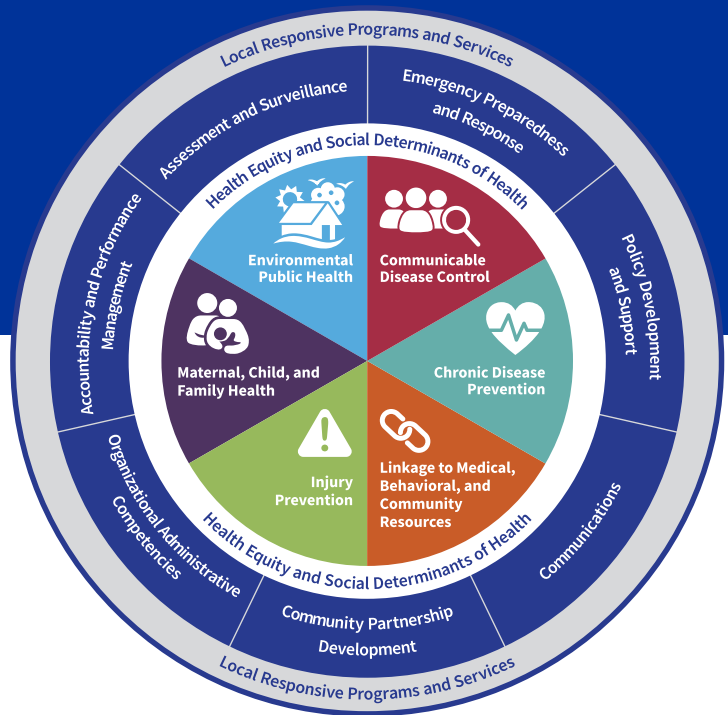


Public Health

Building a strong foundation for community health

Health isn't just about the absence of illness. It's about living our healthiest lives – physically, mentally, spiritually, and emotionally – so that we can reach our full potential and give back to our communities.

It is the mission of public health to make sure we all have what we need to thrive. Public health experts are trained to diagnose the health of a community by listening to the people who live there and by analyzing data to identify patterns and problems. Instead of waiting to treat people who are sick, public health brings together everyone who has a role in community wellness to develop strategies, policies, and programs that will prevent injuries and disease. This early investment saves our communities money and ensures we all have the opportunity to thrive.



It's the mission of public health to make sure we all have what we need to thrive.

Just like a building relies on a strong foundation, we depend on foundational public health services to assure safe food and water, prevent injuries, stop the spread of disease, improve health for our families, and connect us to local resources.

This public health framework, together with quality education, safe and affordable housing, accessible healthcare, and employment opportunities, creates an environment in which all of us can live our healthiest lives and thrive.

**Invest in our communities.
Invest in public health.**

#HealthierMO is a grassroots initiative focused on transforming Missouri's public health system into a stronger, more sustainable, culturally relevant and responsive system that allows public health experts to better meet the challenges of Missouri's diverse communities and offer every Missourian the fair opportunity for health.

#HealthierMO
722 E Capitol Ave • Jefferson City, MO 65101
HealthierMO.org



Public health builds a strong foundation that supports health over our lifetime.

Every \$1 invested in public health reaps **\$67–\$88** in benefits to society.⁸

Investments in public health don't achieve immediate results, but lead to healthier people and healthier communities over time. In fact, public health has already extended our lives by 25 years with immunizations, heart disease prevention, smoking cessation, and motor vehicle safety.

More than 7 in 10 Americans believe public health plays an important role in the health of their community.⁹

COVID-19

demonstrates clearly that public health must have the capacity to build community resilience and preparedness, issue and enforce public health orders, share information with key partners and the general public, and lead the health and medical response to public health emergencies.

Public health is a shared responsibility between federal, state, and local governments. Effective public health strategies will **lower costs** for our healthcare system, but we need to **invest in public health** in order to earn financial savings and healthier communities.

Investing \$10 more per person in public health spending leads to:

▼ **7.4%**
in infectious disease cases³

▼ **9.1**
deaths per 100,000 people⁴

▼ **health disparities**⁷

▼ **1.5%**
in deaths of premature infants³

▼ **0.4%**
cases of salmonella⁵

▼ **3–6%**
sexually transmitted diseases⁶

6 in 10 voters say they would pay higher taxes

to increase funding for local health departments to ensure we all have access to foundational public health protections.⁹



\$1 invested in childhood vaccinations
saves up to **\$11**²



\$1 invested in tobacco cessation
saves up to **\$3**¹

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