

MAKING THE MOST OF THE 2020 COUNTY HEALTH RANKINGS

Exploring new interactive features, tips to make the most of your snapshot, and guidance to inspire action

countyhealthrankings.org



Support
provided by

Robert Wood Johnson
Foundation



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County Health Rankings & Roadmaps is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

countyhealthrankings.org

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YOUR PRESENTERS AND FACILITATOR



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LEARNING OUTCOMES FOR TODAY



Explore **NEW** interactive features on the County Health Rankings & Roadmaps website.



Share tips for using highlighted tools and resources.



Consider how to use the Rankings release to inspire action in your community.

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JOIN US FOR MORE QUESTIONS AND DISCUSSION

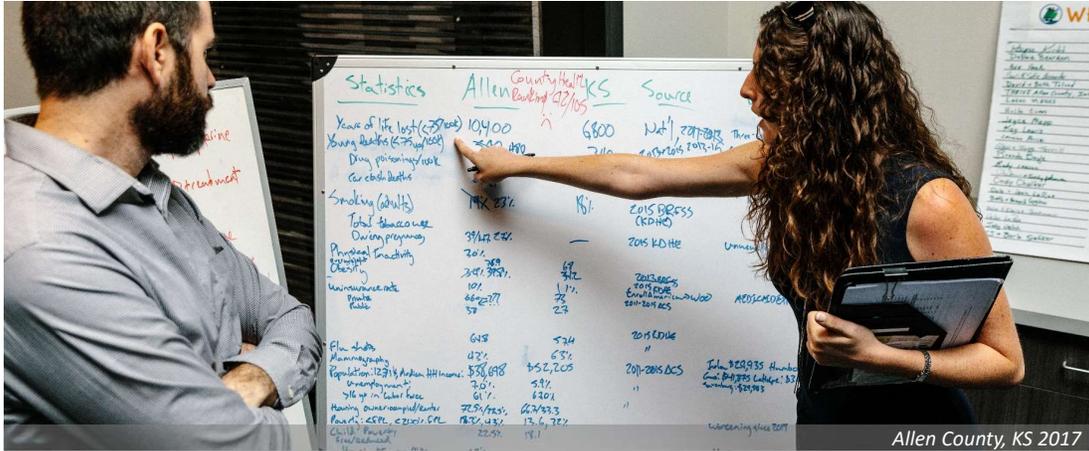
- ▶ **When:** Immediately following the webinar
- ▶ **What:** Interactive learning experience, opportunity to share ideas and ask questions
- ▶ **How:** Videoconference and/or phone via Zoom
- ▶ **Why:** Deepen the webinar learning, allow further exploration



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DATA

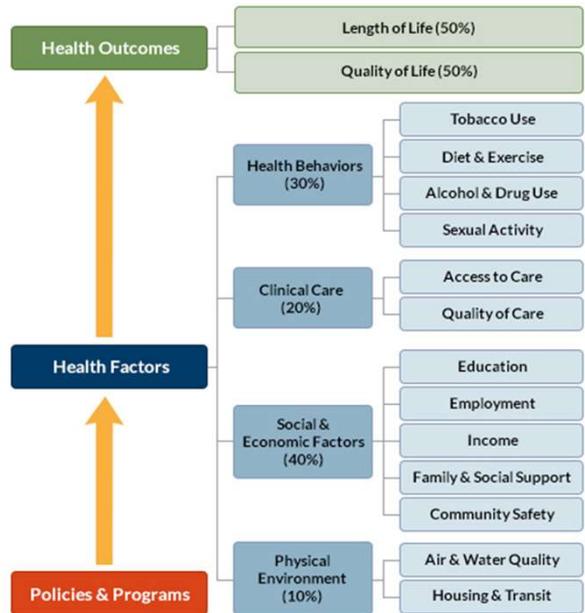
Using data to reveal the factors that influence health

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MAKING THE MOST OF YOUR RANKINGS DATA

- ▶ What goes into the Rankings?
 - ▶ What's new in the 2020 Rankings?
 - Reports
 - Data interactives
 - Additional measures
 - Website enhancements

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RANKED MEASURES



MAJOR DATA SOURCES

- ▶ Behavioral Risk Factor Surveillance System (BRFSS)
- ▶ American Community Survey, 5-year estimates
- ▶ Comprehensive Housing Affordability Strategy (CHAS) data
- ▶ County Business Patterns
- ▶ CMS, National Provider Identification (NPI)
- ▶ CMS, Mapping Medicare Disparities Tool
- ▶ Easy Access to State and County Juvenile Court Cases (EZACO)
- ▶ EJSSCREEN
- ▶ Fatality Analysis Reporting System (FARS)
- ▶ Uniform Crime Reporting
- ▶ Area Health Resource File
- ▶ Map the Meal Gap
- ▶ Business Analyst, Delorme map data, ESRI and US Census Tigerline Files
- ▶ National Center for Health Statistics (NCHS)
- ▶ National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
- ▶ Safe Drinking Water Information System
- ▶ Stanford Education Data Archive (SEDA)
- ▶ Small Area Health Insurance Estimates
- ▶ Small Area Income and Poverty Estimates
- ▶ Food Environment Atlas
- ▶ U.S. Diabetes Surveillance System
- ▶ U.S. Department of Education (EDFacts)

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RANKINGS METHODS



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10th Anniversary!

WHAT'S NEW IN THE 2020 RANKINGS

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KEY FINDINGS REPORT



- ▶ Highlights trends in health over the past ten years
- ▶ In depth look at some key health indicators
- ▶ Continued focus on Social and Economic Factors & Health Equity

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THE 2020 STATE REPORTS

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STATE REPORT HIGHLIGHTS

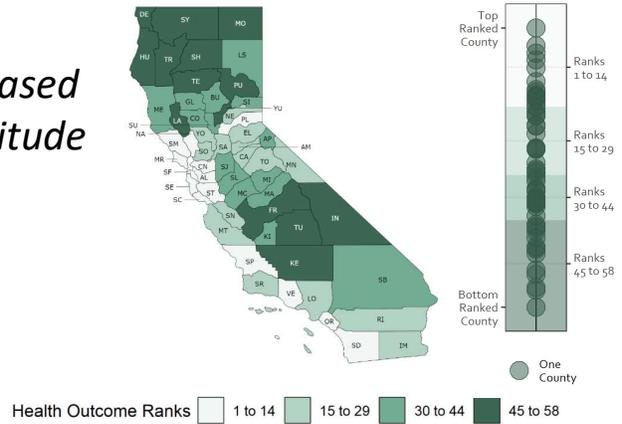
- ▶ Differences in health outcomes and health factors within states
- ▶ Differences in health factors among racial and ethnic groups
- ▶ CHRR resources that can help you take action



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HEALTH OUTCOMES

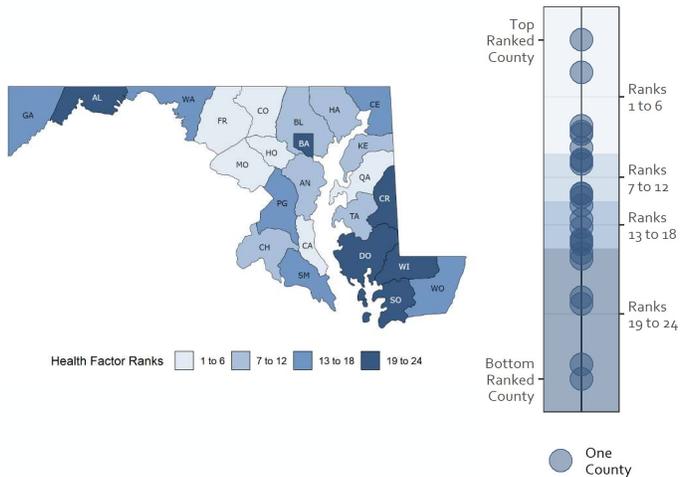
Length and quality of life vary based on where we live, and the magnitude of those gaps vary.



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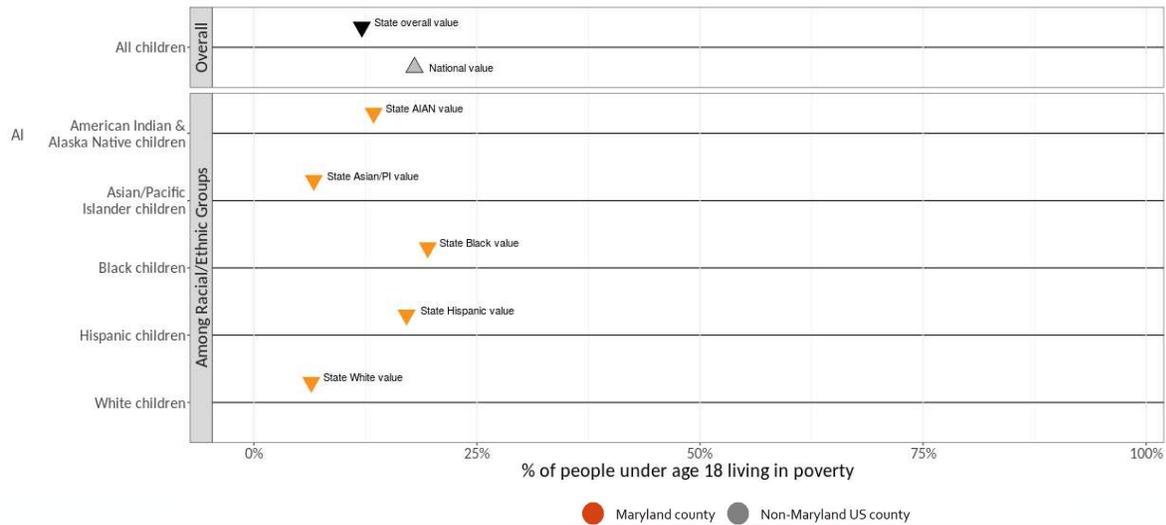
HEALTH FACTORS

Health Factors vary based on where we live, and the magnitude of those gaps vary.



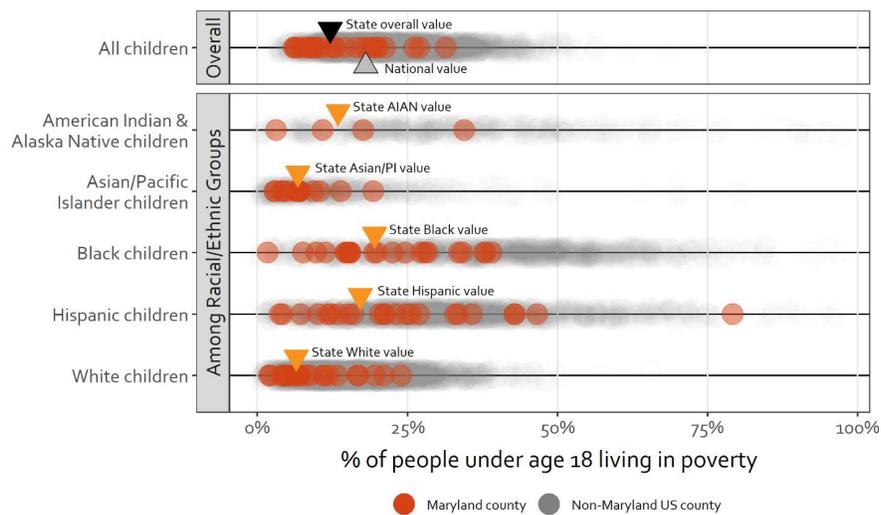
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KEY INDICATOR: CHILDREN IN POVERTY



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KEY INDICATOR: CHILDREN IN POVERTY



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ADDITIONAL MEASURES ON NEW INTERACTIVE

- ▶ Opportunity gaps by race *AND* by place *BOTH* need to be addressed when working to improve community health.
 - Life Expectancy
 - Low Birthweight
 - Children in Poverty
 - Median Household Income

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NEW ADDITIONAL MEASURES

- ▶ Suicides
- ▶ Reading Scores
- ▶ Math Scores
- ▶ Juvenile Arrests
- ▶ Traffic Volume

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NEW DATA DISAGGREGATED FOR RACIAL AND ETHNIC GROUPS

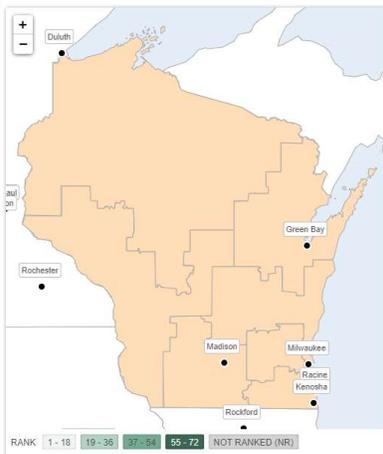
- ▶ Additional measures:
 - Injury deaths
 - Firearm Fatalities
 - Drug overdose deaths
 - Suicides
 - Motor vehicle deaths
 - Homicides
- ▶ Confidence intervals around estimates
- ▶ New Data Disaggregated by Race and Ethnicity:
 - Asian
 - American Indian & Alaska Native

Premature death	8,900	8,700-9,100	5,500	6,400
	Value	Error Margin		
Years of Potential Life Lost Rate	8,900	8700-9,100		
White	7,100	6900-7,400		
Black	14,700	14100-15,200		
Hispanic	5,600	5200-6,100		
Asian	4,900	4100-5,700		
American Indian & Alaska Native	9,400	7100-12,300		

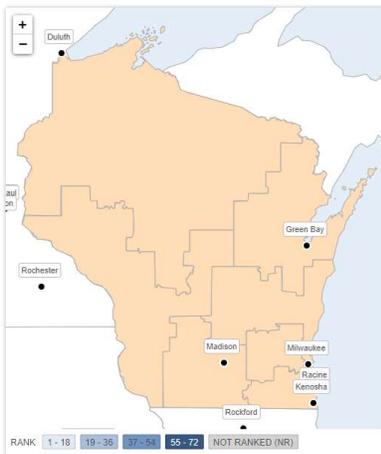
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Find out how healthy your county is and explore factors that drive your health

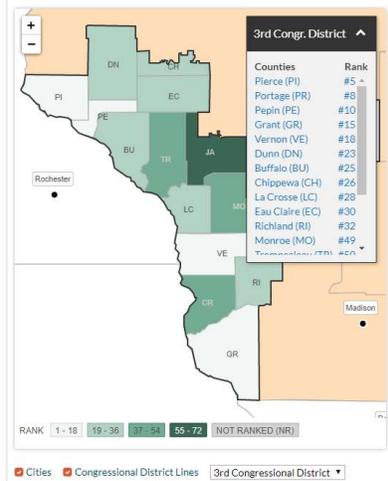
Overall Rankings in Health Outcomes



Overall Rankings in Health Factors



Overall Rankings in Health Outcomes



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GETTING THE MOST OUT OF YOUR RANKINGS SNAPSHOT

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WHICH SNAPSHOT FEATURES WILL YOU USE THIS YEAR?

- ▶ Trend graphs
- ▶ Causes of death
- ▶ Disaggregated Data
- ▶ Additional measures
- ▶ Spanish translation
- ▶ Areas to explore/Areas of strength
- ▶ Compare Counties



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Questions?

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WHAT WORKS FOR HEALTH UPDATES

Topic

Community Safety (57)

Show more

57 Strategies

Community Safety **24**

SORT BY A-Z

VIEW 10

Approach

Community Safety

Assist youth involved with the justice system (6)

Ensure sports & recreation safety (6)

Prevent child maltreatment (3)

Prevent intimate partner violence (4)

Prevent neighborhood crime and violence (20)

Reduce home safety hazards (3)

Support safe travel (15)

Decision Maker

Business (6)

Community Development (7)

Community Members (10)

Educators (11)

Funders (5)

Government (48)

Health Care (11)

Nonprofits (25)

Public Health (6)

Advocacy for victims of intimate partner violence

Work to empower victims of intimate partner violence, help them with safety plans, and link them with community services (e.g., legal, housing, financial advice, emergency shelter, etc.)

Evidence Rating: Insufficient Evidence (1), Community Safety (1)

Alcohol outlet density restrictions

Limit increases in the number and concentration of alcohol outlets by area or by population through licensing or zoning regulations

Evidence Rating: Scientifically Supported (7), Alcohol and Drug Use (7), Community Safety (2)

Automated speed enforcement cameras

Use devices such as speed cameras, laser devices, radar, etc. to enforce speed limits; devices can be permanent fixtures or be used manually by law enforcement officers

Evidence Rating: Scientifically Supported (4), Housing and Transit (4), Community Safety (1)

Bicycle helmet laws

Establish laws that require bicyclists to wear helmets; laws can apply to children or all bicyclists and can be established at the state or local level

Evidence Rating: Scientifically Supported (4), Community Safety (2)

Bicycle paths, lanes & tracks

Accommodate or provide dedicated space for bicyclists via bicycle paths, lanes, cycle tracks or protected bike lanes, etc.

Evidence Rating: Some Evidence (1), Community Safety (1)

Big Brothers Big Sisters (BBBS)

Evidence Rating: Some Evidence (1)

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WHAT WORKS FOR HEALTH UPDATES

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

About Us | News & Events

Explore Health Rankings

Take Action to Improve Health

Learn From Others

What Is Health?

Reports

Home > Take Action to Improve Health > What Works for Health > Strategies > Clean diesel technology fleet transition programs

Evidence Rating

Scientifically Supported

Strategies with this rating are most likely to make a difference. These strategies have been tested in many robust studies with consistently positive results.

Health Factors

Air and Water Quality

Decision Makers

Business

Educators

Government

Clean diesel technology fleet transition programs

Print this strategy

Clean diesel technology transition programs replace or retrofit government or privately operated diesel vehicles (e.g., buses) until the entire fleet operates with clean diesel technology. Vehicles are often replaced towards the end of their useful life. Diesel powered engines can be retrofitted with control devices such as diesel particulate filters (DPF), diesel oxidation catalysts (DOC), and diesel crankcase ventilation systems (CCV). Diesel exhaust is carcinogenic, and contains numerous pollutants that negatively affect cardiovascular and respiratory health; estimates suggest exposure contributes to 27,000 heart attacks, 14,500 hospitalizations, and 2.4 million lost work days each year (CDC Clean diesel).

Expected Beneficial Outcomes (Rated)

- Reduced emissions
- Improved air quality

Other Potential Beneficial Outcomes

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- Improved health outcomes

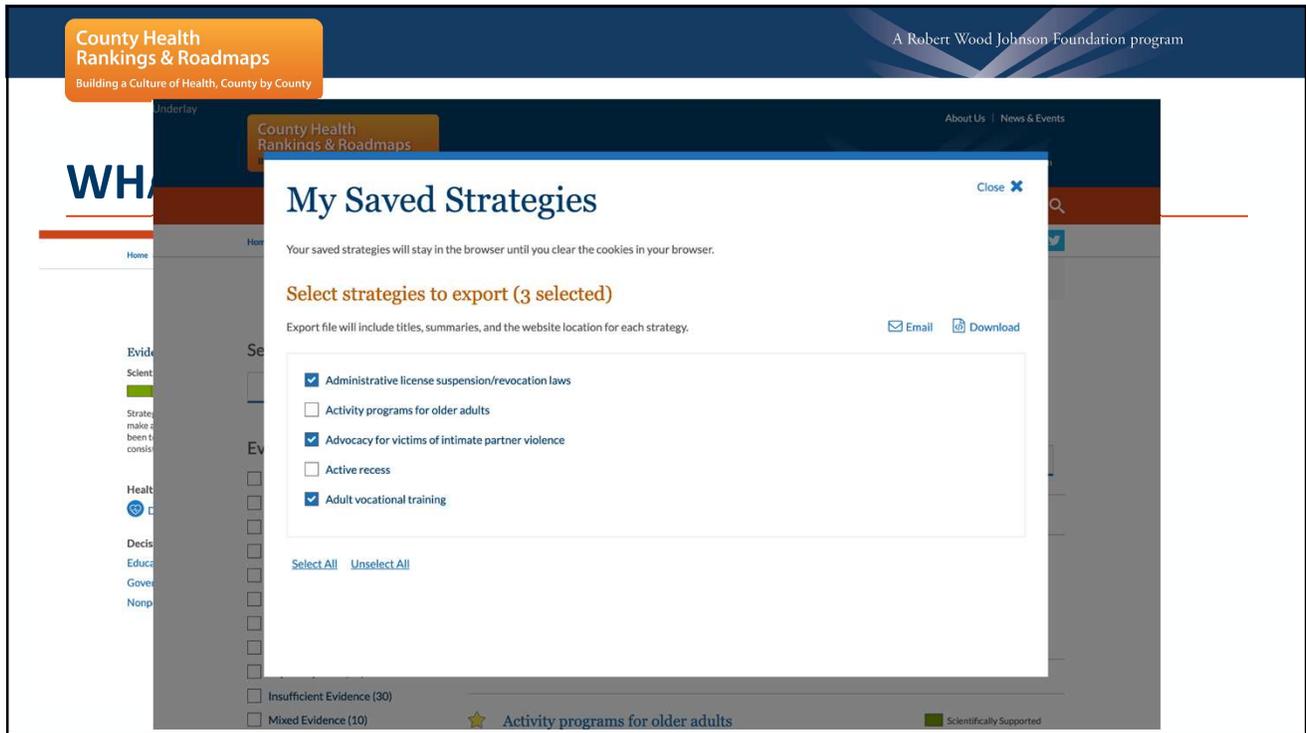
Evidence of Effectiveness

There is strong evidence that adopting clean diesel technology through diesel transition programs decreases environmental related emissions (EPA Transportation 2006; Zhang 2013; Barone 2008; Knutson 2013). Retrofitting diesel buses has also been shown to improve urban air quality by decreasing particulate matter, organic carbon, and elemental carbon in some circumstances (Barone 2007; Trueshot 2008; Barone 2005).

Decreases in emissions associated with retrofitted diesel buses appear to have positive effects on riders' health. A Washington based study, for example, indicates reductions in bronchitis, asthma, and pneumonia among children in school districts with retrofitted buses (Knutson 2013), as well as improvements in lung function and reductions in absenteeism, especially among children with asthma (Knutson 2013). Retrofitting may also decrease the costs associated with respiratory disease-related hospitalizations and treatment (Dunlay 2013).

Costs for diesel retrofit devices vary based on the manufacturer, labor requirements, and type of technology. For example, a diesel particulate filter typically costs \$1,000-\$11,000, but can cost up to \$50,000 for some large equipment. A diesel oxidation catalyst typically costs \$600-\$2,000 or more (EPA Clean Technology & Washington based cost benefit).

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

A Robert Wood Johnson Foundation program

ACTION LEARNING GUIDES

- ▶ Develop Strategies to Promote Health and Equity
- ▶ What Are Data?
- ▶ Why Use Data?
- ▶ Improving Data Fluency

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Questions?

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LEVERAGING THE RANKINGS (AND OTHER RESOURCES) FOR ACTION

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COUNTY HEALTH RANKINGS: A CALL TO ACTION

- ▶ Use the media to get your story out
- ▶ Connect with new or existing partners
- ▶ Engage the community in conversation



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STEP 1: IDENTIFY YOUR AUDIENCE

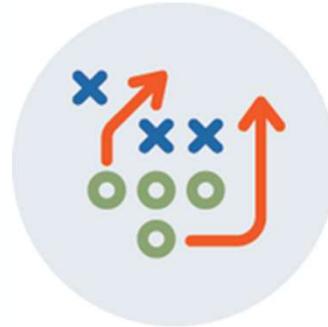
- ▶ Who needs to hear your message?
- ▶ Consider:
 - Partners
 - Potential Partners
 - Decision-makers
 - Influencers



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STEP 2: SET YOUR PURPOSE

- ▶ What is your call to action?
- ▶ Do you want to:
 - Share knowledge
 - Encourage action
 - Celebrate



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STEP 3: DEVELOP YOUR MESSAGE

- ▶ Tell the story you want to tell
- ▶ Focus on action and assets
- ▶ Include a call to action
- ▶ Rally the community
- ▶ Highlight solutions



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FOCUS ON EQUITY

Digging deeper:

- ▶ Who isn't thriving?
- ▶ Who doesn't have the same opportunities for good health?
- ▶ What differences are there by race?
By place?

	Value	Error Margin
% Children in Poverty	17%	12-21%
White	13%	—
Black	39%	—
Hispanic	20%	—
Asian	19%	—

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STEP 4: DELIVER YOUR MESSAGE

- ▶ How will you deliver your message?
- ▶ Connect with the media
 - Press Release
 - Letters to the Editor and Op-eds
 - Social media



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STEP 4: DELIVER YOUR MESSAGE

- ▶ Host a Community Meeting
- ▶ Meeting presentations
- ▶ Legislative events
- ▶ One-on-one conversations



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4 STEPS TO USE THE RANKINGS AS A CALL TO ACTION

1. Identify Your Audience
2. Set Your Purpose
3. Develop Your Message
4. Deliver Your Message



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CHAT: WHO WILL YOU REACH OUT TO THIS YEAR?

- ▶ Who needs to hear your message?
- ▶ Consider:
 - Partners
 - Potential Partners
 - Decision-makers
 - Influencers



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Questions?

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24:1 Community, MO, 2016

WE WANT TO HEAR FROM YOU!

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

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JOIN US FOR MORE DISCUSSION

- ▶ **Have more questions about data?** Join us to continue the discussion about the data resources.
- ▶ **Have more questions about using the Rankings to engage your community or working with the media?** Join us to continue the discussion about the Rankings as a communications tool.



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UPCOMING WEBINAR

One Community's Path to Creating Healthy and Equitable Opportunities

Webinar short description

Tuesday, March 12 | 3:00 – 4:00 pm ET

Register at:

countyhealthrankings.org/webinars



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UPCOMING COHORT LEARNING OPPORTUNITY



BUILDING RESIDENT ENGAGEMENT IN THE DELTA REGION

Photo by Antenna on Unsplash

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[REGISTRATION LINK IN CHAT](#)

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THANK YOU!

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