County Health Rankings & Roadmaps

Webinar

Harnessing power to drive policy change

May 20, 2025

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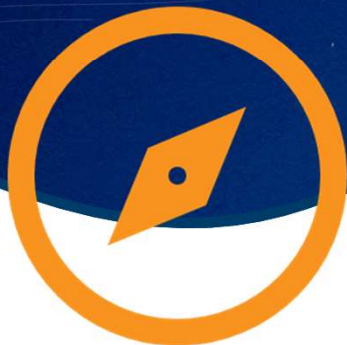SCHOOL OF MEDICINE AND PUBLIC HEALTH

Support provided by
Robert Wood Johnson Foundation

countyhealthrankings.org

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County Health Rankings & Roadmaps

Guidelines

1
Share
successes and lessons learned

2
Offer
resources

3
Build
knowledge

4
Listen
for multiple perspectives

2

3

4

County Health Rankings & Roadmaps

Group agreements

1. Listen actively
2. Participate fully
3. Speak from your experience
4. Lead with curiosity
5. Be conscious of body language
6. Expect ambiguity
7. Be accountable

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County Health Rankings & Roadmaps

Power

Our ability to create change

Building power for health and equity
2025 County Health Rankings & Roadmaps Report

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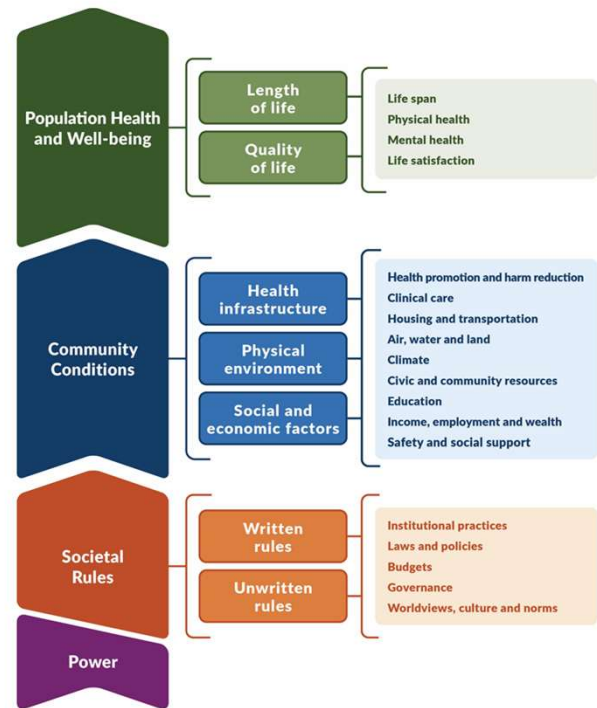SCHOOL OF MEDICINE AND PUBLIC HEALTH

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Slide 7

County Health Rankings & Roadmaps
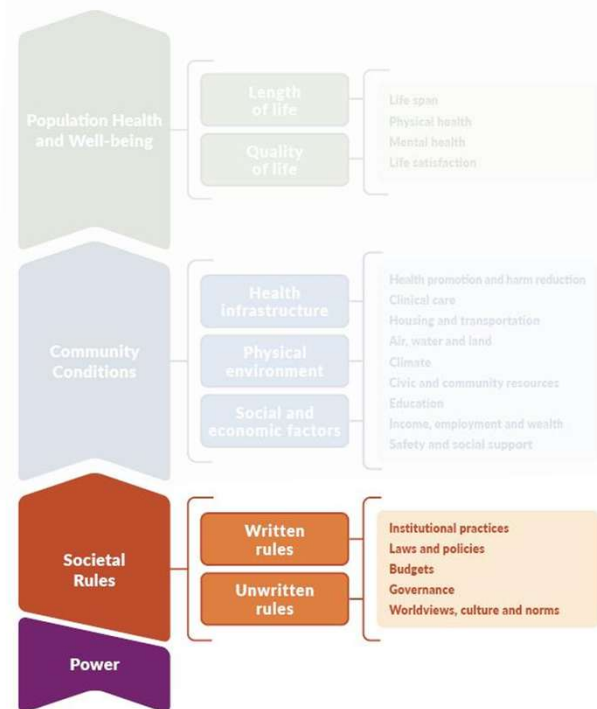
Power is foundational to health

University of Wisconsin Population Health Institute Model of Health © 2025

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Slide 8

County Health Rankings & Roadmaps

Societal Rules and Power

University of Wisconsin Population Health Institute Model of Health © 2025

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Reciprocal relationship
- Those with more power create the rules.
- Rules reinforce power.

Rules ⇄ Power

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Welcome

Jami Crespo
Senior attorney
ChangeLab Solutions

McKenzie Cowlbeck
Executive director
OK Public Health Association

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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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Reservation of Power: 10th Amendment of the U.S. Constitution

"The powers not delegated to the United States by the Constitution, nor prohibited by it to the States, are reserved to the States respectively, or to the people."

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What is Public Health?

"Public health promotes and protects the health of all people and their communities. This science-based, evidence-backed field strives to give everyone a safe place to live, learn, work and play."

—American Public Health Association
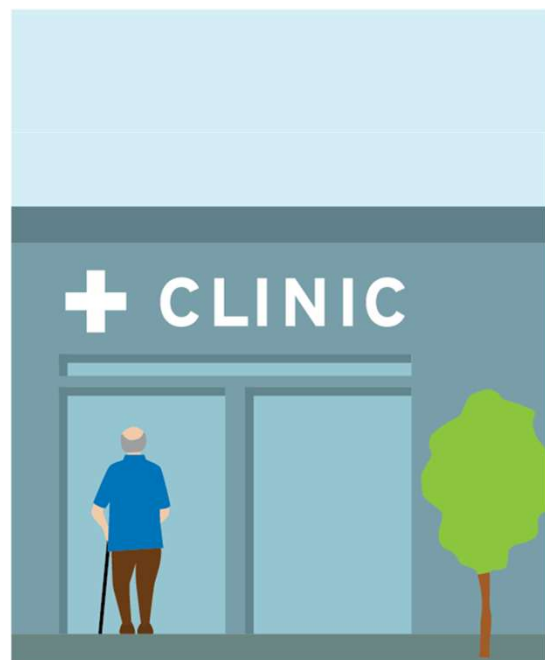
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Authority to Do What?

- Collect and analyze data to assess community health
- Partnering with the community to identify health challenges and solutions
- Educate the public about health-related issues
- Provide programs and services
- Investigate and control the spread of illnesses and environmental hazards
- Respond to emergencies
- Create, implement, and enforce safety rules
- Enact health-promoting policies and legislation

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Public Health Achievements

Baseline 20th Century Annual Morbidity and 1998 Provisional Morbidity from Nine Diseases with Vaccines Recommended Before 1990 for Universal Use in Children – United States

Disease	Baseline 20th Century Annual Morbidity	1998 Provisional Morbidity	% Decrease
Smallpox	48,164	0	100%
Diphtheria	175,885	1	100%
Pertussis	147,271	6,279	95.7%
Tetanus	1,314	34	97.4%
Poliomyelitis (paralytic)	16,316	0	100%
Measles	503,282	89	100%
Mumps	152,209	606	99.6%
Rubella	47,745	345	99.3%
Congenital rubella syndrome	823	5	99.4%
Haemophilus influenzae type b	20,000	54	99.7%

Source: CDC, MMWR Weekly, 1999

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Public Health Achievements

Annual Adult per Capita Cigarette Consumption and Major Smoking and Health Events – United States, 1990-1998
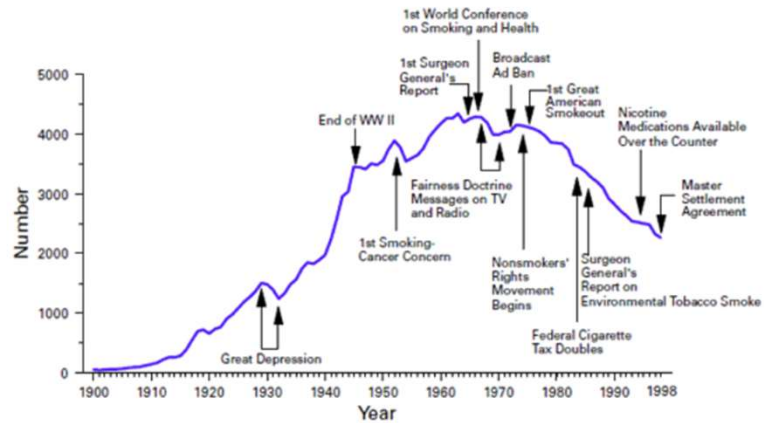
Source: CDC, MMWR Weekly, 1999

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Preemption

- A legal doctrine that allows a higher level of government to limit or even eliminate the power of a lower level of government to regulate a certain issue

- Can threaten or enhance local authority to advance the drivers of health equity

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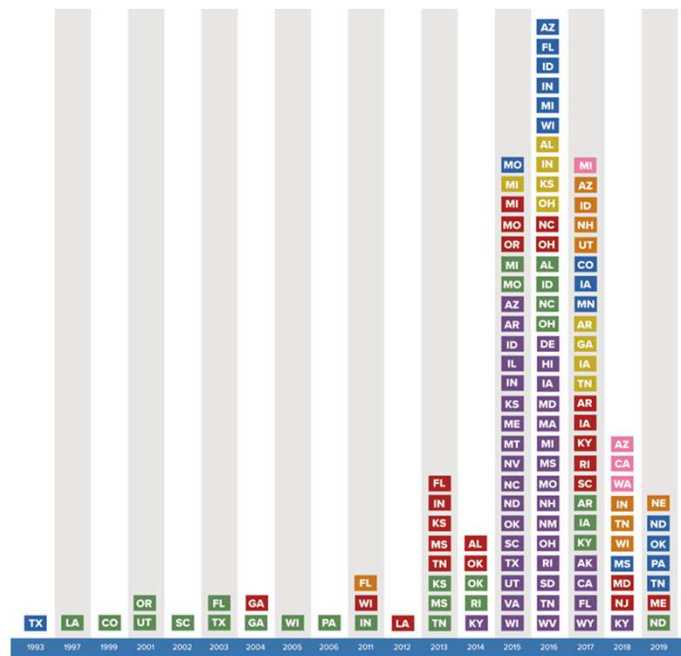
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Increase in Preemption

Number of Abusive Preemption Bills by Topic in the 2024 Legislative Session	
Education	107
LGBTQ+	62
Parents' Rights	39
Miscellaneous	48
Elections	35
Climate	31
Workers' Rights	28
Public Health Authority	26
Criminal Justice/Policing	25
Prosecutorial Discretion	18
Firearms	18
Housing	18
Abortion	16
Zoning	15
Immigration	11
Utilities	2
Total Number of Bills	499

Note: some bills are listed in more than one category.

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Pandemic Response

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Power Building Strategies

⚖️ **Determine your legal authority**

💻 **Follow Act for Public Health (actforpublichealth.org)**

👥 **Develop relationships with decisionmakers**

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Balancing Public Health Authority & Individual Liberty

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Opioid Crisis
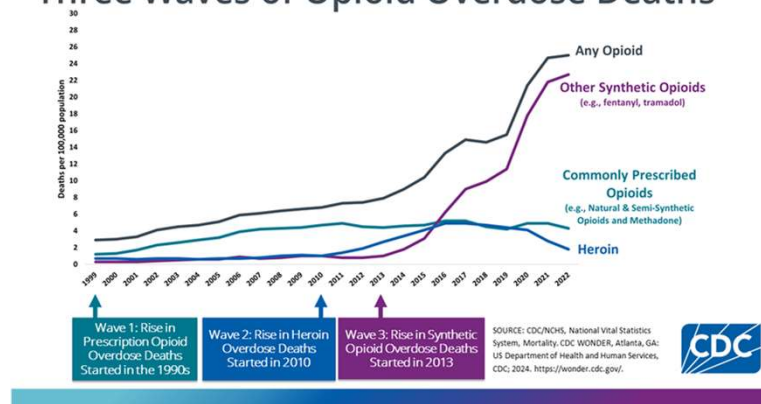
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Policy Option:
Naloxone Access Laws (NALs)

Expand access to naloxone, a medication that reverses an opioid overdose

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Online On-demand Trainings

Public Health Law Academy

- Free, online, on demand trainings on public health law

- Trainings cover intro to public health law, administrative law and health equity, emergency preparedness, and legal epidemiology

- Includes an option to receive a free certificate

- Materials for instructors

Learn more at publichealthlawacademy.org

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Learn More About Accelerating Policy Change

Scan the QR code to visit the Accelerating Policy Change website.

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WHAT IS THE ROLE OF APHA AFFILIATES?

image: cms.gov/priorities/health-equity/rural-health/stay-connected

- Cross-disciplinary convener for public health & related fields at the state level
- Tailored activities and offerings for each state
- State-level & local advocacy
- Representation in APHA

CONNECT

www.apha.org/ about-apha/ affiliates/state- and-regional-public- health-associations

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HOW CAN I BUILD RELATIONSHIPS WITH POLICYMAKERS: ADVICE

1 **CONNECT AUTHENTICALLY**
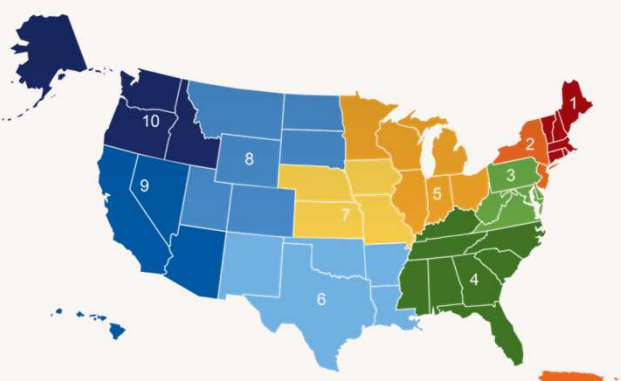About policy, shared values, or otherwise.

2 **CONNECT BEFORE YOU NEED THEM**
Outside of session, if possible.

3 **DON'T BURN BRIDGES**
An opponent on one issue can be an ally on another.

4 **"FRAMING" CAN MAKE A DIFFERENCE**
Consider highlighting various pros / cons of a policy to make it more impactful.

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HOW CAN I BUILD RELATIONSHIPS WITH POLICYMAKERS: ACTION

1 **PRACTICE INTRODUCING YOURSELF & YOUR "WHY"**
SHARE WHO YOU ARE, IF YOU'RE THEIR CONSTITUENT, WHY YOU CARE, AND WHY *THEY* SHOULD CARE.

2 **INTRODUCE YOURSELF**
Reach out! You can meet in-person, email, call, or interact on social media.

3 **BE A FAMILIAR & TRUSTED RESOURCE**
Policymakers meet a LOT of people. Be consistent, reliable, and engage with them when they reach out to you!

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HOW IS OPHA PROMOTING POLICY ENGAGEMENT?

MAKING POLICY ACCESSIBLE

&

DEMYSTIFYING POLICYMAKING & ENGAGEMENT

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ACCESS: POLICY TRACKING & UPDATES

| Bill
Click for bill webpage | Author
Click for author webpage
(F) indicates Freshman | Sponsor
Click for sponsor webpage | Bill Description
"Emergency" means the author has included language to have th... or at a specified date before November 1 (which is the automatic otherwise specified). |
|---|---|---|---|
| HB 1137 | Stewart, Ron (F) | Weaver, Darrell | Removes provisions directing the OSBI to seek funds for an Offic... Murdered Indigenous Persons, leaving the Office's structure intac... |
| HB 1168 | Crosswhite-Hader, Denise | Bullard, David | Makes a felony the knowing transport or delivery of an abortion-in... intending to commit an abortion. |
| HB 1224 | West, Kevin | Rosino, Paul | Modifies various provisions related to health care, allows health c... to refuse not to participate or pay for a medical service that violate... |
| HB 1276 | Caldwell, Chad | Seifried, Ally | Requires school districts to implement policies which prohibit stud... or personal electronic devices during the entire school day and w... EMERGENCY. |
| HB 1380 | Dempsey, Eddy | Frix, Avery (F) | Creates the Insulin Access and Affordability Program at the Healt... purpose of increasing marketplace competition, lowing insulin pric... shortages of generic prescriptions; EMERGENCY. |
| HB 1389 | Provenzano, Melissa | Stanley, Brenda | Includes additional screening types for healthcare coverage of ce... health treatments. |
| HB 1417 | West, Josh | Weaver, Darrell | Creates the School Access for Emergency Response Act which e... for certain emergency communication system to be installed and ... buildings. |
| HB 1484 | Johns, Ronny | Weaver, Darrell | Requires schools to provide instruction on fentanyl abuse prevent... awareness meeting certain standards; EMERGENCY. |
| HB 1575 | Lawson, Mark | Seifried, Ally | Creates the Streamlined Services Act which is meant to establish... eligibility and enrollment system within the Department of Human ... access to and management of services; EMERGENCY. |
| HB 1683 | Roe, Cynthia | Dossett, Jo Anna | Requires health benefit plans to offer coverage which allows an e... month supply of contraceptives at once the first time they obtain t... supply each subsequent time. |
| HB 1688 | Roe, Cynthia | Stanley, Brenda | Allows minor corrections to be made on various birth and death c... their issuance; EMERGENCY. |
| HB 1764 | Kerbs, Dell | Hamilton, Warren | Prohibits unauthorized camps in county and municipal-owned lan... |

Signed by the Governor

This bill was passed through the legislative process faster than necessary and has already been signed into law by the governor.

Regulating Business Closures to Mitigate Spread of Disease SB 672 by McIntosh (R), Kevin West (R) – Prohibits the Governor from closing any business due to a public health emergency without sufficient "scientific evidence" that the business contributes to direct spread of disease, notice to the business, and a court hearing for the business

- Status: Signed by the Governor on 4/23/25
- Voting History:
  - Passed House (Y 74 / N 15; party line) with emergency clause (Y 72 / N 13)
  - Passed House Business (7 Y / 2 N; party line)
  - Passed House Oversight on Commerce & Econ Development (14 Y / 3 N; party line)
  - Passed Senate (38 Y / 8 N; party line)
  - Passed Senate Public Safety (6 Y / 2 N; party line)

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ACCESS: POLICY EVENTS

- 2022 Policy Retreats
- 2023 joint Advocacy Day & Policy Forum w/ OTPC
- 2023 Policy panel at OPHA conference
- 2023 Policy Retreats
- 2024 Advocacy Day
- 2024 Policy panel @ conference
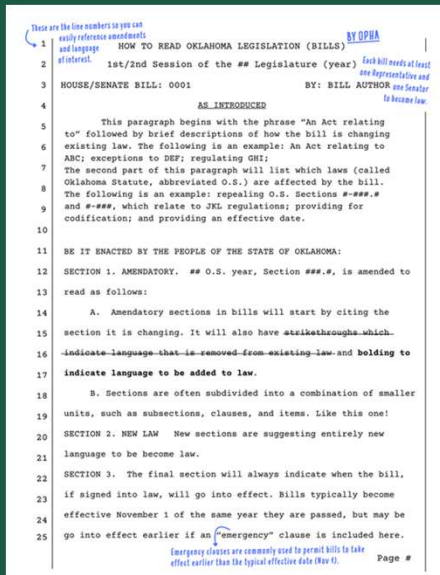- 2025 Policy Day (hybrid)
- 2025 Policy Friday 30-min debriefs

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DEMYSTIFY: TRAIN & EXPLAIN

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DEMYSTIFY: YOUR RIGHT TO ENGAGE

- The **First Amendment** protects your right to express beliefs, but there ARE work-related restrictions on **when**, **where** & **how** you engage.

- **Engage during your personal time!** Avoid policy engagement...
  - 1) during work hours or in your official capacity
  - 2) on or using work property, or
  - 3) while in workwear (uniforms, work IDs, etc).

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HOW HAS THIS HELPED?

✓ **CHANGING THE NORM**
Public health has historically been under involved in policymaking and advocacy, but OPHA is meeting the interest of practitioners & students.

✓ **EMPOWERING THE FIELD**
Educating and training OK's students & workforce empowers them to inform policy, programs & health outcomes across the state.

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Strategy examples

Kansas Health Institute

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Share policy updates

Theresa Freed hosts the Health at the Capitol podcast

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Build relationships

KHI colleagues engage officials at annual legislative breakfast

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Educate and advocate

Senior Analyst Sheena Schmidt addresses legislatures about Medicaid

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Questions?

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**County Health
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Click on survey in the chat

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Upcoming webinar:

June 17, 2025

Bridging across political differences and reducing polarization

Allyson Frazier
National senior director
Voices for Healthy Kids

Biz Harris
Executive director
MS Early Learning Alliance

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HEALTHY PLACES BY DESIGN

Discussion group

When: Following the webinar

What: Share ideas, ask questions

How: Zoom

Why: Deepen learning

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