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

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

countyhealthrankings.org
YOUR PRESENTERS AND FACILITATOR

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  Action Learning Coach

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  Research Team Director

- **Aliana Havrilla**
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  Population Health Analyst

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LEARNING OUTCOMES FOR TODAY

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

2. Share tips for using highlighted tools and resources.

3. Consider how to use the Rankings release to inspire action in your community.
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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Populations based data collection → County Health Rankings → Media attention

- Community leaders use report

Broad Community Engagement

- Evidence informed policies and programs

Improved health outcomes and increased health equity
DATA
Using data to reveal the factors that influence health

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
RANKED MEASURES

Length of life (1)
Quality of life (4)

Smoking (1)
Diet & Exercise (4)
Alcohol & Drug Use (2)
Sexual Activity (2)

Access to Care (4)
Quality of Care (3)

Education (2)
Income (2)
Employment (1)
Family and Social Support (2)
Community Safety (2)

Air and Water Quality (2)
Housing and Transit (3)
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)
- EJSCREEN
- 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)

RANKINGS METHODS

COUNTY HEALTH RANKINGS METHODS AND MEASURES PART 2

Amanda Jovaag
www.countyhealthrankings.org
WHAT’S NEW IN THE 2020 RANKINGS

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
THE 2020 STATE REPORTS

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
HEALTH OUTCOMES

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

HEALTH FACTORS

Health Factors vary based on where we live, and the magnitude of those gaps vary.
KEY INDICATOR: CHILDREN IN POVERTY

% of people under age 18 living in poverty

Maryland county  Non-Maryland US county
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

NEW ADDITIONAL MEASURES

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

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<td>4,500-6,100</td>
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<td>Asian</td>
<td>4,900</td>
<td>4,500-5,700</td>
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<tr>
<td>American Indian &amp; Alaska Native</td>
<td>9,400</td>
<td>7,100-12,300</td>
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GETTING THE MOST OUT OF YOUR RANKINGS
SNAPSHOT
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
WHAT WORKS FOR HEALTH UPDATES

Clean diesel technology fleet transition programs

Expected Beneficial Outcomes (Rated):
- Reduced emissions
- Improved air quality

Other Potential Beneficial Outcomes:
- Improved health systems
- Reduced maintenance costs
WHAT WORKS FOR HEALTH UPDATES

ACTION LEARNING GUIDES

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

LEVERAGING THE RANKINGS (AND OTHER RESOURCES) FOR ACTION
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

STEP 1: IDENTIFY YOUR AUDIENCE

- Who needs to hear your message?
- Consider:
  - Partners
  - Potential Partners
  - Decision-makers
  - Influencers
STEP 2: SET YOUR PURPOSE

► What is your call to action?
► Do you want to:
  – Share knowledge
  – Encourage action
  – Celebrate

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
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?

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<td>Hispanic</td>
<td>20%</td>
<td>—</td>
</tr>
<tr>
<td>Asian</td>
<td>19%</td>
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STEP 4: DELIVER YOUR MESSAGE

‣ How will your deliver your message?

‣ Connect with the media
  – Press Release
  – Letters to the Editor and Op-eds
  – Social media
STEP 4: DELIVER YOUR MESSAGE

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

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
CHAT: WHO WILL YOU REACH OUT TO THIS YEAR?

- Who needs to hear your message?

- Consider:
  - Partners
  - Potential Partners
  - Decision-makers
  - Influencers
WE WANT TO HEAR FROM YOU!
Click the link to answer a few questions about today’s webinar

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.
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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