



County Health  
Rankings & Roadmaps

# Webinar

Using a new approach to data to understand  
health and equity in your community

October 15, 2024

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



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

Support  
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**We value**



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

Collaboration

Innovation

Integrity

Courage

Inclusion

Excellence

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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

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?

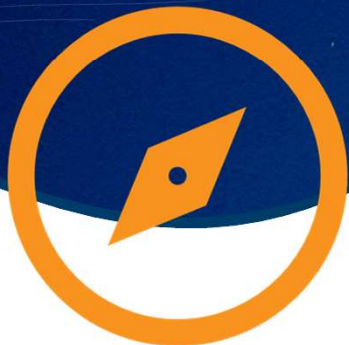
To: Everyone

Your text can be seen by panelists and other attendees

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## Guidelines

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

**2**  
**Offer**  
resources

**3**  
**Build**  
knowledge

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

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## CHR&R offers

- Data
- Resources
- Examples

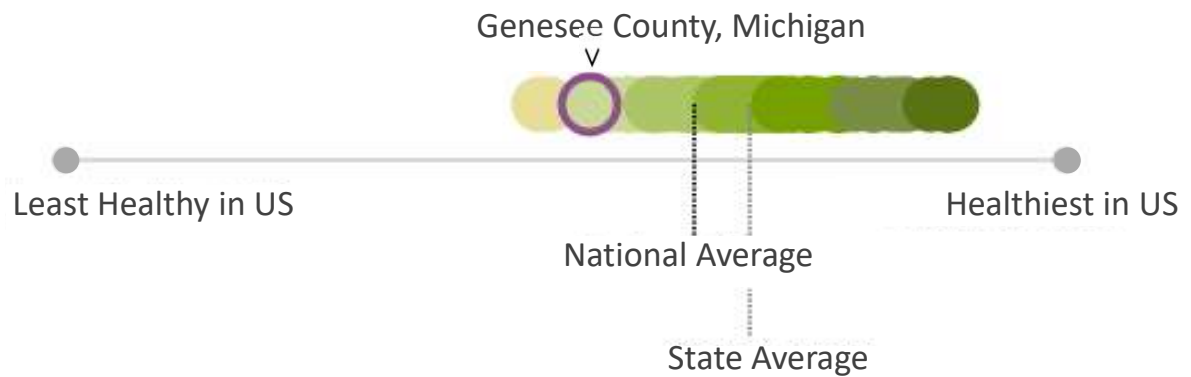


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## New view of county health



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# Welcome



**Angela Acker**  
Narrative Infrastructure  
Team Lead  
CHR&R



**Christine Muganda**  
Data and Analytics  
Team Lead  
CHR&R



**Wyatt Beckman**  
Senior analyst  
Kansas Health Institute

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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](#)
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  - [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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# Narrative

Values-based themes  
of stories that we use  
to understand our  
world



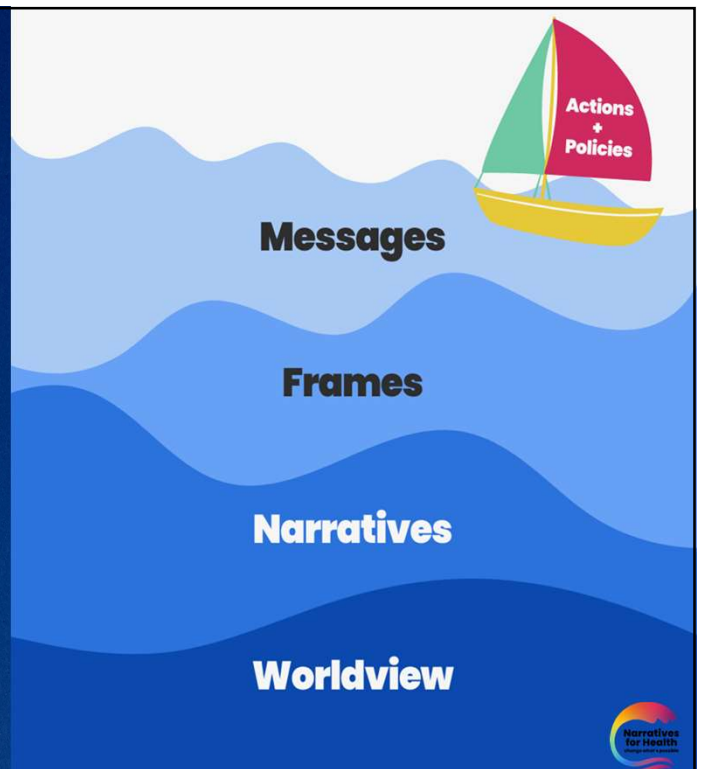
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**Narrative  
≠  
Message**

Narratives for Health imagery adapted from Narrative Initiative,  
"Waves: A model for deep narrative change"

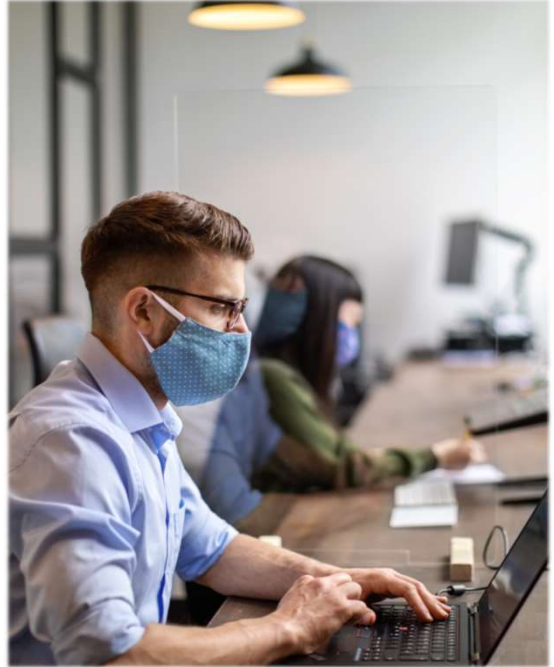


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## Narratives influence decisions



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## How are you?

**Dominant narrative response:** "I'm fine."

**Transformative narrative response:** "Mama, I didn't sleep enough."



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## Ranking strengths

- ✓ Simple. Easy to understand.
- ✓ Draws upon a familiar narrative
- ✓ Emphasizes difference
- ✓ Gets the attention of the public and policy-makers



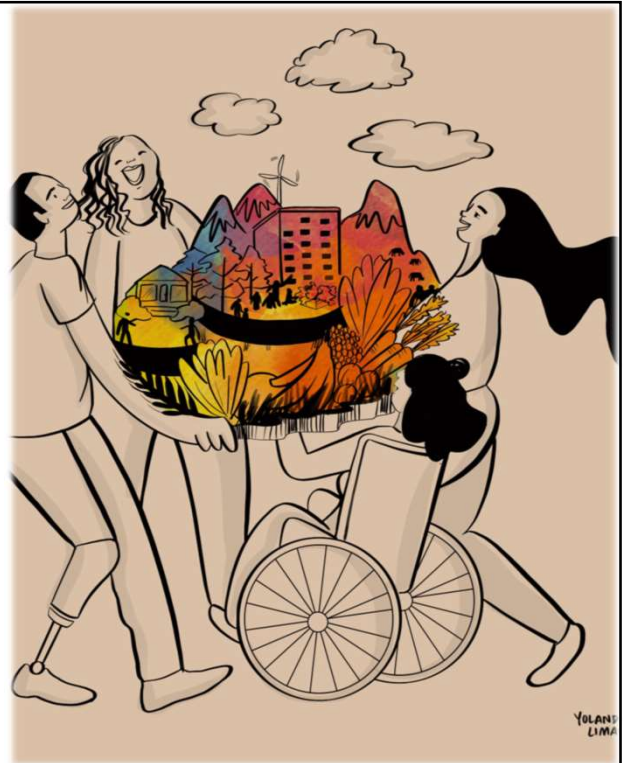
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**and also...**

**We can feed a more  
healthful narrative**



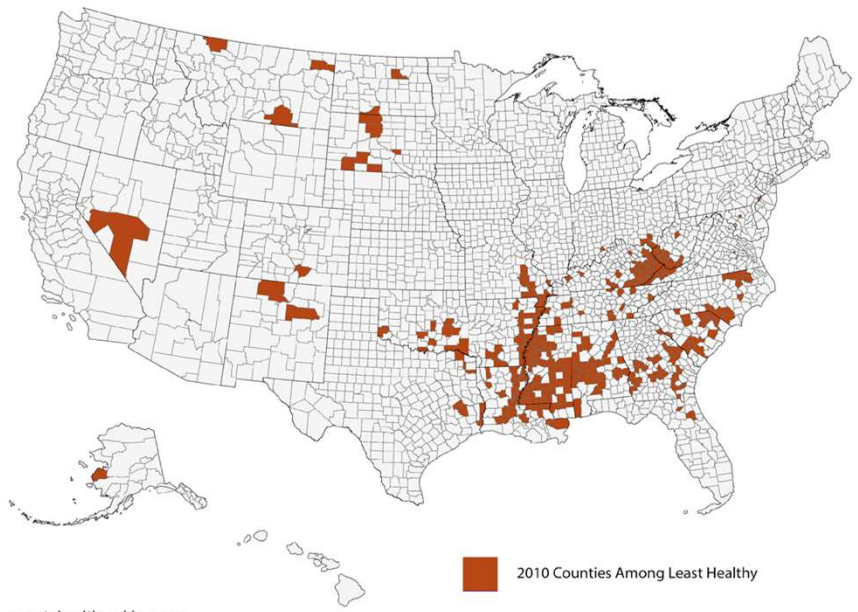
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# What is the story of the place?

Counties Among the Least Healthy for Outcome Measures (Rankings 2010)



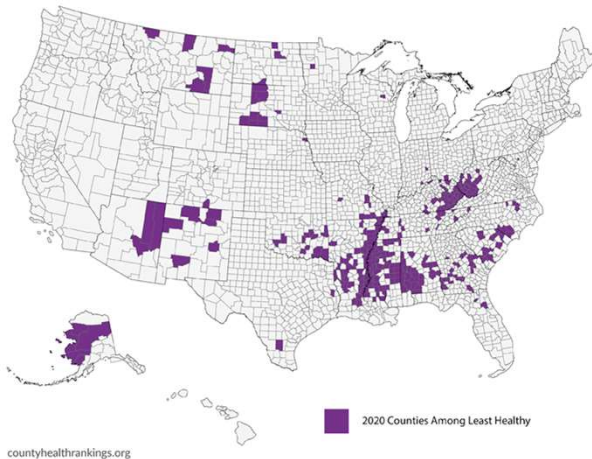
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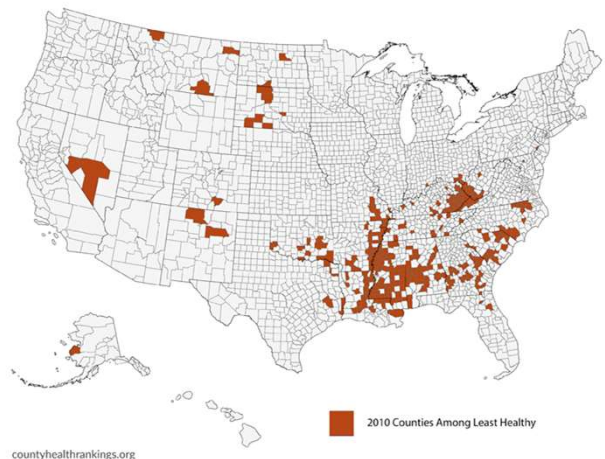
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# What is the story of the place?

Counties Among the Least Healthy for Outcome Measures (Rankings 2020)



Counties Among the Least Healthy for Outcome Measures (Rankings 2010)



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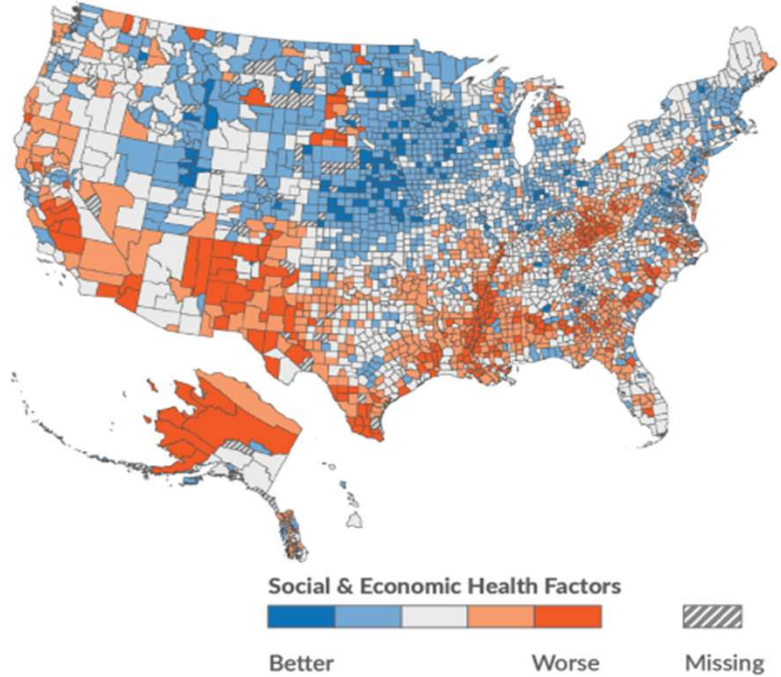




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**What is the  
story of the  
place?**

Variation in Socioeconomic Opportunity Among U.S. Counties



Data source: 2023 CHR&R Dataset

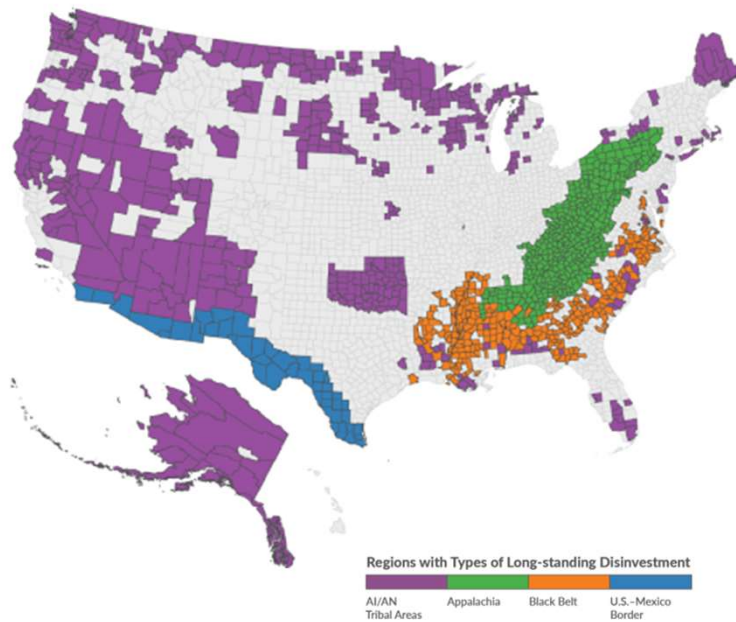
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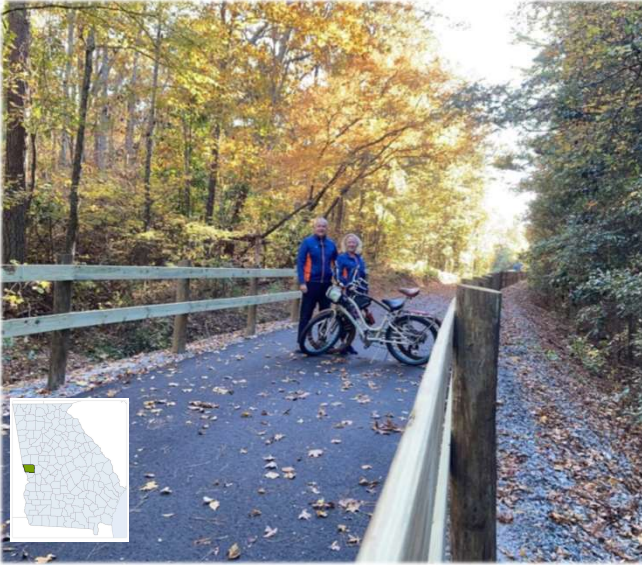
**What is the  
story of the  
place?**

U.S. Regions with Types of Long-standing Discrimination  
and Disinvestment

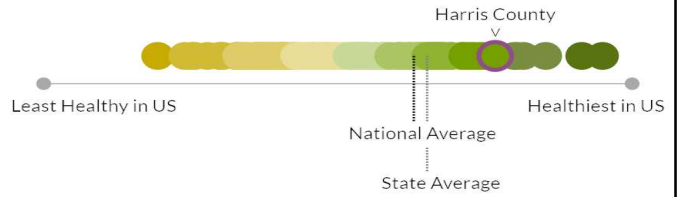


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# Harris County, GA

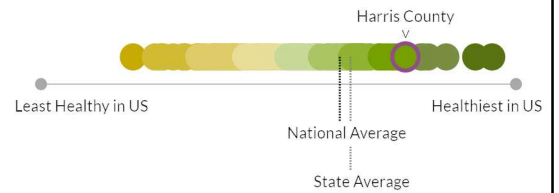
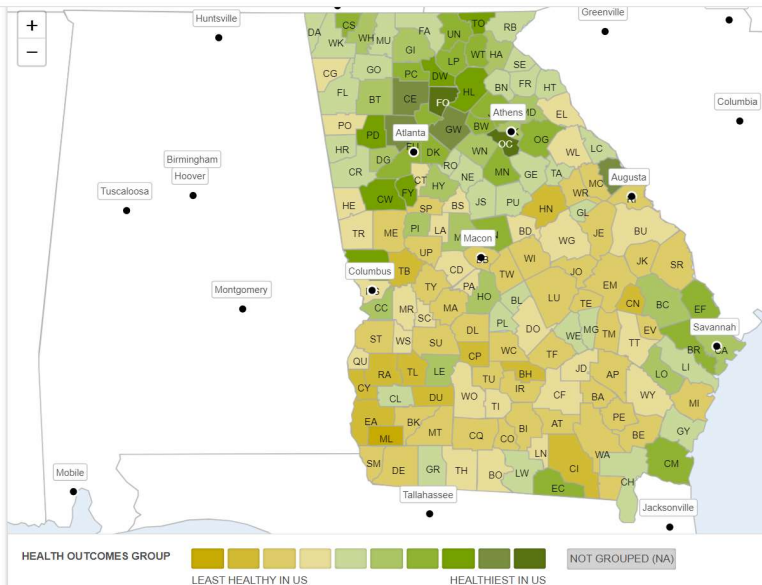


Pine Mountain, Man O' War Railroad Recreation Trail  
Photo credit: [clementsksl](#)



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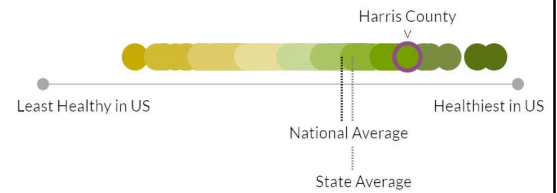
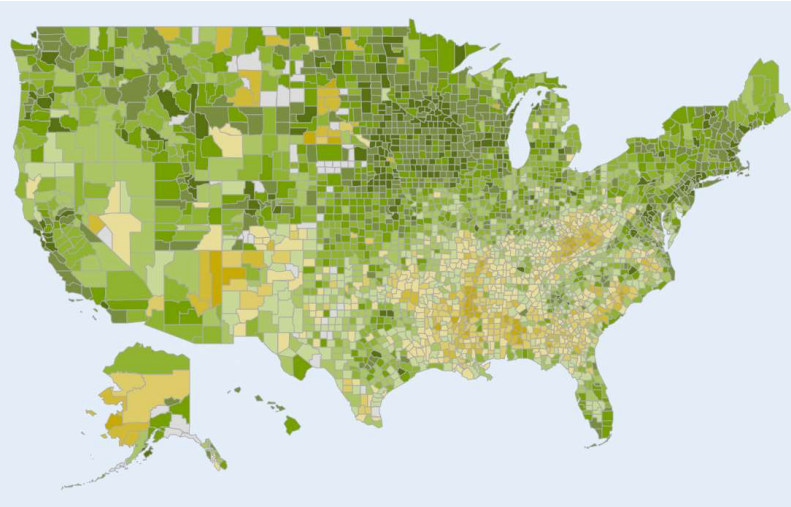
# Harris County, GA



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## Harris County, GA



HEALTH OUTCOMES GROUP      LEAST HEALTHY IN US      HEALTHIEST IN US      NOT GROUPED (NA)

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## How narratives show up

### Dominant Narrative

**Scarcity:** Your gain is my loss – we live in a zero-sum game society. There are winners and losers in any society. Competition drives innovation, growth and success.

### Transformative Narrative

**Abundance:** It is possible for all of us to have what we need to thrive.

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## How narratives show up

### Dominant Narrative

**Individualism:** We are solely responsible for our own success or failure.

### Transformative Narrative

**Interconnectedness:** In our community, we take care of each other. Our well-being is bound up in each other and we refuse to leave anyone behind.

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## How narratives show up

### Dominant Narrative

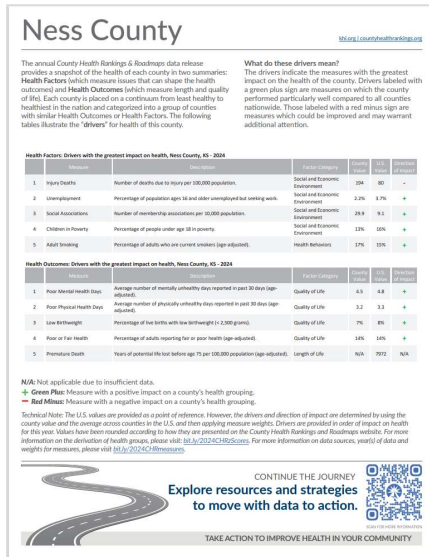
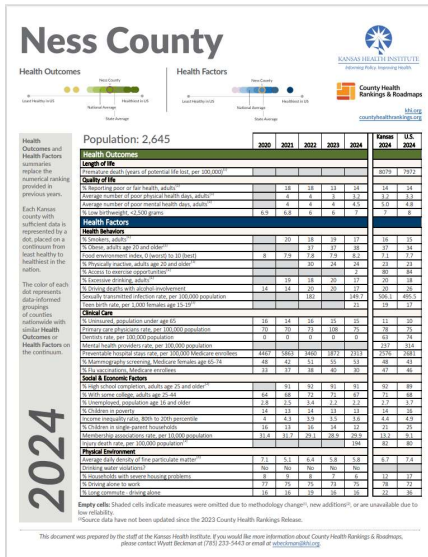
**Status quo:** This is the way it has always been done.

### Transformative Narrative

**Change is possible:** Change is natural and necessary.

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# County Profiles



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Informing Policy. Improving Health.

khi.org

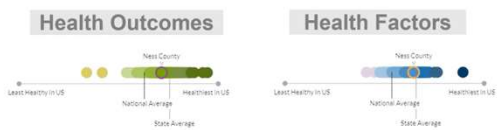
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# Sharing with a Broad Audience



## Health Summaries



khi.org

2024-05-21 13:47:17



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## Sharing CHR&R with Legislators



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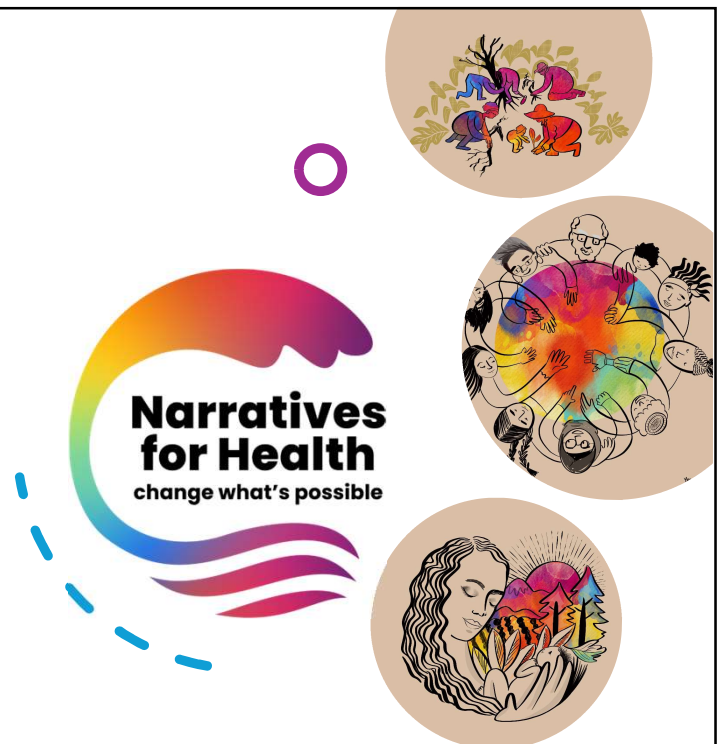
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## Inside and out: Narrative change at UWPFI and CHR&R



Illustrations and logo credit: Yolanda Limon of Drawing Change

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## What Works for Health

[countyhealthrankings.org/whatworks](https://countyhealthrankings.org/whatworks)

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# SOLIDARITY PODCAST

[https://www.countyhealthrankings.org/  
findings-and-insights/podcasts](https://www.countyhealthrankings.org/findings-and-insights/podcasts)

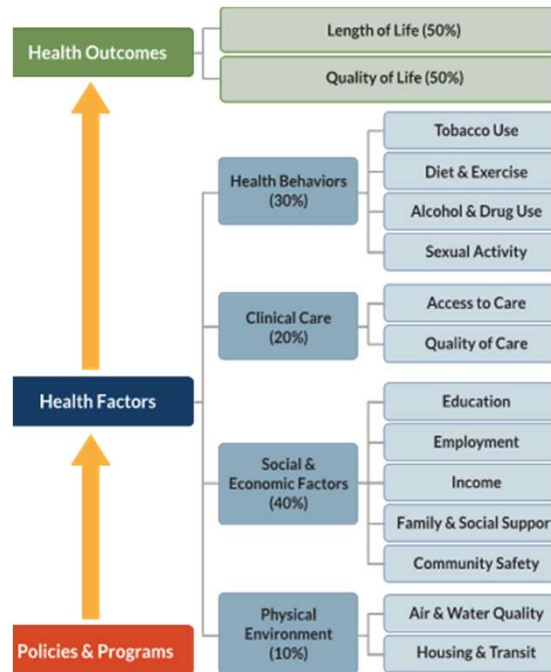
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## Changes coming in 2025

County Health Rankings Model



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## Questions?



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**Explore  
your county  
with us!**

[countyhealthrankings.org/about-us/contact-us](https://countyhealthrankings.org/about-us/contact-us)

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**Click on  
survey in  
the chat**

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## Upcoming webinar:

November 19, 2024

Creating age-  
friendly  
communities



**Megan Wolfe**  
Senior policy  
development manager  
Trust For America's  
Health



**Karon Phillips**  
Policy development  
manager  
Trust For America's  
Health



**Mariah Hayden**  
Executive director  
New Life Village

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## Visit us at APHA

October 27-30,  
2024



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