

Public Health and the CDC Office of Rural Health (ORH)

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CDC's and Public Health's Role

What is Public Health?

“...the science and art of preventing disease, prolonging life, and promoting health through the organized efforts and informed choices of society, organizations, public and private communities, and individuals.” — **CEA**

Winslow, 1920



Winslow CEA. The untilled field of public health. Mod Med 1920;2:183–91
<https://www.cdc.gov/training/publichealth101/public-health.html>

Health is not the same as healthcare.



The Health System

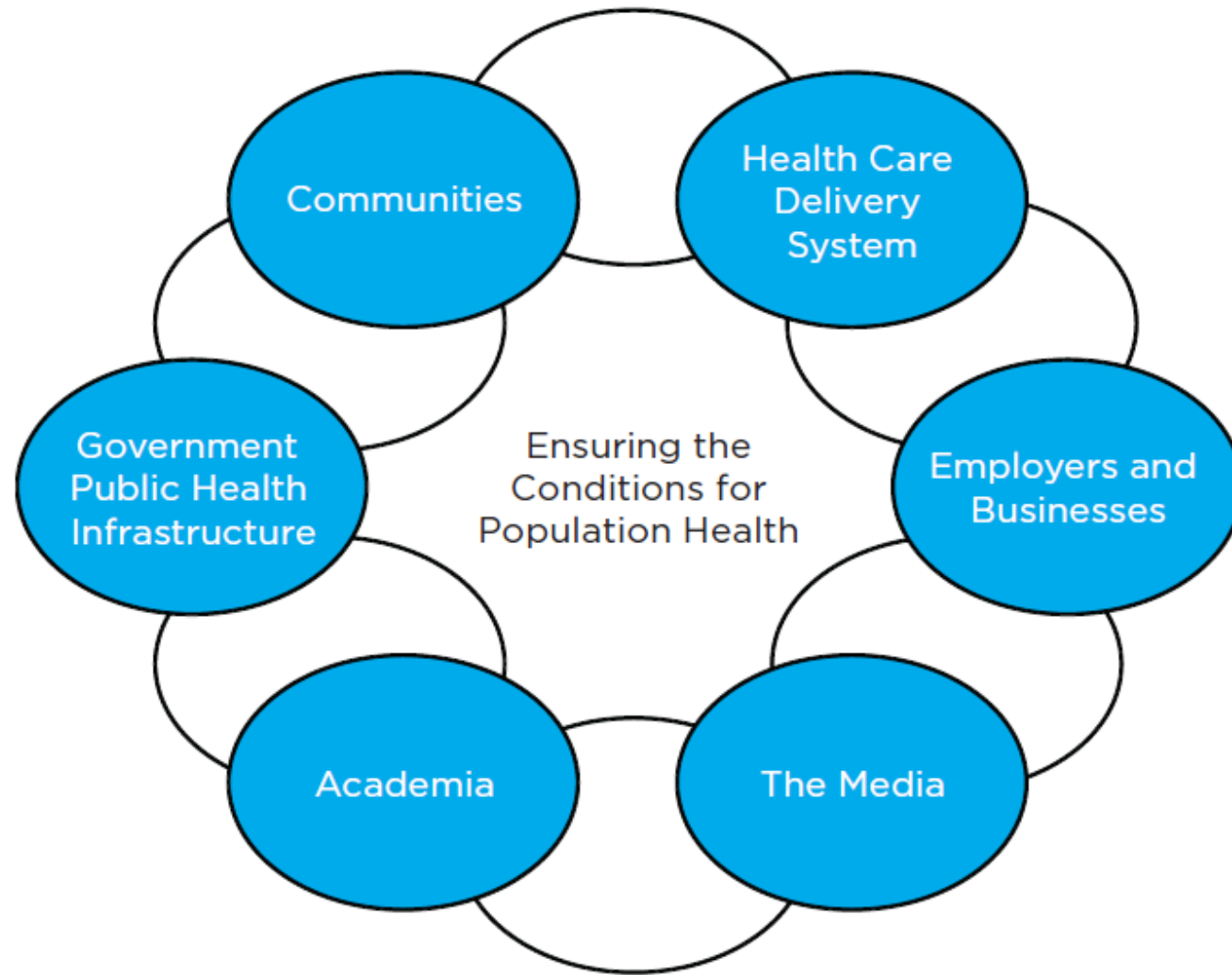


FIGURE 1-1 The intersectoral public health system.
SOURCE: IOM, 2002.

CDC Office of Rural Health (ORH)

ORH Mission

To lead CDC's rural public health strategy and coordinate across agency programs and with partners to improve the health and well-being of rural communities throughout the U.S.



ORH Focus Areas

ORH's work focuses on three core areas:



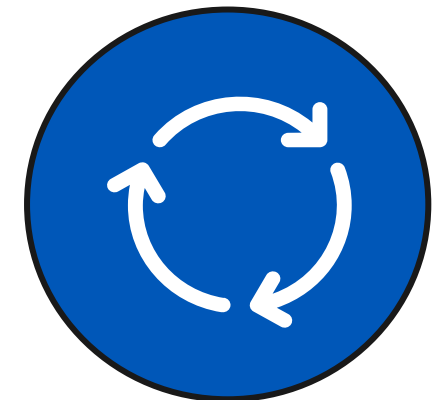
Strategy

Lead development and execution of CDC's rural strategic plan and establish federal leadership in rural public health



Science and Innovation

Build an evidence base to understand the dynamics of rural public health challenges and find solutions



Program Integration

Ensure rural health thinking and strategy are integrated into CDC's major programs

Partnerships: We Can Do More Together

Federal Government

Public Health

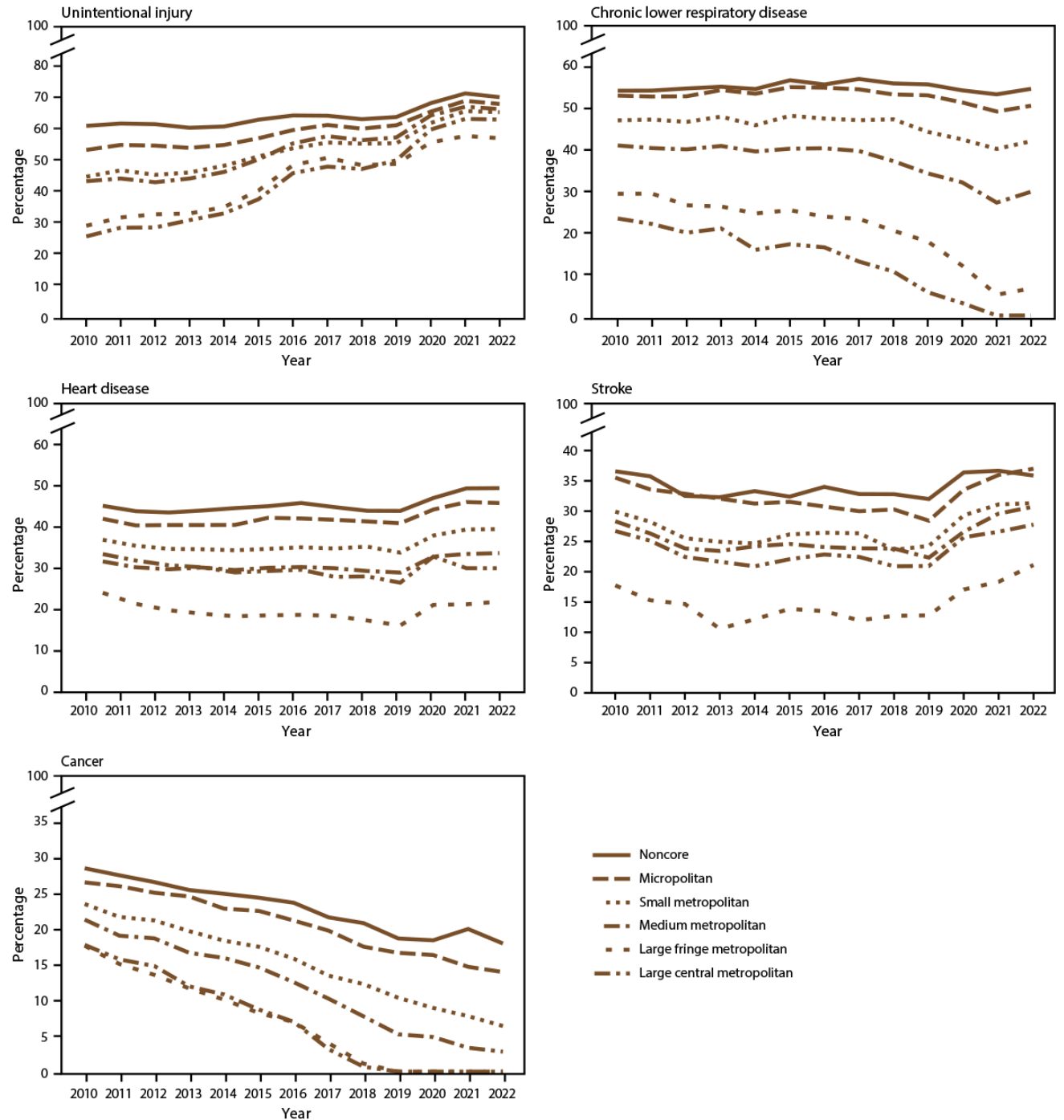
Population-specific

National Organizations



Addressing the Leading Causes of Death

Percentages of preventable premature deaths* among persons aged <80 years from the five leading causes of death, by rural-urban county classification and year – National Vital Statistics System, United States, 2010–2022



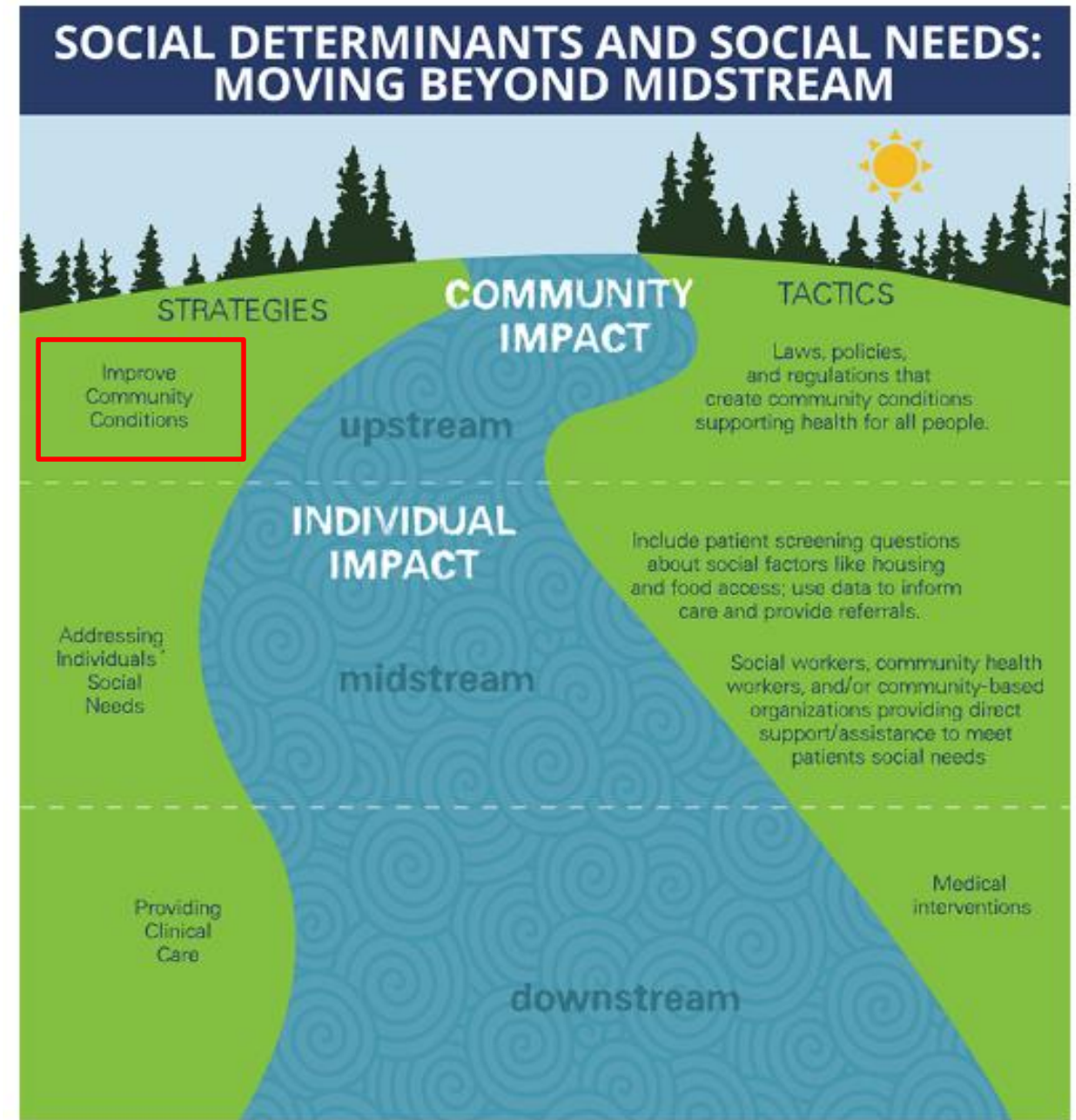
García MC, Rossen LM, Matthews K, et al. Preventable Premature Deaths from the Five Leading Causes of Death in Nonmetropolitan and Metropolitan Counties, United States, 2010–2022. *MMWR Surveill Summ* 2024;73(No. SS-2):1–11.

DOI: <http://dx.doi.org/10.15585/mmwr.ss7302a1>

Risk Factors



Social Determinants and Social Needs



Castrucci, B., & Auerbach, J. (Jan. 16, 2019). Meeting Individual Social Needs Falls Short Of Addressing Social Determinants Of Health. Health Affairs Blog. DOI: [10.1377/hblog20190115.234942](https://doi.org/10.1377/hblog20190115.234942)

Vital Conditions for Health and Well-Being

Adapted from Community Commons.org

<https://www.communitycommons.org/collections/Seven-Vital-Conditions-for-Health-and-Well-Being>



Milstein, B., Payne, B., Kelleher, C., Homer, J., Norris, T., Roulier, M., & Saha, S. (2023). Organizing around vital conditions moves the social determinants agenda into wider action. *Health Affairs Forefront*.

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

