



County Health
Rankings & Roadmaps

Webinar

Creating communities to support healthy
aging

November 19, 2024

countyhealthrankings.org



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

Support
provided by



Robert Wood Johnson
Foundation

1



County Health
Rankings & Roadmaps

We value



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

Collaboration

Innovation

Integrity

Courage

Inclusion

Excellence

2



County Health
Rankings & Roadmaps

Join the conversation

Question and Answer

Welcome to Q&A
Questions you ask will show up here. Only host and panelists will be able to see all questions.

Where can I find strategies to address children in poverty?

☐ Send anonymously

Who can see your questions?

Webinar Chat

Me to Everyone

JL Hi Everyone, I'm James, from Madison, WI.

Zoomhost CHRR to Everyone

Hello James and welcome to today's webinar.

Who can see your messages?

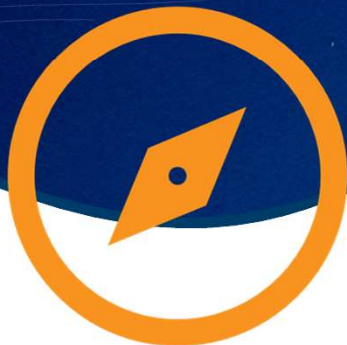
To: Everyone

Your text can be seen by panelists and other attendees

3



County Health
Rankings & Roadmaps



Guidelines

1
Share
successes and
lessons learned

2
Offer
resources

3
Build
knowledge

4
Listen
for multiple
perspectives

4



County Health
Rankings & Roadmaps

What is healthy aging?

- Maintaining good physical, mental, and social health and well-being as we grow older
- Starts at any age

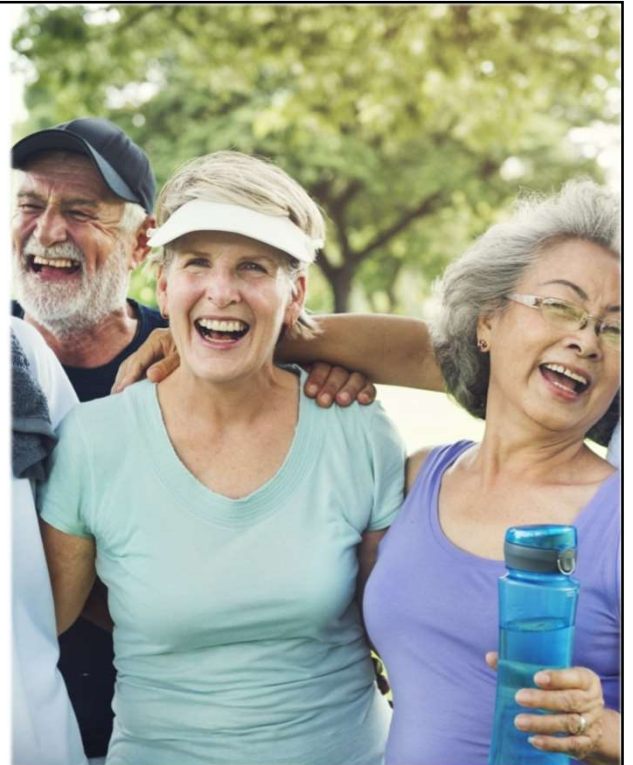


5



County Health
Rankings & Roadmaps

Healthy aging and public health



6



County Health
Rankings & Roadmaps

Welcome



Megan Wolfe
Senior policy development
manager
Trust for America's Health



Karon Phillips
Policy development manager
Trust for America's Health

7



County Health
Rankings & Roadmaps

New Life Village



Mariah Hayden
Executive director
New Life Village

8



County Health
Rankings & Roadmaps



Discussion group

When: Following the webinar

What: Share ideas, ask questions

How: Zoom

Why: Deepen learning



9



County Health
Rankings & Roadmaps

Resource guide

Coming to your inbox soon



County Health
Rankings & Roadmaps



WEBINAR RESOURCE GUIDE

*Community-driven strategies to address
persistent poverty in rural areas*

June 18, 2024

CHR&R Tools and Resources

- Explore our website:
 - [What Works for Health](#): Searchable database of evidence-informed strategies, policies, programs and systems changes.
 - [Webinars](#): Live, monthly presentations showcasing equity-centered approaches and examples with a post-webinar discussion group. Available on demand.
 - ["In Solidarity" Podcast](#): Conversations with some of our nation's brightest minds connecting power, place and health.
- Stay in touch:
 - [Subscribe to our newsletter](#)
 - [Subscribe to our podcast, In Solidarity](#)
 - [Follow us on Twitter \(X\)](#)
 - [Like us on Facebook](#)
 - [Follow us on LinkedIn](#)

Guest Resources

Emily Burleson, senior manager of advocacy and research, [Partners for Rural Transformation](#) works across geographies and cultures to influence policy and lead individual and community solutions to poverty.

[DreamBuild](#) is a solution to the sometimes-overwhelming process of building and financing a safe, affordable and quality-built home.

Lisse Regehr, president and CEO, Thrive Allen County

[Thrive Allen County](#) provides a model for rural revitalization to harness the strengths of local residents in building healthier, more vibrant communities.

Highlighted Guidance

Check out the first webinar in this series, [Identifying the forces behind persistent poverty](#). Poverty researcher H. Luke Shaeffer shares strategies rooted in community expertise and cultural traditions to improve wealth and engagement in rural areas.

Learn more about the evidence behind [Community Development Financial Institutions](#).

Explore measures of poverty in your community:

- [Children in Poverty](#)
- [Income Inequality](#)
- [Unpaid Wage](#)

Learn more from Partners for Rural Transformation:

- [Stories of Rural America](#)
- [How community development financial institutions drive economic resiliency](#)



University of Wisconsin
Population Health Institute
Center for Health Systems Research



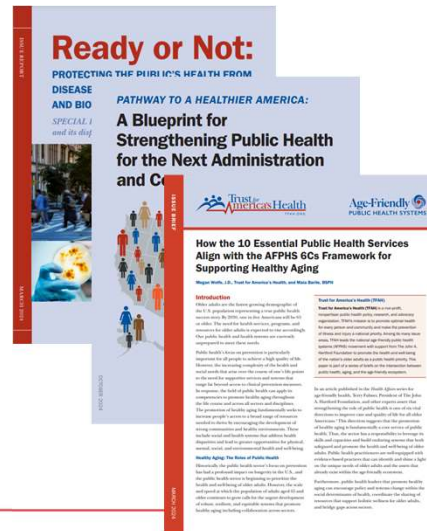
Support provided by
Robert Wood Johnson
Foundation

10

Trust for America's Health (TFAH)

Independent, non-partisan, public health and prevention focus

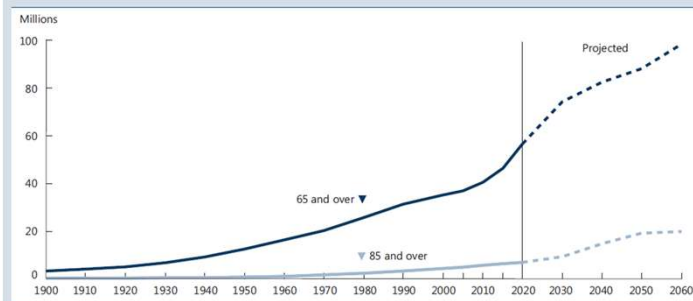
- Advancing evidence-based policy and advocacy with an equity focus
- Advocating to improve the health of every community
- Making disease prevention a national priority



11

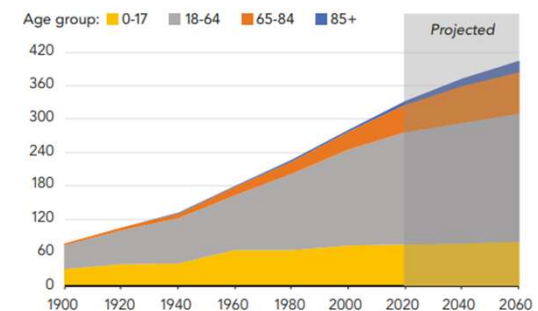
The Longevity Story is Good News!

Population age 65 and over and age 85 and over, selected years, 1900–2014, and projected years, 2020–2060



The Number of Older Adults Is Increasing Rapidly Relative to Children

U.S. Population by Age Group (millions), 1900 to 2060



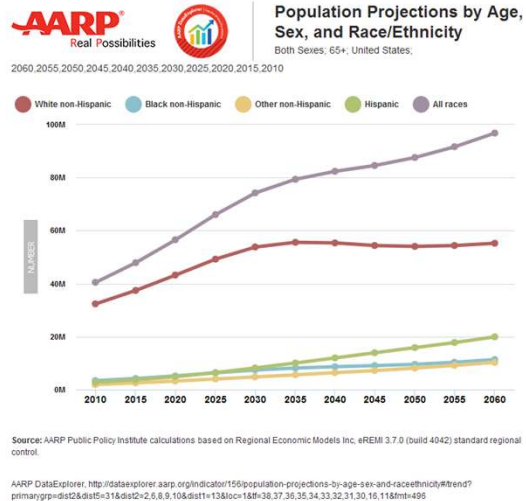
Source: U.S. Census Bureau, decennial censuses and vintage 2017 population projections (2020–2060).



12

Increasing Diversity of Older Adult Population

- By 2040, racial and ethnic older adult population is expected to grow 115% compared to 29% of white (non-Hispanic) population
- Racial, ethnic, and socioeconomic disparities that accumulate over the life course increase risk for poorer health in older adults



13

Public Health Has Contributed to Longevity— Public Health Can Support Healthy Aging

- Preventive and other quality health services
- Social determinants of health: housing, transportation, built environment
- Supporting family caregivers
- Nutrition and physical activity
- Emergency preparedness
- Rural health challenges
- Social isolation; mental health and well-being
- Elder abuse prevention



14

What Is an Ideal Age-Friendly Health Department?

- Leadership and dedicated staffing
- Dedicated funding for broad healthy aging programs
- State Health Improvement Plan prioritizes healthy aging
- Formal collaboration required across all agencies
- Data dashboard includes older adults
- Emergency preparedness planning includes older adults

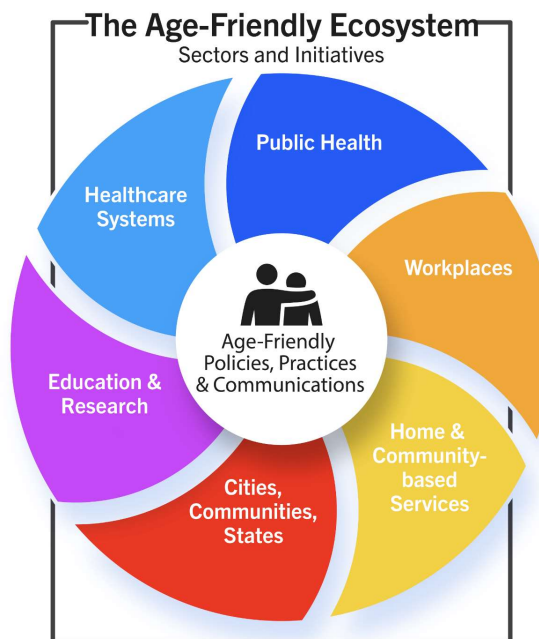


15

Age-Friendly Ecosystem

What is it?

A comprehensive, collectively built, ever-expanding platform whose goal is to improve quality of life for older adults through enhanced, collaborative impact.



16

Age-Friendly Public Health Systems

- Explore & expand public health roles in healthy aging
- Advance partnerships
- Expand federal, state, local, tribal and territorial engagement
- Address social determinants of health and equity



The
John A. Hartford
Foundation



17

AFPHS Recognition Program

- Incentivize state and local health departments to adopt healthy aging as a core public health function
- Build knowledge and capacity
- TFAH provides technical assistance and promotes recognition
- Trainings focus on equity: data, combatting ageism, improving health equity, social isolation, social determinants of health



18

AFPHS Recognition Levels



Department of Health Recognition

- Leading policy and systems change
- Enhancing data collection on older adults
- Coordinating healthy aging activities across sectors
- Coordinating efforts to improve health equity among older adults

Public Health Organization Recognition

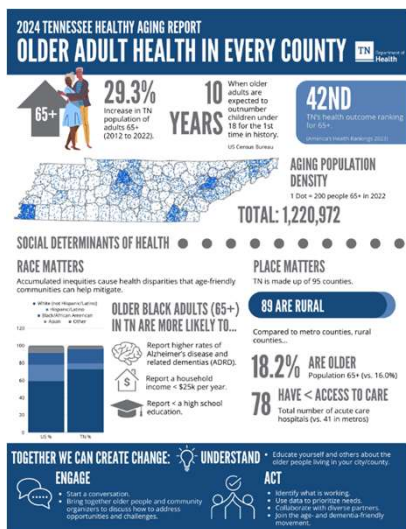
- Leading policy and systems change
- Collaborating with state and local health departments
- Implementing healthy aging strategies
- Coordinating with other age-friendly initiatives to advance healthy aging policies

Individual Recognition

- Becoming a healthy aging expert
- Engaging in partnerships to advance healthy aging
- Sharing opportunities for supporting older adult health and well-being
- Communicating the importance of addressing ageism

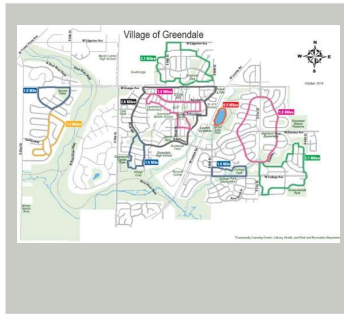
19

AFPHS Recognition: Tennessee Department of Health

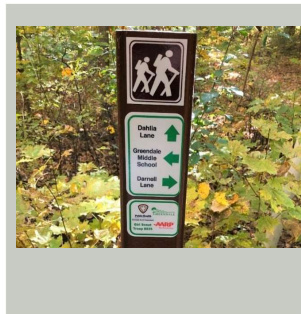


20

Example: Greendale, Wisconsin



WALKING MAPS



WAYFINDER

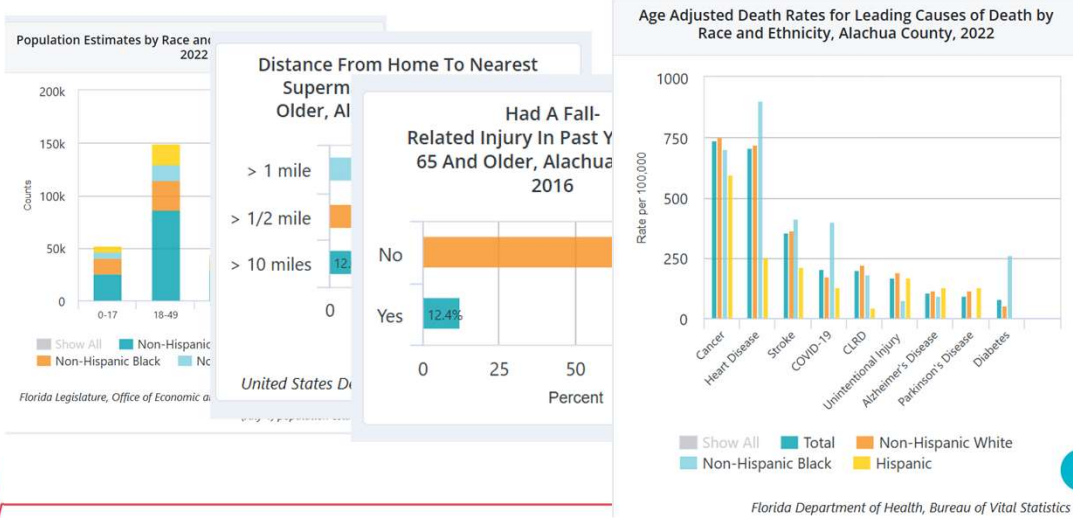


BENCHES

21

C4: Collecting

➤ **Example** → FL Department of Health's Aging in Florida dashboard



22

Challenges to Community Collaboration

- Leadership buy-in
- Sustainability
- Cross-sector understanding (turf battles)
- Silos
- Funding



23

Opportunities



Master Plan for Aging



24

Getting Started

- Become an AFPHS Champion
- Reach out to aging sector partner in local community
- Conduct an audit of programs and services that support healthy aging



25

TFAH Resources

- AFPHS Website
- AFPHS Newsletter
- AFPHS Monthly Trainings
- Partner resources



26

Age-Friendly Public Health Systems

www.afphs.org

www.tfah.org

afphs@tfah.org



27



County Health
Rankings & Roadmaps

Mariah Hayden
Executive director
New Life Village
Tampa, FL

28



County Health
Rankings & Roadmaps

Explore these evidence-rated strategies

- ✓ Intergenerational communities
- ✓ Intergenerational mentoring and activities



29



County Health
Rankings & Roadmaps

Questions?



30



County Health
Rankings & Roadmaps

**Click on
survey in
the chat**



31



County Health
Rankings & Roadmaps

Upcoming webinar:

December 10, 2024

**Data and strategies
for disability equity
and inclusion**



Bonnielin Swenor

Director

Johns Hopkins Disability Health
Research Center



Kimberly Tissot

President and CEO

Able SC

32



County Health
Rankings & Roadmaps



Discussion group

When: Following the webinar

What: Share ideas, ask questions

How: Zoom

Why: Deepen learning



33



County Health
Rankings & Roadmaps

Stay connected



Sign up for our newsletter
CountyHealthRankings.org/subscribe



Follow @CHRankings



Facebook.com/CountyHealthRankings



Linkedin.com/company/county-health-rankings-roadmaps

34