

County Health Rankings & Roadmaps
A Healthier Nation, County by County

www.countyhealthrankings.org

WELCOME!

In a moment, we will put up a poll asking you which option best describes how your community is **acting on what's important** ...

Which statement best describes your community's progress in this step?

- A. **START: We need to plan for taking action on selected strategies.**
- B. **ACT: We are coordinating among members of our community to actively implement selected strategies.**
- C. **We are implementing selected policies and/or programs.**

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TAKE ACTION: ACT ON WHAT'S IMPORTANT



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Robert Wood Johnson Foundation UNIVERSITY OF WISCONSIN Population Health Institute
Promoting Research into Policy and Practice

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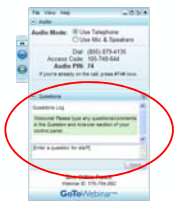
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GO TO WEBINAR ATTENDEE INTERFACE

1. **Viewer Window**



2. **Control Panel**



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OUTLINE

- Welcome & Overview
- Communities in Action: Appleton, WI**
- Q & A
- Roadmaps to Health Action Center Tools
- Summary & Wrap-up

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GOALS

- Understand the importance of ensuring that selected strategies are adopted, implemented, improved, and maintained
- Become familiar with lessons learned from acting on what's important
- Know where to find tools for taking action

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TAKE ACTION

Work Together

Assess Needs & Resources

Focus on What's Important

Choose Effective Policies & Programs

Act on What's Important

Evaluate Actions

Community Members

Philanthropy & Investors

Business

Healthcare

Education

Government

Public Health

Photo: Robert Cook © 2012, UNHCR

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Credit: Joe Heller, Green Bay Press-Gazette, 4/28/2005


ESSENTIAL QUESTION
How can acting on what's important empower our community to improve health?

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ACT ON WHAT'S IMPORTANT
Take action—ensure that selected strategies are implemented.

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Kurt Eggebrecht, M.Ed, MCHES
Health Officer, Appleton, WI

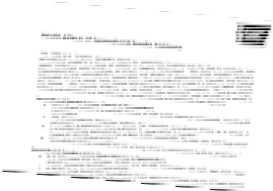


Paula Morgen, Community Health Manager,
Thedacare

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DEVELOPING STRATEGIC DIRECTION

- Identify and target decision-makers
- For each target, list tactics that can best lead to success
- Examples of tactics:
 - Educating policy makers via email and phone calls
 - Earned media (e.g., media events, op-eds)
 - Public hearings
 - Secondary targets (who has influence over your target)



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POLICY

- Research best practices
- When possible, draft your own language
- Understand your supporters/key partners
- Understand those who will work against your success
- Understand how to leverage the media



Credit: Joe Heller, Green Bay Press-Gazette, 4/28/2005

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EMERGING OPPORTUNITIES

- Hospitals and Public Health collaboration part of federal Affordable Care Act requirements
- Community needs assessment



Photo Credit: TheaCare Health Systems

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A NEW FOCUS: HEALTHY WEIGHT

- › Create a need for change
- › Create strategic partnerships
- › Kickoff community discussion/coalition building
- › Create welcoming atmosphere, earn trust



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CREATING STRATEGIC PARTNERSHIPS



- › Check egos at the door
- › Visible, passionate and credible leaders at the helm
- › Fill seats by personal passion
- › Professional facilitation


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CREATING A NEED FOR CHANGE/KICK OFF

- › Make this personal and urgent
- › Develop the case statement
- › Review effective strategies

hhs.gov/the-weight-of-the-nation'." data-bbox="294 748 458 843"/>

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QUESTIONS


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ROADMAPS TO HEALTH ACTION CENTER



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ACT TOOLS

Nine Questions 

- What do we want?
- Who can give it to us?
- What do they need to hear?
- Who do they need to hear it from?
- How can we get them to hear it?
- What have we got?
- What do we need to develop?
- How do we begin?
- How do we tell if it's working?

Sphere of Influence

- Helps you identify personal connections with people who know the decision-makers.



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TAKE ACTION WEBINAR SERIES

Action Step	Webinar Dates
Act (will be archived)	Sept. 11 Sept. 25
Evaluate	Oct. 9 Oct. 23

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CONTACT INFORMATION



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STAYING CONNECTED



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ACKNOWLEDGEMENTS

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Credit: Joe Heller, Green Bay Press-Gazette, 4/28/2005

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