

Community Health and Economic Prosperity

An Initiative of the Office of the Surgeon General

GOAL

To improve the health of all Americans and unleash more sustainable and equitable prosperity

How?

By using a **multipronged approach** to increase awareness, provide tools and resources, and build support from and action by diverse stakeholders



Engaging businesses

To be **community change-makers** and forces for health in their communities



Implementing solutions

To help **improve and sustain the health of communities**, such as comprehensive smoke-free policies and affordable housing



Strengthening communities

To be **places of opportunity** for health and prosperity for all

Actions

Surgeon General's Report

Develop and publish a Surgeon General's Report on *Community Health and Economic Prosperity (CHEP): Making the Case*

Community Convenings

Host convenings of community, health, and business leaders to explore critical topics affecting communities

Media and Communications

Build a national movement by amplifying messages and reaching diverse stakeholders through media and other communications outreach

..... VADM Jerome M. Adams, M.D., M.P.H. - U.S. Surgeon General

“CHEP is the concept that community health and economic prosperity are inextricably linked. **When community health is poor, so is community prosperity.** We can't have one without the other.”

“The fact is, **our environment shapes the opportunities we have and the behaviors we adopt.** Therefore, strengthening communities such that the healthy choice is the easy choice can significantly improve our outcomes.”

“**I invite you all to help me create a future where communities are built so people can more easily make healthy choices,** and where businesses invest in those communities as a way of achieving a healthier workforce and a healthier bottom line.”



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