

County Health  
Rankings & Roadmaps

Building a Culture of Health, County by County

# REIMAGINING A PUBLIC HEALTH SYSTEM TO BUILD AN EQUITABLE TOMORROW

*February 15, 2022*

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



Support  
provided by



Robert Wood Johnson  
Foundation

1

County Health  
Rankings & Roadmaps

Building a Culture of Health, County by County



County Health Rankings & Roadmaps is a program of the  
University of Wisconsin Population Health Institute.



2

## YOUR FACILITATORS TODAY



**Ericka Burroughs-Girardi**  
Senior Outreach Specialist  
CHR&R



**Thomas (Tommy) Jaime**  
Communications Specialist  
CHR&R



**Joanne Lee**  
Collaborative Learning Director  
Healthy Places by Design

3

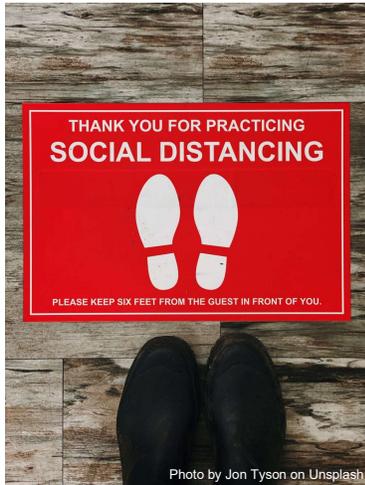
3

## GROWING COMMUNITY POWER TO IMPROVE HEALTH EQUITY



4

## FAMILIAR IMAGES OF LIFE



5

## WHAT DID THE PANDEMIC REVEAL ABOUT PUBLIC HEALTH?

### *The Pandemic....*

1. Exposed and worsened underlying inequalities in our healthcare system.
2. Revealed the consequences of underinvestment in public health prevention.
3. Was the result of a fragmented and politicized public health response.
4. Demonstrated the damage wrought by poor communication and misinformation.
5. Showed that pandemics can inflict long-term damage on physical and mental health.
6. Showed that science can develop effective testing and vaccines at incredible speed.
7. Showed how hard-hit communities can be resilient.
8. Revealed how school closures, job loss, and isolation strain mental and physical health.
9. Wreaked havoc on cities, with revenue lost to public transit, entertainment, and tourism.

*Excerpted from Ten Lessons from Our Pandemic Year*

6

## 10. SHOWED THAT A PANDEMIC CAN HAPPEN AGAIN!

Photo by Fusion Medical Animation on Unsplash

7

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

## REIMAGINING PUBLIC HEALTH



**Georges Benjamin, MD**  
Executive Director  
American Public Health  
Association

- ▶ Why now is the right time to reimagine a public health system that works for everyone.
- ▶ Policies or practices that need to change to create an equitable pandemic recovery

8

## MEET OUR GUESTS...



**Ankit Sanghavi, BDS, MPH**  
Executive Director  
Texas Health Institute



**Nastassia Walsh, MA**  
Associate Program Director  
Community Health and Justice  
National Association of Counties

9



## JOIN US FOR MORE DISCUSSION – TODAY!

- ▶ **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



Photo by Chris Montgomery on Unsplash

10

## DR. BENJAMIN'S RECOMMENDATIONS

Everyone is a chief health strategist

Address the role of government in  
public health

Become better risk communicators

Ensure sustainable funding

Create better data systems

11

## EVERYONE IS A CHIEF HEALTH STRATEGIST



12

## ADDRESS THE ROLE OF GOVERNMENT IN PUBLIC HEALTH



Photo by Connor Betts on Unsplash

13

## ADVOCACY VS. LOBBYING

### Advocacy

- ▶ Advocacy is generally defined as arguing in favor of a cause or idea, whether it's environmental protection, minority rights, or the myriad other issues that affect people every day.
- ▶ There is no limit to the amount of advocacy a person or organization (such as a nonprofit) can do.

### Lobbying

- ▶ Lobbying can generally be defined as any attempt to influence a politician or public official on an issue. Lobbying is further broken down into:
  - *Direct lobbying*: Any attempt to influence new or existing legislation via communication with a member of the legislative body or other government representative who has a say in the legislation.
  - *Grassroots lobbying*: Asking the general public to contact their legislator and/or mobilizing the public around a legislative issue.

Definitions from <https://lobbyit.com/advocacy-vs-lobbying-understanding-difference/>

14

## BECOME BETTER RISK COMMUNICATORS



## ENSURE SUSTAINABLE FUNDING



## CREATE BETTER DATA SYSTEMS



17

## LOOKING TO THE FUTURE



18

## APHA'S THAT'S PUBLIC HEALTH WEB SERIES

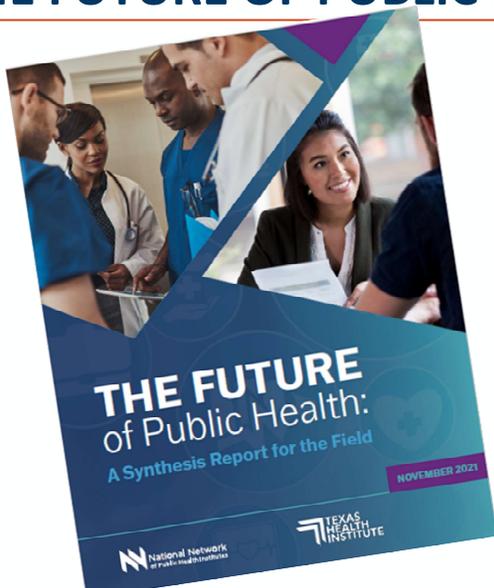
► Topics include:

- What is Public Health?
- The Coronavirus Pandemic
- Racism
- Gun Violence
- Mental Health
- Climate Change



19

## THE FUTURE OF PUBLIC HEALTH REPORT



- This 2021 report synthesizes recently published literature and highlight tangible recommendations regarding the core components needed to build a modern and more effective U.S. public health system capable of protecting and improving the public's health in a post-pandemic environment.

20

[www.NACo.org/COVID](http://www.NACo.org/COVID)

## COVID-19 RECOVERY CLEARINGHOUSE

Timely resources for counties, including allocation estimations, examples of county programs using federal coronavirus relief funds, the latest news and more.



### State & Local Fiscal Recovery Funds

Find your county's estimated allocation, NACo's legislative analysis and more.

[LEARN MORE](#)

### Investing CARES Act Coronavirus Relief Funds

Find examples and best practices, as well as U.S. Treasury guidance and FAQs.

[LEARN MORE](#)

### COVID-19 Vaccine Distribution

Explore key considerations for counties in COVID-19 vaccine distribution plans.

[LEARN MORE](#)

21

## WHAT WORKS FOR HEALTH STRATEGY LIST

### COVID-19 Recovery

Evidence-informed strategies that help communities respond to and recover from COVID-19. These solutions address underlying issues like income, education and housing that resulted in COVID-19's inequitable impact.

[See the list >](#)

- ▶ Each What Works for Health Curated Strategy List is carefully selected by our expert evidence analysts to include evidence-informed programs, policies and systems changes that can support community change efforts around specific topics and themes.

22

## POLL

---

- ▶ Do you feel that you could adapt the strategies shared today to use within your community?
  - Yes
  - No
- ▶ Please share in the chat any challenges you anticipate adapting the strategies in your community.

23



24



## WE WANT TO HEAR FROM YOU!

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

25

## GETTING READY FOR THE 2022 COUNTY HEALTH RANKINGS RELEASE!

---



Christine Muganda



Michael Stevenson



Beth Silver

**March 22, 2022**

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

26



## JOIN US FOR MORE DISCUSSION – TODAY!

- ▶ **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



*Post-Webinar Discussion Group*

27

## STAY CONNECTED



• [Facebook.com/CountyHealthRankings](https://www.facebook.com/CountyHealthRankings)



• Follow @CHRankings



• Sign up for our newsletter  
[CountyHealthRankings.org/subscribe](http://CountyHealthRankings.org/subscribe)



• [Linkedin.com/company/county-health-rankings-roadmaps](https://www.linkedin.com/company/county-health-rankings-roadmaps)

28



**THANK YOU!**

Visit us at [www.countyhealthrankings.org](http://www.countyhealthrankings.org)