



County Health  
Rankings & Roadmaps

# Webinar

Engaging policymakers for  
healthier communities

July 23, 2024

[countyhealthrankings.org](https://countyhealthrankings.org)



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

Support  
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**We value**



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

Collaboration

Innovation


Integrity

Courage

Inclusion

Excellence

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# 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.

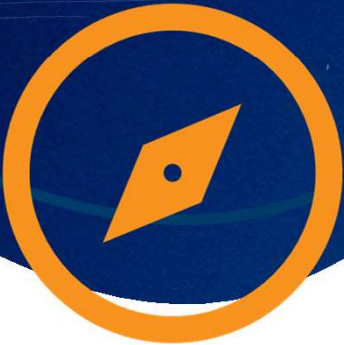
Who can see your messages?

To: Everyone

Your text can be seen by panelists and other attendees

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## Guidelines

- 1 **Share** successes and lessons learned
- 2 **Offer** resources
- 3 **Build** knowledge
- 4 **Listen** for multiple perspectives

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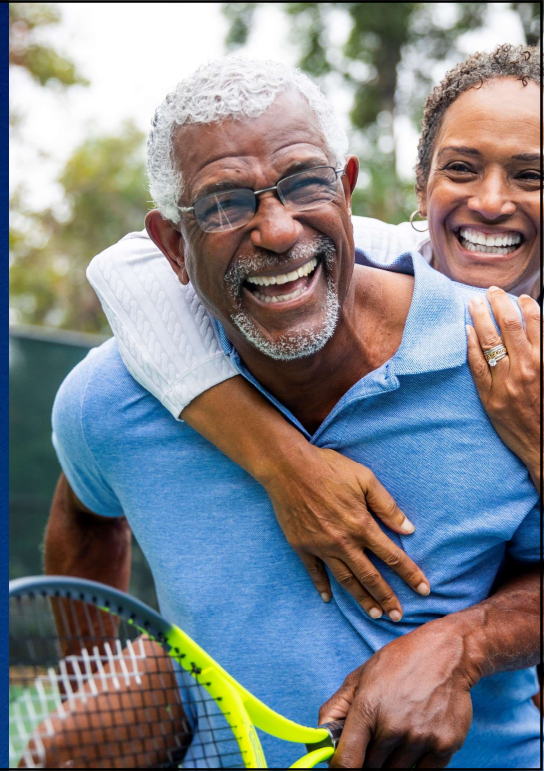




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## What shapes health and equity?

- Societal and political structures
- Systems
- Policies



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## Power

A factor shaping policy



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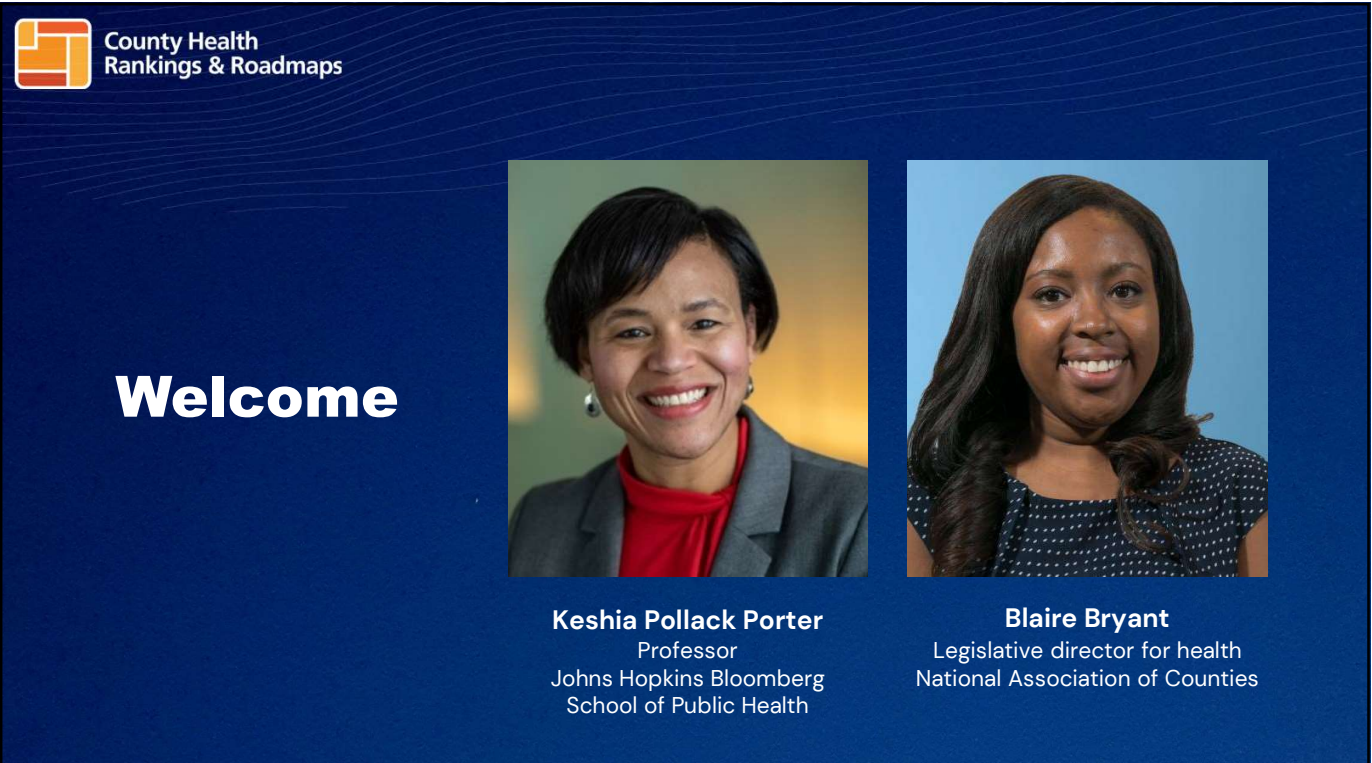


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## Everyone has a role to play


Opportunities and strategy

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## Welcome



**Keshia Pollack Porter**  
Professor  
Johns Hopkins Bloomberg  
School of Public Health



**Blaire Bryant**  
Legislative director for health  
National Association of Counties

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## Discussion group

**When:** Following the webinar

**What:** Share ideas, ask questions

**How:** Zoom

**Why:** Deepen learning



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## Resource guide

Coming to your inbox soon



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### 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](#)
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#### Guest Resources

Emily Burleson, senior manager of advocacy and research, Partners for Rural Transformation  
[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 Regelhr, 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](#)
- [Living Wage](#)

Learn more from Partners for Rural Transformation:  
 • [Stories of rural America](#)  
 • [How community development financial institutions drive economic opportunity](#)




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SERIES

## Policy Engagement

Shelley Hearne, DrPH, MPH  
Keshia M. Pollack Porter, PhD, MPH  
Katrina S. Forrest, JD

Johns Hopkins Bloomberg School of Public Health

- ▶ Chapters
  - ▶ Policy Matters and So Do You
  - ▶ A Look Into Where Policy Is Made
  - ▶ Five Guiding Principles to Policy Engagement
  - ▶ The Policymakers: What Do They Need to Make Good Public Health Decisions?
  - ▶ It Has to Be Fair and Inclusive: Approaching Policy with Equity in Mind
  - ▶ Leaning In: Selecting Your Policies and Ways to Engage
  - ▶ Read, Set, But Don't Go Alone
  - ▶ Appendices: US DHHS Operating Divisions, Organizations, Advocacy and Policy Change Resources, Abbreviations

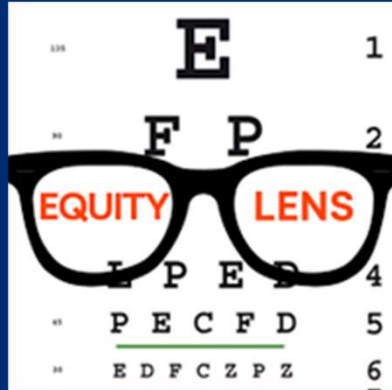
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## Five Guiding Principles to Policy Engagement

- Policymaking is messy
- How you engage is personal
- Lobbying is not a dirty word
- Your message should align with your target audience
- Policymaking takes a village

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# Applying an Equity Lens

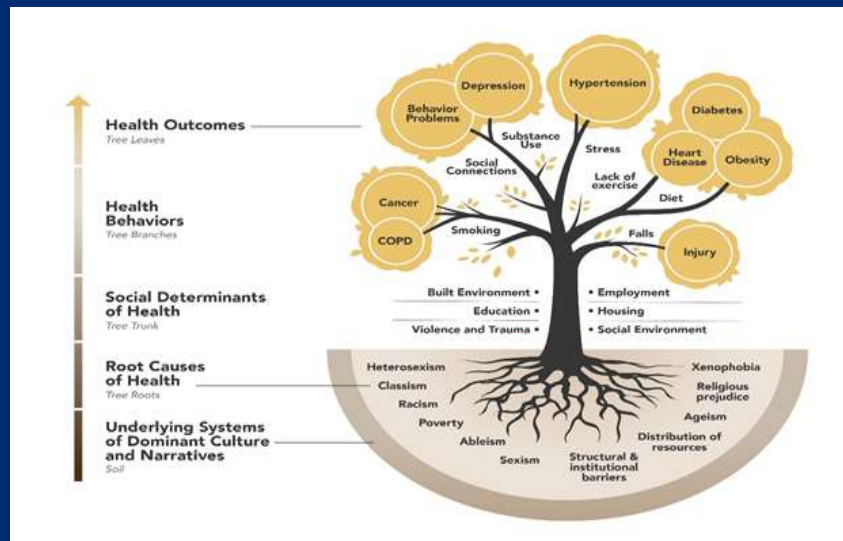


[Association of College and University Policy Administrators \(acupa.org\)](http://Association of College and University Policy Administrators (acupa.org))

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# Root Causes and Social Determinants of Health



Source: [Root Causes: Going Past Social Determinants - Health Resources in Action \(hria.org\)](http://Root Causes: Going Past Social Determinants - Health Resources in Action (hria.org))

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# Policy Engagement

Shelley Hearne, DrPH, MPH  
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Chapters:

- Policy Matters and So Do You
- A Look into Where Policy is Made
- Five Guiding Principles to Policy Engagement
- Policymakers: What do they need to make Good Public Health Decisions?
- It has to be Fair and Inclusive: Approaching Policy with Equity in Mind
- Leaning In: Selecting Your Policies and Ways to Engage
- Ready, Set, But Don't Go it Alone

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# THANK YOU!



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## Policy Engagement

Shelley Hearne, DrPH, MPH  
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Katrina S. Forrest, JD

Purchase *Policy Engagement*



bit.ly/pe-purchase

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BLOOMBERG SCHOOL  
of PUBLIC HEALTH

Lerner Center for  
Public Health  
Advocacy

APHA

de Beaumont

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## Contact Information

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 Twitter/X: @DR\_KMP  
 Instagram: drkeshia\_pp



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### ABOUT NACo

- Achieve healthy, vibrant and safe counties across our nation
- Representation in congress & the administration
- Strengthen communication & partnerships between county leaders

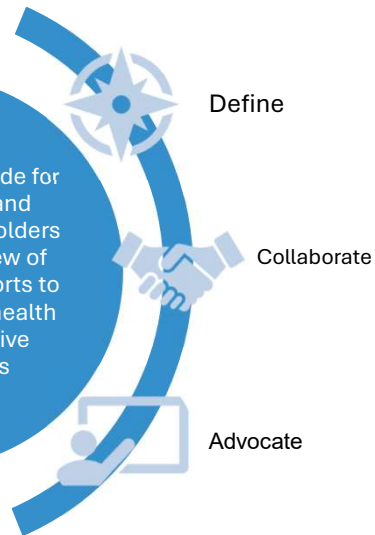
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## The County Role in Public Health



A comprehensive guide for decision-makers and public health stakeholders providing an overview of county agencies' efforts to promote residents' health and prevent negative health outcomes

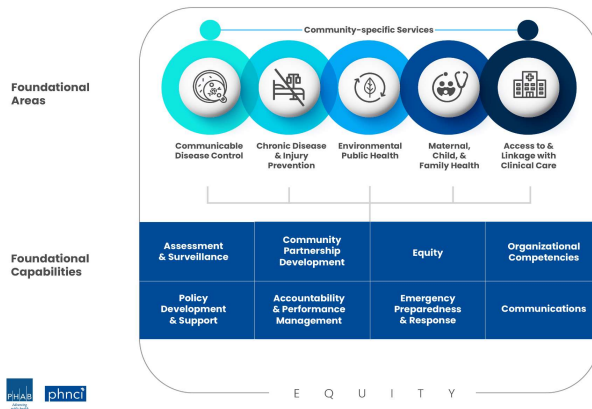


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## Counties Are Key Agents In The Public Health Infrastructure

### Foundational Public Health Services



Nearly 2000 local health departments

Approximately 1000 hospitals

Over 800 nursing homes

Administration of Medicaid services



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## Local Public Health Ally Network



*Local health departments play the role of convener and strategist for collaboration across county health entities.*



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## From Public Health to Policy



Forming strategic partnerships



A seat at the decision-making table



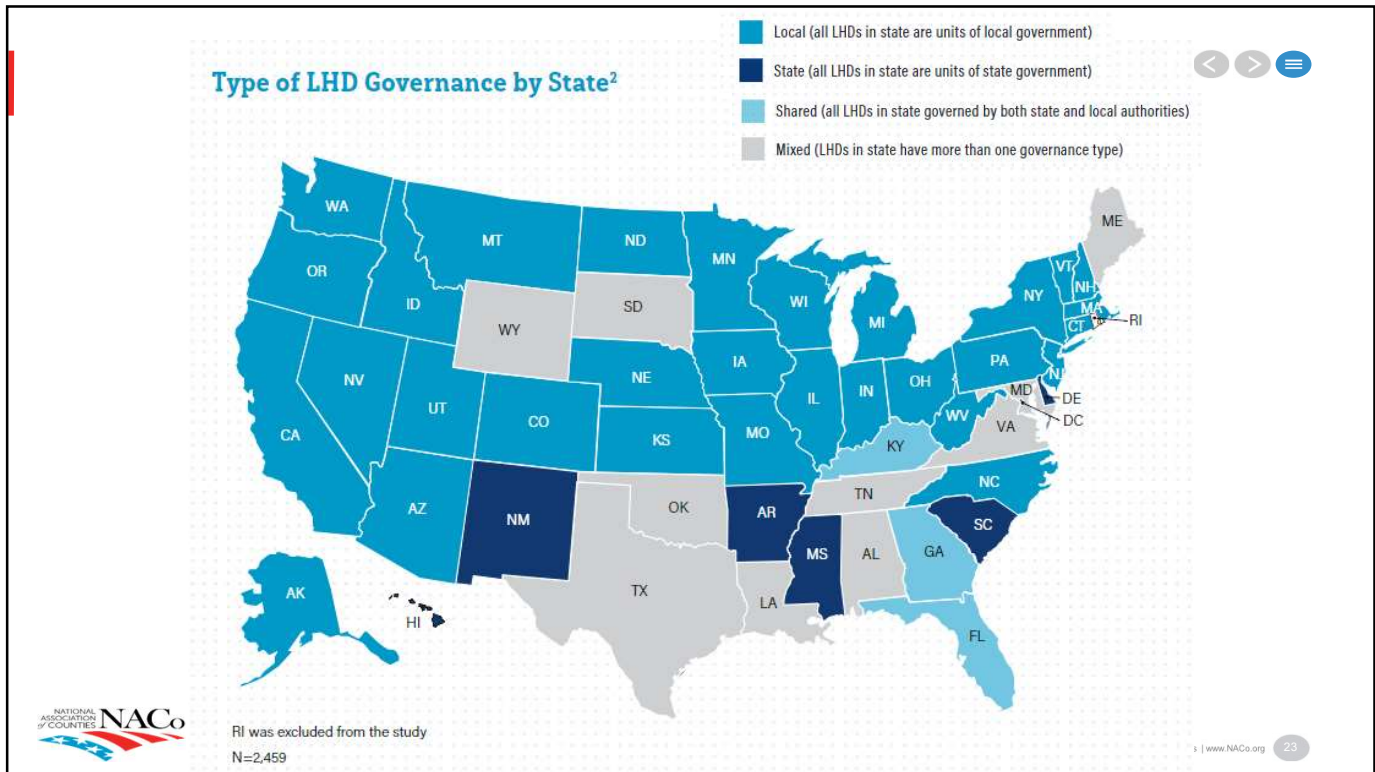
Leveraging the power of data and story telling



Speaking the same language

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**Opportunities for Policy Advancement By Governance Type**

**Local**

- Partnership with county officials and agencies; direct decision making

**State**

- Partnership with state legislatures and officials; direct decision making

**Shared**

- Integration with state and county infrastructures, partnerships across all forms of local government

**Mixed**

- Cross jurisdictional partnerships to maximize policy impact

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## Local Public Health In Action



Data-driven decision making

Increased vaccination rates

Healthcare partnerships



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## Local Public Health In Action



Partnership with city government

Integration of health and housing initiatives

Multi-disciplinary team approach



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## **CHR&R Tools**

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**What Works  
for Health**

**[countyhealthrankings.org/whatworks](https://countyhealthrankings.org/whatworks)**

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## Equity analysis



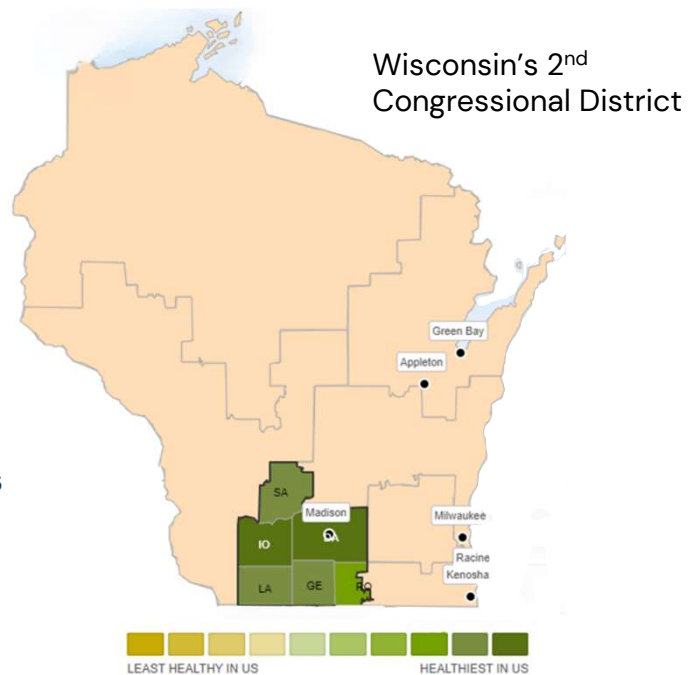
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## Congressional district maps

Available on state health  
snapshots and measure maps



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# Questions?



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# Click on survey in the chat



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## Upcoming webinar:

August 13, 2024

**Public health  
alternatives to  
policing and  
incarceration**



**Christine Mitchell**

Health instead of punishment  
program director  
Human Impact Partners



**Mark Rice**

Wisconsin transformational  
justice campaign coordinator  
WISDOM

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