



TAKE ACTION: ASSESS

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.

One of the first steps in local health improvement is to take stock of your community's needs, resources, strengths, and assets. You will want to understand what helps as well as what hinders progress toward improving your community's health.



COMMUNITIES IN ACTION: HEALTHY LIVABLE CATTARAUGUS COUNTY

In 2011 *County Health Rankings* ranked Cattaraugus County in the lower third for the state—and it proved to be a call to action. A partnership between the Cattaraugus County Healthy Communities Livable Consortium and the County Health Department was born. They worked together to leverage an assets-based needs assessment process to empower community stakeholders to make change.



Here are some lessons Catt County has learned about engaging stakeholders in an assets-based needs assessment process:

- Create synergy by bringing multiple partners together, each of whom “own” a different piece of data.
- Balance having a group select priorities with a “reality check” out in the community.
- Keep asking: Who is missing? Who else needs to be at the table?

ASSESS NEEDS & RESOURCES GUIDES

Visit the [Roadmaps to Health Action Center](#) to find guidance and tools for [assessing needs and resources](#), whether you're just beginning your health improvement journey or are well along the way.

- **START** — We need to collect data, but we aren't sure where or how to start.
- **ACT** — We are collecting a variety of data, but we could use some help interpreting what it means and moving forward.

TAKE ACTION IN YOUR COMMUNITY

- Use the [Data Drilldown Guide](#) to help you navigate the information in your county's snapshot and identify key areas where you may wish to look for additional data. The guide also directs you to additional national and state data sources.
- Use the [Community Assets Brainstorm exercise](#) (from Healthy People 2020) is a two-page exercise that gives guidance for a brainstorming exercise to identify your community's strengths.

GO DEEPER

On June 26th, we will host an interactive webinar where you can get feedback on the work you're doing with assessing needs and resources, 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](#).



ASSESS NEEDS & RESOURCES NOTES

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Date: June 12, 2012

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

- A. We need to collect data but aren't sure where or how to start.
- B. We are collecting a variety of data, but we could use some help interpreting what it means and moving forward.
- C. We have successfully assessed needs and resources.

Have the *County Health Rankings* acted as a call to action in our community?

- A. Yes
- B. No
- C. Not sure
- D. Not applicable

If "no" or "not sure," how are we using data to call our community to action?

County Health Rankings Model & Take Action Cycle

Questions for the presenters

Communities in Action: Healthy Livable Cattaraugus County

Who are we working with? Are we missing potential partners? Are there others that are working on similar initiatives that we might reach out to?

What process are we using to assess needs and resources in our community?

How are we building on strengths and assets?

How are we moving from data to action? How are we prioritizing where to focus?

Questions for the presenters

Assess Needs & Resources 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
- ✓ Adapt the Healthy Livable Cattaraugus County Asset Survey to build on strengths in your community.
- ✓ Use the [Data Drilldown Guide](#)
- ✓ Use the [Community Assets Brainstorm exercise](#) (from Healthy People 2020)
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