



TAKE ACTION: CHOOSE

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.

Choosing effective policies and programs that work in real life will maximize your chances of success. Not every well-intentioned policy or program is effective. Taking the time to look for strategies that have been shown to effectively address particular problems or issues will be time well spent.

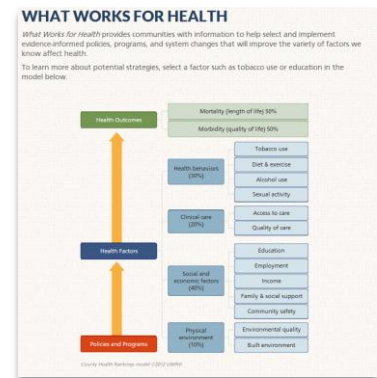


WHAT WORKS FOR HEALTH

Alison Bergum, Evidence Lead with the *County Health Roadmaps* project, will join us to introduce *What Works for Health*, a new tool coming to CountyHealthRankings.org. *What Works for Health* provides communities with information to help select and implement evidence-informed policies and programs that can improve health. Alison will discuss why considering evidence is an important part of choosing effective policies and programs and demonstrate how communities can use *What Works for Health*.

Here are some key points Alison will share about finding evidence-informed policies and programs:

- Evidence matters.
 - Using what has been shown to work can drive smart investments.
 - Knowing which strategies can effectively address your community's priorities can help inform decisions about when to adopt existing strategies and when to take more innovative approaches.
 - Considering what has and hasn't worked can help ensure that your innovative solutions are effective.
- Evidence-based strategies are those for which effectiveness has been confirmed by systematic research.
- [*What Works for Health*](#) is a one-stop shop that can help communities select and implement evidence-informed strategies that can improve health.



CHOOSE EFFECTIVE POLICIES & PROGRAMS GUIDES

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

- **START** — We understand our solutions will be better if they have been shown to work or are based on research. We plan to look for these types of policies and programs.
- **ACT** — We've begun to look at policies and programs that might work well in our community. We'd like to make sure we're selecting the most effective strategies and examples.

TAKE ACTION IN YOUR COMMUNITY

- Use the *County Health Rankings & Roadmaps* [What Works for Health](#) to find information to help select and implement evidence-informed strategies that can improve health.
- Use the tips provided in the *County Health Rankings & Roadmaps* [Searching the Evidence guidance](#) (PDF) to help you conduct your own search of the evidence.

GO DEEPER

On Aug. 28th, we will host an interactive webinar where you can get feedback on your work choosing effective policies & programs, 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. We'll also hear how the Central Michigan District Health Department used *What Works for Health* to select evidence-informed policies and programs to implement in their communities. Join us by registering [here](#).



CHOOSE NOTES

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Date: Aug. 14, 2012

Presenters: Alison Bergum, Evidence Lead, *County Health Roadmaps*

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

- A. **START:** We understand our solutions will be better if they have been shown to work or are based on research. We plan to look for these types of policies and programs.
- B. **ACT:** We’ve begun to look at policies and programs that might work well in our community. We’d like to make sure we’re selecting the most effective strategies and examples.
- C. We understand where to find effective policies and programs.

Take Action Cycle overview

Why is evidence important?

What Works for Health

How have we sought out and used evidence in the past? What evidence informs the policies and programs we’re implementing currently?

Questions for the presenters

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What topics, policies or programs do we want to look for in What Works for Health?

Choose Effective Policies & Programs 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
- ✓ Use [What Works for Health](#)
- ✓ Use the [Searching the Evidence guidance](#)
- ✓
- ✓
- ✓