

County Health  
Rankings & Roadmaps

Building a Culture of Health, County by County

# GETTING READY FOR THE 2022 COUNTY HEALTH RANKINGS RELEASE!

*March 22, 2022*

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



Support  
provided by



Robert Wood Johnson  
Foundation

1

County Health  
Rankings & Roadmaps

Building a Culture of Health, County by County



County Health Rankings & Roadmaps is a program of the  
University of Wisconsin Population Health Institute.



2

## YOUR FACILITATORS TODAY



**Ericka Burroughs-Girardi**  
Senior Outreach Specialist  
CHR&R



**Thomas (Tommy) Jaime**  
Communications Specialist  
CHR&R



**Joanne Lee**  
Collaborative Learning Director  
Healthy Places by Design

3

3

## GROWING COMMUNITY POWER TO IMPROVE HEALTH EQUITY



4

## NEW EQUITY TOOLS & RESOURCES IN 2022

Data

County Health Rankings measures  
with Christine Muganda

Evidence

Analyzing strategies with an equity lens  
with Michael Stevenson

Stories

Inspiring conversations with equity champions  
with Beth Silver

5

## TODAY'S GUESTS



**Christine Muganda**

Data & Analytics  
Team Leader



**Michael Stevenson**

Evidence & Policy  
Team Leader



**Beth Silver**

Communication,  
Outreach &  
Engagement  
Team Leader

6



# Growing community power to improve health equity

7

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



## Demographics

What we know about the community

## Health Outcomes

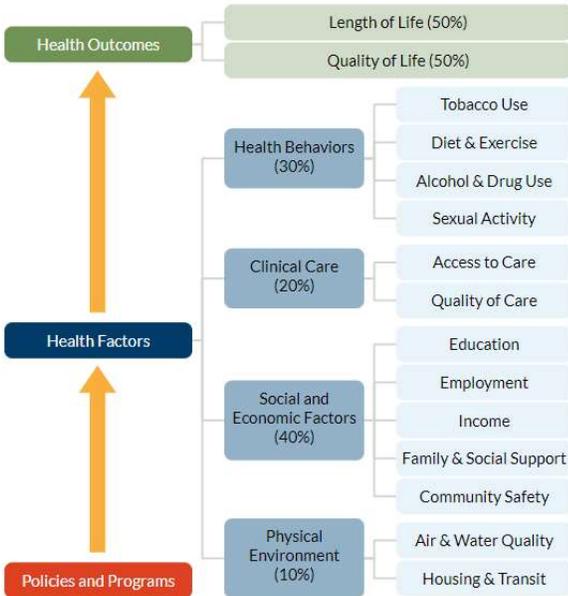
How long and how well people live

## Health Factors

- ▶ Health behaviors
- ▶ Clinical care
- ▶ Social and economic
- ▶ Physical environment

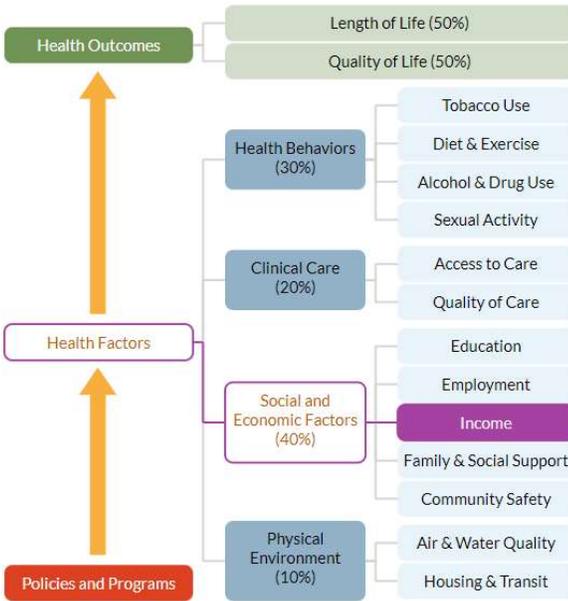
8

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



© County Health Rankings model | 2014 UWPHI

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**Income Measures**

Our Rankings show how healthy a community is as well as indicators for future health. This provides a starting point for action on improving health for all. Dig deeper into the measures below to learn more about our approaches to measuring health.

Children in poverty	Percentage of people under age 18 in poverty. <a href="#">Learn more &gt;</a>
Income inequality	Ratio of household income at the 80th percentile to income at the 20th percentile. <a href="#">Learn more &gt;</a>
Median household income*	The income where half of households in a county earn more and half of households earn less. <a href="#">Learn more &gt;</a>
Children eligible for free or reduced price lunch*	Percentage of children enrolled in public schools that are eligible for free or reduced price lunch. <a href="#">Learn more &gt;</a>

\* Additional Measure (not included in ranks)



## WHAT ABOUT COVID?

Illustration by storyset.com

11

## NEW IN 2022: COVID-19 DEATHS

### Updated: Premature death

Years of potential life lost before age 75 per 100,000 population (age-adjusted)

Leading Causes of Death under age 75 in Valencia (VA) County

Leading Causes of Death Under Age 75	Deaths	Age-Adjusted Rate per 100,000
Malignant neoplasms	277	88.4
Diseases of heart	210	68.9
Accidents	127	61.1
Chronic lower respiratory diseases	65	20
Chronic liver disease and cirrhosis	59	22.8

Source: CDC WONDER. Premature Mortality includes all deaths among people under age 75 and the rates are age-adjusted to the US 2000 population. Since counties have different age make-ups, age-adjustment can help in comparing health measures between counties.

Deaths under age 75 due to COVID-19 in Valencia (VA) County in 2020

Cause of Death Under Age 75	Deaths	Age-Adjusted Rate per 100,000
COVID-19	277	88.4

View [FAQ](#) to see how this is calculated.

### New: COVID-19 mortality

- All COVID-19 attributable deaths occurring during 2020.
- Reported as age-adjusted rate per 100,000 population and number of deaths.

12



13

## NEW IN 2022 RANKINGS

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### 1. Living wage

- ▶ Hourly wage needed to cover basic household expenses
- ▶ Living Wage Calculator, MIT

14

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### 2. Gender pay gap

- ▶ Women's income as a percentage of men's income
- ▶ Equal pay day



Illustration by storyset.com

21

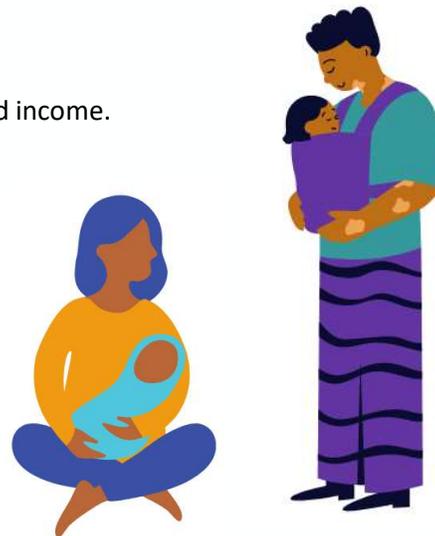
## NEW IN 2022 RANKINGS

### 3. Childcare cost burden

- ▶ Childcare costs for a household as a percent of household income.
- ▶ Living Wage Calculator, MIT

### 4. Childcare centers

- ▶ Childcare centers per population under 5 years old.



22

## NEW IN 2022 RANKINGS

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### 5. School funding adequacy

Difference between actual spending compared with the estimated amount needed to achieve average test scores



## NEW IN 2022 RANKINGS

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### 5. School funding adequacy

Difference between actual spending compared with the estimated amount needed to achieve average test scores



### 6. School segregation

How closely race and ethnicity within a school population reflects the county population



Growing community  
power to improve  
health equity

25

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**What are evidence-informed solutions to  
reduce disparities and advance equity?**

26

Evidence Rating →

## WHAT WORKS FOR HEALTH

Disparity Rating →

Strategy Title

Print this strategy Save this strategy

Evidence Rating

Health Factors

Decision Makers

Expected Beneficial Outcomes (Rated and Other)

Evidence of Effectiveness

Impact on Disparities

Implementation Examples

## WHAT WORKS FOR HEALTH NEW EQUITY ANALYSIS

1. Rating. A revised disparity rating.

Evidence of Effectiveness

1 → EQUITY ANALYSIS

RATING

HISTORICAL CONTEXT

EQUITY CONSIDERATIONS

Implementation Examples

## WHAT WORKS FOR HEALTH NEW EQUITY ANALYSIS

1. **Rating.** A revised disparity rating.
2. **Rating Description.** A paragraph that describes the rationale behind the rating.



### Evidence of Effectiveness

### Equity Analysis

#### RATING

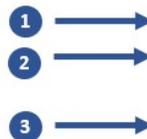
#### HISTORICAL CONTEXT

#### EQUITY CONSIDERATIONS

### Implementation Examples

## WHAT WORKS FOR HEALTH NEW EQUITY ANALYSIS

1. **Rating.** A revised disparity rating.
2. **Rating Description.** A paragraph that describes the rationale behind the rating.
3. **Historical Context.** A paragraph that describes the historical context and root causes of the issue a strategy is trying to address.



### Evidence of Effectiveness

### Equity Analysis

#### RATING

#### HISTORICAL CONTEXT

#### EQUITY CONSIDERATIONS

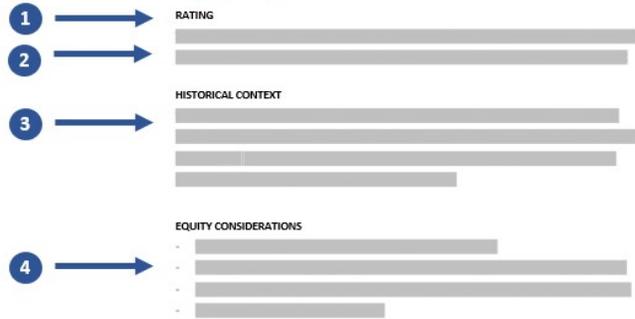
### Implementation Examples

## WHAT WORKS FOR HEALTH NEW EQUITY ANALYSIS

- 1. Rating.** A revised disparity rating.
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- 3. Historical Context.** A paragraph that describes the historical context and root causes of the issue a strategy is trying to address.
- 4. Equity Considerations.** Three to four questions to help WWFH users consider equity before implementing a strategy.

### Evidence of Effectiveness

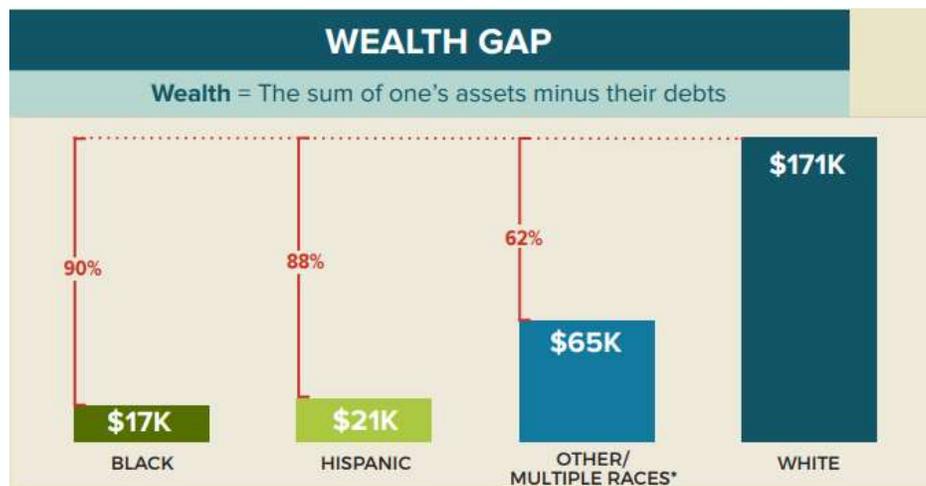
### Equity Analysis



### Implementation Examples

31

## RACIAL WEALTH DIVIDE



Graph adapted from Asset Building Policy Network's [Racial Wealth Gap Infographic](#)

32

## WHAT WE KNOW ABOUT THE RACIAL WEALTH DIVIDE



Policies and practices created and maintain the divide

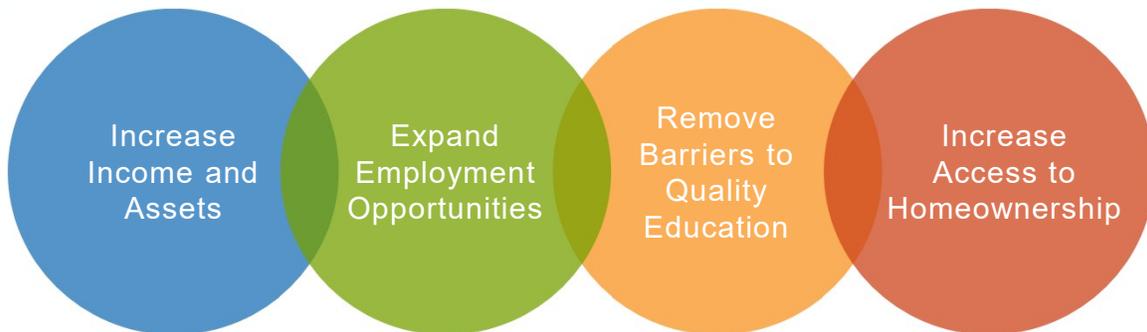


Wealth is passed from generation to generation



In the U.S., many households build wealth through homeownership

## RACIAL WEALTH DIVIDE STRATEGIES



## COMMUNICATIONS, OUTREACH, ENGAGEMENT

### *What's the story?*

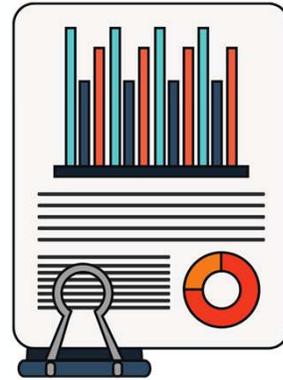
- Connecting data to community experiences

### *How do we tell the story?*

- Using multiple channels

### *Who do we want to reach?*

- Practitioners
- Partners
- Public
- Community



35

## THE STORIES WE TELL ...

- ▶ Provide context
- ▶ Paint a picture
- ▶ Make connections
- ▶ Respect communities and audiences



36

## WEBINARS

- ▶ **Monthly**
- ▶ **Practical advice**
- ▶ **Inspirational examples**
  - Racial wealth gap
  - Misinformation in health
  - Resilient rural communities
  - Community power among native groups
  - Environmental equity and justice



37



38

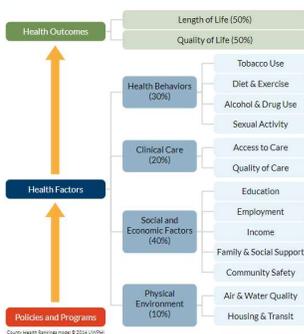
## IN SOLIDARITY: CONNECTING POWER, PLACE AND HEALTH



- Launching in April
- Co-hosts Ericka and Beth
- Interviewing leading experts
- First mini-series: the racial wealth gap

## WHAT NEW TOOLS AND RESOURCES EXCITE YOU?

*Check all that apply*



Data measures

### WHAT WORKS FOR HEALTH NEW EQUITY ANALYSIS

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Equity analysis  
for strategies



Equity-centered  
podcast

## DRUM ROLL!



41



42



## WE WANT TO HEAR FROM YOU!

Click the link to answer a few questions about today's webinar

43

## AMERICA'S RACIAL WEALTH DIVIDE

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May 10 & June 14, 2022  
[www.countyhealthrankings.org/webinars](http://www.countyhealthrankings.org/webinars)

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44

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## THANK YOU!

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