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

<table>
<thead>
<tr>
<th>Engaging businesses</th>
<th>Implementing solutions</th>
<th>Strengthening communities</th>
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<tbody>
<tr>
<td>To be community change-makers and forces for health in their communities</td>
<td>To help improve and sustain the health of communities, such as comprehensive smoke-free policies and affordable housing</td>
<td>To be places of opportunities for health and prosperity for all</td>
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HOW?

ACTIONS

Surgeon General’s Report
Develop and publish a Surgeon General’s Report on Community Health and Economic Prosperity: Engaging Businesses as Stewards and Stakeholders

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

“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.”