



WELCOME!

In a moment, we will put up a poll asking you which option best describes how your community is choosing effective policies & programs ...

- A. We plan to look for evidence-informed policies & programs**
- B. We've begun to look to at policies & programs**
- C. We're trying to choose which policies & programs we'll work on**
- D. We've chosen effective polices & programs**



TAKE ACTION: CHOOSE EFFECTIVE POLICIES & PROGRAMS

Choosing Policy!



Kate Konkle
Community Coach
University of Wisconsin
Population Health Institute



Karen Odegaard
Community Coach
University of Wisconsin
Population Health Institute



Sarah Kile
Health Educator and Grant Writer
Central Michigan District Health
Department

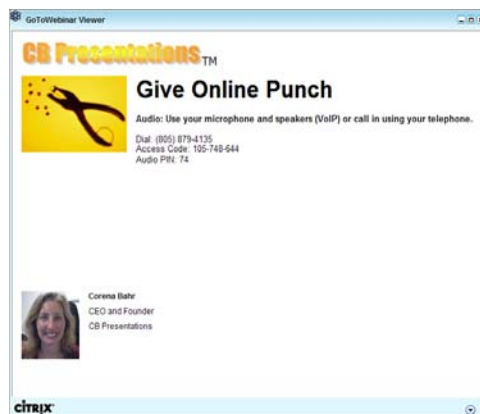
ACKNOWLEDGEMENTS

- ▶ Robert Wood Johnson Foundation
 - Including Abbey Cofsky, Paul Kuehnert, Michelle Larkin, Jim Marks, Joe Marx, Naima Wong
- ▶ Wisconsin *County Health Rankings & Roadmaps* Team
 - Including Bridget Catlin, Julie Willems Van Dijk, Patrick Remington, David Kindig, Angela Russell, Amanda Jovaag, Alison Bergum
- ▶ Our Partners
 - Including Burness Communications, Community Catalyst, United Way Worldwide, ASTHO, NACCHO, NNPPI, Dartmouth Institute, CDC, NCHS

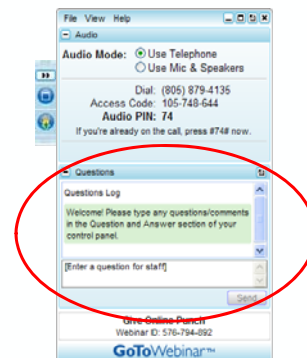
3

GO TO WEBINAR ATTENDEE INTERFACE

1. Viewer Window



2. Control Panel



4



SUCCESSES & CHALLENGES



OUTLINE

County Health Rankings & Roadmaps Overview

Communities in Action: Central Michigan Health District

Q & A

Summary & Wrap-Up



GOALS

- ▶ Know where to find tools to help Choose Effective Policies & Programs in the *Roadmaps to Health* Action Center.
- ▶ Understand how one community moved from a program to a policy focus and what that meant.



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

Search this site

Rankings Roadmaps ABOUT CONTACT FAQs BLOG WEBINARS TOOLS & RESOURCES

FIND YOUR COUNTY Learn About Data & Methods Download Rankings Data

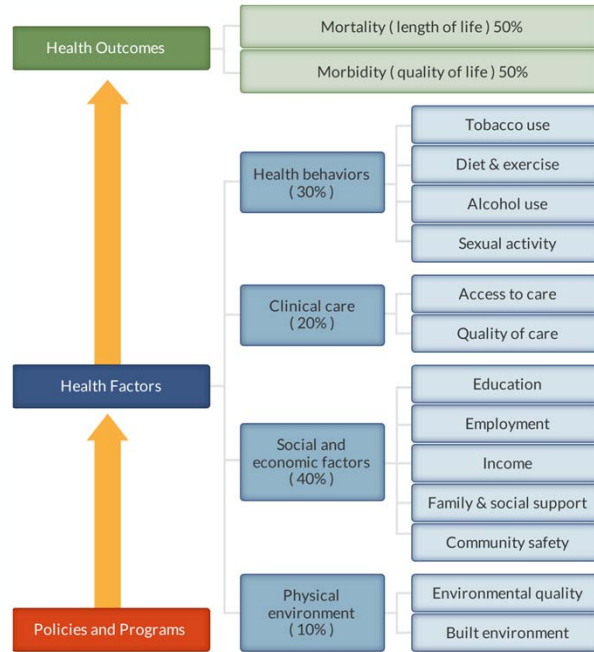
Find Health Rankings for Your State and County

Look up your county's *Rankings*, learn about our methods, and download the data you need.

- Learn about the Data & Methods**
Find out what is measured and how the *Rankings* add up.
- Download the *Rankings* Data**
You can download the *Rankings* data for your state or the entire nation.

Choose a state to begin

Explore *Rankings* Data



County Health Rankings model ©2012 UWPHI

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

Search this site

Rankings **Roadmaps** ABOUT CONTACT FAQs BLOG WEBINARS TOOLS & RESOURCES

FIND YOUR COUNTY Learn About Data & Methods Download Rankings Data

Find Health Rankings for Your State and County

Look up your county's *Rankings*, learn about our methods, and download the data you need.

Learn about the Data & Methods
Find out what is measured and how the *Rankings* add up.

Download the *Rankings* Data
You can download the *Rankings* data for your state or the entire nation.

Explore *Rankings* Data

What Can I Do?

There are many things you can do to improve health in your community. Make this your first stop after looking at your *Rankings* data. Get guidance and tools to help you work together with others to make your community a healthier place to live, learn, work and play.

Take Action

The *Roadmaps to Health* Action Center provides tools to help groups working together to create healthier places to live, learn, work and play.

[ACTION CENTER >>](#)

Learn to Use the Rankings Data

Find and use all the data on this site and beyond.

[USING THE RANKINGS DATA >>](#)

Find Policies & Programs

What Works for Health provides communities with information to help select and implement evidence-informed policies and programs.

[WHAT WORKS FOR HEALTH >>](#)

Need Help
Ready to take action, but not sure what to do next?
Our team offers personalized, free help.
[Contact us for help >](#)

Home > Roadmaps > What Can I Do?

Take Steps To...

- [Act on What's Important](#)
- [Assess Needs & Resources](#)
- [Choose Effective Policies & Programs](#)
- [Communicate](#)
- [Evaluate Actions](#)
- [Focus On What's Important](#)
- [Work Together](#)

I am a...

- [Community Leader](#)
- [Educator](#)
- [Employer and Business](#)
- [Government Official](#)
- [Grantmaker](#)
- [Healthcare Professional and Advocate](#)
- [Public Health Professional and Advocate](#)

Action Center

CHOOSE EFFECTIVE POLICIES & PROGRAMS GUIDE



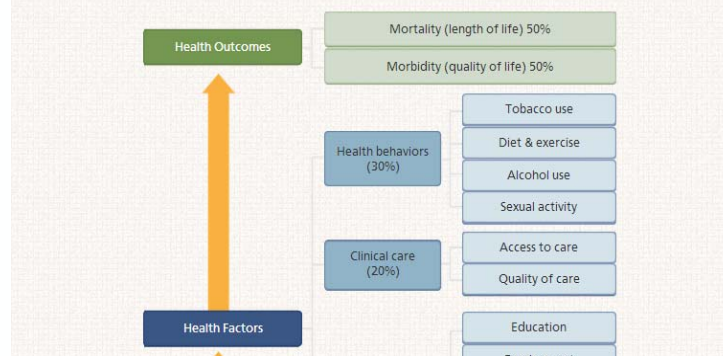
- ▶ Choose Effective Policies & Programs broken down into 4 key activities
- ▶ Brief guidance and suggested tools for each key activity
- ▶ 13 tools and resources

What Works For Health

What Works for Health provides communities with information to help select and implement evidence-informed policies, programs, and system changes that will improve the variety of factors we know affect health.

WANT TO LEARN MORE? - View our 4 minute *What Works for Health* Tutorial.

To learn more about strategies that could work in your community, select a health factor of interest (the light blue boxes on the far right) in the model below.



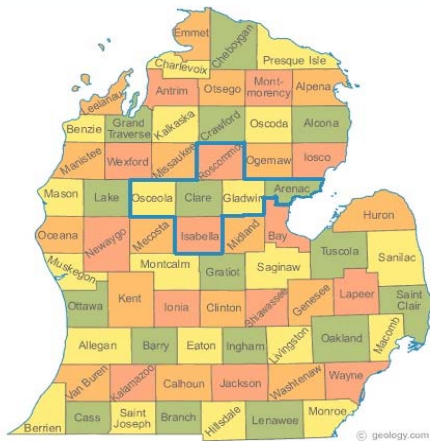
www.countyhealthrankings.org/roadmaps/what-works-for-health

COMMUNITIES IN ACTION



Sarah Kile
Health Educator and Grant Writer
Central Michigan District Health
Department

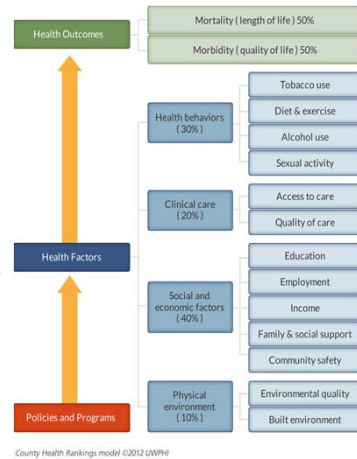
CENTRAL MICHIGAN



The County Health Rankings Health Outcomes Data of 82 counties ranked in Michigan				
County	2010	2011	2012	2013
Arenac	72	63	69	79
Clare	82	82	80	75
Gladwin	77	76	68	73
Isabella	42	33	20	14
Osceola	45	47	36	34
Roscommon	70	75	75	71

HOW DID YOU GET HERE?

- ▶ Access to Care
- ▶ Diet & Exercise
- ▶ Maternal & Infant Health
- ▶ Reproductive & Sexual Health
- ▶ Abusive, Violent & Controlling Behavior
- ▶ Substance Abuse
- ▶ Environmental Health / Transportation



POLICY FOR SCHOOLS: FRUIT & VEGGIE GARDENS



Policies are about
changing a
generation NOT just
a classroom!

CHOOSING POLICIES



VS



Photo credit: fortinbras, Flickr Creative Commons



VS



SUCCESSES LOOK DIFFERENT





PROGRAMS STILL WORK!

- ▶ Energy
- ▶ Retention
- ▶ Publicity



21



QUESTIONS

22



CONTACT INFORMATION



Karen Odegaard
karen.odegaard@match.wisc.edu
Phone: 608.265.6486



Kate Konkle
kate.konkle@match.wisc.edu
Phone: 608.265.5395



Jan O'Neill
jan.oneill@match.wisc.edu
Phone: 608.265.6694

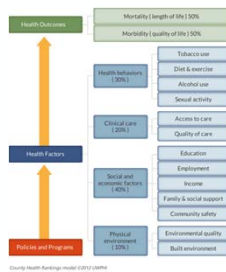
Need Help?

Ready to take action, but not sure what to do next?
Our team offers personalized, free help.

Contact us for help >



2013 WEBINAR SERIES



Breaking Down the Rankings Model Series



Partnership Series



Take Action Series

Register for upcoming webinars and find recordings at
www.countyhealthrankings.org/webinars



STAYING CONNECTED



follow us on
twitter



e-Newsletter: chr@match.wisc.edu