

MAKING HEALTH PRIMARY

A 2017 Calendar of Resources
for Promoting Primary Care



BROUGHT TO YOU BY AMERICA'S FAMILY PHYSICIANS

DELIVERING ON THE PROMISE OF PRIMARY CARE

We know that a strong primary care-based health system leads to:

BETTER HEALTH



The evidence shows that access to primary care can help us **live longer, healthier lives!**

Studies suggest that as many as **127,617 deaths per year in the United States**

could be averted through an increase in the number of primary care physicians.²

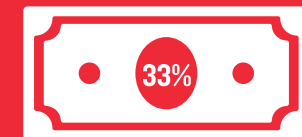
In areas of the country where there are more primary care providers per person,



death rates for cancer, heart disease, and stroke are lower and people are less likely to be hospitalized.^{1,3}

LOWER COST

A primary care-based system may cost less because **patients experience fewer hospitalizations, less duplication and more appropriate technology.**⁴



U.S. adults who have a primary care physician have

33 percent lower health care costs!

Medicare spending is less for states with more primary care physicians and yet these states have more effective, higher-quality care.⁶

BETTER CARE

Urban and rural communities that have an adequate supply of primary care practitioners experience **lower infant mortality, higher birth weights, and immunization rates at or above national standards despite social disparities.**⁴



An increase of **one primary care doctor per 10,000 people** can decrease costly and unnecessary care:⁵

- Outpatient visits 5.0%
- Inpatient admissions 5.5%
- ER visits 10.9%
- Surgeries 7.2%

Evidence also shows that **primary care (in contrast to specialty care) is associated with a more equitable distribution of health in populations**, a finding that holds in both cross-national and within-national studies.²



BE A CHAMPION FOR PRIMARY CARE

A Calendar with Facts and Ideas to Help You Spread the Word

Thank you for supporting family medicine in our commitment to put the “health” back in health care and deliver on the promise of true primary care in America. As a champion for *Health is Primary*, you can help us amplify our messages and increase our impact as we work to transform America’s health care system.

This calendar has facts and ideas that you can use to spread the word about the value and importance of primary care. Each month, the campaign will focus on promoting a different aspect of primary care and this calendar will help you follow along. If we join forces and have a common message, we can help ensure a strong foundation of primary care and a healthier America.

TIPS FOR USING THIS CALENDAR

- **Look** at the “act” tab of www.healthisprimary.org for 10 ways you can get involved each month. We will have links to the materials to help you implement the ideas you find here.
- **Use** “The Facts” listed on each month to promote primary care in social media, newsletters, blog posts and conversations to drive home the value of primary care.
- **Implement** “Be A Champion” suggestions each month and send any new ideas for spreading the word to us at champions@healthisprimary.org.
- **Tell us** about your work to spread the word. Contact us at champions@healthisprimary.org.

We are excited to join forces with you to create an America where health care works for everyone and delivers better care and better outcomes at lower cost.

If you have any questions or need assistance or materials to champion the cause of primary care and family medicine, please do not hesitate to contact us at champions@healthisprimary.org.

¹ The Commonwealth Fund, “Health Reform & You - Primary Care: Our First Line of Defense.” 12 June 2013. Available at http://www.commonwealthfund.org/~media/files/publications/health-reform-and-you/health-reform_primary-care_612.pdf.

² Starfield, B., L. Shi, and J. Macinko. “Contribution of Primary Care to Health Systems and Health.” *The Milbank Quarterly*. 2005. Vol. 83, No. 3. (pp. 457-502). Available at <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2690145/>.

³ Macinko, J., B. Starfield, and L. Shi. “Quantifying the Health Benefits of Primary Care Physicians Supply in the United States.” *International Journal of Health Services Research*. 2007. Vol. 37, No. 1. (pp. 111-126). Available at http://www.jhsph.edu/sebin/m/n/2007_IJHS_Macinko.pdf.

⁴ Rosenthal, T. “The Medical Home: The Growing Evidence to Support a New Approach to Primary Care.” *Journal of the American Board of Family Medicine*. September-October 2008. Vol. 21. No. 5. Available at <http://www.jabfm.org/content/21/5/427.full.pdf+htm>.

⁵ Kravet, S.J. A.D. Shore, R. Miller, G.B. Green, K. Kolodner, and S.M. Wright. “Health Care Utilization and the Proportion of Primary Care Physicians.” *American Journal of Medicine*. 12 February 2008. Available at <http://www.ncbi.nlm.nih.gov/pubmed/18261503>.

⁶ Baicker, K., and A. Chandra. “Medicare spending, the physician workforce, and beneficiaries’ quality of care.” *Health Affairs*. 7 April 2004. Available at <http://content.healthaffairs.org/content/early/2004/04/07/hlthaff.w4.184.full.pdf+html>.

JANUARY

This month, *Health is Primary* is focusing on fitness and nutrition and highlighting the role of primary care in promoting health and preventing disease. We are sharing the facts about health behaviors in America and how primary care can help encourage and support healthy eating and exercise for patients. **Join us and spread the word. #MakeHealthPrimary #FactsNotFads #FitnessandNutritionarePrimary**

BE A CHAMPION

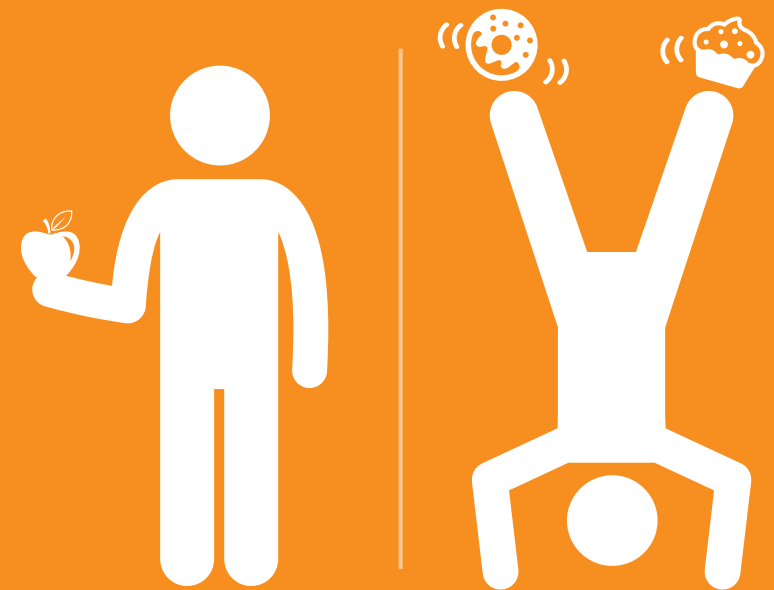


- **Promote** the campaign's Fitness and Nutrition ad/poster on your website and in your office.
- **Distribute** patient information materials (tear sheets) on [fitness](#) and [nutrition](#) in your primary care practice.
- **Offer** to host “brown bag” lunch presentations for employers in your community. Have a member of the care team share tips for healthy eating and exercise with the company's employees.
- **Share** the facts about fitness and nutrition and primary care through social media. Post regularly on Twitter and Facebook using the facts listed here. Don't forget to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!
- **Share** your stories about how primary care is promoting and supporting healthy behaviors in your practice, community or state. Go to www.healthisprimary.org and click on the “stories” tab.

THE FACTS ABOUT FITNESS AND NUTRITION

- Only about half (49.5 percent) of Americans 18 and over meet the recommended physical activity guidelines for aerobic activity. (CDC)
- In 2011–2012, children and adolescents consumed on average 12.4 percent of their daily calories from fast food restaurants. (CDC)
- Primary care physicians play a key role in encouraging healthy lifestyles. (Ann Fam Med, 2008)
- In the U.S., states with higher ratios of primary care physicians to population have less obesity. (Macinko, J., Starfield, B., & Shi, L., 2007)
- Patients' trust and commitment to their physician favorably influence their health behaviors, level of satisfaction and adherence to a medical regimen. (Ann Fam Med, 2008)




FACTS, NOT FADS



EMAIL US AT CHAMPIONS@HEALTHISPRIMARY.ORG
FOR UP-TO-DATE INFORMATION

JANUARY FOCUS: FITNESS AND NUTRITION

01 | 2017

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1 NEW YEAR'S DAY	2	3  Fitness and nutrition is about focusing on long term habits rather than fads. Your #primarycare doctor can help you create a plan!	4	5	6	7																																																																								
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15	16 MARTIN LUTHER KING, JR. DAY	17	18	19  Check out our fitness tips on adding regular exercise to your routine, learn more on how to #MakeHealthPrimary: http://bit.ly/fitnesship	20	21																																																																								
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NATIONAL DRUG AND ALCOHOL FACTS WEEK																																																																														
29	30	31  Check out our nutrition tips on managing weight/eating healthy: http://bit.ly/nutritionhip #MakeHealthPrimary	1	2	12 2016 <table border="1"> <tr><td></td><td>1</td><td>2</td><td>3</td><td></td><td></td></tr> <tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr> <tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td></tr> <tr><td>28</td><td>29</td><td>30</td><td>31</td><td></td><td></td></tr> </table>		1	2	3			4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			02 2017 <table border="1"> <tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td></td></tr> <tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> <tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr> <tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr> <tr><td>29</td><td>30</td><td></td><td></td><td></td><td></td></tr> </table>		1	2	3	4		5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
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FEBRUARY

This month, *Health is Primary* is focusing on chronic disease and highlighting the role of primary care in preventing and managing chronic conditions. We are sharing the facts about the prevalence of chronic conditions in the United States and how primary care integrated teams can provide better care, better outcomes at lower costs. **Join us and spread the word. #MakeHealthPrimary #TeamsWork**

THE FACTS ABOUT CHRONIC DISEASE

- As of 2012, about half of all adults—117 million people—had one or more chronic health conditions. One of four adults had two or more chronic health conditions. (CDC)
- Seven of the top 10 causes of death in 2010 were chronic diseases. Two of these chronic diseases—heart disease and cancer—together accounted for nearly 48 percent of all deaths. (CDC)
- Prevention and management of chronic disease are best performed by multidisciplinary teams in primary care and public health. (Health Affairs, 2009)
- Primary care physicians, compared with specialists, provide equal quality of care at lower cost for patients with diabetes and hypertension. (Bodenheimer, T., & Grumbach, K., 2000)
- Continuity of care, which implies that individuals use their primary source of care over time for most of their health care needs, is associated with great satisfaction, better compliance, and lower hospitalization and emergency room use. (Starfield, B., Shi, L., & Macinko, J., 2005)

BE A CHAMPION



- **Promote** the campaign's Teams Work [ad/poster](#) on your website and in your office. You can find our ads/posters on the bottom of the "act" tab in the red tool library.
- **Distribute** patient information materials (tear sheets) on chronic disease ([hypertension](#), [heart disease](#), [diabetes](#)) in your primary care practice.
- **Write** a blog post or op-ed for your local paper about the importance of primary care in addressing chronic disease. Talk about the need for a strong foundation of primary care to address the high rates of chronic disease in America. Share a patient success story to demonstrate the value of continuous, coordinated care.
- **Share** the facts about chronic disease management and primary care through social media. Post regularly on Twitter and Facebook using the facts listed here. Don't forget to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!
- **Share** your stories about how primary care teams are delivering comprehensive, continuous care and better outcomes for chronic disease patients in your practice, community or state. Go to www.healthisprimary.org and click on the "stories" tab.




TEAMS WORK



EMAIL US AT CHAMPIONS@HEALTHISPRIMARY.ORG
FOR UP-TO-DATE INFORMATION

FEBRUARY FOCUS: CHRONIC DISEASE

02 | 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	1	2	3	4
			FEBRUARY IS AMERICAN HEART MONTH	GROUNDHOG DAY	 <p>#DYK? About half of all adults have had 1 or more chronic health conditions. It's time to #MakeHealthPrimary</p>	WORLD CANCER DAY
5	6	7	8	9	10	11
12	13	14	15	16	17	18
		VALENTINE'S DAY	 <p>Learn more about Chronic Kidney Disease and hypertension: http://bit.ly/CKDhypertension #MakeHealthPrimary</p>			
19	20	21	22	23	24	25
	PRESIDENT'S DAY					
26	27	28	1	2	01 2017 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	
					03 2017 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	
	 <p>Learn more about heart disease & know your risk for this chronic disease: http://bit.ly/HIPHD #MakeHealthPrimary</p>					

MARCH

This month, *Health is Primary* is focusing on care coordination and highlighting the role of primary care in ensuring continuous, coordinated care for all. We are sharing the facts about how coordinated care led by a primary care physician can lead to better care, better health and lower costs. **Join us and spread the word. #MakeHealthPrimary #CareCoordinationisPrimary**

THE FACTS ABOUT PRIMARY CARE AND CARE COORDINATION

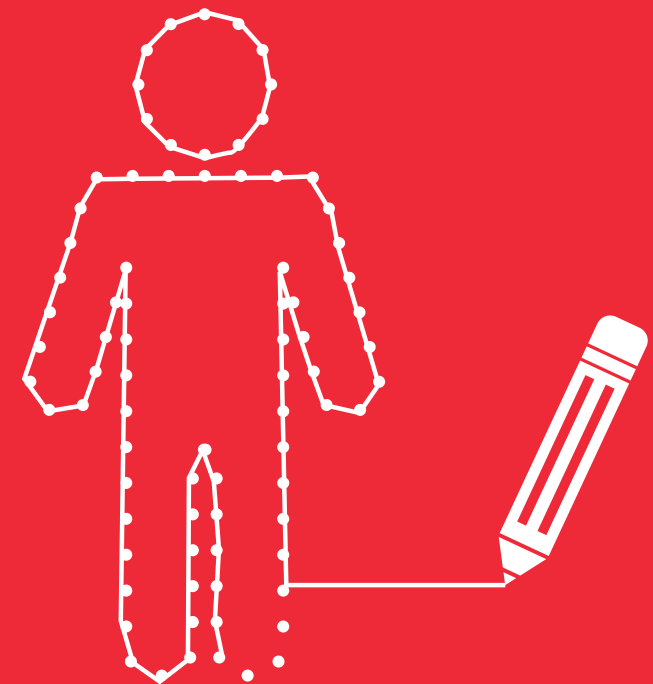
- The main goal of care coordination is to meet patients' needs and preferences in the delivery of high-quality, high-value health care. (Agency for Healthcare Research and Quality)
- In coordinated care, patient's needs and preferences are known and communicated at the right time to the right people, and this information is used to guide the delivery of safe, appropriate and effective care. (Agency for Healthcare Research and Quality)
- Well-designed, targeted care coordination that is delivered to the right people can improve outcomes for everyone: patients, providers and payers. (Agency for Healthcare Research and Quality)
- Clinical coordination involves determining where to send the patient next (e.g., sequencing among specialists), what information about the patient is necessary to transfer among health care entities, and how accountability and responsibility is managed among all health care professionals (doctors, nurses, social workers, care managers, supporting staff, etc.). (Agency for Healthcare Research and Quality)

BE A CHAMPION

- **Promote** the campaign's Dots Connected ad/poster on your website and in your office. You can find our [ads/posters](#) on the bottom of the "act" tab in the red tool library.
- **Distribute** [patient information materials](#) (tear sheets) on care coordination in your primary care practice.
- **Write** a blog post or op-ed for your local paper about the importance of primary care to care coordination. Talk about how a coordinated care team with a primary care physician taking the lead can lead to improved patient outcomes. Share a patient success story to demonstrate the value of continuous, coordinated care.
- **Share** the facts about coordinated care and primary care through social media. Post regularly on Twitter and Facebook using the facts listed here. Don't forget to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!
- **Share** your stories about how primary care teams are delivering comprehensive, continuous care and better outcomes for patients in your practice, community or state. Go to www.healthisprimary.org and click on the "stories" tab.






DOTS CONNECTED



EMAIL US AT CHAMPIONS@HEALTHISPRIMARY.ORG
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MARCH FOCUS: CARE COORDINATION

03 | 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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5	6	7	8	9	10	11
<p>12</p> <p>☾ DAYLIGHT SAVINGS TIME BEGINS</p>	13	<p>14</p> <p></p> <p>Join us & share the word of continuous, coordinated care for all. Learn how to advocate: http://healthisprimary.org/act #MakeHealthPrimary</p>	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	<p>30</p> <p></p> <p>Well-designed, targeted care coordination delivered to the right people can improve health outcomes #MakeHealthPrimary</p>	31	1

APRIL

This month, *Health is Primary* is focusing on health equity and highlighting the role of primary care in reducing health disparities. We are sharing the facts about health disparities in America and how improved access to primary care can promote health equity. **Join us and spread the word. #MakeHealthPrimary #AccessforAll #HealthEquityisPrimary**

THE FACTS ABOUT HEALTH EQUITY

- Health disparities continue to undermine opportunities for economic and social development of too many communities in the United States and globally. (Health Equity Initiative)
- Urban and rural communities that have an adequate supply of primary care practitioners experience lower infant mortality, higher birth weights and immunization rates at or above national standards despite social disparities. (Phillips, R., & Bazemore, A., 2010)
- Health Equity is providing every person with the same opportunity to stay healthy and/or effectively cope with disease or health-related emergencies – regardless of their race, gender, age, economic conditions, social status, environment and other social determined factors. (Health Equity Initiative)
- In the U.S. alone, combined costs (direct and indirect costs) of health inequities totaled \$1.24 trillion over a three-year period. (Health Equity Initiative)

BE A CHAMPION



- **Write** a blog post or op-ed for your local paper about the importance of primary care in achieving health equity. Talk about the need for a strong foundation of primary care to address health disparities and work toward access to health care for all. Share a community or practice success story to demonstrate the value of primary care to ensuring health equity.
- **Share** the facts about health equity and primary care through social media. Post regularly on Twitter and Facebook using the facts listed here. Don't forget to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!
- **Share** your stories about how primary care teams are delivering comprehensive, continuous care and better outcomes for chronic disease patients in your practice, community or state. Go to www.healthisprimary.org and click on the “stories” tab.

EVERYBODY KNOWS YOUR NAME



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APRIL FOCUS: HEALTH EQUITY

04 | 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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2	 <p>#DYK? In the U.S. alone, combined costs of health inequities totaled \$1.24 trillion over a 3-year period #MakeHealthPrimary</p>	3	4	5	6	7
APRIL IS NATIONAL MINORITY HEALTH MONTH						
WORLD HEALTH DAY						
NATIONAL PUBLIC HEALTH WEEK						
9	10	11	12	13	14	15
WORLD IMMUNIZATION WEEK (TBD)						
16	17	 <p>#Healthdisparities continue to be a challenge & undermine opportunities for economic & social development of many communities #MakeHealthPrimary</p>	18	19	20	21
EARTH DAY						
23	24	25	26	27	28	29
30	 <p>Health equity is about providing every person w/ the same opportunity to stay healthy and/or cope w/ disease or health-related challenges</p>					
EVERY KID HEALTHY™ WEEK						

MAY

This month, *Health is Primary* is focusing on the importance of women's health. We are highlighting the information women need to know about taking care of their health and about how primary care physicians can help with prevention and wellness. **Join us and spread the word. #MakeHealthPrimary #WomensHealthisPrimary**

BE A CHAMPION

- **Distribute** [patient information materials](#) (tear sheets) on women's health in your primary care practice. You can find our tear sheets on the bottom of the "act" tab in the red tool library.
- **Write** a blog post or op-ed for your local paper about the importance of primary care to women's health. Talk about the need for a strong foundation of primary care to address women's health. Share a patient success story to demonstrate the value of primary care to women's health.
- **Share** the facts about women's health and primary care through social media. Post regularly on Twitter and Facebook using the facts listed here. Don't forget to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!
- **Share** your stories about how primary care teams are delivering comprehensive, continuous care and better outcomes for women in your practice, community or state. Go to www.healthisprimary.org and click on the "stories" tab.



THE FACTS ABOUT WOMEN'S HEALTH

- Thirteen percent of women 18 years and over are in fair or poor health in the United States. (CDC)
- The three leading causes of death for women in the U.S. are: heart disease, cancer and chronic lower respiratory disease (CDC)
- Most breast cancers are found in women who are 50 years old or older, but breast cancer also affects younger women. About 10 percent of all new cases of breast cancer in the United States are found in women younger than 45 years of age. (CDC)
- Heart disease is the number one killer of women, causing one in three deaths each year. (American Heart Association)
- More than 7 million women suffer from Chronic Obstructive Pulmonary Disease (COPD) in the U.S. (American Lung Association)
- The number of deaths among women from COPD has increased four-fold over the past three decades (American Lung Association)




INNOVATION AT YOUR SERVICE



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MAY FOCUS: WOMEN'S HEALTH

05 | 2017

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	MAY IS MENTAL HEALTH MONTH			 #DYK? 13% of women 18+ are in fair or poor health in the United States. It's time to #MakeHealthPrimary!																																																																																									
7	8	9	10	11	12	13																																																																																							
14	 Mammograms are important to women's health. Women in their 40s should have one every year. #MakeHealthPrimary	16	17	18	19	20																																																																																							
MOTHERS' DAY																																																																																													
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JUNE

This month, *Health is Primary* is focusing on the importance of men's health. We are sharing the facts about what men need to do to take care of their health and how primary care physicians can help by empowering men with continuous, coordinated care. **Join us and spread the word. #MakeHealthPrimary #MensHealthisPrimary**

BE A CHAMPION



- **Distribute** [patient information materials](#) (tear sheets) on men's health in your primary care practice. You can find these on the bottom of the "act" tab in the red tool library.
- **Write** a blog post or op-ed for your local paper about the importance of primary care to men's health. Talk about the need for a strong foundation of primary care to address men's health. Share a patient success story to demonstrate the value of primary care to men's health.
- **Share** the facts about men's health and primary care through social media. Post regularly on Twitter and Facebook using the facts listed here. Don't forget to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!
- **Share** your stories about how primary care teams are delivering comprehensive, continuous care and better outcomes for men in your practice, community or state. Go to www.healthisprimary.org and click on the "stories" tab.

THE FACTS ABOUT MEN'S HEALTH

- Fifty-two percent of men surveyed in 2016 said they exercise or work out regularly (up from 38 percent in 2007). (AAFP)
- Four out of five men surveyed for 2016 said they don't find it difficult to talk with their physician, with their level of ease increasing with age. (AAFP)
- Forty percent of men said they follow their physician's advice 100 percent of the time, which is an increase from 34 percent in 2007. (AAFP)
- Nearly 8 in 10 men (79 percent) have a regular doctor they see when they're sick or want medical advice (up from 7 in 10 in 2007). (AAFP)
- Forty-eight percent of men report being diagnosed with at least one chronic condition (up from 42 percent in 2007). (AAFP)
- Fifty-two percent of men report getting a physical exam in the past year (up from 45 percent in 2007). (AAFP)
- Men spend 20 hours a week working at a computer (down from 26 hours in 2007) and 19 hours a week watching TV (unchanged from 2007). (AAFP)




EVERYONE WINS



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JUNE FOCUS: MEN'S HEALTH

06 | 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
05 2017 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	07 2017 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	30	31	1	2	3	
				JUNE IS NATIONAL GREAT OUTDOORS MONTH—A GOOD OPPORTUNITY TO PROMOTE OUTSIDE EXERCISE	 In 2007, 48% of men were diagnosed w/ a chronic condition and in 2016 that number went up to 48% #MakeHealthPrimary		
4	5	6	7	8	9	10	
 59% of men say barriers like not feeling sick enough prevent them from seeing their #primarycare doctor #MakeHealthPrimary	11	12	13	14	15	16	17
NATIONAL MEN'S HEALTH WEEK							
18	19	20	21	22	23	24	
Fathers' Day							
25	26	27	28	29	30	1	
				 45% of men in 2007 reported getting a physical, the number is up in the past year to 52%. Keep working to #MakeHealthPrimary!			

JULY

This month, *Health is Primary* is focusing on patients and their central role in health care. We are showcasing innovations in primary care that give patients the skills and confidence to manage their health and health care—and highlighting successful patient engagement initiatives in primary care settings. **Join us and spread the word.**

#MakeHealthPrimary #PatientsareAVirtue

BE A CHAMPION

- **Distribute** [patient information materials](#) (tear sheets) on patient engagement in your primary care practice.
- **Invite** a patient to co-author a blog post or op-ed to your local newspaper highlighting the importance of patient engagement and the commitment of family medicine to a strong patient-physician relationship. Share data and stories about the central role of the patient in health and health care.
- **Share** the facts about patient engagement and primary care through social media. Post regularly on Twitter and Facebook using the facts listed here. Don't forget to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!
- **Share** your stories about successful patient engagement initiatives in your practice, community or state. Go to www.healthisprimary.org and click on the "stories" tab.



THE FACTS ABOUT PATIENT ENGAGEMENT/ PATIENT CENTERED CARE

- A growing body of evidence suggests that patient engagement can lead to better health outcomes, contribute to improvements in quality and patient safety and help control health care costs. (Health Affairs, Health Policy Brief, Feb 2013)
- Many studies have shown that patients who are "activated"—that is, have the skills, ability, and willingness to manage their own health and health care— experience better health outcomes at lower costs compared to less activated patients. (Health Affairs, Health Policy Brief, Feb 2013)
- Patients with the lowest activation scores—having the least skills and confidence to actively engage in their own health care—incurred costs up to 21 percent higher than patients with the highest activation levels. (Health Affairs, Health Policy Brief, Feb 2013)




PATIENTS ARE A VIRTUE



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JULY FOCUS: PATIENT ENGAGEMENT/ PATIENT CENTERED CARE

07 | 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>06 2017</p> <p>1 2 3</p> <p>4 5 6 7 8 9 10</p> <p>11 12 13 14 15 16 17</p> <p>18 19 20 21 22 23 24</p> <p>25 26 27 28 29 30</p>	<p>08 2017</p> <p>1 2 3 4 5</p> <p>6 7 8 9 10 11 12</p> <p>13 14 15 16 17 18 19</p> <p>20 21 22 23 24 25 26</p> <p>27 28 29 30 31</p>	27	28	29	30	1
2	<p>3</p> <p></p> <p>Patients that engage more w/ their health tend to have better health outcomes and help control health care costs #MakeHealthPrimary</p>	4	5	6	7	8
9	10	11	12	<p>13</p> <p></p> <p>Patient-centered care ensures that patient values guide clinical decisions and care #MakeHealthPrimary</p>	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	<p>25</p> <p></p> <p>Patients w/ low activation scores have the least skills & confidence to actively engage in their own health care #MakeHealthPrimary</p>	26	27	28	29

AUGUST

This month, *Health is Primary* is focusing on prevention and highlighting the role of primary care in promoting health and preventing disease. We are promoting patient information on immunization and sharing the facts about health behaviors in America and how primary care includes prevention and health promotion. **Join us and spread the word. #MakeHealthPrimary #ImmunizationsarePrimary**

THE FACTS ABOUT IMMUNIZATIONS

- Each year, thousands of adults in the United States are hospitalized, or even die, due to serious health problems caused by diseases that could be prevented by regular vaccinations. (CDC)
- In the U.S., vaccine-preventable infections kill more individuals annually than HIV/AIDS, breast cancer or traffic accidents. (NFID)
- Approximately 50,000 adults die each year from vaccine-preventable diseases in the U.S. (NFID)
- Access to primary care is associated with improved health outcomes, including more complete immunization. (Phillips, R., & Bazemore, A., 2010)
- Continuity of care with a single provider is positively associated with primary preventive care, including influenza immunization. (Macinko, J., Starfield, B., & Shi, L., 2007)

BE A CHAMPION



- **Promote** the campaign's [Ounce of Prevention](#) ad/poster on your website and in your office.
- **Distribute** patient information materials (tear sheets) on immunization in your primary care practice.
- **Distribute** [immunization tear sheets](#) to employers in your community. Offer to have a member of your care team host a “brown bag” for employees to share information about [infant](#), [adolescent](#) and [adult](#) vaccines recommended by the CDC.
- **Share** the facts about immunization, prevention and primary care through social media. Post regularly on Twitter and Facebook using the facts listed here. Don't forget to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!
- **Share** your stories about how you are innovating to fully integrate health promotion and prevention in your practice, community or state. Go to www.healthisprimary.org and click on the “stories” tab.

AN OUNCE OF PREVENTION



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FOR UP-TO-DATE INFORMATION

AUGUST FOCUS: IMMUNIZATION

08 | 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY																																										
30	31	 <p>Your #primarycare doctor is an important resource for keeping you and your family up-to-date on vaccinations #MakeHealthPrimary</p>	AUGUST IS NATIONAL IMMUNIZATION AWARENESS MONTH		4	5																																										
6	7	8	9	10	11	12																																										
13	14	15	16	17	 <p>Learn more about why #immunizations are important at all ages and why #vaccines are safe: http://bit.ly/hipvaccine #MakeHealthPrimary</p>	19																																										
20	21	22	23	24	25	26																																										
27	 <p>#DYK? The @CDCgov recommends #vaccines throughout life to protect against serious, and sometimes deadly, diseases #MakeHealthPrimary</p>	28	29	30	31	<p>07 2017</p> <table border="0"> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr> <tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr> <tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr> <tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr> <tr><td>30</td><td>31</td><td></td><td></td><td></td><td></td><td></td></tr> </table>							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
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						<p>09 2017</p> <table border="0"> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td><td>2</td></tr> <tr><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td></td></tr> <tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td></td></tr> <tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td></td></tr> <tr><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td></td></tr> </table>							1	2	3	4	5	6	7	8	9		10	11	12	13	14	15	16		17	18	19	20	21	22	23		24	25	26	27	28	29	30			
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SEPTEMBER

This month, *Health is Primary* is highlighting the importance of adolescent health. We are sharing the facts about what adolescents need to do to take care of their health and how, with the help of a primary care physician, they can prevent health complications later in life by taking care of themselves now. **Join us and spread the word. #MakeHealthPrimary #AdolescentHealthisPrimary**

THE FACTS ABOUT ADOLESCENT HEALTH

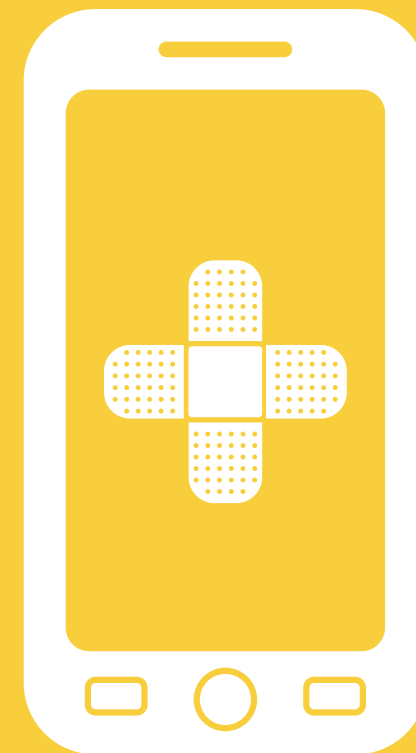
- Risk factors for chronic diseases, such as alcohol and tobacco use, sedentary habits and poor diet, begin in adolescence. (AAFP)
- Seventy percent of adolescents have a preventive health visit every four years, on average. (AAFP)
- Up to 20 percent of adolescents have a mental health condition, less than 20 percent of whom receive treatment. (AAFP)
- Obesity rates among adolescents are increasing, and only 29 percent of adolescents are physically active at least 60 minutes every day. (AAFP)

BE A CHAMPION



- **Distribute** patient information materials (tear sheets) on adolescent health in your primary care practice. You can find these on the bottom of the "act" tab in the red tool library.
- **Distribute** adolescent health tear sheets to schools in your community. Offer to have a member of your care team host a "brown bag" for students and faculty to share adolescent health tips.
- **Write** a blog post or op-ed for your local paper about the importance of primary care to adolescent health. Talk about the need for a strong foundation of primary care to address adolescent health. Share a patient success story to demonstrate the value of primary care to adolescent health.
- **Share** the facts about adolescent health and primary care through social media. Post regularly on Twitter and Facebook using the facts listed here. Don't forget to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!
- **Share** your stories about how primary care practices are improving care for Medicare patients. Go to www.healthisprimary.org and click on the "stories" tab.



GET MORE FACE TIME



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SEPTEMBER FOCUS: ADOLESCENT HEALTH

09 | 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>08 2017</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>	<p>10 2017</p> <p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</p>	29	30	31	1	2
3	<p>4</p> <p>LABOR DAY</p>	<p>5</p> <p> Risk for #chronicdiseases starts young in adolescence, it's important to avoid alcohol/tobacco use, sedentary habits & poor diet</p>	6	7	8	9
10	11	12	13	<p>14</p> <p> #DYK? On average, 70% of adolescents have a #preventive health visit every four years. Time to #MakeHealthPrimary!</p>	15	16
17	18	19	20	21	22	23
24	<p>25</p> <p> Up to 20% of adolescents have a mental health condition, but less than 20% receive the treatment they need #MakeMentalHealthPrimary</p>	26	27	28	29	30
<p>FAMILY HEALTH & FITNESS DAY USA®</p>		<p>NATIONAL WOMEN'S HEALTH & FITNESS DAY</p>				

OCTOBER

This month, *Health is Primary* is promoting the broad message of primary care and working to activate all of our champions to spread the word during National Primary Care Week. Help us spread the word by talking about the benefits of primary care all month long through social media, conversations with family and friends, outreach to news media and (as possible) Primary Care Week events. **Join us and spread the word. #MakeHealthPrimary #NPCW2017**

BE A CHAMPION



- **Host** an event or conduct outreach to local employers, thought leaders and media for National Primary Care week. Email us at champions@healthisprimary.org for ideas and tools.
- **Write** a blog post or op-ed for your local paper about the importance of primary care in making and keeping America healthy. Share a patient or practice success story to demonstrate how primary care can provide better care and better outcomes at lower costs.
- **Share** the facts about primary care through social media. Post regularly on Twitter and Facebook using the facts listed here. Don't forget to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!
- **Share** your stories about how primary care practices are innovating to deliver on the Triple Aim (better care, better outcomes and lower costs). Go to www.healthisprimary.org and click on the "stories" tab.

THE FACTS ABOUT PRIMARY CARE

- Studies suggest that as many as 127,617 deaths per year in the United States could be averted through an increase in the number of primary care physicians. (Macinko, J., Starfield, B., & Shi, L., 2005)
- Access to primary care is associated with improved outcomes: more complete immunization, better blood pressure control, improved dental health, reduced mortality and improved quality of life. (Lohr, K.N., Brook, R., Damberg, C., Goldberg, G., Leibowitz, A., Keeseey, J., et al., 1986; Ferrer, R.L., Hambidge, S.J., Maly, R.C., 2005)
- Primary care supply has a positive effect on the entire population, but the magnitude of this effect is greater in areas with higher levels of income inequality (which in general are also areas with higher levels of poverty) and on outcomes for African Americans. (Macinko, J., Starfield, B., & Shi, L., 2005)
- In the United States, the states with higher ratios of primary care physicians to population have lower smoking rates, less obesity and higher seatbelt use than states with lower ratios. (Shi, L., & Starfield, B., 2000)




EVERYONE WINS



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OCTOBER FOCUS: PRIMARY CARE

10 | 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY																																																																																					
1	2	3	4	 <p>Be an advocate for #primarycare and share information about the benefits of #MakingHealthPrimary: http://healthisprimary.org/act</p>	6	7																																																																																					
<p>OCTOBER IS FAMILY HEALTH MONTH, CHILD HEALTH MONTH AND PATIENT-CENTERED CARE AWARENESS MONTH</p>	8	9	10	11	12	13																																																																																					
	<p>COLUMBUS DAY</p>	 <p>States w/ higher ratios of #primarycare physicians to population have lower smoking rates, less obesity and higher seat belt use</p>				14																																																																																					
15	16	17	18	19	20	21																																																																																					
22	23	24	25	 <p>#Primarycare physician supply is associated w/ improved health outcomes. It's time to #MakeHealthPrimary across America.</p>	27	28																																																																																					
29	30	31	1	2	<p>09 2017</p> <table border="1"> <tr><td></td><td></td><td></td><td></td><td></td><td>1</td><td>2</td></tr> <tr><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr> <tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr> </table>						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	<p>11 2017</p> <table border="1"> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td></tr> <tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td></td><td></td><td></td></tr> <tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td></td><td></td><td></td></tr> <tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td></td><td></td><td></td></tr> <tr><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td></td><td></td><td></td><td></td><td></td></tr> </table>							1	2	3	4	5	6	7	8	9	10	11				12	13	14	15	16	17	18				19	20	21	22	23	24	25				26	27	28	29	30					
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NOVEMBER

This month, *Health is Primary* is promoting the importance of smoking cessation to prevent serious health problems. We are showing how smoking can cause both immediate and long-term health issues and how your primary care doctor can be an effective partner in helping you quit because he or she knows you and your lifestyle. We are also highlighting the important connection between primary care and public health – in tackling issues like smoking. **Join us and spread the word. #MakeHealthPrimary #MakeQuittingPrimary**

BE A CHAMPION



- **Distribute** [patient information materials](#) (tear sheet) on smoking cessation in your primary care practice. You can find these tear sheets on the bottom of the "act" tab in the red tool library.
- **Distribute** smoking cessation tear sheets to employers in your community. Offer to have a member of your care team host a “brown bag” for employees to share smoking cessation tips.
- **Share** the facts about smoking cessation, prevention and primary care through social media. Post regularly on Twitter and Facebook using the facts listed here. Don't forget to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!
- **Share** your stories about how you are innovating to fully integrate health promotion and prevention in your practice, community or state. Go to www.healthisprimary.org and click on the “stories” tab.

THE FACTS ABOUT SMOKING CESSATION

- Smoking raises your heartbeat and blood pressure and damages your immune system, making you more susceptible to colds, the flu or pneumonia. (AAFP)
- Smoking can shorten your life by as much as 14 years. (AAFP)
- Smoking can cause many diseases, including lung cancer, mouth cancers and heart disease. It can also cause a cough that won't go away, and it may make it hard for you to breathe. (AAFP)
- In the United States, the states with higher ratios of primary care physicians to population have lower smoking rates, less obesity and higher seat belt use than states with lower ratios. (Shi, L., & Starfield, B., 2000)
- Good primary care, as determined by peoples' ratings of its main characteristics, is positively associated with smoking cessation and influenza immunization, as shown in an ongoing 60-community study in the United States. (Saver 2002)

SEE THE FOREST AND THE TREES



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DECEMBER

This month, *Health is Primary* is promoting the importance of addressing the obesity epidemic in America. We are sharing the facts about the negative health consequences of obesity and how to prevent health complications from obesity. We're also highlighting innovative primary care initiatives across the country to address obesity. **Join us and spread the word. #MakeHealthPrimary**

THE FACTS ABOUT OBESITY

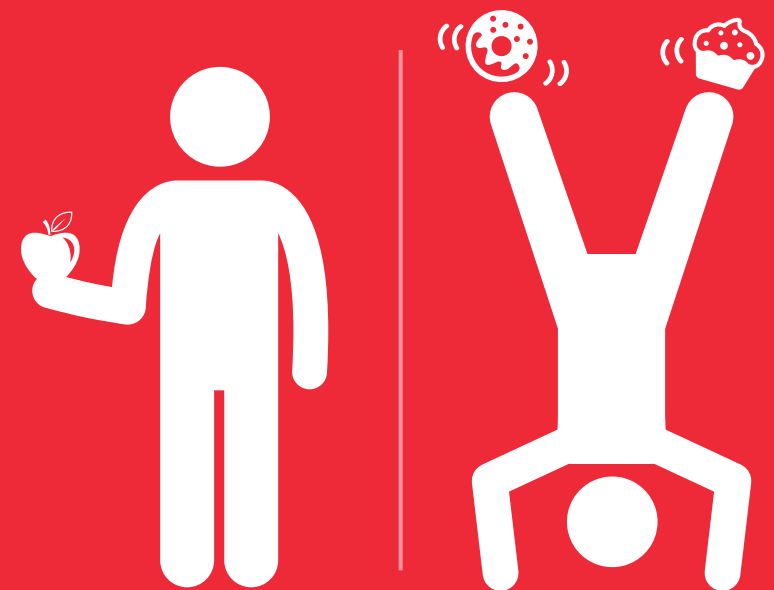
- The obesity epidemic in the United States has worsened over the past 50 years. Annual cost estimates range from \$70 to \$100 billion. (AAFP)
- In 2003, obesity was the second leading cause of preventable death in the United States, and it is projected to overtake smoking as the leading cause if current trends continue. (AAFP)
- Maintaining a healthy body weight is one of the best ways to avoid weight-related health problems, such as type 2 diabetes or heart disease. (AAFP)
- The higher your BMI, the greater your risk of developing a weight-related illness. (AAFP)
- A BMI between 25 and 30 is defined as overweight, and a BMI of 30 or more is considered obese. (AAFP)

BE A CHAMPION



- **Distribute** patient information materials (tear sheets) on obesity in your primary care practice. You can find these on the bottom of the "act" tab in the red tool library.
- **Write** a blog post or op-ed for your local paper about the importance of primary care to addressing obesity and preventing health complications caused by obesity. Talk about the need for a strong foundation of primary care to address obesity. Share a patient success story to demonstrate the value of primary care to obesity.
- **Share** the facts about obesity and primary care through social media. Post regularly on Twitter and Facebook using the facts listed here. Don't forget to follow the campaign (Facebook and Twitter: @HealthisPrimary). Retweet and share our posts!
- **Share** your stories about how primary care teams are delivering comprehensive, continuous care and better outcomes for adolescents in your practice, community or state. Go to www.healthisprimary.org and click on the "stories" tab.




FACTS, NOT FADS



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DECEMBER FOCUS: OBESITY

12 | 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
11 2017 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	01 2018 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	28	29	30	1	2
3	4	5	6	7	WORLD AIDS DAY	 #DYK? The obesity epidemic has worsened over the past 50 years in the U.S. #MakeHealthPrimary
NATIONAL INFLUENZA VACCINATION WEEK						
10	11	 Proper #nutrition can help maintain a healthy body weight and avoid weight-related health problems: http://bit.ly/nutritionhip	12	13	14	15
NATIONAL HANDWASHING AWARENESS WEEK						
17	18	19	20	21	22	23
24	25	26	 Regular #fitness & #exercise can help you achieve your #healthgoals & avoid weight-related challenges: http://bit.ly/fitnesship	27	28	29
31	CHRISTMAS DAY					

About *Health is Primary*

Health is Primary is a national campaign focused on advocating for the values of family medicine, demonstrating the benefits of primary care and driving patient activation to improve health care in America. The campaign uses advertising, news media outreach, online communications, partnerships and stakeholder outreach to transform perceptions around health and health care in America and foster awareness and action in support of primary care.

About Family Medicine for America's Health

Family Medicine for America's Health launched the campaign to help strengthen the primary care infrastructure and make American healthier. Family Medicine for America's Health represents the eight leading family medicine organizations in the United States, including:

- American Academy of Family Physicians
- American Academy of Family Physicians Foundation
- American Board of Family Medicine
- American College of Osteopathic Family Physicians
- Association of Departments of Family Medicine
- Association of Family Medicine Residency Directors
- North American Primary Care Research Group
- Society of Teachers of Family Medicine

Learn more at www.fmahealth.org

healthisprimary.org

 **HealthisPrimary**

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