

# PROTECT COLORADO

## PROTECT NIH FUNDING

**National Institutes of Health (NIH) research saves lives.** It helps prevent and treat cancer, obesity, heart disease, diabetes, and other chronic diseases. Half of U.S. adults suffer from one or more chronic diseases.

**NIH research helps the economy.** Every \$1 in NIH funding generates about \$2.21 in local economic growth. NIH-supported research adds \$69 billion to our annual GDP and supports 7 million jobs.

**But funding for NIH research is threatened.** Inflation and sequestration have cost the NIH more than \$6 billion in purchasing power since 2004. 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. Scientific competitors like China are currently increasing their investments in research.
- Fewer jobs in every state in the nation and the loss of promising researchers to other career paths.

## NIH FUNDING BENEFITS COLORADO

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

**Colorado received \$356 million NIH dollars in 2017, supporting 1,023 research projects.**

Society of Behavioral Medicine members in Colorado received NIH funding for:

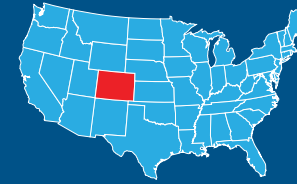
- Creation and testing of a social media campaign to convince moms not to let their teenage daughters indoor tan. Indoor tanning increases the risk of skin cancer. Many states have restricted indoor tanning access by minors but allow parental consent exceptions.
- Research into the effects of exercise on neurobiological health in older adults. Aerobic exercise may protect against age-related cognitive decline and help enhance social, emotional, and economic functioning in older adults, effectively reducing the damaging effects of advanced age on the brain.



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

*The Society of Behavioral Medicine is a 2,400-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 COLORADO

## 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 Society of Behavioral Medicine and National Prevention Council 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. The public agrees—76% of Americans support increased funding for prevention programs.

*86% of America's health care dollars are spent treating preventable chronic conditions—yet 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.*

## COLORADO NEEDS PREVENTION

**Many Colorado adults suffer from preventable chronic conditions:**

- 20% are obese.
- 25,000 get diagnosed with cancer annually.
- 7% have diabetes.
- 26% have high blood pressure.

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

Statewide the fund is improving access to vaccines, ensuring more women get breast and cervical cancer screenings, and allowing better chronic disease surveillance and epidemiology.

Local communities are benefiting too.

- The Denver Health & Hospital Authority received \$610,000 for tobacco control; obesity prevention through healthy eating and active living; and improved clinical care for high blood pressure and cholesterol.
- The University of Colorado Denver received \$650,000 to train public health workers.