



# PROTECT NEW HAMPSHIRE

## PROTECT NIH FUNDING

Thanks in part to research funded by the National Institutes of Health (NIH), Americans live longer, healthier lives. Advances once thought impossible, like sequencing the human genome, happened because of NIH funding and opened a world of unprecedented opportunity.

**NIH research saves lives.** It helps prevent cancer, obesity, heart disease, diabetes, and other chronic diseases.

**NIH research helps the economy.** Every \$1 in NIH funding generates about \$2.21 in local economic growth. Discoveries from NIH-funded research also fuel the U.S. biomedical industry, which employs 1 million U.S. citizens and exports \$90 billion in goods and services annually.

**But funding for NIH research is threatened.** Inflation and sequestration have cost the NIH more than \$6 billion in purchasing power in the last decade. Less funding for research means:

- Slowdowns in developing new cancer drugs and finding effective strategies for preventing chronic diseases.
- The United States could lose its position as a world leader in science and technology.
- Fewer jobs in every state in the nation.

## NIH FUNDING BENEFITS NEW HAMPSHIRE

The National Institutes of Health (NIH) pumps millions of dollars into New Hampshire's economy and creates necessary medical research jobs.

**New Hampshire received \$98 million NIH dollars in 2015, supporting 200 research and disease-prevention projects.**

Society of Behavioral Medicine members in New Hampshire received NIH funding for projects including:

- A study to examine the impact of fast food and high-sugar breakfast cereal marketing on preschool-age children's diets. Unhealthy foods are most aggressively marketed to young children via TV commercials, product placements in youth-rated movies, and onsite promotions at fast food restaurants. Monitoring children's exposure to these outlets—and their subsequent dietary behaviors—will have important public health implications for preventing obesity in children. Such research can inform effective health policy and responsible food marketing practices.



*Make NIH funding a national priority. Let's move forward—not backward.*

*The Society of Behavioral Medicine is a 2,200-member organization of scientific researchers, clinicians, and educators. They study interactions among behavior, biology, and the environment, and translate findings into interventions that improve the health and well-being of individuals, families, and communities.*

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# PROTECT NEW HAMPSHIRE

## PROTECT PREVENTION FUNDING

The health care system usually treats people after they become sick. More, however, can be done to *prevent* disease onset.

The nonpartisan National Prevention Council—and the Society of Behavioral Medicine—are shifting the focus to prevention. The council's National Prevention Strategy seeks to “improve the health and quality of life for individuals, families, and communities by moving the nation from a focus on sickness and disease to one based on prevention and wellness.”

We need more than a strategy. Prevention funding, like the U.S. Prevention and Public Health Fund, must be protected and increased.

*75% of America's health care dollars are spent treating preventable conditions—while only 3% of health care dollars go toward prevention.*

The Prevention Fund supports services and programs that reduce tobacco use, increase physical activity, and improve nutrition, sparing millions of Americans the suffering and loss of life associated with obesity, diabetes, heart disease, cancer, and other preventable diseases. But more must be done—such preventable diseases continue to cause 70% of U.S. deaths and cost \$1.3 trillion in treatment costs and lost productivity every year. **Lives—and dollars—can be saved through prevention.**



*Protect prevention funding—American lives depend on it.*

## NEW HAMPSHIRE NEEDS PREVENTION FUNDING

**Many New Hampshire adults suffer from preventable chronic conditions:**

- 27% are obese.
- 8,000 get diagnosed with cancer annually.
- 9% have diabetes.
- 30% have high blood pressure.

22% of New Hampshire residents also are physically inactive, 16% use tobacco, and only 23% eat the recommended number of fruits and vegetables.

### **The U.S. Prevention Fund is helping!**

Statewide the fund is improving access to vaccines, helping smokers quit, and ensuring more women get breast and cervical cancer screenings.

Local communities are benefiting too. For example:

- The New Hampshire Minority Health Coalition received \$56,250 to improve high cholesterol, diabetes, and hypertension self-management among African Americans and Latinos served by community health centers in Hillsborough County.
- Dartmouth College received \$618,734 to train public health workers.