



County Health  
Rankings & Roadmaps

# Webinar

Harnessing power to drive policy change

May 20, 2025

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



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

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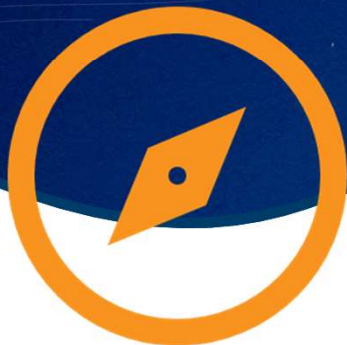


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## Guidelines

**1**  
**Share**  
successes and  
lessons learned

**2**  
**Offer**  
resources

**3**  
**Build**  
knowledge

**4**  
**Listen**  
for multiple  
perspectives

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**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

**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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# 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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# Power

Our ability to create change



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## Building power for health and equity

2025 County Health Rankings & Roadmaps Report



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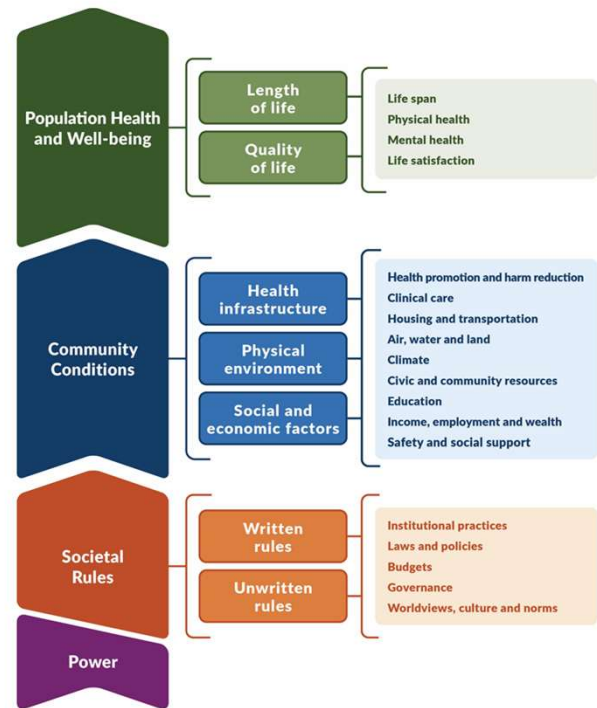
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# Power is foundational to health



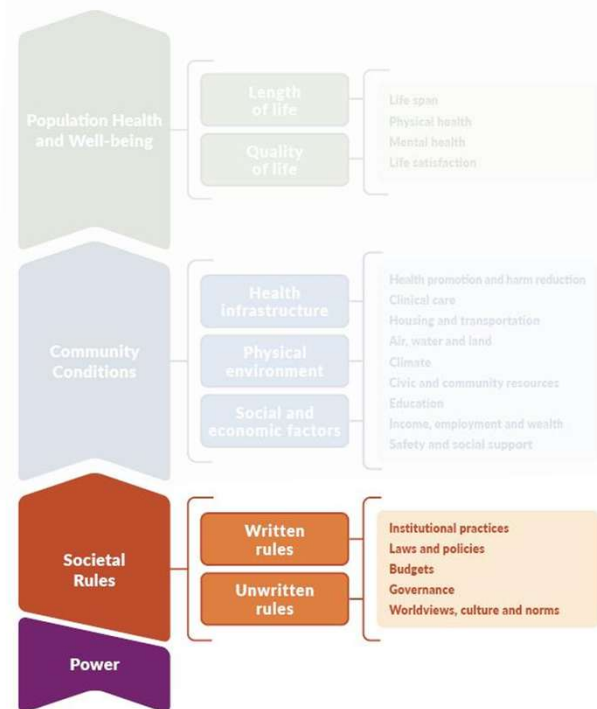
University of Wisconsin Population Health Institute Model of Health © 2025

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# 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.



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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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### 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](#)
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#### 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](#)



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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.”*

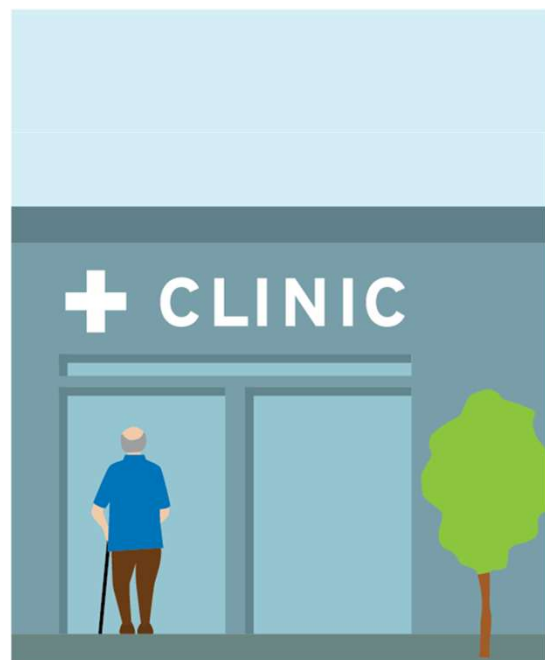


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## What is Public Health?

“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%

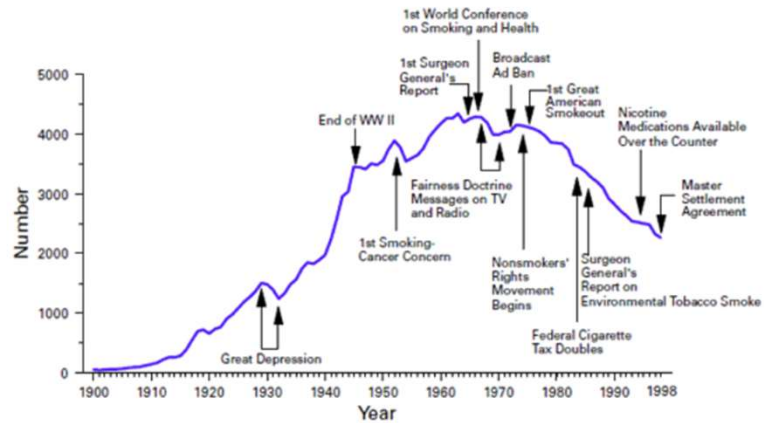
Source: CDC, MMWR Weekly, 1999

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## Public Health Achievements

Annual Adult per Capita Cigarette Consumption and Major Smoking and Health Events – United States, 1900-1998



Source: CDC, MMWR Weekly, 1999

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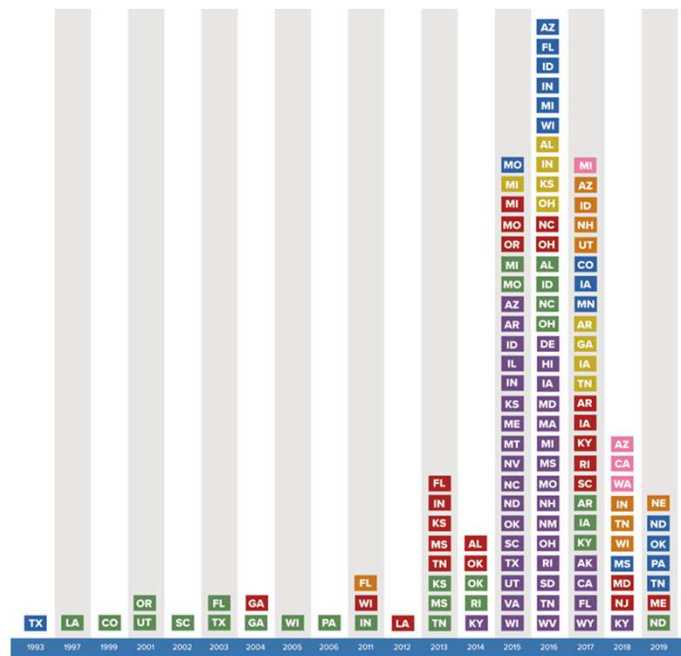
## Preemption

- 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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## Passage of State Legislation Preempting Local Laws About:



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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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## Power Building Strategies

-  **Determine your legal authority**
-  **Follow Act for Public Health ([actforpublichealth.org](https://actforpublichealth.org))**
-  **Develop relationships with decisionmakers**

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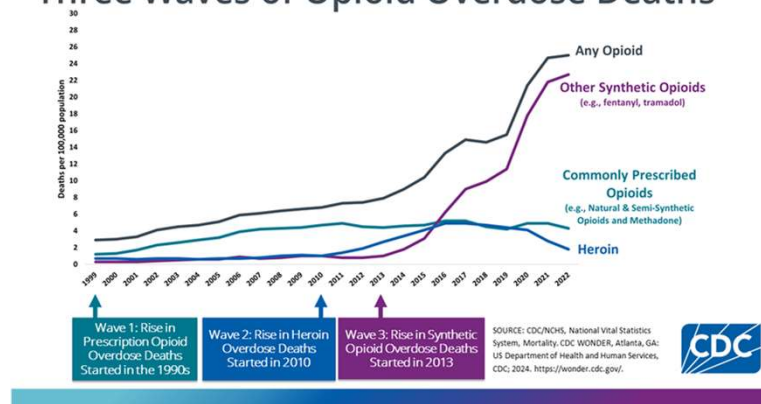
## Balancing Public Health Authority & Individual Liberty



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## Opioid Crisis

### Three Waves of Opioid Overdose Deaths



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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](https://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?

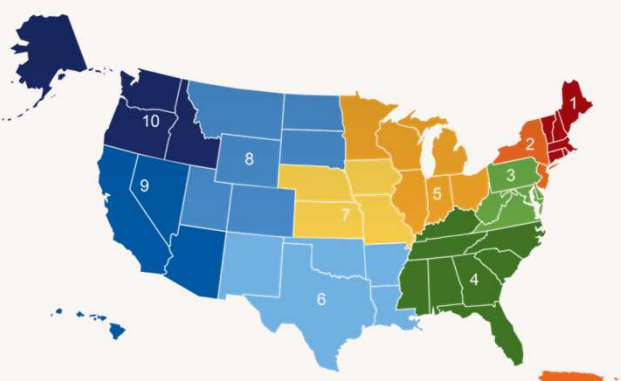



image: cms.gov/priorities/health-equity/rural-health/stay-connected

- 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](http://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 the bill take effect on or at a specified date before November 1 (which is the automatic date otherwise specified).
<a href="#">HB 1137</a>	<a href="#">Stewart, Ron (F)</a>	Weaver, Darrell	Removes provisions directing the OSBI to seek funds for an Office of the Attorney General to investigate the deaths of Murdered Indigenous Persons, leaving the Office's structure intact.
<a href="#">HB 1168</a>	<a href="#">Crosswhite-Hader, Denise</a>	Bullard, David	Makes a felony the knowing transport or delivery of an abortion-inducing substance with the intent to commit an abortion.
<a href="#">HB 1224</a>	<a href="#">West, Kevin</a>	Rosino, Paul	Modifies various provisions related to health care, allows health care providers to refuse not to participate or pay for a medical service that violates their conscience. Requires school districts to implement policies which prohibit students from using personal electronic devices during the entire school day and week.
<a href="#">HB 1276</a>	<a href="#">Caldwell, Chad</a>	Seifried, Ally	EMERGENCY.
<a href="#">HB 1380</a>	<a href="#">Dempsey, Eddy</a>	Frix, Avery (F)	Creates the Insulin Access and Affordability Program at the Health Department's purpose of increasing marketplace competition, lowering insulin prices, and addressing shortages of generic prescriptions; EMERGENCY.
<a href="#">HB 1389</a>	<a href="#">Provenzano, Melissa</a>	Stanley, Brenda	Includes additional screening types for healthcare coverage of certain health treatments.
<a href="#">HB 1417</a>	<a href="#">West, Josh</a>	Weaver, Darrell	Creates the School Access for Emergency Response Act which requires certain emergency communication system to be installed in schools and buildings.
<a href="#">HB 1484</a>	<a href="#">Johns, Ronny</a>	Weaver, Darrell	Requires schools to provide instruction on fentanyl abuse prevention and awareness meeting certain standards; EMERGENCY.
<a href="#">HB 1575</a>	<a href="#">Lawson, Mark</a>	Seifried, Ally	Creates the Streamlined Services Act which is meant to establish eligibility and enrollment system within the Department of Human Services to access to and management of services; EMERGENCY.
<a href="#">HB 1683</a>	<a href="#">Roe, Cynthia</a>	Dossett, Jo Anna	Requires health benefit plans to offer coverage which allows an employee to obtain a month supply of contraceptives at once the first time they obtain a new health benefit plan.
<a href="#">HB 1688</a>	<a href="#">Roe, Cynthia</a>	Stanley, Brenda	Allows minor corrections to be made on various birth and death records.
<a href="#">HB 1764</a>	<a href="#">Krebs, Paul</a>	Hamilton, Warren	Prohibits unauthorized camps in county and municipal-owned land.

### 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

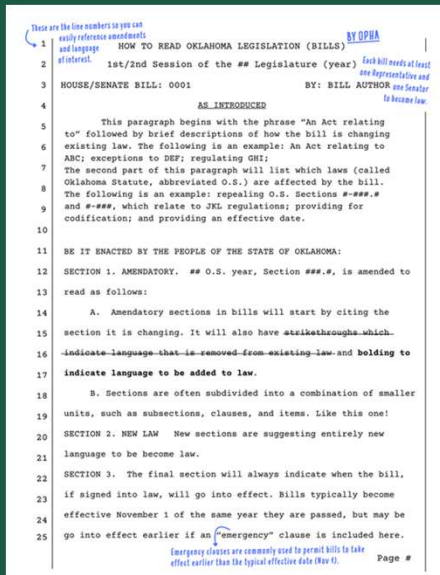
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## DEMYSTIFY: TRAIN & EXPLAIN

### Policy 101: Getting Comfy with Policy & Advocacy

#### Covered topics

- What is policy?
- Who makes laws?
- When are laws made?
- How are laws made?



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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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# 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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## Discussion group

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