

# COUNTY HEALTH & ROADMAPS 101

*Using Data, Evidence, Guidance and Stories to Build  
Healthy Communities*

*April 13, 2021*

[countyhealthrankings.org](http://countyhealthrankings.org)



Support  
provided by

Robert Wood Johnson  
Foundation



1

## YOUR FACILITATORS TODAY



**Ericka Burroughs-Girardi**  
Senior Outreach  
Specialist



**Anne Roubal**  
Population Health  
Analyst



**Jessie Solcz**  
Evidence Analyst



**Joe Hinton**  
Learning Resource  
Specialist

2

## QUESTIONS WE WILL ANSWER

Who

Is County Health Rankings & Roadmaps?

What

Do we do and why it matters?

How

How can you use our tools and resources to improve the health of your community?

3



County Health Rankings & Roadmaps is a program of the  
University of Wisconsin Population Health Institute.



4



## WHY WE DO WHAT WE DO

Improve Health Outcomes

5



## WHY WE DO WHAT WE DO

Advance Equity

6

## CREATING CHANGE WITH...



7



**JOIN US FOR A SPECIAL ZOOM Q/A MEETING**

Link to be shared at the end of the webinar

8

## SUPPORTING COMMUNITY CHANGE WITH DATA

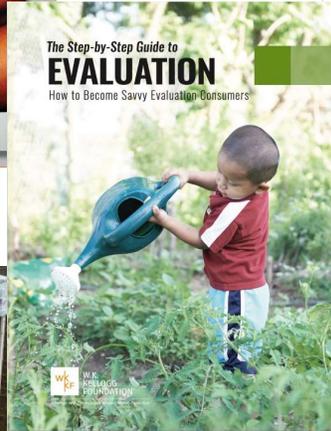
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### DATA

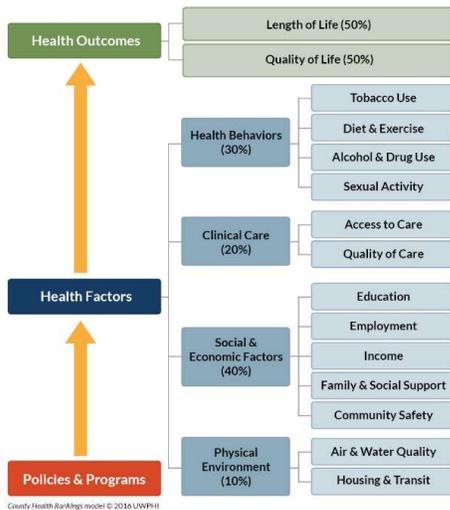
Using data to reveal the factors that influence health

10



11

## COUNTY HEALTH RANKINGS & ROADMAPS

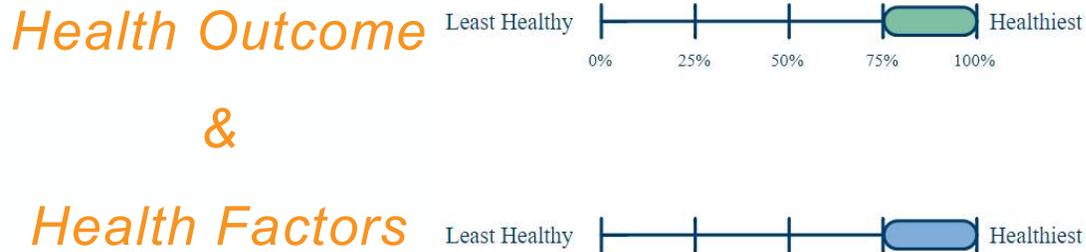


Our commitment to:

- Helping understand the multiple determinants of health
- Improving the health of everyone and reducing inequities
- Supporting communities in moving from data to action
- Providing updated data

12

# QUARTILE DISPLAY



13

**HEALTH OUTCOMES OVERALL RANK**

**Show Rankings**

**Hide Rankings**

Rank	County
6	Autauga (AU)
2	Baldwin (BA)
51	Barbour (BR)
45	Bibb (BI)
23	Blount (BL)
54	Bullock (BU)
57	Butler (BT)
36	Calhoun (CA)
43	Chambers (CH)
34	Cherokee (CE)
18	Chilton (CI)
48	Choctaw (CO)
50	Clarke (CL)
29	Clay (CY)
26	Cleburne (CB)
24	Coffee (CF)
28	Colbert (CR)
61	Conecuh (CN)
56	Coosa (CS)
42	Covington (CV)
27	Crenshaw (CW)

**Health Outcomes**  
Autauga (AU) is ranked among the healthiest counties in Alabama. (Highest 75%-100%)

**Health Factors**  
Autauga (AU) is ranked among the healthiest counties in Alabama. (Highest 75%-100%)

County	Trend	Error Margin	Top U.S. Performers	Alabama
Autauga (AU)				

**Health Outcomes**

**Length of Life**

Metric	Autauga (AU)	7,000-8,700	5,400	9,800
Premature death	7,800			

**Quality of Life**

Metric	Autauga (AU)	17-22%	14%	21%
Poor or fair health	20%			
Poor physical health days	4.5	4.1-4.9	3.4	4.4
Poor mental health days	4.9	4.5-5.2	3.8	4.9
Low birthweight	9%	8-10%	6%	10%

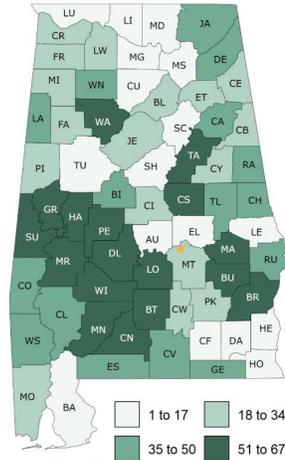
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## HEALTH OUTCOMES RANKING

Autauga County ranks

6

out of 67 counties



15

## HEALTH FACTORS RANKING

Autauga County ranks

9

out of 67 counties



16

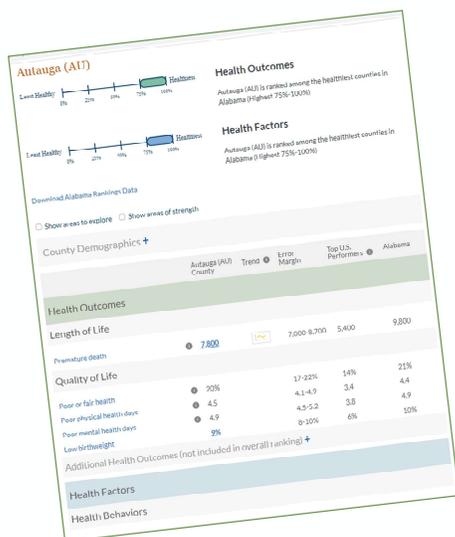
## DATA SOURCES

- ▶ County-level measures from more than 20 national data sources
- ▶ Most recently available data
- ▶ Most data we use are public data available at no charge
- ▶ Reliable and valid measures



17

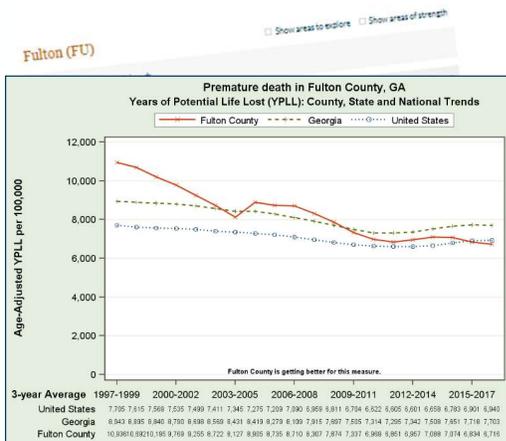
## WHAT DOES YOUR SNAPSHOT TELL YOU?



1. Look at the big picture – health factor and health outcome quartile
2. Check your measures – which are strongest? Which could use some work?
3. Look at your trends
4. Look at measures disaggregated by race/ethnicity
5. Begin to explore measures using Areas to Explore and Areas of Strength

18

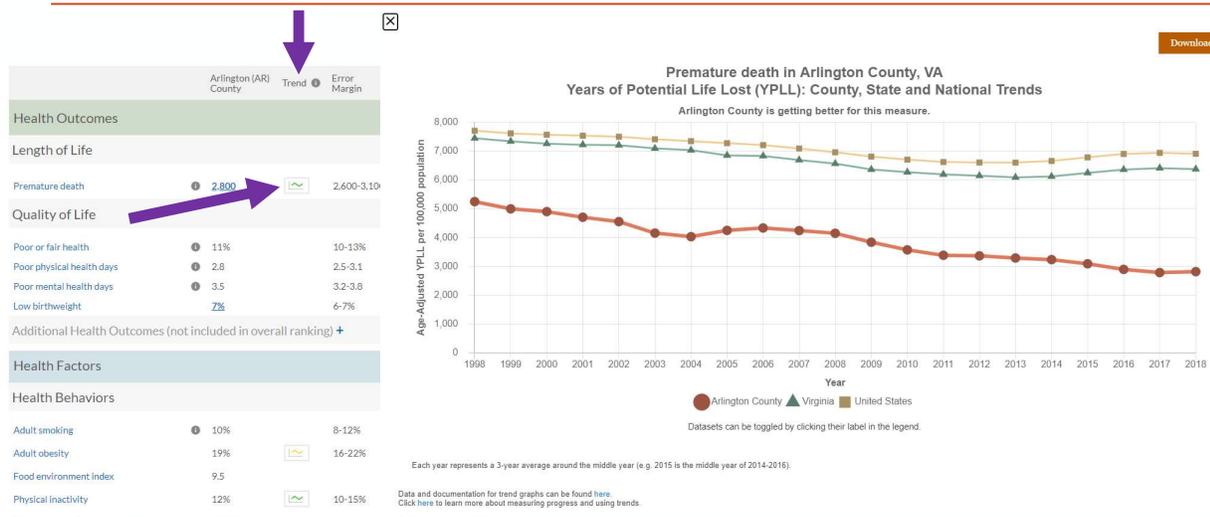
## EXAMINE THE MEASURES



- ▶ Look at the trends
- ▶ Compare county values to the state average
- ▶ Look at the error margins
- ▶ Compare county values to the Top U.S. Performers

19

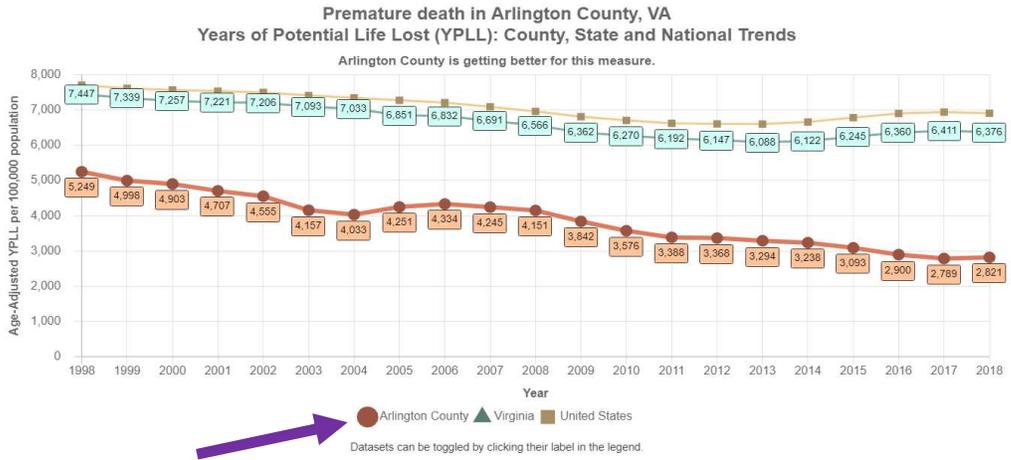
## TREND GRAPHS



20

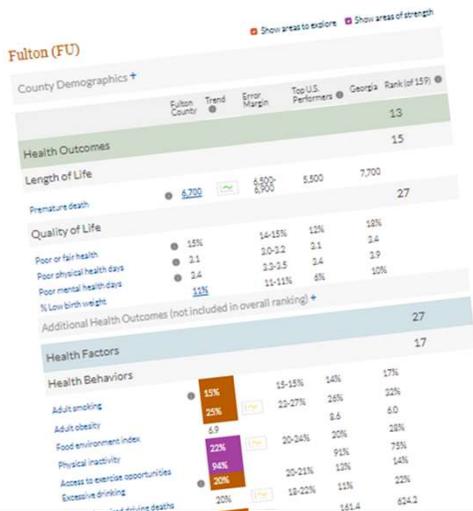
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Download



21

## EXAMINE THE MEASURES



- ▶ Show areas to explore and areas of strength.
- ▶ Dive deeper.

22

## EXAMINE THE MEASURES

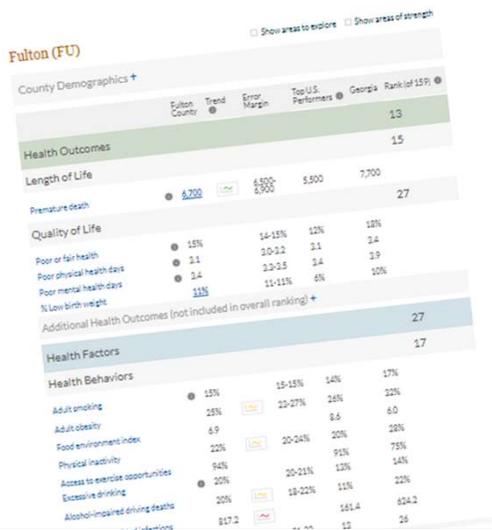
Children in poverty 19% 16-23% 11% 21%

	Value	Error Margin
% Children in Poverty	19%	16-23%
American Indian & Alaska Native	38%	
Asian	5%	
Black	34%	
Hispanic	33%	
White	3%	

- ▶ Look at data breakdowns by race and ethnicity for any measure value that is blue and underlined
- ▶ Dig deeper

23

## ADDITIONAL HELPFUL FEATURES

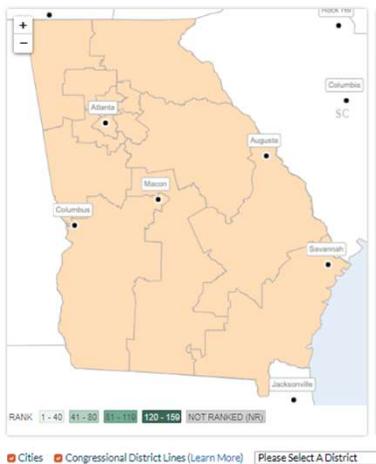


- ▶ Causes of death
- ▶ Additional measures
- ▶ Demographic data
- ▶ Policies and programs
- ▶ Spanish Translation

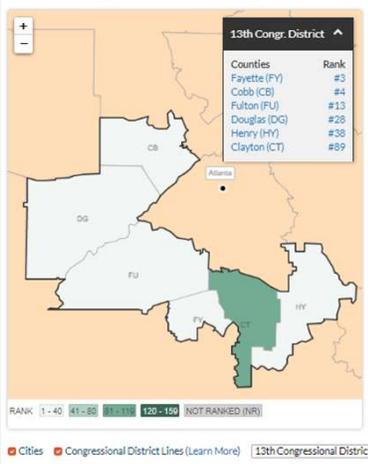
24

## CONGRESSIONAL DISTRICTS

Overall Rankings in Health Outcomes



Overall Rankings in Health Outcomes

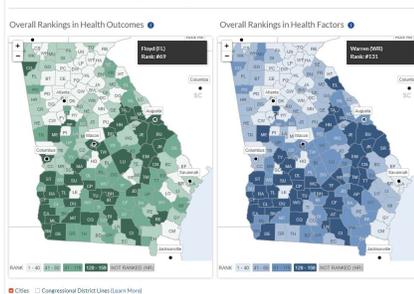


- ▶ Available for Health Outcomes, Health Factors, and Measures
- ▶ Identify geographic disparity
- ▶ Understand how policy impacts health

25

## EXPLORE HEALTH RANKINGS

Find out how healthy your county is and explore factors that drive your health



State Reports are now available  
Find out how healthy and health equity in your state. [Find Our Report](#)

Find tools and guidance to help improve the health of your community

Georgia Downloads & Data Resources

- 2020 Georgia Summary Report (1.7 MB)
- 2020 Georgia Data (945.2 KB)
- 2020 Georgia Health Outcomes Map (704.3 KB)
- 2020 Georgia Health Factors Map (704.1 KB)

Action Learning Guides

Deepen your learning with our interactive guides on how to use data for health improvement, strategies to promote both health and equity, partnering with residents, and more. [View the Guides](#)

Find More State-Specific Data & Resources

Additional health data, demographic data, and community health resources can provide a more complete picture of health, as well as the tools necessary to drive health improvement. [See State Resources](#)

26

## STATE REPORTS

### Data Tables Available

- County ranks
- Overall state/US data
- Measure documentation tables
- Data for the state by race/ethnicity

2021 County Health Rankings: Disaggregated State-Level Racial/Ethnic Data

Measure	Overall	AIAN	Asian	Black	Hispanic	White
<b>HEALTH OUTCOMES</b>						
Premature death*	9,800	5,100	3,400	12,200	4,300	9,200
Life expectancy	75.5	114.5	88.1	73.6	97.7	75.9
Premature age-adjusted mortality	470	210	170	560	170	460
Child mortality	70	80	40	100	50	60
Infant mortality	8	—	5	12	5	6
Low birthweight*	10%	9%	9%	16%	7%	8%
<b>HEALTH BEHAVIORS</b>						
Drug overdose deaths	16	—	—	10	4	20
Motor vehicle crash deaths	20	12	6	20	15	21
Teen births*	29	15	5	35	51	25
<b>CLINICAL CARE</b>						
Preventable hospital stays*	5,466	8,887	2,557	6,844	4,518	5,220
Mammography screening*	40%	35%	33%	40%	30%	40%
Flu vaccinations*	43%	44%	43%	31%	34%	46%
<b>SOCIAL &amp; ECONOMIC FACTORS</b>						
Reading scores*	2.9	N/A	3.3	2.5	2.4	3.2
Math scores*	2.7	N/A	3.3	2.3	2.5	3.0
Children in poverty**	22%	20%	11%	40%	39%	14%
Median household income	\$51,800	\$50,100	\$63,100	\$33,900	\$41,600	\$57,900
Injury deaths**	84	37	25	80	40	91
Homicides	10	—	—	26	6	5
Suicides	16	—	7	6	6	21
Firearm fatalities	22	7	4	30	8	20
<b>PHYSICAL ENVIRONMENT</b>						
Driving alone to work*	86%	81%	77%	84%	77%	87%

27

## NEW! DATA SPOTLIGHTS

- ▶ Spotlight on data from County Health Rankings
- ▶ Check often on the homepage
- ▶ First one coming out near the end of the month
  - Topic: Children Living in Poverty

28

## NEW! 2021 CALL FOR RESEARCH PROPOSALS

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- ▶ **Goal:** Opportunity to strengthen and enhance efforts to improve health and increase health equity
- ▶ **Study types:**
  - Targeted studies—up to \$50,000 for a maximum of 12 months
  - Comprehensive studies—up to \$100,000 for a maximum of 12 months.
- ▶ Released April 27<sup>th</sup> – Due in June

29

## KEY TAKEAWAYS

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- ▶ Rankings are a starting point
  - To start or broaden conversations about health and equity
  - To draw attention to gaps by place and race
  - To prompt urgency on the issues influencing health
  - To move those conversations to action



30

# SUPPORTING COMMUNITY CHANGE WITH EVIDENCE

31

## What Works for Health

Evidence matters. Our What Works for Health tool will help you find policies and programs that are a good fit for your community's priorities.

Explore new [Curated Strategy Lists](#) on a variety of topics

### Find Strategies by Topic

Health Behaviors	Clinical Care	Social & Economic Factors	Physical Environment
<ul style="list-style-type: none"><li>Alcohol and Drug Use</li><li>Diet and Exercise</li><li>Sexual Activity</li><li>Tobacco Use</li></ul>	<ul style="list-style-type: none"><li>Access to Care</li><li>Quality of Care</li></ul>	<ul style="list-style-type: none"><li>Community Safety</li><li>Education</li><li>Employment</li><li>Family and Social Support</li><li>Income</li></ul>	<ul style="list-style-type: none"><li>Air and Water Quality</li><li>Housing and Transit</li></ul>

32

County Health Rankings & Roadmaps  
Building a Culture of Health, County by County

Explore Health Rankings   Take Action to Improve Health   Learn From Others   What Is Health?   Reports   Q

Home > Take Action to Improve Health > What Works for Health

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33

County Health Rankings & Roadmaps  
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## WWFH STRATEGIES INCLUDE:

- ▶ Evidence Rating
- ▶ Description
- ▶ Evidence Summary
- ▶ Disparity Rating
- ▶ Implementation Examples



34

## WWFH EVIDENCE RATINGS



35

## WWFH EVIDENCE RATINGS



36

## WWFH EVIDENCE RATINGS



37

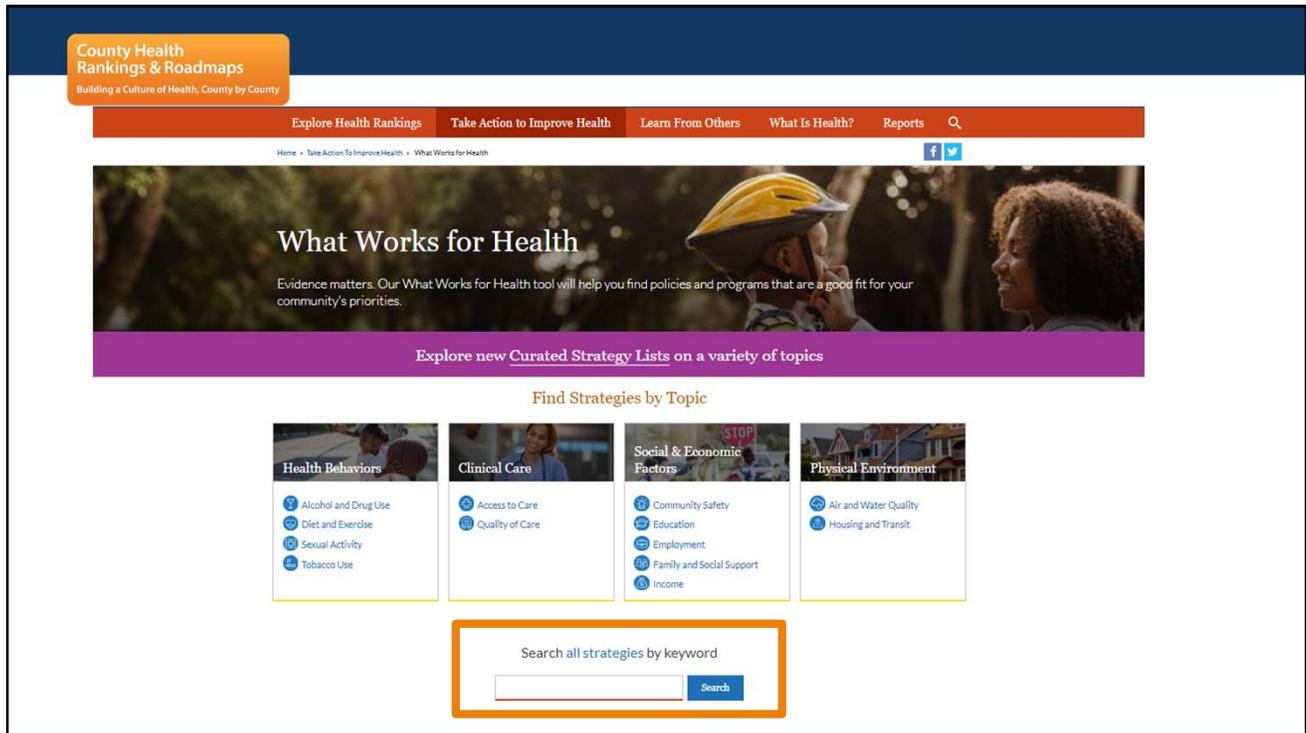
## WWFH DISPARITY RATINGS

**Likely to  
decrease  
disparities**

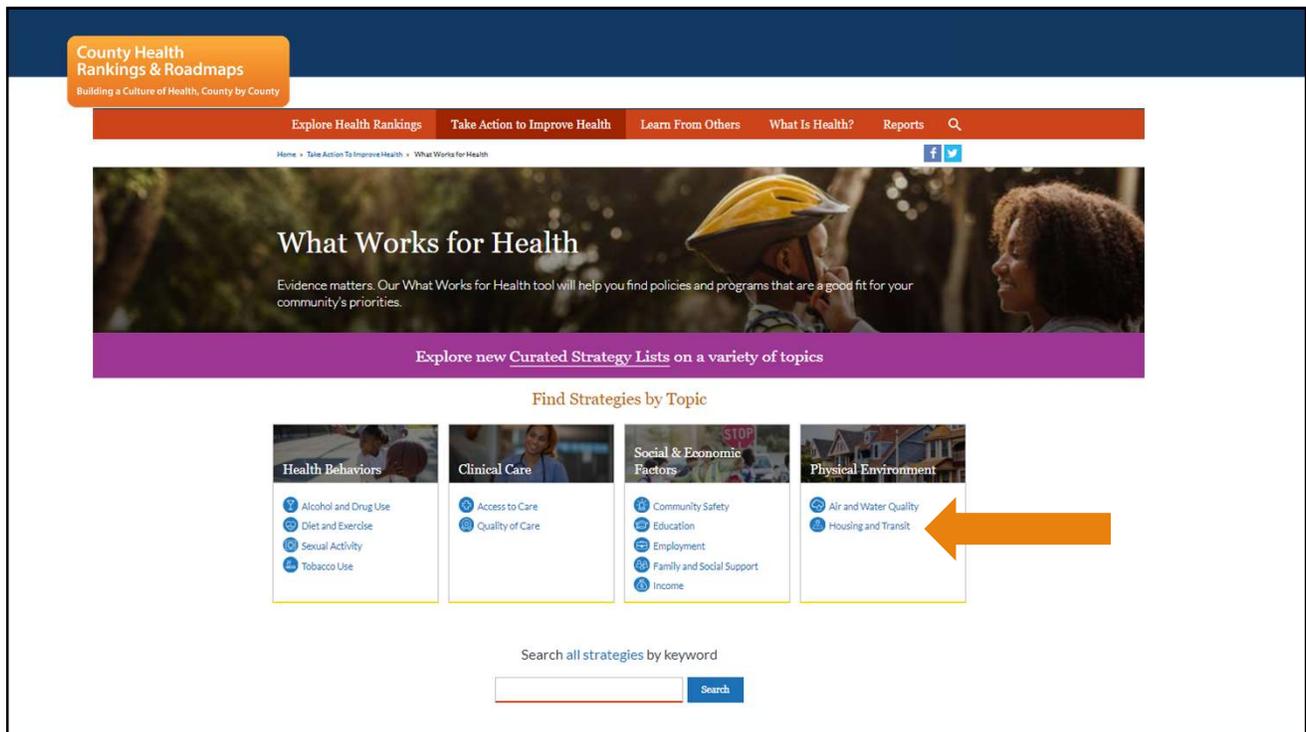
**No impact  
on disparities  
likely**

**Likely to  
increase  
disparities**

38



39



40

**County Health Rankings & Roadmaps**  
Building a Culture of Health, County by County

Search Strategies

## Strategies

Policies and programs that work

38 Strategies

Housing and Transit x

**Topic**

Housing and Transit (38)  
[Show more](#)

**Approach**

*Housing and Transit*

Ensure access to housing (7)

Improve housing quality (7)

Support active travel (10)

Support affordable housing options (10)

Support shared transportation (4)

**Decision Maker**

Business (9)

Community Development (28)

Community Members (7)

Educators (3)

Funders (4)

Government (33)

Health Care (1)

Nonprofits (11)

Public Health (5)

**Evidence Rating**

**SORT BY**

**VIEW**

A-Z

10

---

☆

**Affordable housing tax increment financing (TIF)**

Create designated tax districts that generate revenue to invest in affordable housing initiatives, blight remediation, and economic development efforts

■ Expert Opinion

● Housing and Transit

---

☆

**Automated speed enforcement cameras**

Use devices such as speed cameras, laser devices, radar, etc. to enforce speed limits; devices can be permanent fixtures or be used manually by law enforcement officers

■ Scientifically Supported

● Housing and Transit

● Community Safety

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☆

**Bike & pedestrian master plans**

Establish a framework to increase walking and biking trails and improve connectivity of non-auto paths and trails in a particular area

■ Some Evidence

● Housing and Transit

● Diet and Exercise

---

☆

**Carpool & rideshare programs**

Help commuters share transportation through informal arrangements between individuals, formally arranged dynamic ridesharing programs, or other ride-matching services

■ Expert Opinion

● Air and Water Quality

● Housing and Transit

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☆

**Community Development Block Grants (CDBGs)**

Provide funding for local community development activities such as affordable housing, anti-poverty programs, and infrastructure development

■ Some Evidence

● Housing and Transit

41

**County Health Rankings & Roadmaps**  
Building a Culture of Health, County by County

Search Strategies

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■ Some Evidence

● Housing and Transit

42

**County Health Rankings & Roadmaps**  
Building a Culture of Health, County by County

Search Strategies

## Strategies

Policies and programs that work

SORT BY: Newest | VIEW: 10

22 Strategies matching *children in poverty*

- ☆ **Debt advice for tenants with unpaid rent**

Offer debt advice from trained providers to tenants with unpaid, overdue rent to help repay debt and increase financial literacy

■ Some Evidence  
1 Income  
2 Housing and Transit
- ☆ **Rent regulation policies**

Establish tenant protections via regulations to the housing rental market such as limits on rent increases and eviction protections for tenants with low incomes; typically via rent stabilization

■ Expert Opinion  
2 Housing and Transit
- ☆ **Paid sick leave laws**

Require employers in an affected jurisdiction to provide paid time off for employees to use when ill or injured

■ Some Evidence  
2 Employment
- ☆ **Trauma-informed approaches to community building**

Support and strengthen traumatized and distressed residents and communities and address effects of community trauma (e.g., poverty, violence, structural racism, etc.) via a comprehensive, multi-stakeholder, and multilevel approach

■ Expert Opinion  
2 Family and Social Support
- ☆ **Minimum wage increases**

Increase the lowest hourly, daily, or monthly compensation that employers may legally pay to workers

■ Mixed Evidence  
2 Income
- ☆ **Legal support for tenants in eviction proceedings**

Provide legal representation for tenants with low incomes in eviction proceedings or offer limited legal assistance to prepare tenants to represent themselves in court

■ Some Evidence  
2 Housing and Transit

**Topic**

- Access to Care (0)
- Air and Water Quality (0)
- Alcohol and Drug Use (0)
- Community Safety (0)
- Diet and Exercise (2)
- Education (4)
- Employment (2)
- Family and Social Support (1)
- Housing and Transit (5)
- Income (8)
- Quality of Care (0)
- Sexual Activity (0)
- Tobacco Use (0)

**Decision Maker**

- Business (3)
- Community Development (3)
- Community Members (2)
- Educators (7)
- Funders (6)
- Government (22)
- Nonprofits (5)

**Evidence Rating**

- Scientifically Supported (9)
- Some Evidence (6)

43

**County Health Rankings & Roadmaps**  
Building a Culture of Health, County by County

★ Saved Strategies (1)

## Debt advice for tenants with unpaid rent

Trained providers offer tenants with unpaid rent advice to address their debts, often supporting establishment of debt repayment plans, budgets, and tools to keep track of income, debts, and spending. Advice can be limited to overdue rent payments or address debt more broadly, as many tenants with unpaid, overdue rent also hold other debts. Debt advice can be offered face-to-face or via telephone<sup>1</sup>; advice is also frequently offered through formal rental housing counseling services. Such services can include broader efforts to navigate complex systems and assistance programs, such as help for residents applying for funds to assist with unpaid and overdue rent; mediation for issues between tenants and landlords; assistance building and protecting assets through counseling on credit, renters' insurance, and emergency preparedness; assistance with long-term financial goals and planning; and education about maintaining healthy homes<sup>2</sup>.

### Expected Beneficial Outcomes (Rated)

- Reduced debt
- Reduced evictions

### Other Potential Beneficial Outcomes

- Reduced stress

### Evidence of Effectiveness

There is some evidence that providing debt advice to tenants with unpaid, overdue rent can reduce debt levels<sup>1-3</sup> and evictions due to unpaid rent<sup>4</sup>. Debt advice alone is not sufficient to address the complex financial, social, and health issues facing tenants with low incomes, including significant rent burdens, sudden income loss, and financial emergencies; however, as part of a broad, multi-component program, debt advice counseling may improve housing stability outcomes<sup>4</sup>. Additional evidence is needed to confirm effects, especially over the long-term.

**Evidence Rating** i

Some Evidence

Strategies with this rating are likely to work, but further research is needed to confirm effects. These strategies have been tested more than once and results trend positive overall.

**Health Factors** i

- 1 Income
- 2 Housing and Transit

**Decision Makers**

- Funders
- Business
- Government
- Nonprofits

44

County Health Rankings & Roadmaps  
Building a Culture of Health, County by County

★ Saved Strategies (1)

## Debt advice for tenants with unpaid rent

Evidence Rating <sup>1</sup>  
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Health Factors <sup>1</sup>

- Income
- Housing and Transit

Decision Makers

- Funders
- Business
- Government
- Nonprofits

Print this strategy Save this strategy

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45

County Health Rankings & Roadmaps  
Building a Culture of Health, County by County

## What Works for Health Curated Strategy Lists

What Works for Health Curated Strategy Lists are helpful resources to support community change efforts around specific topics and themes. Selected by our expert evidence analysts, each list includes evidence-informed programs, policies, and systems changes that can help address complex health problems, systemic social issues, and local community needs and priorities.

### Explore Curated Strategy Lists



#### COVID-19 Recovery

Evidence-informed strategies that help communities respond to and recover from COVID-19. These interventions address income, education, housing, and more based on a framework for health equity.<sup>17</sup>

[See the list >](#)



#### Climate Change

Evidence-informed strategies that help communities reduce greenhouse gas emissions and mitigate the effects of climate change, including options for individuals to reduce their carbon footprint. These interventions address transportation, energy efficiency, sustainable food options, stewardship, waste reduction, and more.<sup>18</sup>

[See the list >](#)



#### Violence Prevention and Community Safety

Evidence-informed strategies to prevent neighborhood crime and violence as well as intimate partner violence, based on an ecological framework.<sup>19</sup> These interventions address collaborative efforts between law enforcement and community residents, and connect families and youth at risk with social services and supports.

[See the list >](#)

46

## KEY TAKEAWAYS

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- ▶ WWFH’s evidence-informed strategies include evidence ratings, disparity ratings, and more.
- ▶ WWFH provides information about what works, what might work, and what does not work.
- ▶ WWFH strategies reach across sectors and are used locally and nationally by decision makers in communities, local health departments, state legislators, students, and more.



47

## SUPPORTING COMMUNITY CHANGE WITH GUIDANCE & STORIES

48

# 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 you will find key activities and suggested tools to guide your progress. Keep in mind: action isn't always linear. Revisit these steps to find the right resources when you need them.



- ▶ Step-by-step guidance and tools
- ▶ Seven Action Steps
- ▶ Key Activities and suggested tools to guide your progress
- ▶ Curated list of resources to get started

# DIG IN: ACTION LEARNING GUIDES

**Worksheet: What Are Data?**

The worksheet is a companion to the What Are Data? Action Learning Guide. Consider the worksheet a place to track your progress through the guide and to reflect on your own community's experience with the topic.

The worksheet will take you through the sections of the Action Learning Guide:

What Are Data? → Where Can I Find Data? → Making Sense of Data

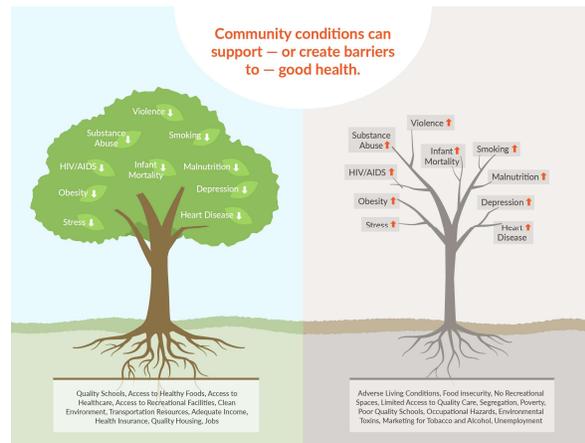
**What Are Data?**

Data can help answer a question, explain, or describe a characteristic of a population, or tell a story. Put simply, data are pieces of information that help us understand the world in which we live.

**Data have many uses:**

- You might use data to:
  - Define a problem and its magnitude.
  - Understand community conditions and determine if they promote or discourage good health.
  - Prioritize what actions to take.
  - Start conversations with elected officials.
  - Advocate for policy change.
  - Compare health, such as:
    - Conducting a community needs assessment.
    - Applying for grants.
    - Developing interventions or programs, or
    - Creating or refining ones or programs to explain what's happening in your community.

Companion Worksheet



Sample Graphic: Understand and Identify Root Causes of Inequities

## 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. Call them leaders, changemakers, or stakeholders - these are the people with whom you want to partner. This section is all about joining with others to make lasting change in your community.



- ▶ Why different sectors might care about creating healthy communities
- ▶ What they can do
- ▶ How to engage them

51

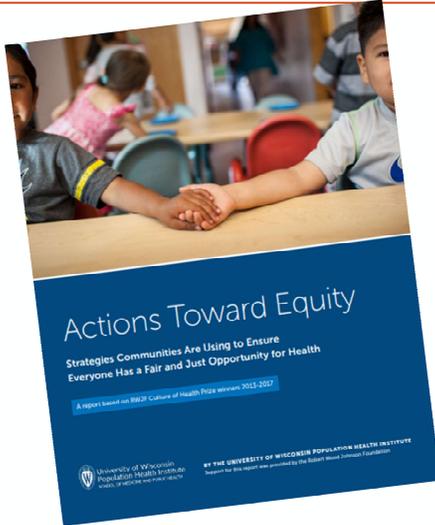


## STORIES: LEARN FROM OTHERS

Sharing stories ignites possibilities and inspires action

52

## NEW RESOURCES FEATURING RWJF PRIZE WINNERS



- ▶ Highlights work across first five years of Prize winners
- ▶ Find examples of strategies communities are using to ensure fair and just opportunities for health

53

## KEY TAKEAWAYS

- ▶ The Action Center provides step-by-step guidance for you to take action to improve community health.
- ▶ Action Learning Guides offer an opportunity to learn and reflect as a group on topics of health and equity.
- ▶ The Partner Center helps you identify the right partners and explore tips to engage them.
- ▶ Sharing your story and investigating others' stories helps ignite thinking about possibilities and inspires action.



54



Photo by Jonathan Cosens Photography on Unsplash

**PLEASE SHARE YOUR THOUGHTS...**

55



**WE WANT TO HEAR  
FROM YOU!**

56

## ADVANCING RACIAL EQUITY WEBINAR SERIES

“ Racism fundamentally shapes our economic, social, and physical environments. Sweeping change is needed. We must learn the truth about our history, so that we don't continue recreating injustice. And we must take actions toward healing. ”



DR. SHERI JOHNSON, DIRECTOR  
The University of Wisconsin Population Health Institute

County Health Rankings & Roadmaps  
Building a Culture of Health, County by County

Mobilizing Action Toward Community Health (MATCO)  
The University of Wisconsin Population Health Institute

- ▶ National and local community guests will share guidance and expertise around advancing racial equity.
  - May: Declaring Racism as Public Health Crisis featuring Dr. Renee Canady, Michigan Public Health Institute & Jennifer Harris, County of Milwaukee
  - June: Transforming Narratives to Create Racial and Health Equity
- ▶ Registration available at [www.countyhealthrankings.org/webinars](http://www.countyhealthrankings.org/webinars)

57



## QUESTIONS?

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58

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59



**JOIN US NOW FOR A SPECIAL ZOOM Q/A MEETING**

Link is in the chat

60

**THANK YOU!**

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