TAKE ACTION: ACT

A County Health Rankings & Roadmaps Webinar

The *County Health Rankings* are designed as a call to action. The Take Action Cycle provides a roadmap for taking action, and it's easily adaptable to any improvement process.

Once you've decided which policy or program will fit your community, the next step is to work on adoption and implementation. Since there are no "one size fits all" blueprints for success, communities build on inherent strengths, capitalize on available resources, and respond to unique needs.

COMMUNITIES IN ACTION: APPLETON, WI

The City of Appleton, which sits in three Wisconsin counties, was one of the first communities in the state to become 100% smoke free. Leaders credit a longtime partnership between public health and health care, which has been highly effective in engaging multiple stakeholders in change efforts. As they move into a new focus area—obesity—they are using the lessons learned from their tobacco campaign and other initiatives to ensure effective policies and programs are implemented and sustained.

Here are some lessons Appleton has learned about acting on what's important, grouped into four stages of change:

Awareness	Gaining Community Support
• Create a need for change • Create strategic partnerships • Stage a kickoff community discussion • Create a welcoming atmosphere, earn trust	• Build coalition leadership • Secure business and individual pledge commitments • Look for low hanging fruit. What partial victories can we win? • Identify and communicate the resources that you bring to the campaign

Develop Strategic Direction	Advocate for Policy Change
• Identify and target decision-makers • For each target, list tactics that can best lead to success	• 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

ACT ON WHAT'S IMPORTANT GUIDES

Visit the *Roadmaps to Health* Action Center to find guidance and tools for acting on what's important, whether you're just beginning your health improvement journey or are well along the way.

- START — We need to plan for taking action on selected policies and/or programs.
- ACT — We are coordinating among members of our community to actively implement selected policies and/or programs.

TAKE ACTION IN YOUR COMMUNITY

- Nine Questions: A Strategy Planning Tool for Advocacy Campaigns (PDF from the Advocacy Institute) offers guidance for moving from broad goals to specific tactics and steps.
- Use Sphere of Influence (PDF from Kitty Jerome, kj consulting) to help you identify personal connections with the people who know the decision-makers.

GO DEEPER

On Sept. 25th , we will host an interactive webinar where you can get feedback on the work you're doing to act on what's important, ask questions of your peers and the *County Health Roadmaps* Community Engagement Specialists, and work together on problem solving tough issues that are part of any significant change process. Join us by registering here.

ACT NOTES

A County Health Rankings & Roadmaps Webinar

Date: Sept. 11, 2012

Presenters: Kurt Eggebrecht, Health Officer
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Which statement best describes our community's progress in this step?

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

County Health Rankings Model & Take Action Cycle	**Questions for the presenters**

Communities in Action: Appleton, WI	**Questions for the presenters**
How are we building awareness for our issue or selected strategy? *What "quick wins" can we use to build awareness and gain community support?* *How can we apply Appleton's lessons learned to our community?*	

Act on What's Important guides and tools

Which activities should we review? In which guide (Start, Act)?
Which tools should we look at further?

Questions for the presenters

Wrap-up and Q & A

What next?
- ✓ Register for upcoming webinars
- ✓ Use "Nine Question" A Strategy Planning Tool for Advocacy Campaigns
- ✓ Use the Sphere of Influence tool
- ✓
- ✓
- ✓