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Contact: Jennifer Cosenza, 646-203-1703
jcosenza@canyonranchinstitute.org

**17th United States Surgeon General Richard H. Carmona to Address
Japanese Leaders About the Importance of Chronic Disease Prevention**

*Sharing promising practices underway in the United States can serve as a
model for other global health reform efforts*

TUCSON, Ariz. (September 19, 2008) – Canyon Ranch Institute and its partner the Partnership to Fight Chronic Disease have been invited to meet in Tokyo, Japan, with Japanese leaders next week to help advance the health and well-being of the Japanese nation and its people. Richard H. Carmona, M.D., M.P.H., FACS, 17th Surgeon General of the United States (2002-2006), president of the non-profit Canyon Ranch Institute, national chairperson of the Partnership to Fight Chronic Disease, and Distinguished Professor at the Mel and Enid Zuckerman College of Public Health at the University of Arizona has been invited to speak to members of the National Diet of Japan on the role of preventive care in improving health outcomes and controlling healthcare costs. Next week, Dr. Carmona and Canyon Ranch Institute executive director Jennifer Cabe will travel to Japan for meetings with members of the Japanese legislature, leading corporations, and the healthcare media, as well as government officials, clinicians, health scientists, public health practitioners, and economists. Dr. Carmona will share his expertise in promoting health and wellness through prevention and management of chronic disease.

Diseases related to unhealthy eating, lack of regular physical activity, alcohol and tobacco use, and insufficient rest are a growing concern in Japan. In addition, as Japan experiences a rapidly aging population, innovative disease management strategies are needed to continue to provide timely and patient-focused care.

“Better health and lower healthcare costs both begin with prevention of chronic disease,” said Dr. Carmona. “By focusing on preventive care in their healthcare reform and health promotion efforts, Japanese leaders are taking very important steps to improve the health and well-being of their people. There are steps that we can all take to improve the health of our communities and achieve optimal health and wellness. Wherever we live and raise our families, many chronic diseases can be prevented by eating healthier foods, exercising, and not smoking.”

In the United States, the presidential candidates are identifying chronic disease prevention as an important part of saving lives and managing healthcare costs. For the first time, both the Republican and Democratic party platforms include chronic disease prevention and management. In addition, Senator McCain and Senator Obama both included prevention in their healthcare reform proposals. These are important steps to recognizing the role that disease prevention and management have in addressing the crisis of chronic disease.

Chronic diseases, such as asthma, arthritis, cancer, diabetes, and heart disease, are responsible for seven out of 10 deaths in the United States. At the same time, 75 cents of every healthcare dollar spent in the United States goes toward treating chronic diseases. These are lifelong diseases that could either be effectively prevented or minimized through simple, low-cost disease prevention and management programs that save lives and save long-term healthcare costs.

The non-profit Canyon Ranch Institute is a partner in the Partnership to Fight Chronic Disease (PFCD), a diverse national coalition committed to raising awareness of chronic disease. Chronic diseases are now the number-one cause of death, disability, and rising healthcare costs in the United States. Dr. Carmona serves as the national chairperson for the PFCD and has been traveling throughout the United States to educate the public on potential solutions to the chronic disease burden and to challenge policymakers to address chronic disease in any healthcare reform proposals put forth in our nation.

“We’ve experienced firsthand through our partnerships at Canyon Ranch Institute that culturally competent public health programs can improve health outcomes by increasing health literacy and eliminating health disparities,” said Jennifer Cabe, executive director of the non-profit Canyon Ranch Institute. “As a member of the Partnership to Fight Chronic Disease, we are proud that so many other national and now global leaders are recognizing that prevention is an area where we can all learn from each other’s programs, policy approaches, and experiences.”

To learn more about innovative programs in schools, communities, workplaces, and the healthcare system that are exploring the value of preventing and managing chronic diseases, visit PFCD’s Promising Practices website at <http://promisingpractices.fightchronicdisease.org/>.

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About Canyon Ranch Institute

Canyon Ranch Institute (CRI) is a non-profit organization that catalyzes the possibility of optimal health for all people by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower every person to prevent disease and embrace a life of wellness. Canyon Ranch Institute and our partners believe in the power and possibility of a healthy world. More information about CRI is available at www.canyonranchinstitute.org.