

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

A Robert Wood Johnson Foundation program

USING THE *RANKINGS* IN YOUR COMMUNITY

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www.countyhealthrankings.org

Support provided by

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

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.

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GO TO WEBINAR ATTENDEE INTERFACE

1. Viewer Window

2. Control Panel

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GOALS FOR TODAY

- ▶ Hear an example
- ▶ Walk away with key messages
- ▶ Be inspired

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GUIDING QUESTION

How can we use the *County Health Rankings* release in our community?

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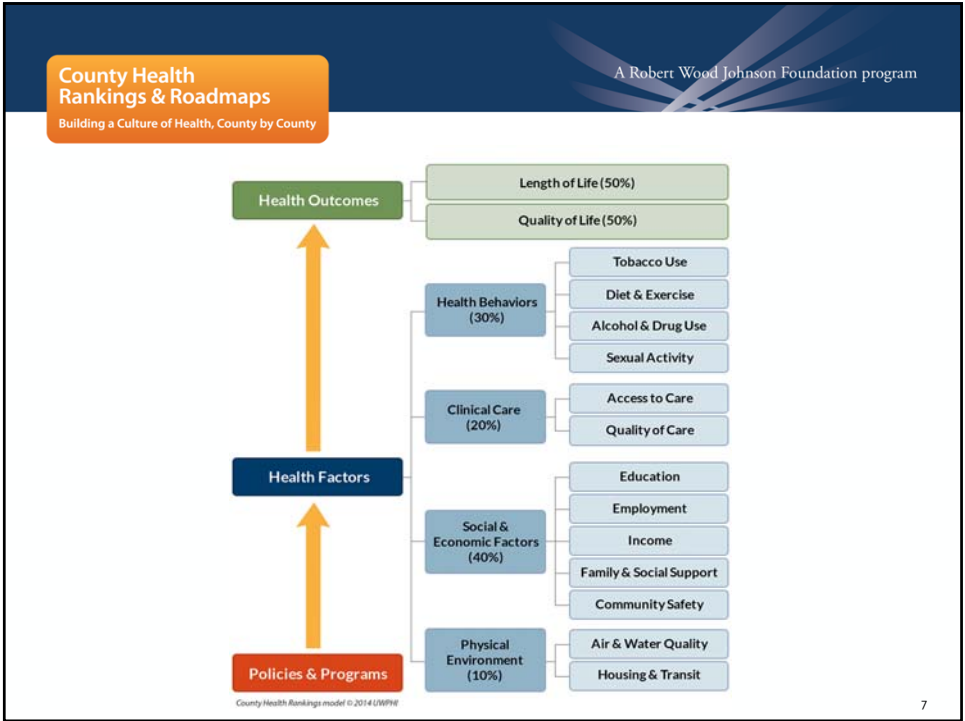
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REFLECTION QUESTIONS

- Who else do you need to share this information with?
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RWJF CULTURE OF HEALTH PRIZE CRITERIA

Meet the RWJF Culture of Health Prize Winners




- Defining health in the broadest possible terms.
- Committing to sustainable systems changes and policy-oriented long-term solutions.
- Cultivating a shared and deeply held belief in the importance of equal opportunity for health.
- Harnessing the collective power of leaders, partners, and community members.
- Securing and making the most of available resources.
- Measuring and sharing progress and results.

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GETTING THE WORD OUT



The *County Health Rankings* release is an opportunity to highlight your county's data and what's happening in your community.

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MOVING TO ACTION: KEY MESSAGES

- ▶ The *Rankings* illustrate in a powerful way that where you live can influence how well and how long you live. The *Rankings* show that much of our health is connected to where we live, learn, work, and play.
- ▶ The *Rankings* make it possible for communities to see the health problems they face and create local solutions to address them.

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MOVING TO ACTION: KEY MESSAGES

- ▶ The *County Health Rankings* show how we're doing and where we can improve our health. The *Roadmaps to Health Action Center* offers communities tools and guidance to move from education and awareness to action.
- ▶ A Culture of Health requires breaking down traditional silos and engaging with new partners to achieve a common goal – better health for all regardless of where they live, how much they make, or where they come from.

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HOW TO GET INVOLVED—MARCH 25 RELEASE

- ▶ Use social media tools to spread the news – join the conversation at **#HealthRankings**
- ▶ Tell your story.
- ▶ Write and submit op-eds to your local newspaper—focus on something your community is working on.
- ▶ Host a town hall meeting or a call to action summit.
- ▶ Post a link to www.countyhealthrankings.org on your website.

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WEBINAR GUESTS



Trudy Raymundo
Public Health Director,
San Bernardino County



Josh Lee
Senior Planner, San Bernardino
Associated Governments (SANBAG)



COMMUNITY VITAL SIGNS
INITIATIVE
County of San Bernardino

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ABOUT OUR COMMUNITY

▶ *"The Heart of Southern California"*

- Population: > 2,000,000,
 - ▶ > 50% Hispanic population
 - ▶ Expected to grow to 2.75 million by 2035
- Geography: > 20,000 square miles
 - ▶ Divided into three regions: Valley, Desert and Mountain
 - ▶ More than 80% of the county is undeveloped



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USING THE RANKINGS DATA & MODEL

2014 County Health Ranking: 40 of 57

- ▶ Create a sense of urgency
- ▶ Use the data as part of your community's health assessment process
 - Don't be afraid to complement it with other data that may be more relevant for your unique community



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USING THE RANKINGS DATA & MODEL

- ▶ Dig deeper into the *Rankings*
 - Share the data with your community – how is the data different community from community?
 - Ask the community – what is the story behind the number?
- ▶ Engage elected officials



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START A CONVERSATION

“When you start to talk about the story, people start to come with ideas...and solutions”



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BUILDING SECTOR CHAMPIONS

Use the model to help others find their role:
Example of Transportation & Planning (Built-Environment) Sector

Health Outcomes

- Length of Life (50%)
- Quality of Life (50%)

Health Factors

- Health Behaviors (30%)
 - Tobacco Use
 - Diet & Exercise
 - Alcohol & Drug Use
 - Sexual Activity
- Clinical Care (20%)
 - Access to Care
 - Quality of Care
- Social & Economic Factors (40%)
 - Education
 - Employment
 - Income
 - Family & Social Support
- Physical Environment (10%)
 - Community Safety
 - Air & Water Quality
 - Housing & Transit

Policies & Programs

County Health Rankings model © 2014 RWJF

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POLICIES AND PROGRAMS REVIEW

- Shape built-environment policies and programs
 - Incorporation of Health in Sustainability Working Paper
 - Incorporation of Health in MOU with SCAG
 - Supplementing the Countywide Non-Motorized Transportation Plan

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LOW-HANGING FRUIT

- ▶ Use the model to pick the “low-hanging fruit”
 - Engaging elected official as one of the sector champions
 - Partnering with Public Health to seek funding for active transportation plans and infrastructure projects
 - Expanding Transit Network
 - Developing health indicators related to the built-environment sector



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MEDIA MESSAGING



“We have done this collectively through all of our policies. There is a lot of collaboration across the country. More and more agencies in different sectors are working together.”

– Dr. Maxwell Ohikhuare, Public Health Director

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LESSONS LEARNED

- Use the *Rankings* as an opportunity to start a conversation
- Dig Deep!
- Bring the conversation to other sectors

***“Public health and healthcare
does not own health”***



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Take action to improve your community's health

Ready to take action, but not sure what to do next?

GET HELP

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STAYING CONNECTED

- ▶ Follow @CHRankings
- ▶ Like Facebook.com/CountyHealthRankings
- ▶ e-Newsletter, email chr@match.wisc.edu to subscribe

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ACKNOWLEDGEMENTS

- ▶ Robert Wood Johnson Foundation
 - Including Jamie Bussel, Abbey Cofsky, Andrea Ducas, Michelle Larkin, Jim Marks, Joe Marx, Don Schwarz, Katie Wehr
- ▶ Wisconsin County Health Rankings & Roadmaps Team
 - Including Bridget Catlin, Julie Willems Van Dijk, Kitty Jerome, Carrie Carroll, Amanda Jovaag, Alison Bergum, Astra Iheukumere
- ▶ Our Partners
 - Including Active Living by Design, Burness, CDC, Dartmouth Institute, National Association of Counties, United Way Worldwide

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