

County Health
Rankings & Roadmaps

Building a Culture of Health, County by County

Webinar

Creating prosperous rural communities
November 15, 2022

countyhealthrankings.org



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

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County Health
Rankings & Roadmaps

Building a Culture of Health, County by County

Rural America's Opportunity for Equity

Available on demand:
Messaging equity and justice
for better health

Today: Creating prosperous
rural communities



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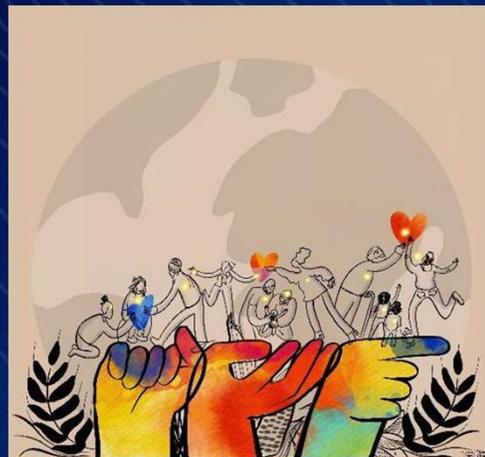
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County Health
Rankings & Roadmaps

Building a Culture of Health, County by County

**We have the power and knowledge
 to build a transformed and
 sustainable future.**



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All webinars available on demand!



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Join Us! Discussion Group

When: Immediately following the webinar

What: Interactive learning experience,
opportunity to share ideas and ask
questions

How: Zoom

Why: Deepen the webinar learning, allow
further exploration



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

Our guests

Welcome



Marjory Givens
UW Population Health
Institute Associate
Director and Co-Director,
County Health Rankings &
Roadmaps



Chris Estes
Co-Executive Director of
the Aspen Institute
Community Strategies
Group

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Questions we will explore...

What is Thrive Rural and where did it begin?

What is the purpose of the Thrive Rural Framework?

How can we use the Framework in our work?

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What is the
THRIVE RURAL
FRAMEWORK?



- A tool to catalyze thinking and acting ...*differently*... to achieve equitable prosperity for rural people and rural places.

Communities and Native nations across the rural United States are healthy places where each and every person belongs, lives with dignity and thrives.

- Developed collaboratively from the ground up with with advisory committees, numerous local and regional organizations, national networks, and research partners



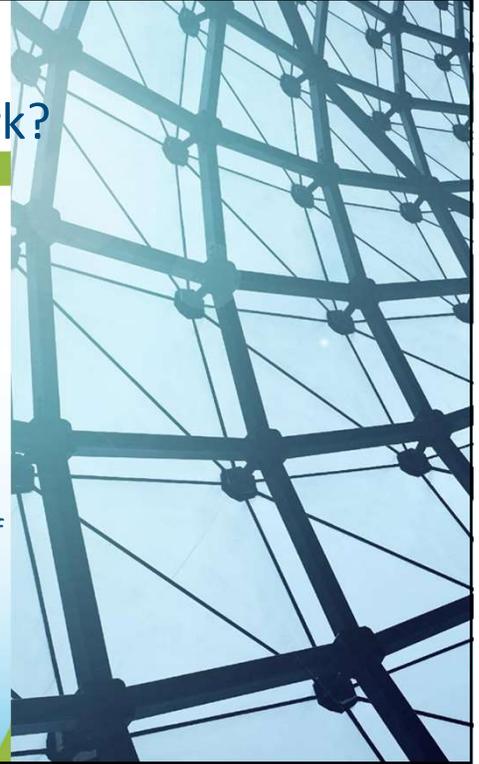
What's different about this framework?

Many frameworks address the “life ingredients” needed to survive and thrive:

- Housing, transportation, healthy environment
- Food, health care, dependent care
- Education, training, work, connectivity

Thrive Rural framework helps nurture a shared understanding of what is needed to help produce those “life ingredients”:

- Shared thinking and goals
- People and leadership readiness
- Ability to understand and act together



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Who We Are



For over 35 years, the Aspen Institute Community Strategies Group (CSG) has been strengthening rural communities and Native nations across America.

CSG is a connecting hub, designing and facilitating peer learning among local organizations, leaders, and policymakers to promote equitable rural prosperity.

We are the only national organization to work across industries, sectors, issues, and jurisdictions towards a future where rural communities and Native nations are healthy places where each and every person belongs, lives with dignity, and thrives.



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Why “equitable rural prosperity”?

Why rural?

- **1 in 5** people in this country live in rural places.
- Nearly **2/3** of the nation’s roughly **3,100 counties** are designated as rural.
- Rural communities and Native nations are filled with:
 - Ingenuity
 - Innovation
 - Diversity
 - Resourcefulness
- Too many media and people harbor a vision of “rural” as a monolithic thing – as if all rural is alike (and as if *all* of it is farms), when it is not.

Why equitable?

- **1 in 5** rural people are people of color.
- People of color produced **83%** of rural population growth between 2000–2010. *2020 stats, pending, likely similar or greater.*
- **70%** of the 473 “**persistent poverty**” counties in the United States are rural.
- The rural **poverty rate** stood at **16.4%** compared to urban at 12.9% in 2017.
- Rural and less populated areas of the country recovered from the Great Recession at a much slower pace than more urban areas. They were **only catching up** when COVID hit.

What does rural prosperity have to do with US prosperity?

- **97%** of America’s land area is classified as rural; the nation’s current and future sources of water, energy, food and fiber are inherently rural.
- People raised rural become **workforce** for both urban and rural America – and disproportionately, our military.
- Rural communities are **integral** to our nation’s economy, culture, history – and future.
- **A healthy and balanced respect and interplay** between rural, urban, and suburban communities **benefits everyone.**

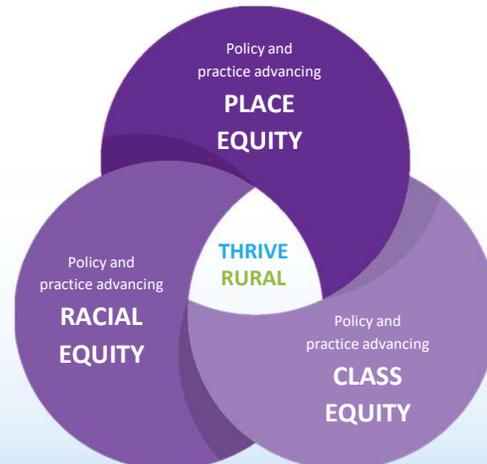
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THRIVE RURAL FRAMEWORK COMPONENTS

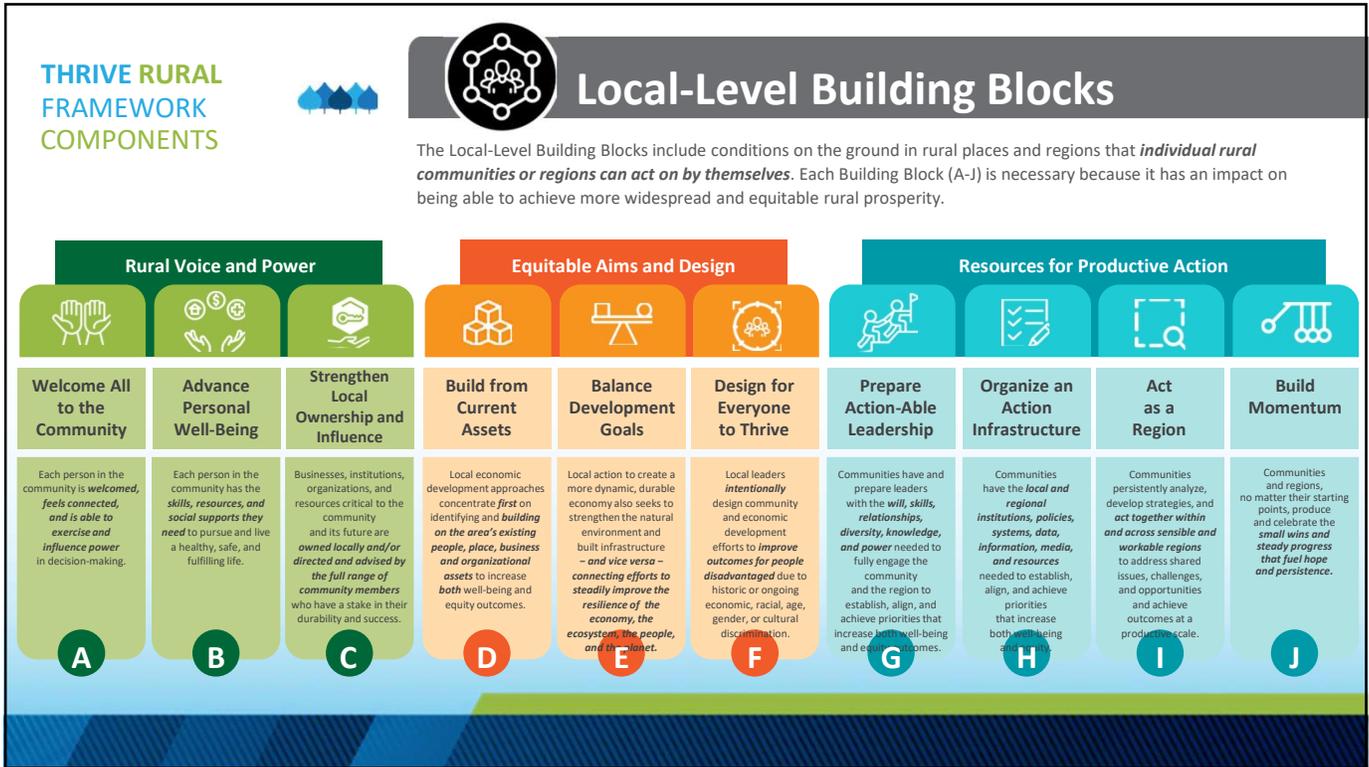


Cross-Level Building Block: Dismantling Structural Discrimination

- At every level – both the local and systems – the Thrive Rural Framework requires identifying and dismantling historic and ongoing discrimination that disadvantages rural people and places.
- Much historic and existing discrimination has affected rural people and places based on:
 - Race – racial, immigrant, or cultural identity
 - Place – size or location of community
 - Class – wealth or income level
- The discrimination can be embedded in any of these “structures” – and more:
 - Policy language and implementation design
 - Regulations and criteria/scoring for participation
 - Common practices and behaviors (timing, location, agenda design)
 - Composition of decision-making groups



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**THRIVE RURAL
FRAMEWORK
COMPONENTS**





Local-Level Building Blocks

The Local-Level Building Blocks include conditions on the ground in rural places and regions that *individual rural communities or regions can act on by themselves*. Each Building Block (A-J) is necessary because it has an impact on being able to achieve more widespread and equitable rural prosperity.

Equitable Aims and Design

		
Build from Current Assets	Balance Development Goals	Design for Everyone to Thrive
Local economic development approaches concentrate first on identifying and building on the area's existing people, place, business and organizational assets to increase both well-being and equity outcomes.	Local action to create a more dynamic, durable economy also seeks to strengthen the natural environment and built infrastructure – and vice versa – connecting efforts to steadily improve the resilience of the economy, the ecosystem, the people, and the planet.	Local leaders intentionally design community and economic development efforts to improve outcomes for people disadvantaged due to historic or ongoing economic, racial, age, gender, or cultural discrimination.
D	E	F

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Resources for Productive Action

			
Prepare Action-Able Leadership	Organize an Action Infrastructure	Act as a Region	Build Momentum
Communities have and prepare leaders with the will, skills, relationships, diversity, knowledge, and power needed to fully engage the community and the region to establish, align, and achieve priorities that increase both well-being and equity outcomes.	Communities have the local and regional institutions, policies, systems, data, information, media, and resources needed to establish, align, and achieve priorities that increase both well-being and equity outcomes.	Communities persistently analyze, develop strategies, and act together within and across sensible and workable regions to address shared issues, challenges, and opportunities and achieve outcomes at a productive scale.	Communities and regions, no matter their starting points, produce and celebrate the small wins and steady progress that fuel hope and persistence.
G	H	I	J

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Rural Voice and Power			Equitable Aims and Design			Resources for Productive Action			
Welcome All to the Community	Advance Personal Well-Being	Strengthen Local Ownership and Influence	Build from Current Assets	Balance Development Goals	Design for Everyone to Thrive	Prepare Action-Able Leadership	Organize an Action Infrastructure	Act as a Region	Build Momentum
Each person in the community is <i>welcomed</i> , <i>feels connected</i> , and is <i>able to exercise and influence power</i> in decision-making.	Each person in the community has the <i>skills, resources, and social supports</i> they need to pursue and live a healthy, safe, and fulfilling life.	Businesses, institutions, organizations, and resources critical to the community and its future are <i>owned locally and/or directed and advised by the full range of community members</i> who have a stake in their durability and success.	Local economic development approaches concentrate <i>first</i> on identifying and <i>building on the area's existing people, place, business and organizational assets</i> to increase <i>both</i> well-being and equity outcomes.	Local action to create a more dynamic, durable economy also seeks to strengthen the natural environment and built infrastructure – <i>and vice versa</i> – <i>connecting efforts to steadily improve the resilience of the economy, the ecosystem, the people, and the planet.</i>	Local leaders <i>intentionally</i> design community and economic development efforts to <i>improve outcomes for people disadvantaged</i> due to historic or ongoing economic, racial, age, gender, or cultural discrimination.	Communities have and prepare leaders with the <i>will, skills, relationships, diversity, knowledge, and power</i> needed to fully engage the community and the region to establish, align, and achieve priorities that increase <i>both</i> well-being and equity outcomes.	Communities have the <i>local and regional institutions, policies, systems, data, information, media, and resources</i> needed to establish, align, and achieve priorities that increase <i>both</i> well-being and equity outcomes.	Communities persistently analyze, develop strategies, and <i>act together within and across sensible and workable regions</i> to address shared issues, challenges, and opportunities and achieve outcomes at a production scale.	Communities and regions, no matter their starting points, produce and celebrate the <i>small wins and steady progress that fuel hope and persistence.</i>
A	B	C	D	E	F	G	H	I	J

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**THRIVE RURAL
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Systems-Level Building Blocks

The Systems-Level Building Blocks include driving forces and conditions that are in larger systems *outside the direct control of individual rural communities or regions* — though rural places and people can (and must) act together to influence them. Each Building Block (1-10) is necessary because it has an impact on being able to achieve more widespread and equitable rural prosperity.

Rural Voice and Power		
Rural Voice in Design and Action	Aligned Rural Fields and Actors	Accurate Rural Narrative
A robust, representative, diverse, and <i>powerful network of Native nation and rural leaders, practitioners, and doers</i> consistently engage in <i>advising and influencing</i> narrative, policy, and action agendas across sectors and across levels of government.	Rural community, economic, health, social, and professional development <i>field intermediaries, practitioners, and influencers</i> all <i>share the definition of equitable development success, and align their strategies</i> to achieve that outcome.	<i>Public media and dialogue</i> consistently <i>relate an accurate understanding</i> of the history, conditions, lived experience, and economic, demographic, cultural, and geographic diversity of rural communities and Native nations.
1	2	3

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Equitable Aims and Design

			
Balanced Development Outcomes	Cohesive Rural Policy Lens	Valued Rural Stewardship	Rural Stakeholder Equity
Policymakers and investors in rural and Native people, places, and enterprises <i>define and measure development success as decreasing economic and racial inequality and reducing poverty while building wealth, resource sustainability, and resilience.</i>	Federal and state governments <i>cohesively tailor and align the design, implementation, regulations, and incentives in policy and laws to ensure rural access and provide a predictable stream of public resources that can be used flexibly, as locally determined, for rural benefit.</i>	Public and private purchasers, users, and beneficiaries <i>fairly compensate rural actors for the natural resource and ecosystem value</i> that rural people, businesses, and organizations produce to sustain natural resources and, thus, America's future prosperity.	Governments, businesses, and institutions operated by individuals and owners outside rural communities establish <i>balanced relationships that produce mutual and fair value</i> for the rural community, Native nation, business, and worker stakeholders.
4	5	6	7

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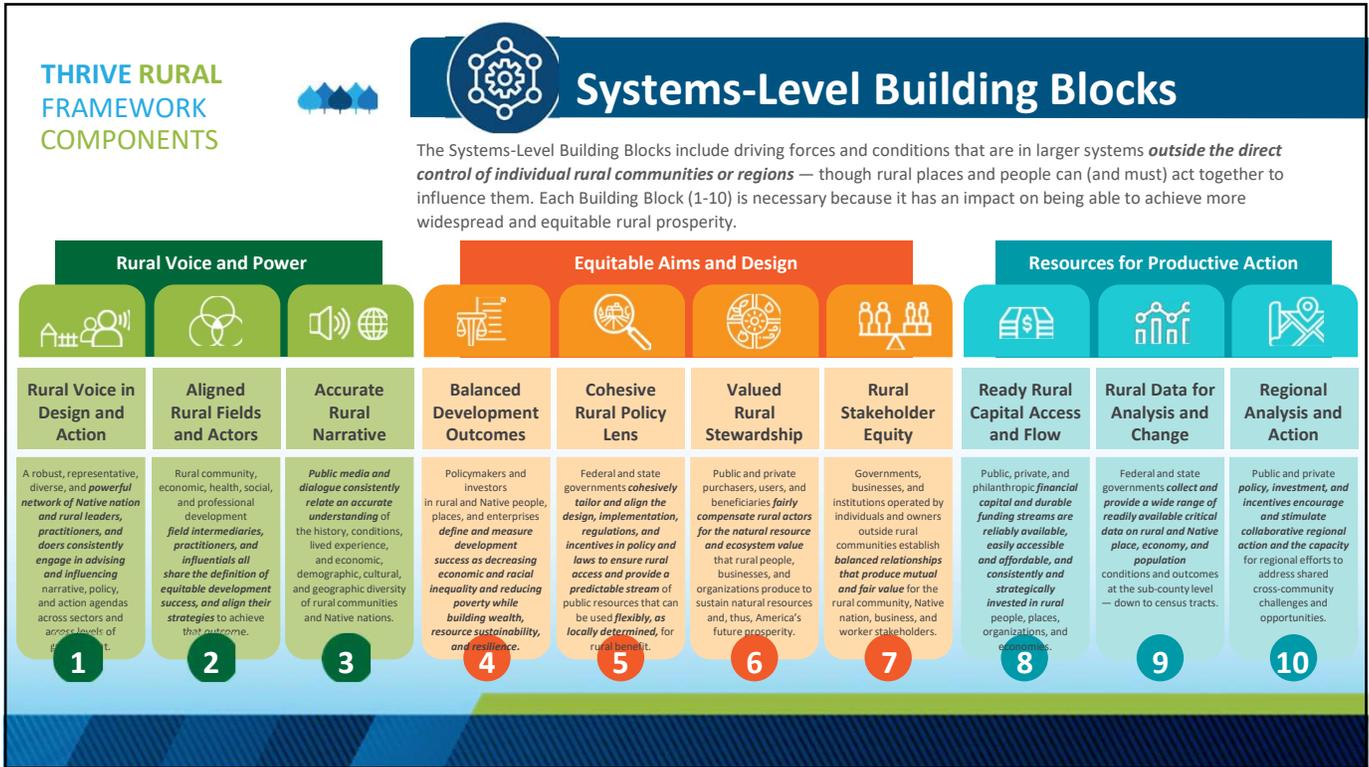
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Resources for Productive Action

		
Ready Rural Capital Access and Flow	Rural Data for Analysis and Change	Regional Analysis and Action
Public, private, and philanthropic <i>financial capital and durable funding streams are reliably available, easily accessible and affordable, and consistently and strategically invested in rural</i> people, places, organizations, and economies.	Federal and state governments <i>collect and provide a wide range of readily available critical data on rural and Native place, economy, and population</i> conditions and outcomes at the sub-county level — down to census tracts.	Public and private <i>policy, investment, and incentives encourage and stimulate collaborative regional action and the capacity</i> for regional efforts to address shared cross-community challenges and opportunities.
8	9	10

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POLL

Do feel you could adapt the strategies shared during the webinar to use within your community?

Yes
No
Maybe

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Questions?



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Click on survey link in the chat



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Marcia C. Campbell
Executive Director
Rooted



Sarah Karlson
Farm & Education
Manager
Rooted

**Pursuing Environmental
Equity & Justice**
December 13, 2022

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New from CHR&R!

Easier ways to access data
and find resources

By location

By topic

Raw Data

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