

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

April 7, 2020

COUNTY HEALTH RANKINGS & ROADMAPS 101

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

countyhealthrankings.org



Support
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County Health Rankings & Roadmaps is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

countyhealthrankings.org

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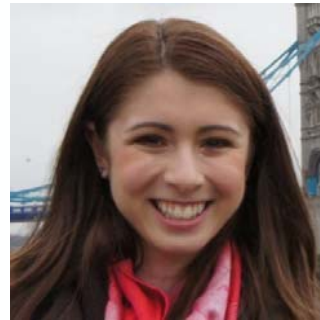
YOUR FACILITATOR AND PRESENTERS



Carla Freeman
Action Learning Coach



Anne Roubal, PhD
Population Health Analyst



Jessie Solcz
Evidence Analyst



**Ericka Burroughs-
Girardi**
Action Learning Coach



WHY WE DO WHAT WE DO

Improve Health Outcomes



WHY WE DO WHAT WE DO

Increase Health Equity

County Health Rankings & Roadmaps

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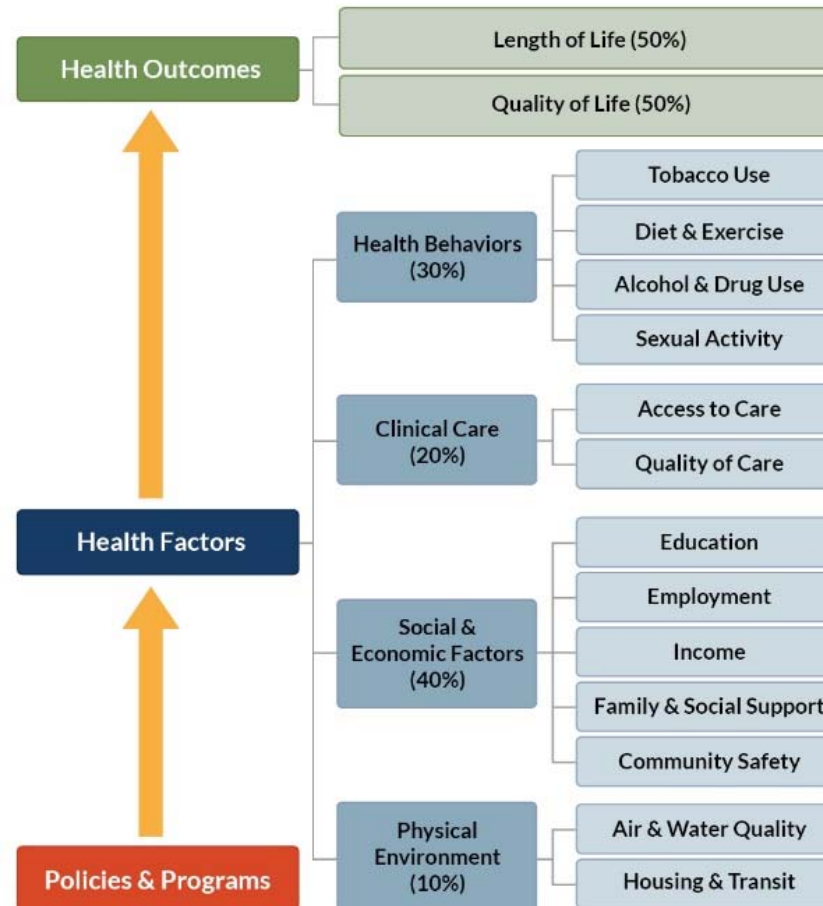
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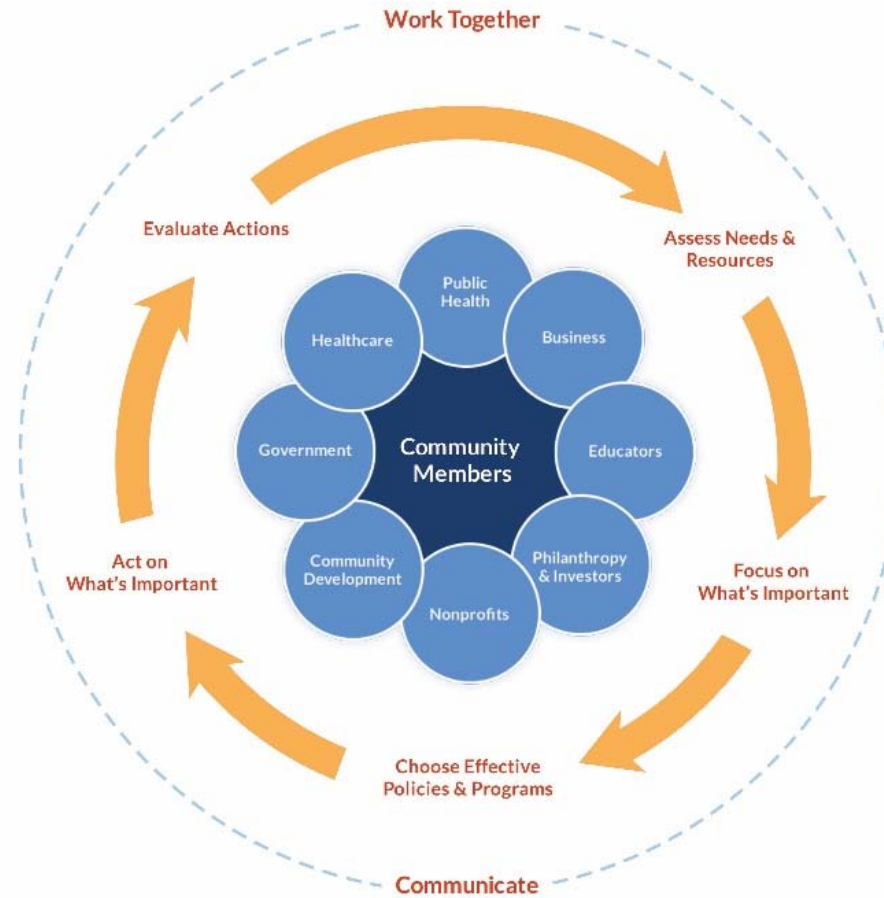


County Health Rankings model © 2016 UWPHI

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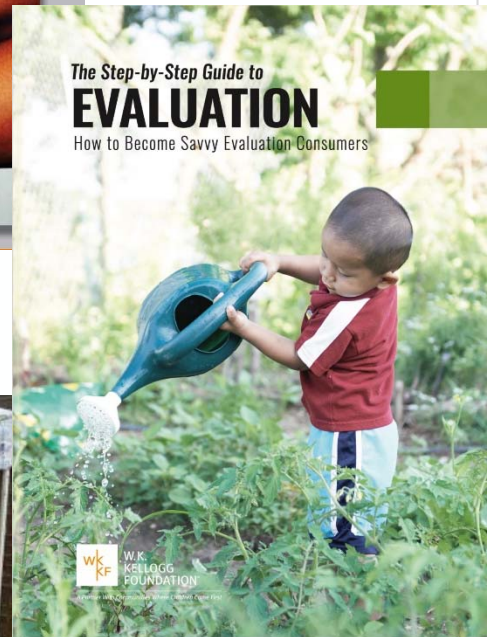
HOW WE SUPPORT COMMUNITIES



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Healthiest Polk County 2015

HOME HEALTH FOCUS AREAS RESOURCES GET INVOLVED

Welcome to Healthiest Polk County 2015

Healthiest Polk County 2015 is Polk County, Wisconsin's Community Health Improvement Plan (CHIP). Its main purpose is to mobilize people, organizations, stakeholders, and communities to collaboratively address issues that impact and improve the health of the 44,000 residents of Polk County. The four health focus areas identified in Healthiest Polk County 2015 are:

1. [Physical Activity](#)
2. [Adequate, Appropriate, and Safe Food and Nutrition](#)
3. [Tobacco Use and Exposure](#)
4. [Mental Health](#)

We invite you to join us in making Polk County the healthiest County in Wisconsin!

Polk County Community Health Improvement Plan: Healthiest Polk County 2015

Creating the health of Polk County, Wisconsin, Healthiest Polk County 2015 is a goal that requires a shared responsibility, collaboration, and action. Healthiest Polk County 2015 is a community health improvement plan that addresses the following:

1. Physical Activity
2. Adequate, Appropriate, and Safe Food and Nutrition
3. Tobacco Use and Exposure
4. Mental Health

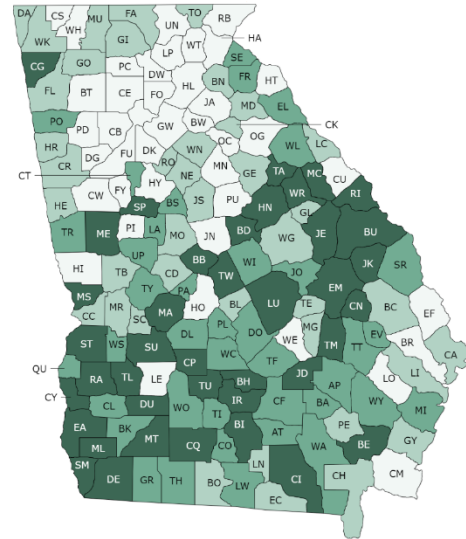


HEALTH OUTCOMES RANKING

Fulton County ranks

13

out of 159 counties



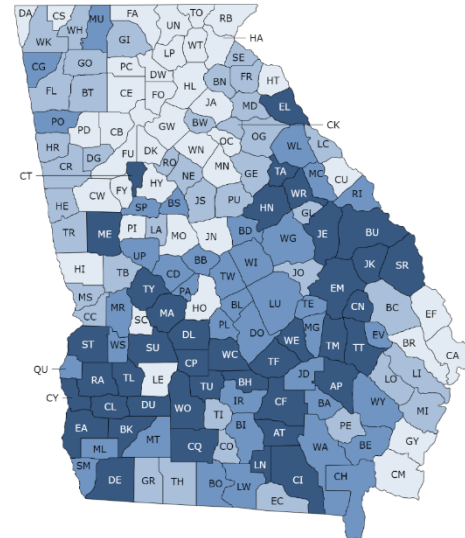
Health Outcome Ranks 1 to 40 41 to 80 81 to 119 120 to 159

HEALTH FACTORS RANKING

Fulton County ranks

27

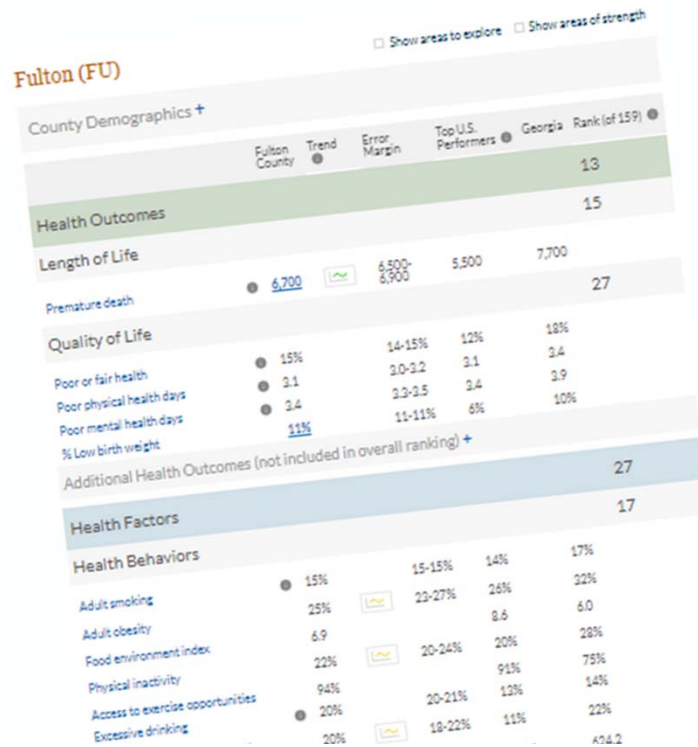
out of 159 counties



Health Factor Ranks

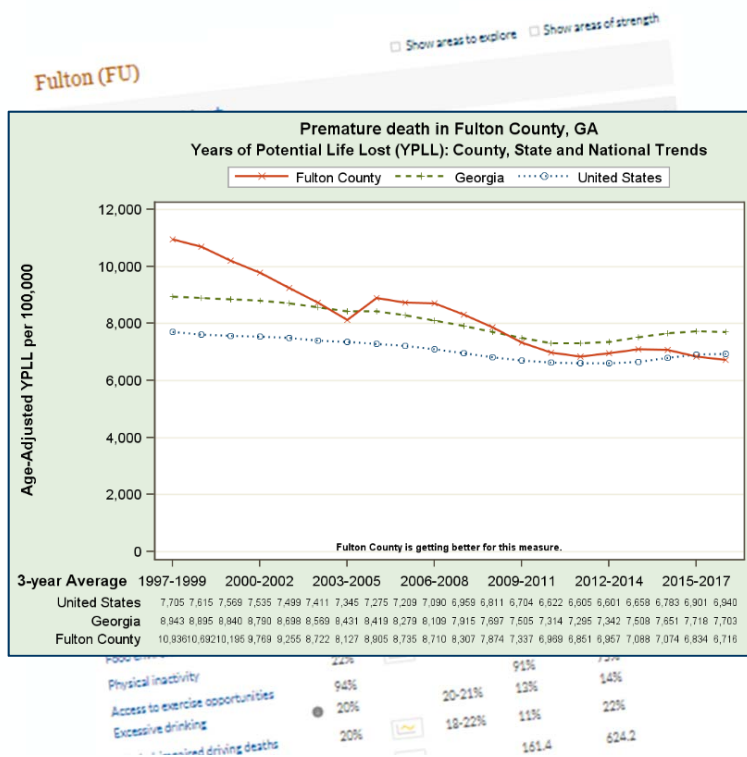
1 to 40	41 to 80	81 to 119	120 to 159
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WHAT DOES YOUR SNAPSHOT TELL YOU?



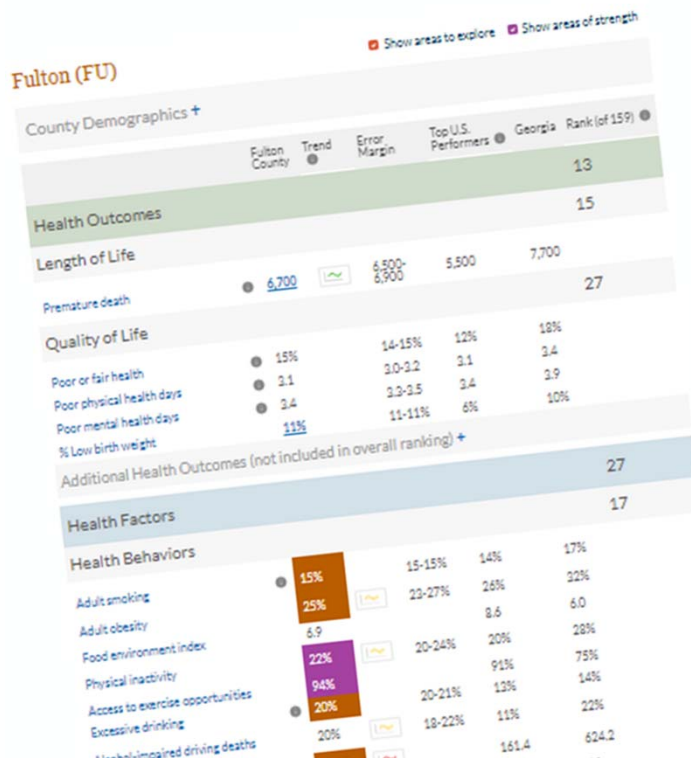
1. Look at the big picture – health factor and health outcome ranks
2. Check your health factors – which are strongest? Which could use some work?
3. Look at your trends – especially premature death
4. Begin to explore the measures using Areas to Explore and Areas of Strength

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

EXAMINE THE MEASURES



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

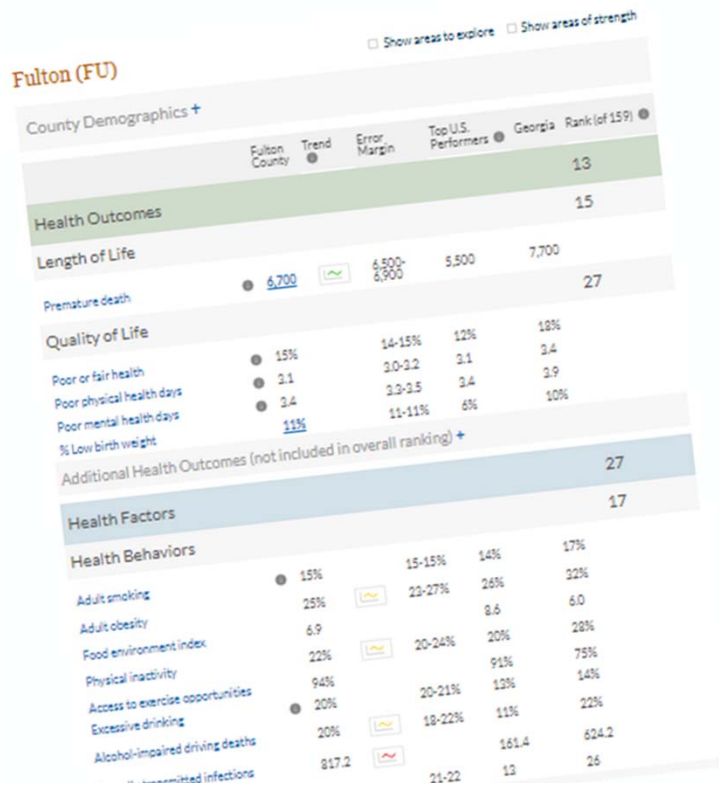
EXAMINE THE MEASURES

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

	Value	Error Margin	x
% Children in Poverty	<u>19%</u>	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

ADDITIONAL HELPFUL FEATURES



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

2020 STATE REPORTS

- ▶ Explores the link between children living in poverty and health
- ▶ Differences by place and race, and how they came to be
- ▶ Call to action to create opportunity and health for all

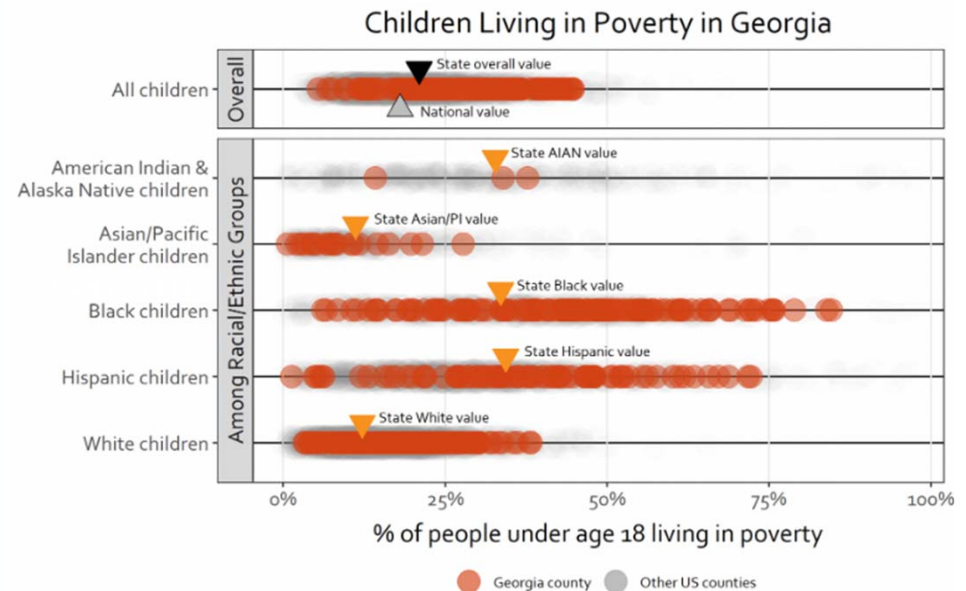
Find your state's report at:

www.countyhealthrankings.org/state-reports



INTERACT WITH KEY INDICATORS

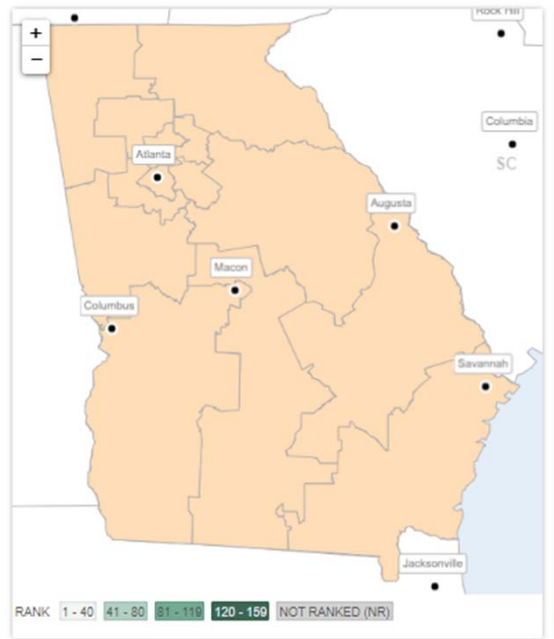
- ▶ Identify patterns among counties in your state and among racial/ethnic groups within counties
- ▶ See how your state compares to all counties in the US



Explore your state's data at: www.countyhealthrankings.org/state-reports

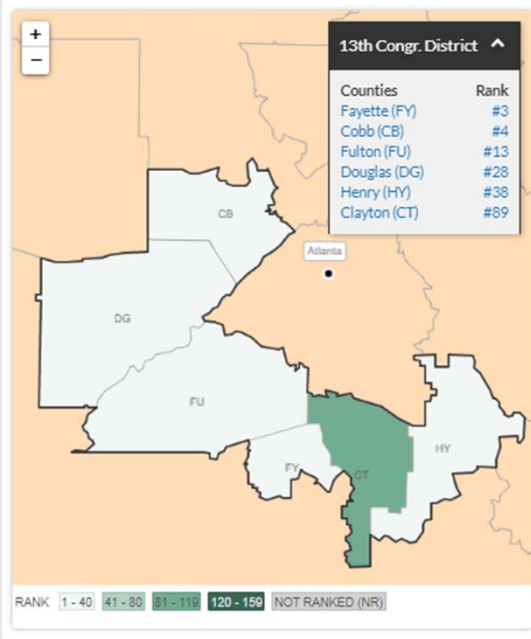
CONGRESSIONAL DISTRICTS

Overall Rankings in Health Outcomes ⓘ



Cities Congressional District Lines (Learn More) Please Select A District

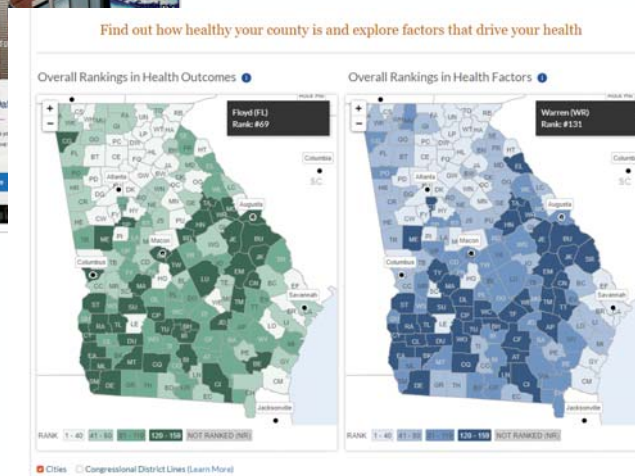
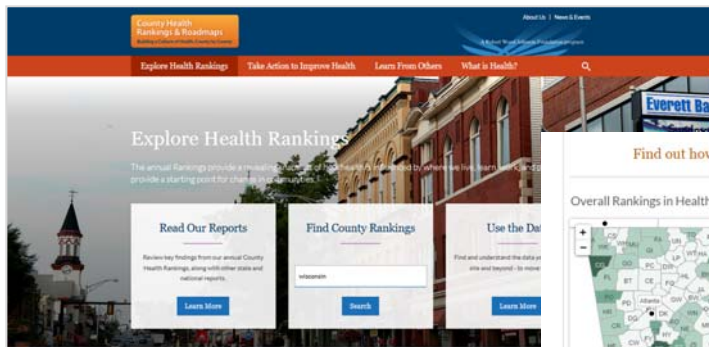
Overall Rankings in Health Outcomes ⓘ



Cities Congressional District Lines (Learn More) 13th Congressional District

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

EXPLORE HEALTH RANKINGS



State Reports are now available
Find out more about health and health equity in your state. [Read the 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 (845.2 KB)
- 2020 Georgia Health Outcomes Map (704.2 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 Guide](#)

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](#)

KEY TAKEAWAYS

- ▶ 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





Jessie Solcz
Evidence Analyst

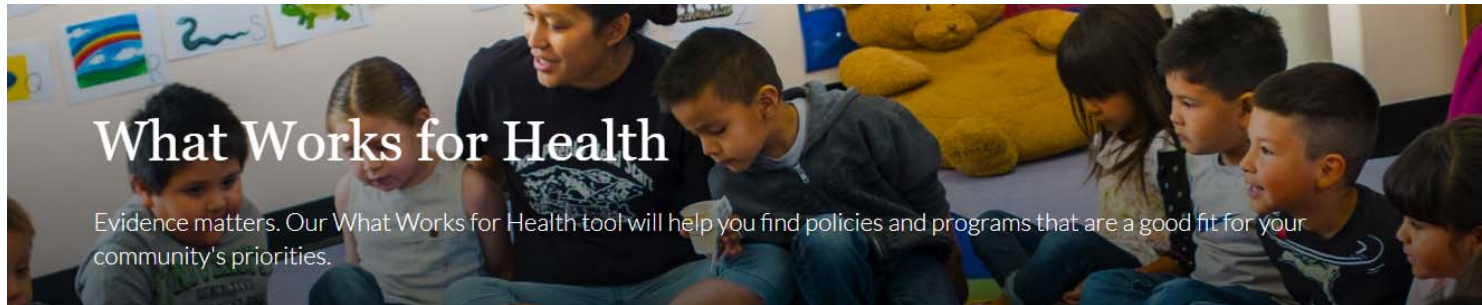


EVIDENCE


Using evidence to choose strategies that work

HOW DO YOU SELECT STRATEGIES CURRENTLY?

1. Intuition or a gut feeling about what will be effective
2. Based on what you have heard others are implementing in your field
3. Consider past experience with similar situations and strategies you have used
4. Results of controlled experimental studies that show a method is helpful
5. What you know by critically reading the literature in the field




Find Strategies by Topic



Health Behaviors

- Alcohol and Drug Use
- Diet and Exercise
- Other Health Behaviors
- Sexual Activity
- Tobacco Use




Clinical Care

- Access to Care
- Quality of Care



Social & Economic Factors

- Community Safety
- Education
- Employment
- Family and Social Support
- Income



Physical Environment

- Air and Water Quality
- Housing and Transit

EVIDENCE MATTERS

- ▶ Smart investments
- ▶ Inform decisions
- ▶ Inform innovation



Photo courtesy of UW-Madison University Communications

A MENU OF IDEAS

- ▶ Evidence rating
- ▶ Literature summary
 - Who
 - What
 - Cost
- ▶ Disparity rating
- ▶ Implementation examples & tools



Evidence Ratings

- Scientifically Supported:** Strategies with this rating are most likely to make a difference. These strategies have been tested in many robust studies with consistently positive results.
- 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.
- Expert Opinion:** Strategies with this rating are recommended by credible, impartial experts but have limited research documenting effects; further research, often with stronger designs, is needed to confirm effects.
- Insufficient Evidence:** Strategies with this rating have limited research documenting effects. These strategies need further research, often with stronger designs, to confirm effects.
- Mixed Evidence:** Strategies with this rating have been tested more than once and results are inconsistent or trend negative; further research is needed to confirm effects.
- Evidence of Ineffectiveness:** Strategies with this rating are not good investments. These strategies have been tested in many robust studies with consistently negative and sometimes harmful results. [Learn more about our methods](#)

Evidence Rating 1

Scientifically Supported

Strategies with this rating are most likely to make a difference. These strategies have been tested in many robust studies with consistently positive results.

Health Factors 1

Employment

Decision Makers

Business

Government

★ Saved Strategies (1)

Recent birth or adoption, a parent or father paid time off, such as sick leave, maternity and paternity leave, amount of benefit and maximum duration of leave distinct from the federal Family and Medical Leave Act (FMLA), weeks of job-protected leave

the likelihood that mothers are employed (Rossin-Slater 2018¹⁶), particularly mothers with young children (Ruhm 2000¹⁷), with longer durations resulting in greater reductions in death among infants and young children (Ruhm 2000¹⁷).

Mortality (Pfeymann 2013¹⁸, Tanaka 2003¹⁹), with longer durations resulting in greater reductions in death among infants and young children (Ruhm 2000¹⁷).

Impact on Disparities

Likely to decrease disparities

Implementation Examples

Legislation guarantees paid leave for eligible employees in California, New Jersey, New York, and Rhode Island and several cities across the country, including New York City and San Francisco (NCSL-PFL resources²⁰, LAW-Resources²¹). Washington state and Washington DC's programs will go into effect in 2020 (NCSL-PFL resources²⁰), and the program in Massachusetts will begin paying leave benefits in 2021 (MA-Leave²²). State legislation pre-empts local laws related to leave in 13 states (Grassroots Change²³).

Five states (California, New Jersey, New York, Rhode Island, and Hawaii) also provide paid maternity leave through state-level Temporary Disability Insurance programs (NPWF-TDI²⁴).

The US is the only OECD country that does not provide paid parental leave (Adema 2016²⁵).

Implementation Resources

NCSL-PFL resources²⁰ - National Conference of State Legislatures (NCSL). Paid family leave resources.

NCSL-State leave laws²⁶ - National Conference of State Legislatures (NCSL). State family medical leave and parental leave laws.

CA EDD-Family leave²⁷ - State of California Employment Development Department (EDD). Paid family leave.

NJ LWD-Family leave²⁸ - State of New Jersey Department of Labor and Workforce Development (LWD). Family leave insurance.

RI TDI-Paid leave²⁹ - Rhode Island (RI) Temporary Disability Program. RI paid leave.

LAW-Resources²¹ - Legal Aid at Work (LAW). Work & Family.

Citations - Evidence



Citations - Implementation Examples



★ Saved Strategies (1)

Evidence Rating ¹

Scientifically Supported

Strategies with this rating are most likely to make a difference. These strategies have been tested in many robust studies with consistently positive results.

Health Factors ¹

Employment

Decision Makers

Business

Government

Paid family leave

Print this strategy

Save this strategy

Paid family leave (PFL) provides employees with paid time off for circumstances such as a recent birth or adoption, a parent or spouse with a serious medical condition, or a sick child. Some employers allow the use of other paid time off, such as sick leave, for these purposes rather than designating family leave; some employers also offer maternity and paternity leave. PFL may be provided by employers or via state-level programs. State programs vary in the amount of benefit and maximum length of leave provided, and whether leave is job protected (Urban-Isaacs 2017¹⁶). PFL is distinct from the federal Family and Medical Leave Act (FMLA), which provides eligible employees with at least 12 work weeks of job-protected leave without pay (US DOL-FMLA¹⁷).

Expected Beneficial Outcomes (Rated)

- Increased labor force participation
- Increased use of parental leave
- Improved health outcomes

Other Potential Beneficial Outcomes

- Improved mental health
- Increased preventive care
- Increased breastfeeding rates
- Improved birth outcomes
- Reduced infant mortality
- Improved well-being
- Improved economic security

Evidence of Effectiveness

There is strong evidence that short-term paid family leave (PFL) policies in the US increase the likelihood that mothers remain in the labor force after child birth (Baum 2016¹⁸, Byker 2016¹⁹, Rossin-Slater 2013²⁰), particularly mothers without bachelor's degrees (Byker 2016¹⁹). PFL improves child and family health outcomes (Rossin-Slater 2018²¹, Jou

mortality (Pfeymann 2013²², Tanaka 2009²³), with longer durations resulting in greater reductions in death among infants and young children (Ruhm 2000²⁴).

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NJ LWD-Family leave³³ - State of New Jersey Department of Labor and Workforce Development (LWD). Family leave insurance.

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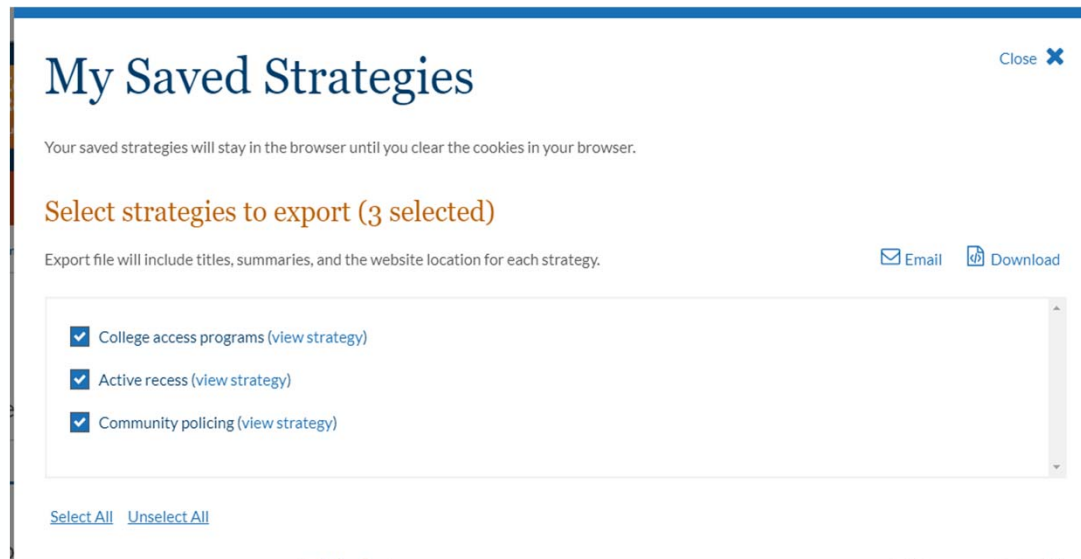
Citations - Evidence



Citations - Implementation Examples



SAVE, DOWNLOAD, AND SHARE STRATEGIES



My Saved Strategies Close ✕

Your saved strategies will stay in the browser until you clear the cookies in your browser.

Select strategies to export (3 selected)

Export file will include titles, summaries, and the website location for each strategy. Email Download

- College access programs ([view strategy](#))
- Active recess ([view strategy](#))
- Community policing ([view strategy](#))

[Select All](#) [Unselect All](#)

- ▶ Keep track of strategies you want to explore
- ▶ Share selected strategies via email
- ▶ Download to print or share

SELECTING A STRATEGY: EVIDENCE PLUS

- ▶ Does the strategy work in a way that matters to you?
 - Evidence ratings + expected beneficial outcomes
- ▶ Does the strategy make sense locally?
 - Evidence of effectiveness summary
 - Populations like yours? Communities like yours? Cost?
- ▶ How might the strategy affect gaps?
- ▶ How do you know what it really takes to implement?

YOU CAN USE WWFH IN MANY WAYS

- ▶ Learn about policies and programs
- ▶ Inventory current approaches
- ▶ Formulate an action strategy



KEY TAKEAWAYS

- ▶ Evidence is an important part of decision making (but not the only part)
- ▶ What Works for Health provides information about what works, what might work, and what doesn't work
- ▶ Connect the evidence with your local culture and context





Carla Freeman
Action Learning Coach



**Ericka Burroughs-
Girardi**
Action Learning Coach



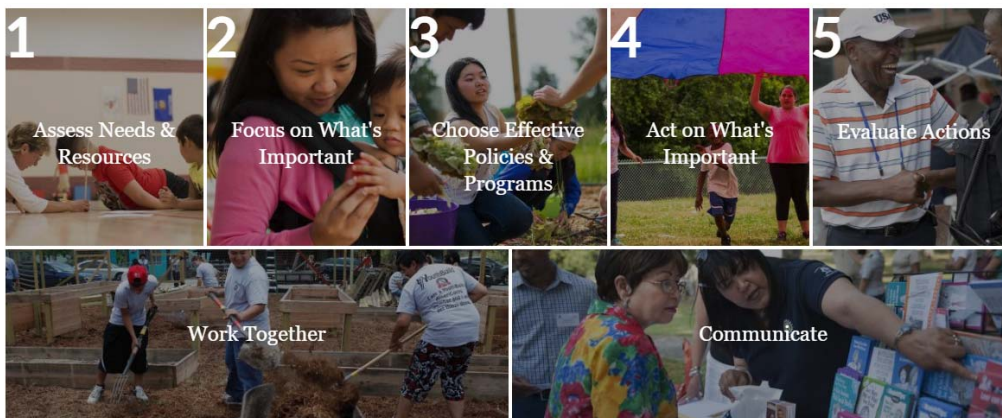
GUIDANCE

Working together to move data to action for positive change

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
 - ▶ 7 Action Steps
 - ▶ Key Activities and suggested tools to guide your progress
- ★ **TIP:** Bookmark the Action Center so you can return 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. 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.



► 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.

ACTION LEARNING GUIDES

Action Learning Guides

Dig into specific topics with a blend of guidance, tools, and hands-on practice and reflection activities.



Introduction to Equity

Ready to learn more about equity and how it applies to your community? This Action Learning Guide includes guidance, tools, and examples to explain what equity is, why it matters, and how it relates to health. It will help you get started with understanding key terms and concepts and where to begin to take action.

[Read more >](#)



Partnering With Residents

Engaging community members, especially people most often left out or unheard, is an essential part of improving health outcomes and advancing equity in communities. The guidance, tools, and examples here will help you engage and partner with community residents in a meaningful way.

[Read more >](#)



Getting Started With Policy Change

Ready to be an agent of change in your community? This Action Learning Guide includes guidance, tools, and examples you find here will help you get started with policy change and ensure your efforts are grounded in equity.

[Read more >](#)

- ▶ Self paced and interactive
- ▶ Deeper dive using guidance, tools and activities
- ▶ Can be used by individuals or collaboratively



TIP: Check out the initial guides right away, and watch for more guides throughout the year!

DIG IN: ACTION LEARNING GUIDES



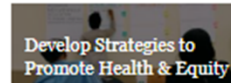

Action Learning Guides

Dig into specific topics with a blend of guidance, tools, and hands-on practice and reflection activities.

Understand and Use Data to Improve Health

 <p>What Are Data?</p> <p>This guide introduces you to different types of data, different methods for measuring the health of your community, and common sources of data that you can access to support your work.</p> <p>Get Started ></p>	 <p>Why Use Data?</p> <p>Explore the many ways you might use data in your own community, from assessing your areas of strength to supporting policy change that will address health inequities.</p> <p>Get Started ></p>	 <p>Improving Data Fluency</p> <p>Ready to gain a deeper understanding of the kinds of data available and why they matter to community health improvement? This guide will help you make sense of new and existing data.</p> <p>Get Started ></p>
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Promote Health and Equity

 <p>Introduction to Equity</p> <p>This guide explains what equity is.</p>	 <p>Understand and Identify Root Causes of Inequities</p> <p>Not everyone has access to quality</p>	 <p>Develop Strategies to Promote Health & Equity</p> <p>This guide focuses on identifying</p>	 <p>Partnering With Residents</p> <p>Engaging community members.</p>
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- ▶ Blend of guidance, tools, and hands-on practice to help you get started and support community change
- ▶ Topics include:
 - Understanding and using data
 - Promoting health and equity
 - Focusing on factors that influence health

ACTION LEARNING COACHES



*Carla
Freeman*



Ali Havrilla



*Ericka
Burroughs-
Girardi*



Joe Hinton



*Raquel
Bournhonesque*



Attica Scott

- ▶ Help strengthen community efforts through tailored guidance, questions, and support.
 - ▶ Support offered through online or phone guidance to the right resource at the right time for your community.
 - ▶ 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?*
- ▶ The Action Learning Guides allow for a self paced exploration of the topics.
- ▶ Our coaches can help you connect with any of the resources we talked about today.





Columbia Gorge Region, OR and WA. 2016

STORIES: LEARN FROM OTHERS

Sharing stories ignites possibilities and inspires action



San Pablo, CA 2017

RWJF CULTURE OF HEALTH PRIZE

Honors and elevates U.S. communities that are making great strides in their journey toward better health for all.

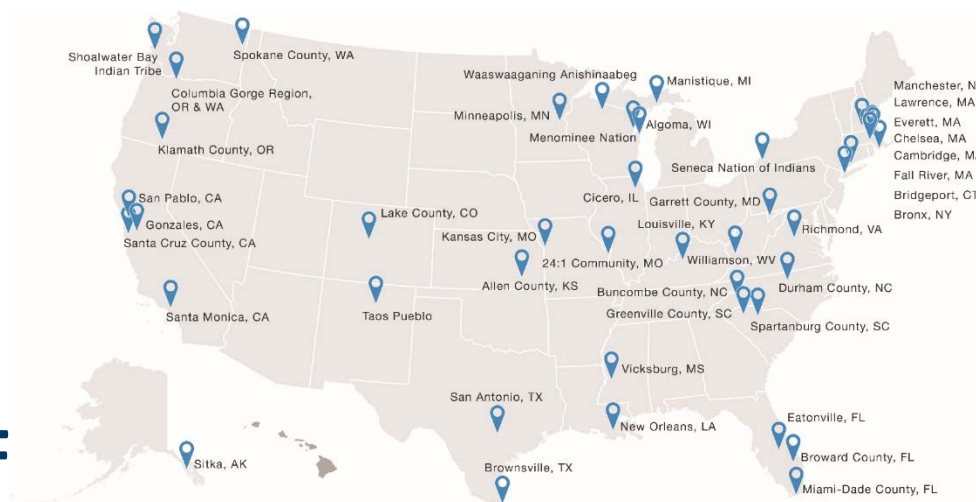
RWJF CULTURE OF HEALTH PRIZE CRITERIA

1. Defining health in the broadest possible terms.
2. Committing to sustainable systems changes and policy-oriented long-term solutions.
3. Creating conditions that give everyone a fair and just opportunity to reach their best possible health.
4. Harnessing the collective power of leaders, partners, and community members.
5. Securing and making the most of available resources.
6. Measuring and sharing progress and results.

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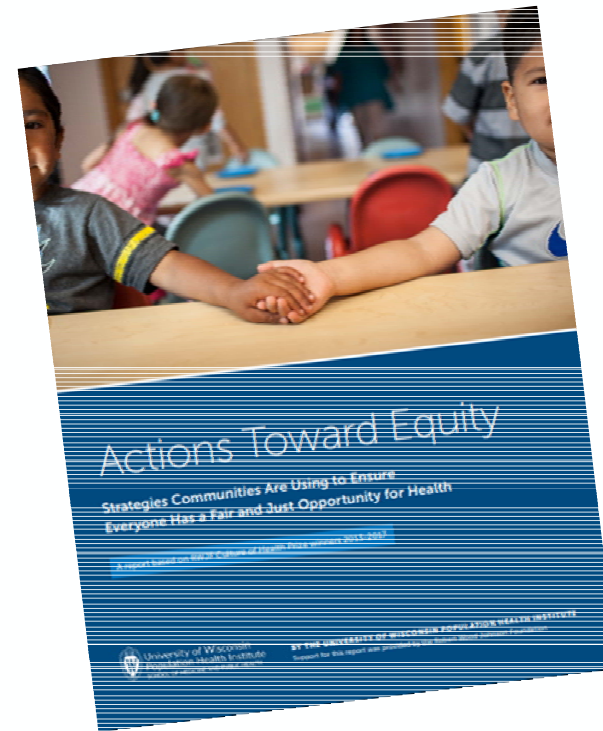


RWJF WINNERS, 2013 – 2019

Learn more about each winning community at: www.rwjf.org/prize

NEW RESOURCES FEATURING PRIZE WINNERS

<https://www.countyhealthrankings.org/learn-from-others/rwjf-culture-of-health-prize>



HOW CAN WE LEARN MORE?

See Prize winner stories at rwjf.org/prize



2019 Winner / Suburban

Broward County, Florida

Broward County, Florida, is "going big" in its efforts to eliminate barriers to health and economic well-being for its residents. [Español disponible.](#)

[Explore the complete story →](#)



2019 Winner / Rural

Gonzales, California

The residents of Gonzales, California, share a can-do attitude and passion to make their community a healthier, more sustainable place to live and work. [Español disponible.](#)

[Explore the complete story →](#)



2019 Winner / Urban, Suburban

Greenville County, South Carolina

Greenville County, South Carolina, is engaging around public transportation, affordable housing, and education to improve the community's health and well-being. [Español disponible.](#)

[Explore the complete story →](#)



2019 Winner / Rural

Lake County, Colorado

The residents of Lake County, Colorado, are using data and teamwork to improve health, education and economic standards in the community's post-mining era. [Español disponible.](#)

[Explore the complete story →](#)



2019 Winner / Rural

Sitka, Alaska

The residents of Sitka, Alaska, are working across cultures and sectors to improve well-being for everyone in their island community. [Español disponible.](#)

[Explore the complete story →](#)

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QUESTIONS?

LEARNING OPPORTUNITIES

Upcoming and Past CHR&R Webinars:

<http://www.countyhealthrankings.org/learn-from-others/webinars/all>



STAY CONNECTED



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Follow [@CHRankings](https://twitter.com/CHRankings)



Sign up for our e-newsletter chr@match.wisc.edu

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Contact us at: www.countyhealthrankings.org

THANK YOU!



University of Wisconsin
Population Health Institute
SCHOOL OF MEDICINE AND PUBLIC HEALTH

Support
provided by



Robert Wood Johnson
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