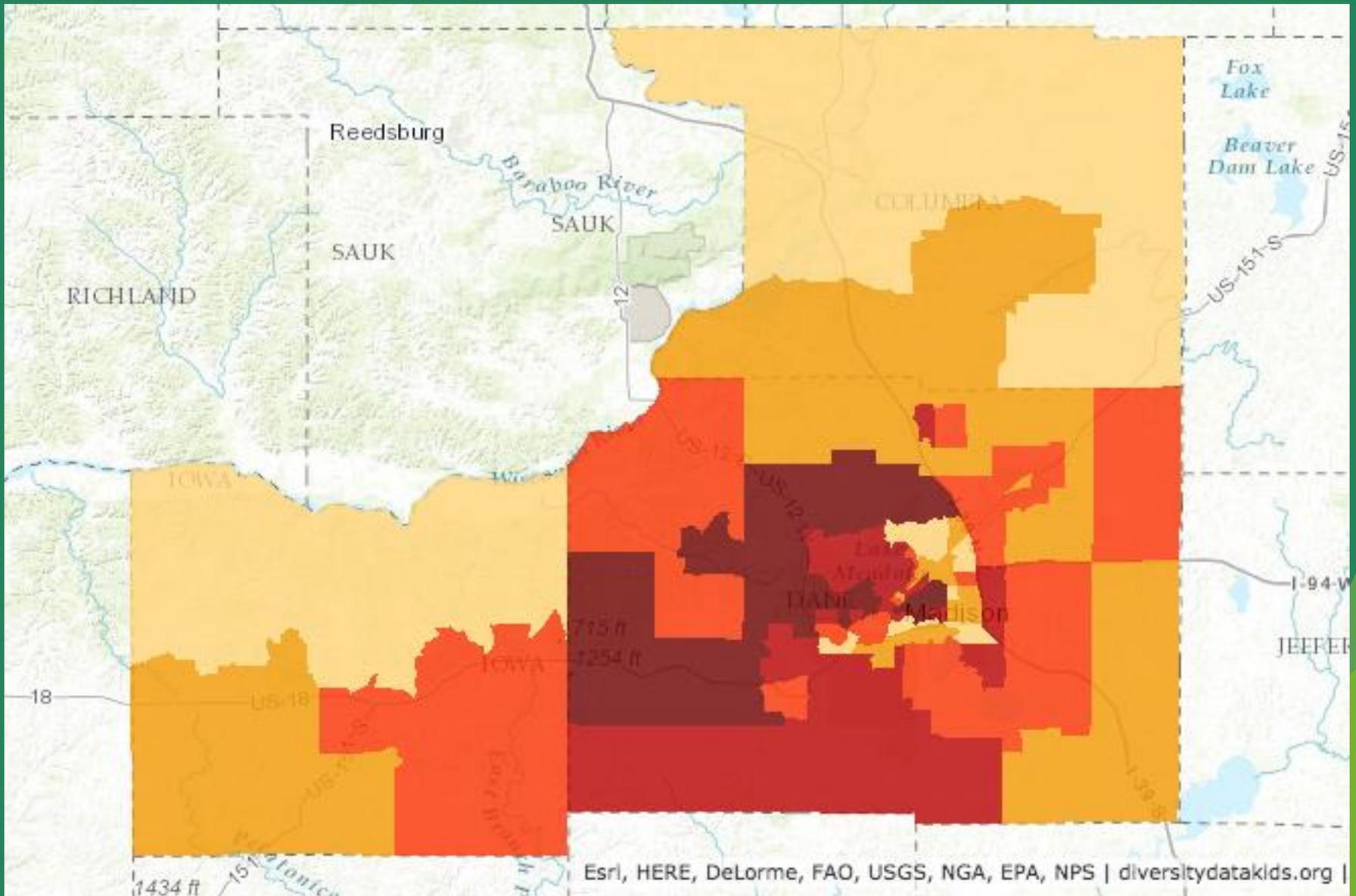
1. Or latest year available.

Source: OECD Health Data 2010.

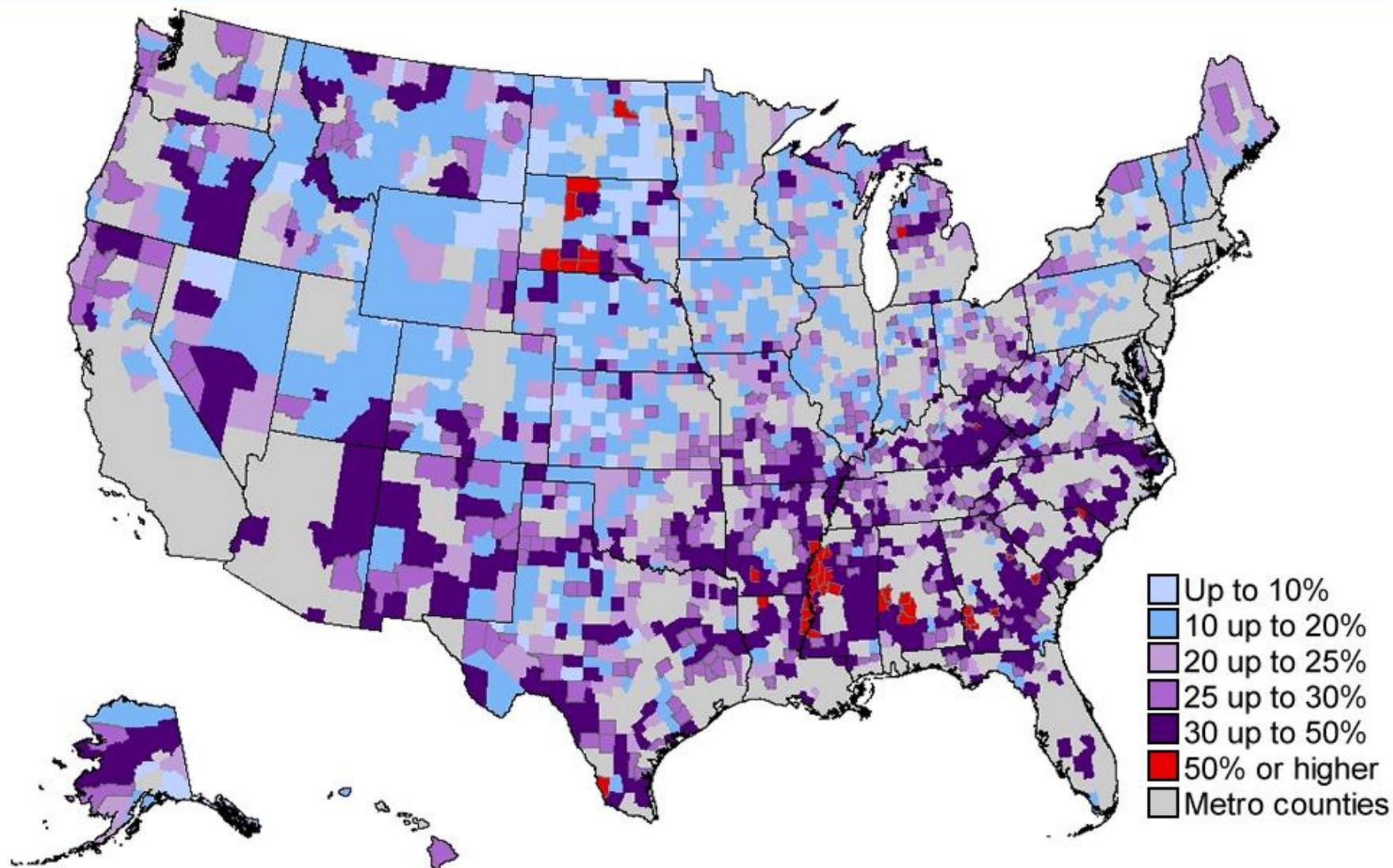
# Short Distances to Large Gaps in Health



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## Nonmetro related child poverty rates by county, 2010-14 average

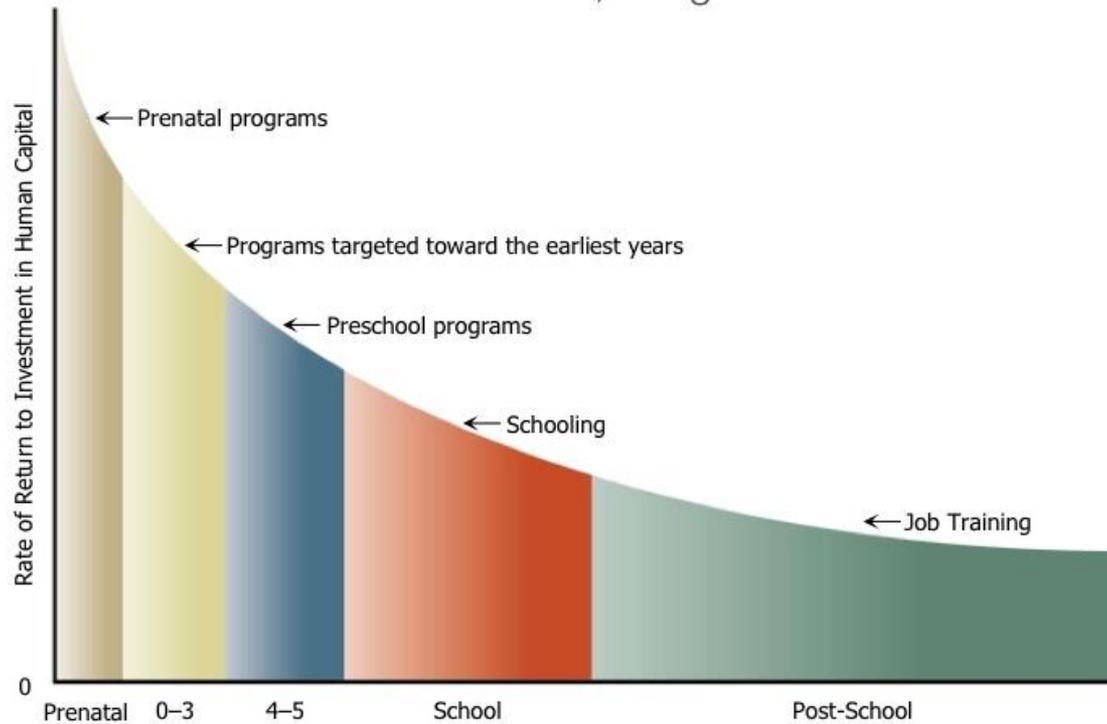


Note: Related children are defined as any child under 18 years old who is related to the householder by birth, marriage, or adoption.

Source: USDA, Economic Research Service using data from U.S. Census Bureau, 2010-14 American Community Survey, and 2013 Office of Management and Budget metro/nonmetro designations.

# EARLY CHILDHOOD DEVELOPMENT IS A SMART INVESTMENT

The earlier the investment, the greater the return



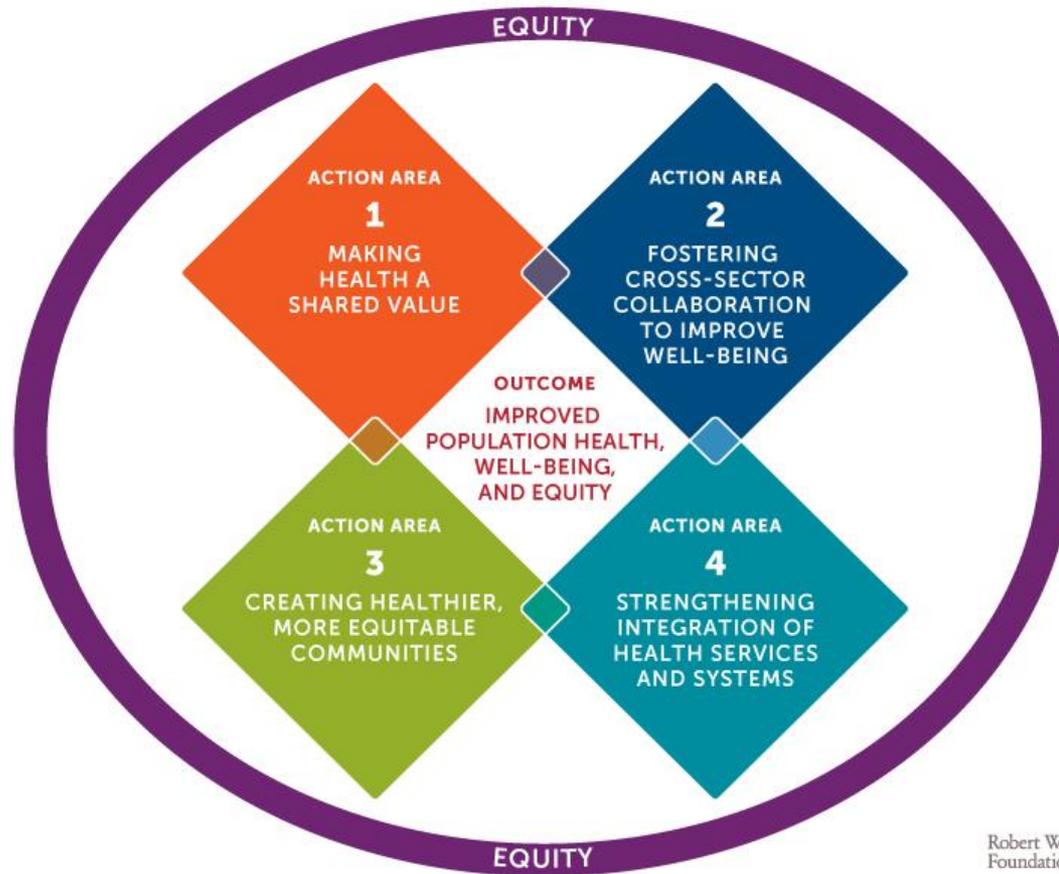
Source: James Heckman, Nobel Laureate in Economics



# Building a Culture of Health



# CULTURE OF HEALTH ACTION FRAMEWORK





# 24:1 CINEMA









# Additional resources

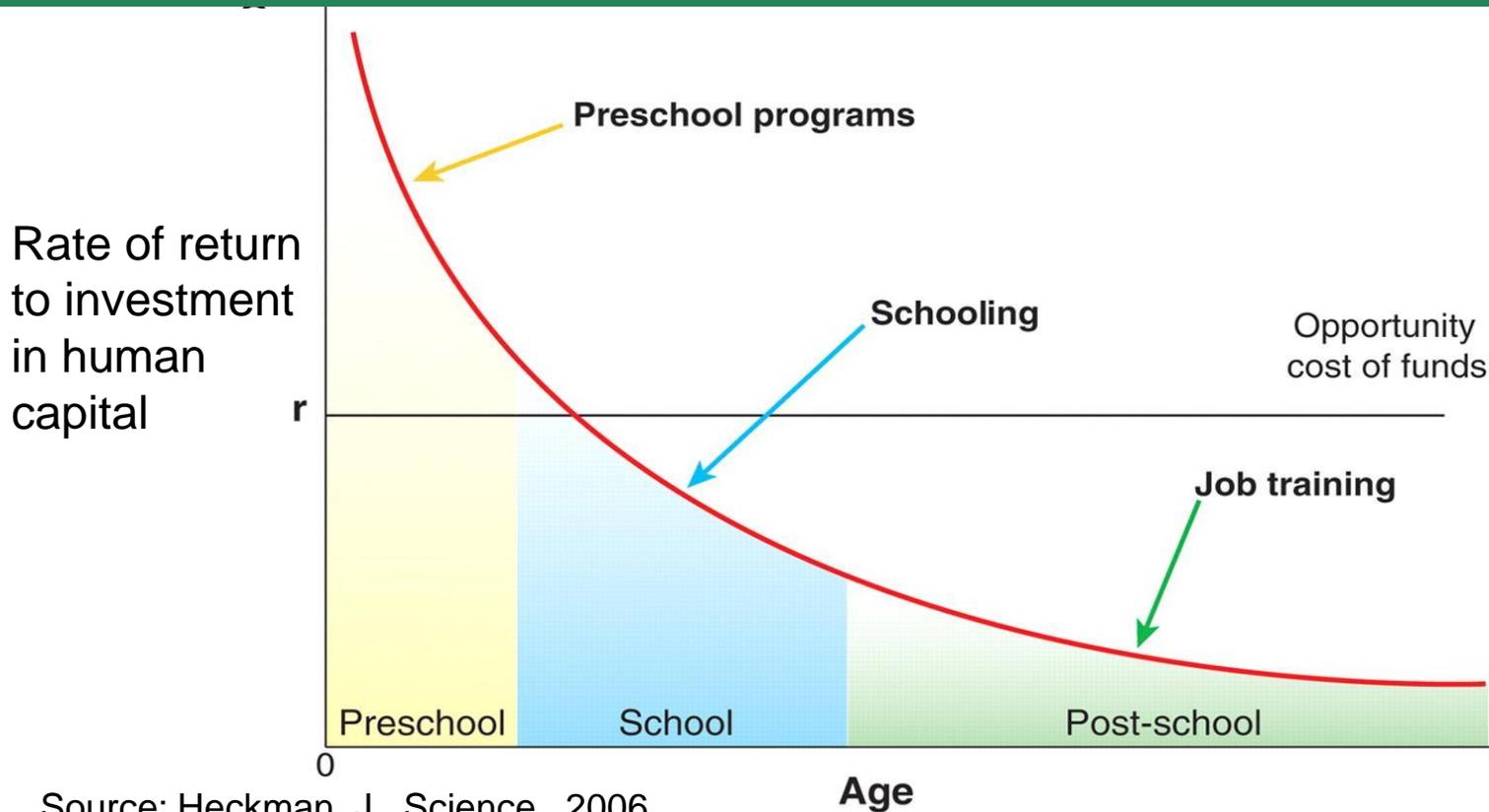
- **Prize winners and videos**

- <http://www.rwjf.org/en/library/collections/coh-prize-winners.html>

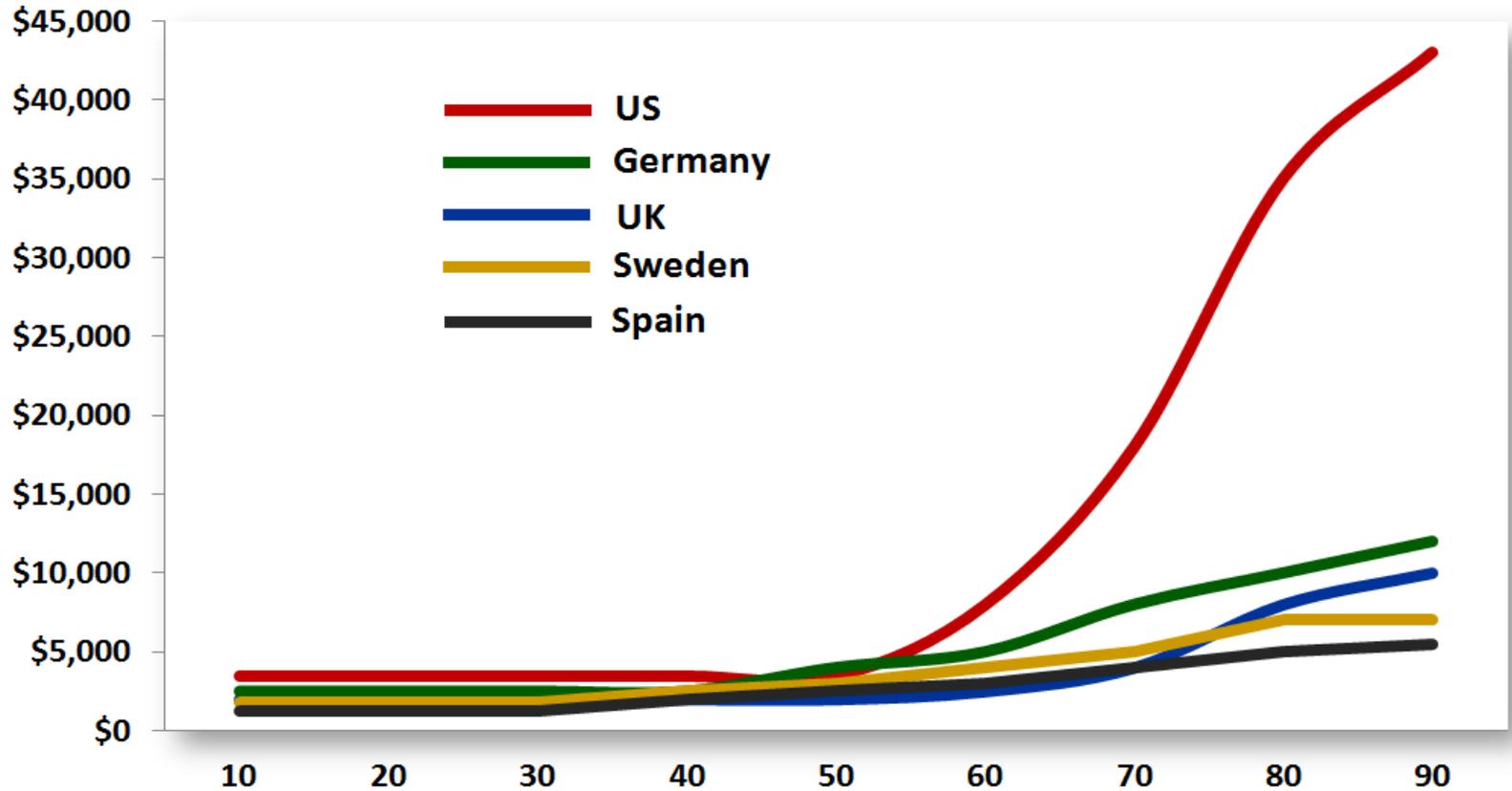


**Additional slides**

# When Possible, Invest Earlier



## Annual Per Capita Healthcare Costs by Age



Forbes, Dec 30, 2012; after Roth, Pittsburgh Post-Gazette, Dec 13, 2009.

# Life Expectancy by Age

## International Comparison

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Before age 75, the US never ranks above 15 out of 17 countries

