POLICIES & PROGRAMS TO HELP BUILD A CULTURE OF HEALTH
YOUR FACILITATOR AND PRESENTERS

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JOIN US FOR MORE DISCUSSION

▪ When: Immediately following the webinar

▪ What: Interactive learning experience, opportunity to share ideas and ask questions

▪ How: Videoconference and/or phone via Zoom

▪ Why: Deepen the webinar learning, allow further exploration
LEARNING OUTCOMES FOR TODAY

‣ Understand what we do and why we do it
‣ Hear from two Culture of Health Prize winning communities
‣ Act on what’s important using policies and programs

WHY WE DO WHAT WE DO

Improve Health Outcomes
WHY WE DO WHAT WE DO
Increase Health Equity

POLL:
What challenges or concerns do you have about implementing policy change?

1) Choosing effective policies
2) Working with changemakers
3) Launching an effective advocacy campaign
HOW WE SUPPORT COMMUNITIES

DATA

EVIDENCE

GUIDANCE

STORIES
The Story Behind
Mothering Asheville

SISTAS CARING 4 SISTAS
DOULAS FOR SOCIAL JUSTICE

From Picnic Tables
To Pioneers
Mothering Asheville Vision

By 2027, we plan to eliminate disparities in infant mortality in Buncombe County, changing the current 2015 data indicating that African-American babies die at 3.1 times the rate of White babies. To drive and sustain this change, we will engage community members and organizations, and health care providers and administrators to advocate for institutional policies that address institutional racism, implicit bias, access to care, and social determinants of health. In collaboration with community leaders, we will promote increased access to preventive services in community-based settings (particularly for African-American women of childbearing age) and create systemic change in the way that women in Asheville access and utilize care.
HOW DID WE GO FROM.....

Not being selected

and what did we learn along the way?

2018 CULTURE OF HEALTH PRIZE
WHY WE WON!

• Downtown Revitalization
• Community Listening Sessions
• Improvements to Neighborhood Parks
2018 CULTURE OF HEALTH PRIZE
WHY WE WON!

• A New Sports Complex
• Making the Most of Our Resources
• Created an Economic Vision
• Increased Graduation Rate

DATA DRIVEN

▷ County Health Rankings and Roadmaps
▷ Partnerships
▷ Graduation Rate
▷ Third Grade Reading Assessment
▷ Kindergarten Readiness Assessment
▷ Action
HOW TO TAKE ACTION: ACTION CENTER

Steps to Move Your Community Forward

The steps below provide a path to help your community move with data to action. In each step, find key activities and suggested tools to guide your progress. Keep in mind action isn’t always linear. Feel free to skip steps to find the right resources when you need them.

1. Assess Needs and Resources
2. Focus on What’s Important
3. Choose Effective Policies & Programs
4. Act on What’s Important
5. Monitor and Learn
6. Work Together
7. Communicate

‣ Step-by-step guidance and tools
‣ 7 Action Steps
‣ Key Activities and suggested tools to guide your progress

TIP: Set the Action Center as a favorite in your browser. Come back often to find the right resources when you need them.

WHO TO WORK WITH: PARTNER CENTER

What roles do you play in your community?
Who do you want to partner with?

Think about the people in your community who make positive changes happen. Get their insights, drive their will, or help them lead - these are the people you want to partner with. This section is all about joining with others to make lasting changes in your community.

‣ Provides guidance around:
  • Why different sectors might care about creating healthy communities
  • What they can do
  • How to engage them

TIP: If you don’t see yourself in any of the sectors listed in the Partner Center, start with Community Members.
WHAT WORKS: SOCIAL & ECONOMIC OPPORTUNITIES

Features specific strategies that

- Can improve social and economic opportunities and health for all.
- Are likely to reduce unfair differences in health outcomes are emphasized.

www.countyhealthrankings.org/what-works-for-health

COMMUNITY COACHES

- Help strengthen community efforts through online guidance and virtual learning opportunities.
- Connect with a coach via the Contact Us form.

*TIP:* You can find the Contact Us button at the bottom of our website, no matter where you are on the site.
KEY TAKEAWAYS

‣ The Action Center answers the question: *How can we take action?*

‣ The Partner Center answers the question: *Who should we work with?*

‣ Our coaches can help you connect with any of the resources we talked about today.

QUESTIONS?
UPCOMING WEBINAR & LEARNING OPPORTUNITY

Making the Most of the 2019 County Health Rankings Release

Get ready! On March 19, the County Health Rankings & Roadmaps will release the annual County Health Rankings. We want you to be ready to respond and take advantage of the attention.

Tuesday, February 26 | 3:00 – 4:00 pm ET

Register at: countyhealthrankings.org/webinars

DISCUSSION GROUP:

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- **How:** videoconference [see the Chat link]
- **Who:** YOU! (Space is limited)
POLL:

STAY CONNECTED

- Facebook.com/CountyHealthRankings
- Follow @CHRankings
- Sign up for our newsletter CountyHealthRankings.org/subscribe
Please complete the feedback survey you will receive via e-mail!

THANK YOU!