



County Health
Rankings & Roadmaps

Webinar

Power-building approaches for health and equity

April 22, 2025

countyhealthrankings.org



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

Support
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Rankings & Roadmaps



Purpose

Share
successes and
lessons learned

Offer
resources

Build
knowledge

Listen
for multiple
perspectives

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We value


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Collaboration

Innovation


Courage

Inclusion

Excellence

Integrity

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Join the conversation

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

Who can see your questions?

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



County Health
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Building power for health and equity

2025 County Health Rankings & Roadmaps Report



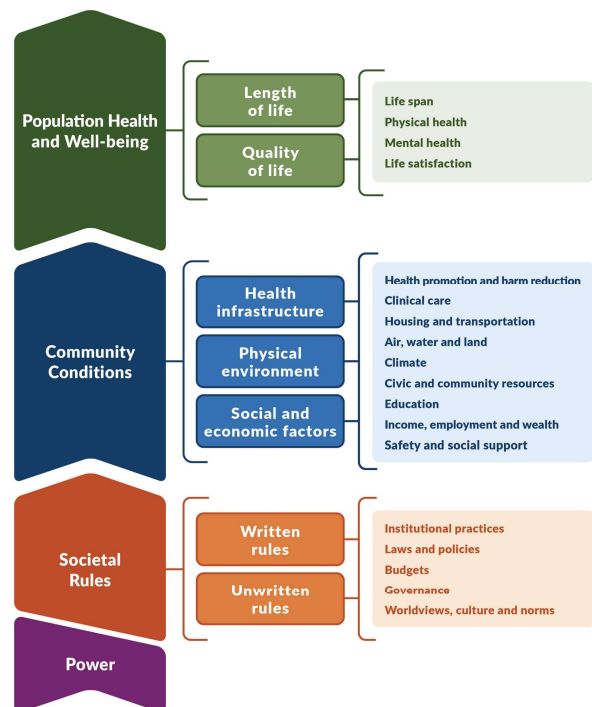
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A bold new model of health



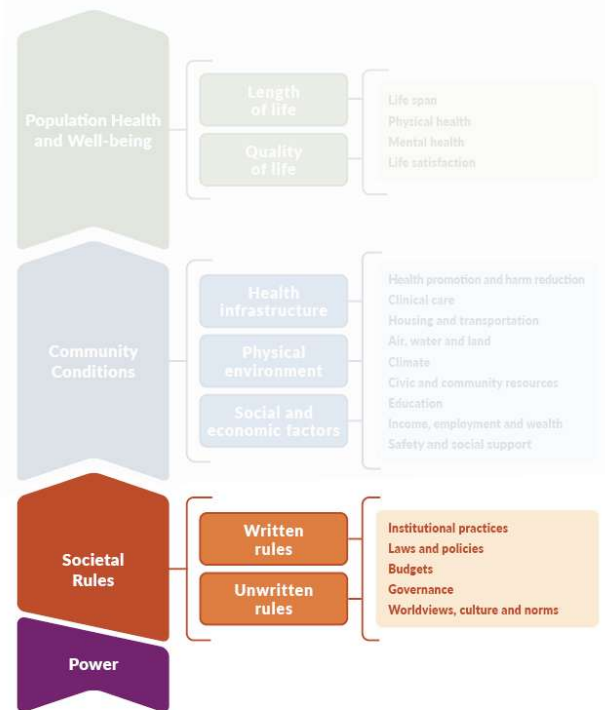
University of Wisconsin Population Health Institute Model of Health © 2025

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Societal Rules and Power



University of Wisconsin Population Health Institute Model of Health © 2025

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Building power through unwritten rules

- ✓ Set agendas
- ✓ Shift public discourse
- ✓ Influence who makes decisions
- ✓ Cultivate relationships with decision makers



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Welcome



María Poblet
Executive director
Grassroots Power Project



Angela Acker
Narrative Infrastructure
Team lead
CHR&R

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Discussion group

When: Following the webinar

What: Share ideas, ask questions

How: Zoom

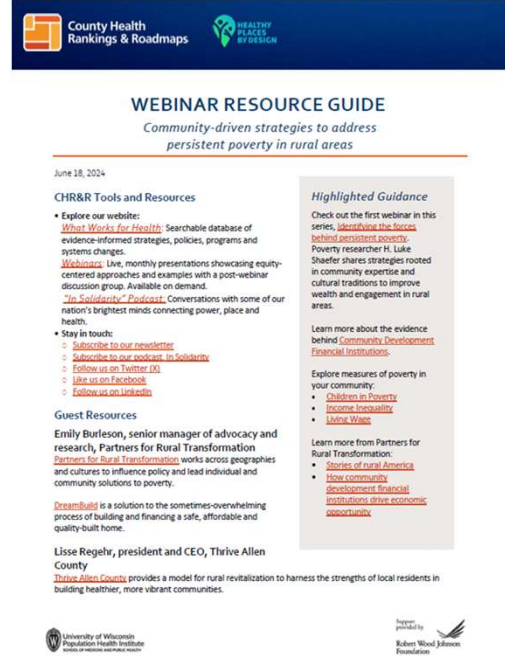
Why: Deepen learning



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Resource guide

Coming to your inbox soon



County Health Rankings & Roadmaps **HEALTHY PLACES BY DESIGN**

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](#)
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Guest Resources

Emily Burleson, senior manager of advocacy and research, Partners for Rural Transformation
[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.

Lise 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](#)
- [Living Wage](#)

Learn more from Partners for Rural Transformation:

- [Stories of rural America](#)
- [How community development financial institutions drive economic opportunity](#)

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GPP ★

"Power properly understood is nothing but the ability to achieve purpose. It is the strength required to bring about social, political, and economic change... And one of the great problems of history is that the concepts of love and power have usually been contrasted opposites – polar opposites – so that love is identified with a resignation of power, and power the denial of love...

...What is needed is a realization that power without love is reckless and abusive, and love without power is sentimental and anemic... It is precisely this collision of immoral power with powerless morality which constitutes the major crisis of our times."

- Dr Martin Luther King Jr.

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ABOUT GRASSROOTS POWER PROJECT

We believe our movements must collectively shift from short-term strategies aimed at winning incremental change towards long-term strategies to win structural change.

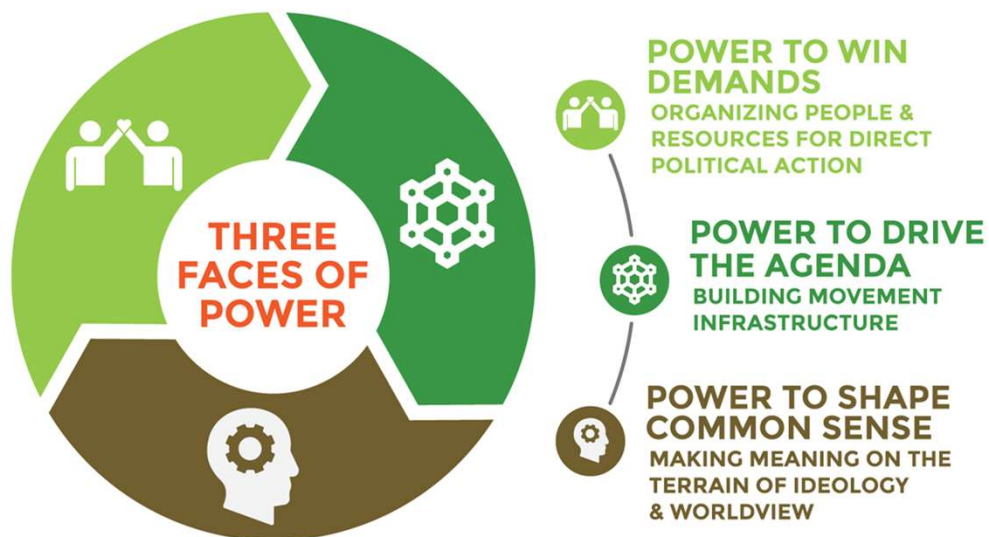
GPP works to facilitate a shift towards this strategic orientation with our community and labor partners.



María Poblet
Executive Director

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THREE FACES OF POWER



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POWER TO WIN DEMANDS

Organize People & Resources for Direct Political Action

The power to increase the numbers of people and resources in support of our vision and platform and engage them in the ongoing work of growing the base of support, developing leaders, and boosting the base's ability to force those in power to meet our demands.



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POWER TO DRIVE THE AGENDA

Build Movement Infrastructure

- Are our demands even up for discussion?
- Determines which issues are on or off the table, or even considered “reasonable” for discussion; less visible form of power
- Requires a strong political network, or *“movement infrastructure”*



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GROWW campaigns for our future in rural Wisconsin

In 2023, GROWW successfully supported the updated Waste Storage Ordinance and won the creation of the new Groundwater Advisory Committee, but there's still a long way to go.

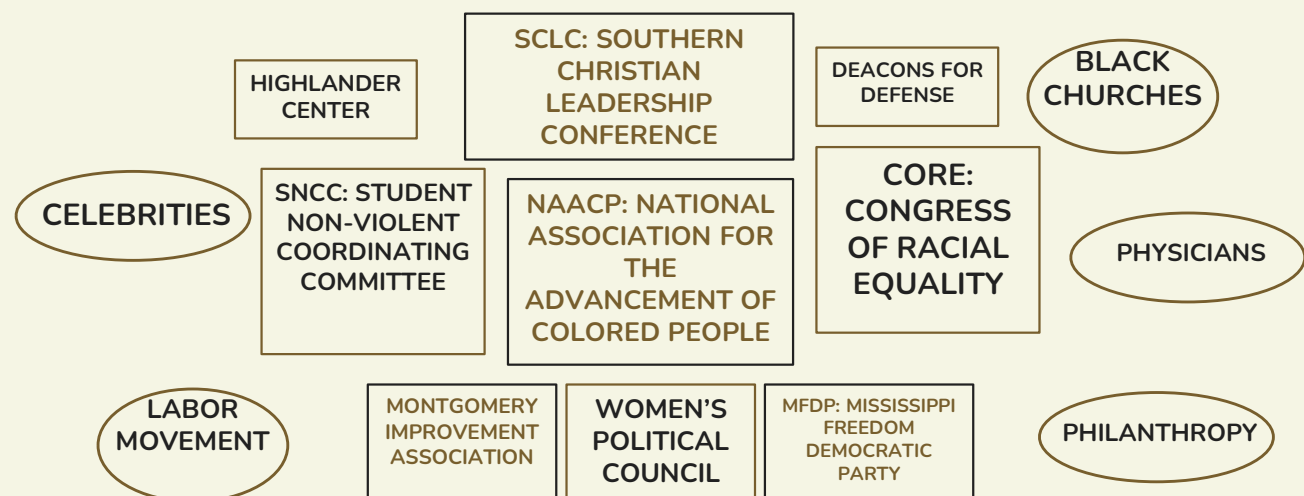


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**POWER TO DRIVE
THE AGENDA**
BUILDING MOVEMENT
INFRASTRUCTURE

INFRASTRUCTURE OF THE CIVIL RIGHTS MOVEMENT



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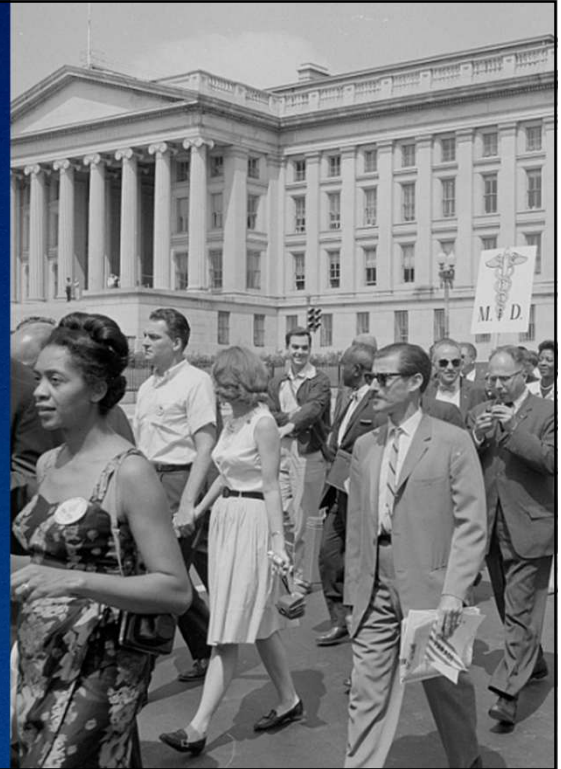


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Civil rights movement and health

- Movement uncovered disparities in health
- Physicians treated marchers
- National Medical Association and the Medical Committee advocated for community health centers

Photo credit: Marchers with "Medical Committee for Civil Rights" banner at the March on Washington, 1963" (Library of Congress)



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GPP ★

POWER TO SHAPE COMMON SENSE

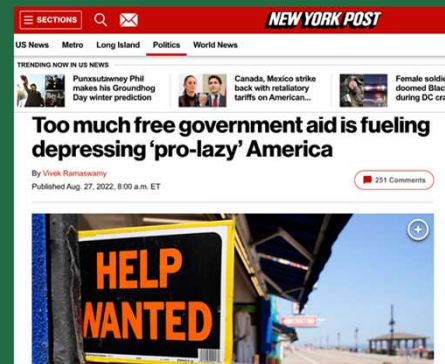
Make meaning on the terrain of
ideology and worldview

- How do we *think* about what we want?
- Addresses how beliefs, values, and ideas shape people's understanding of the world and their experience in it, and vice versa
- ***Requires shaping "common sense" ideas – they don't just happen***



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WHAT STORIES DOES THE OPPOSITION TELL ABOUT GOVERNMENT PROGRAMS LIKE EDUCATION, HOSPITALS AND FOOD STAMPS?



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NO SLIDE SHARE

Can you give an example of how you apply these three faces in public health?

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DIRECT SERVICES + ORGANIZING

MEET PEOPLE
WHERE THEY
ARE AT



RECRUIT THEM
TO BE IN
COMMUNITY
WITH OTHERS



USE COLLECTIVE
POWER TO
TRANSFORM THE
ROOT CAUSES
OF OUR ISSUES



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SWORD & SHIELD MODEL



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DIRECT SERVICES + ORGANIZING



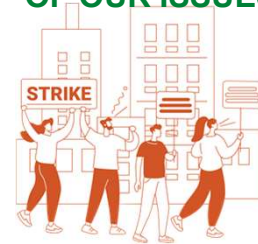
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NO SLIDE SHARE

How can we leverage a crucial moment in time, such as a crisis, to contend with power?

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NO SLIDE SHARE

GPP believes that to create change, we should commit to long-term strategies. First, how would you describe the difference between short and long-term strategies, and why should public health invest more in long-term strategies?

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What are narratives?



Narratives for Health

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What are narratives?

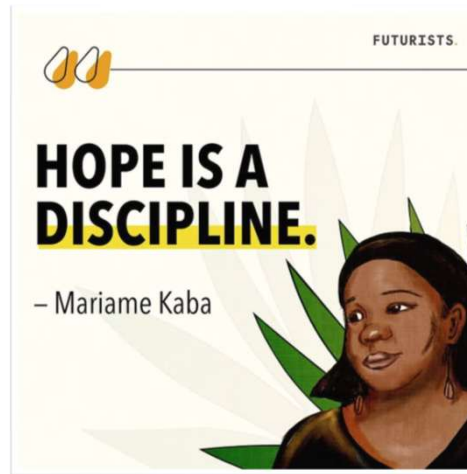


Photo credit: Common Futurist Instagram Post

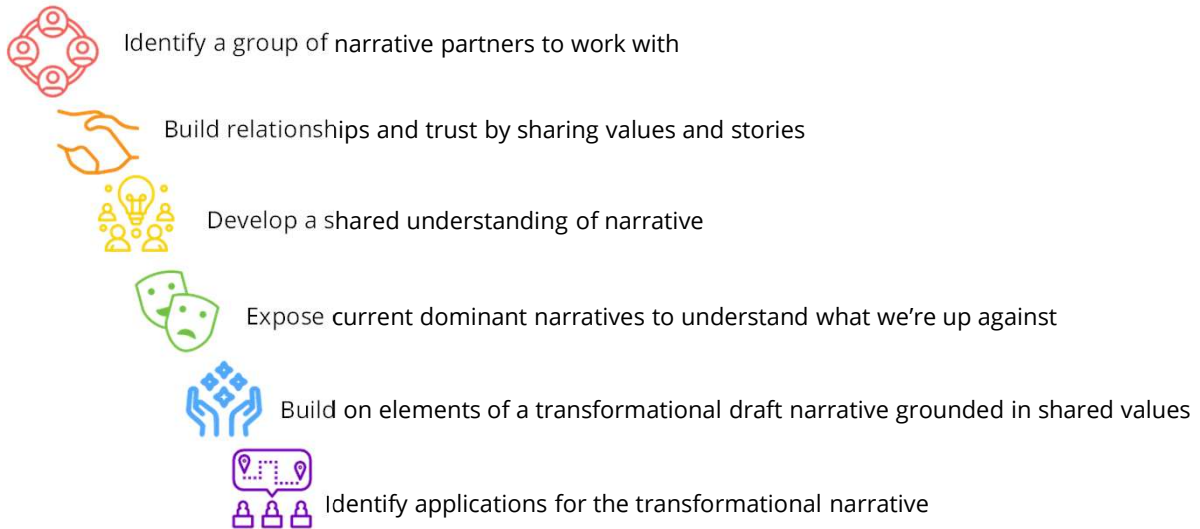
Narratives for Health

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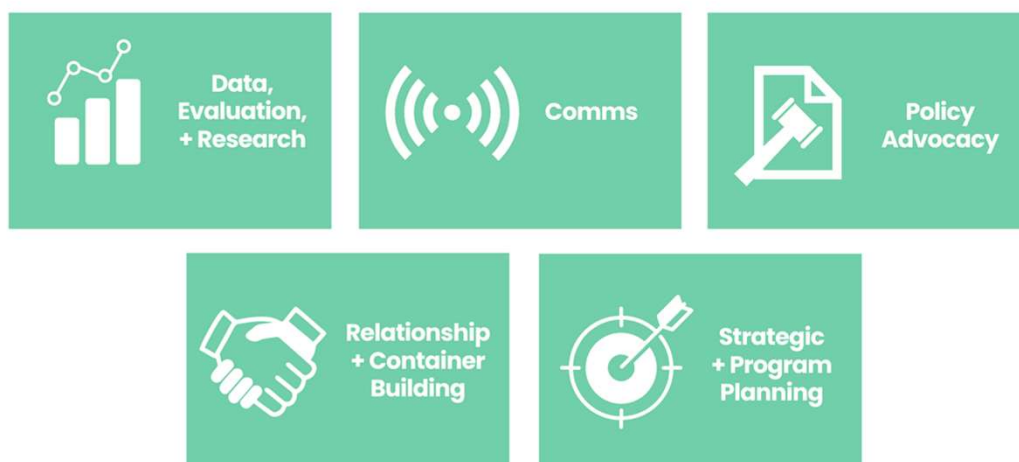
Developing a Transformative Narrative



Narratives for Health

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Applying Narrative to Your Work

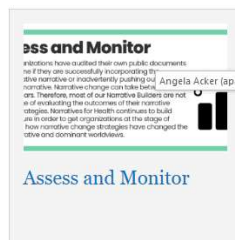
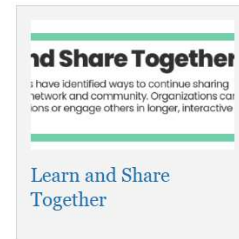
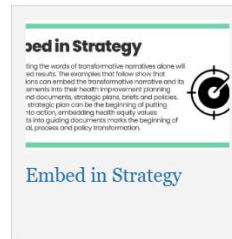
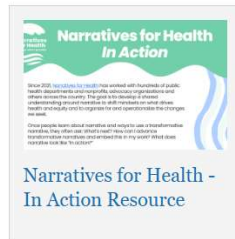


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Narratives for Health: In Action

In-Action Resources



Narratives for Health

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Using Narrative to Expand Partnerships



Photo credit: Toe the Line vs. Tow the Line by Stephanie Huesler

Narratives for Health

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Using Narrative to Expand Partnerships



Narratives for Health

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What can you do next?

- Sign up for our next narrative training
<https://forms.gle/KBaAjMa6DcdtJ6cK9>
- Check out <http://narrativesforhealth.org>
 - NFH Guide
 - In Action resource
- Reach out to us at
narrativesforhealth@chrr.wisc.edu



Narratives for Health

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Questions?



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Click on survey in the chat



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Upcoming webinar:

May 20, 2025

**Harnessing power to
drive policy change**



McKenzie Cowlbeck
Executive director
OK Public Health Association



Jami Crespo
Senior attorney
ChangeLab Solutions

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Discussion group

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