



Why Does Global Health Matter to Ohio?

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Probably for more reasons than you think. Even though the term “global health” refers to diseases and health issues that disproportionately affect developing countries, global health matters to Ohio. It matters to Ohio’s economy and to Ohioans’ health.

Ohio has global ties . . .

- . . . through trade and commerce.

In 2007, Ohio was the eighth largest merchandise exporter among the 50 states, with exports that totaled \$42.4 billion headed to 213 foreign destinations. Some of Ohio’s trade partners include developing countries in Asia, Africa, and South America.

- . . . through foreign investment.

Ohio ranks eighth in the nation in the number of “in-sourced” jobs—employment by companies that are based outside the United States. Over 213,800 Ohioans work for foreign-owned companies, which invest in Ohio’s economy as they expand their operations in the Buckeye State.

- . . . through travel and tourism.

Every day, some 1,600 passengers depart from cities all over the world destined for Cleveland’s Hopkins International Airport or the Cincinnati/Northern Kentucky International Airport. Among the arrivals are international tourists and business people who spend millions of dollars a year in Ohio, generating wages and jobs that contribute significantly to the state’s economy.

- . . . through its colleges and universities.

In the 2006-2007 academic year, 18,600 foreign students studied at Ohio universities. International students and their families contributed \$427 million to the state’s economy.



Global Ties Benefit Ohio

Ohio's global ties benefit the state's economy, providing billions of dollars in revenue and thousands of jobs. For example, one in five manufacturing workers in Ohio depends on international exports for his or her job.

These Ties Can Be Jeopardized by Global Health Crises

Ohio's global ties link the state's economic health to the health and economic growth of other countries and regions. When health care crises in other countries threaten economic and political stability, they can end up affecting Ohio as well.

What's the Link between Health and Wealth?

Epidemics and other health crises affect the ability of entire communities to work and limit the potential for economies to develop. The following examples illustrate the link between global health and economic development:

- Malaria costs Africa \$12 billion in lost economic output every year. It is estimated that without malaria, the economic output of some African countries, some of which are important trade partners for Ohio businesses, would be 30 percent greater than it is today. Ohio exported \$507 million worth of goods to Africa in 2007.
- UNAIDS estimates that the HIV rate in China is rising by 20-30 percent every year. China is a valuable trading partner for Ohio, purchasing nearly \$1.5 billion worth of Ohio exports in 2007 alone.

Research to Improve Global Health Benefits Ohio

The National Institutes of Health (NIH) is a world leader in biomedical research that improves health in the United States and around the world. Most of the research that is funded by NIH is conducted on university campuses across the country. NIH awards many grants to Ohio universities, which in turn bring money and jobs to the state. In 2007, Ohio received approximately \$712 million in research grants and contracts from NIH. Some of these grants are used to spur medical innovation and improve domestic and global health. Grants like these bring jobs and higher wages to Ohio at the same time that they help make progress in global health.

Global Health, Pampers, and Ohio

Today, many American companies have a stake in global health. Procter & Gamble, headquartered in Cincinnati, OH, supplies American homes with brands such as Tide, Gillette, Pampers, Crest, Olay, and Folgers. The company also operates in 80 other countries, including developing countries. Like many global companies, Procter & Gamble has become increasingly reliant on sales in emerging markets. The company announced in January 2008 that sales over the last quarter had risen thanks to strong sales growth in China, Central and Eastern Europe, the Middle East, and Africa.

As global health challenges such as HIV/AIDS continue to ravage the workforce and economies in developing countries, companies like Procter & Gamble have recognized the need to face these challenges head on. Procter & Gamble has taken measures to ease the effects of HIV/AIDS in South Africa, where it has seen considerable market growth, and where its Pampers brand is almost synonymous with disposable diapers. The company has initiated a comprehensive HIV/AIDS policy focusing on education, training, testing, and treatment. Procter & Gamble's HIV/AIDS Policy for its operations in South Africa states that "while HIV/AIDS has not had a significant impact on P&G's global business, we know we need to be proactive."



Conclusion

The National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC) are taking the lead in the research and development of drugs and vaccines aimed at improving global health and lessening the impact of deadly diseases such as HIV/AIDS, TB, and malaria.

To find out how we can accelerate the search for better medical technologies, please visit www.familiesusa.org/global-health.

Sources available upon request from Families USA.



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