

**County Health
Rankings & Roadmaps**

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

START WITH THE END IN MIND: USING RESULTS-BASED ACCOUNTABILITY



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Sept. 29, 2015



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*President, Applied
Survey Research*

www.countyhealthrankings.org



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

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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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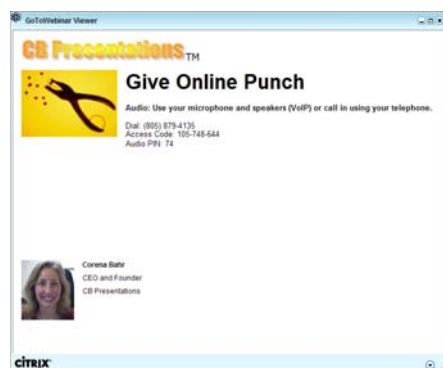
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Building a Culture of Health, County by County

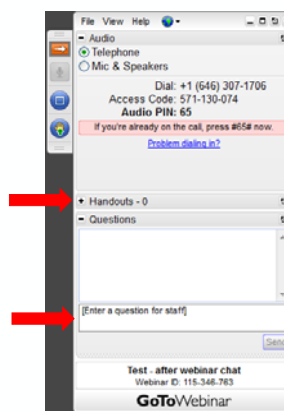
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GO TO WEBINAR ATTENDEE INTERFACE

1. Viewer Window



2. Control Panel



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Photo Credit: Joshua Hibbert

GUIDING QUESTION

How could results-based accountability help your community build a Culture of Health?

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REFLECTION QUESTIONS

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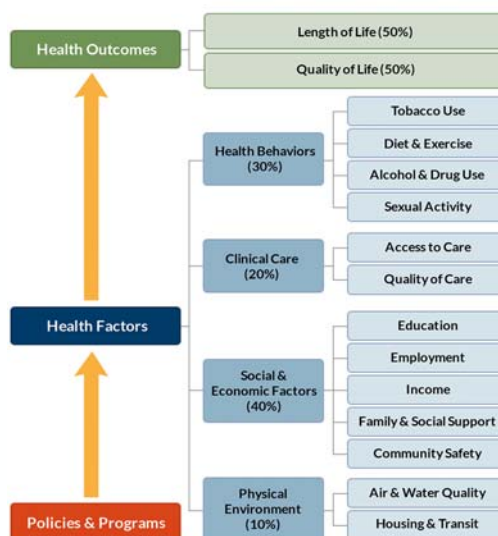


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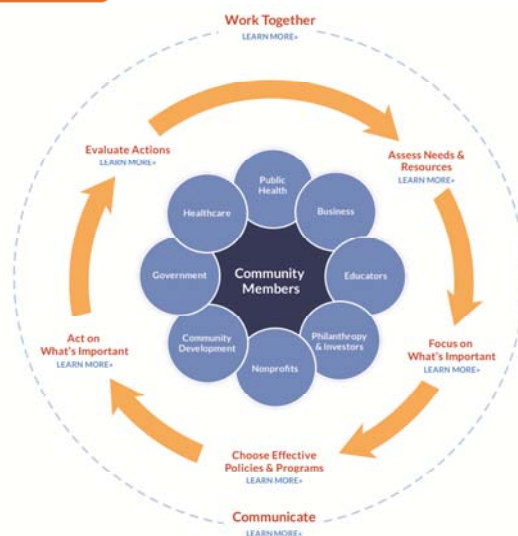
County Health Rankings model © 2014 RWJF

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RWJF CULTURE OF HEALTH PRIZE CRITERIA



- 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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CALL FOR APPLICATIONS



To learn more about the Prize application process, criteria, and to see the stories of previous winners, visit:

www.rwjf.org/Prize

2016 applications are due
November 12, 2015 at 3pm ET

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Susan Brutschy

- Co-founder and President of Applied Survey Research, a non-profit community research organization.
- Expert in community assessments, program evaluation, strategic planning and measurement of community wellbeing.
- Specializes in the use of Results Based Accountability (RBA) and Collective Impact (CI) to link program performance to community results.



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Community Indicators

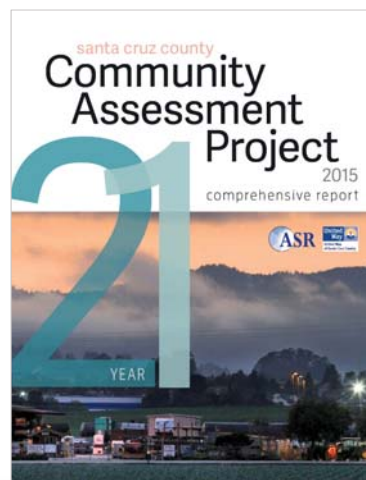


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Community Assessment Project (CAP)

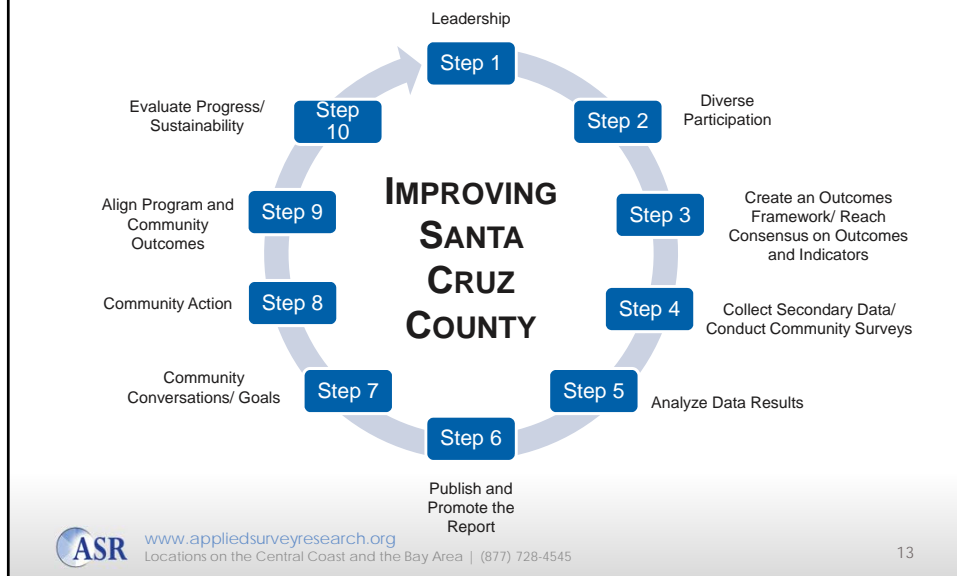


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Community Improvement Cycle



Using RBA to Achieve Wellbeing for All

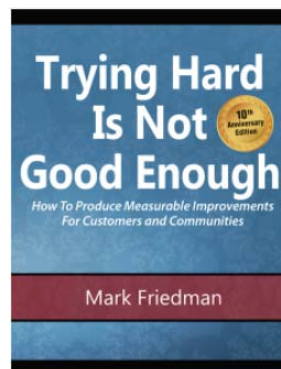
*Turn
the
Curve*



*In our
Community*

The Major Components of RBA

1. Community/population change
2. The importance of a common language
3. Determining the end and working back towards the means
 - » **What are the quality of life conditions we want to achieve for children, adults, and families in our community and in our program?**
4. Turn the curve
5. Effect versus contribution
6. Aligning programs and community efforts



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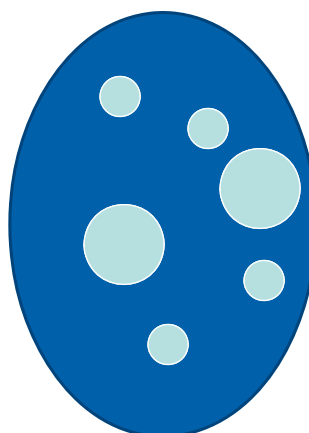
1. Community/Population Change: A Key Distinction in RBA

Whole Population

- e.g., all people in a county, community, or age group

Program Population

- the particular sub-set of a whole population served by a program or service system

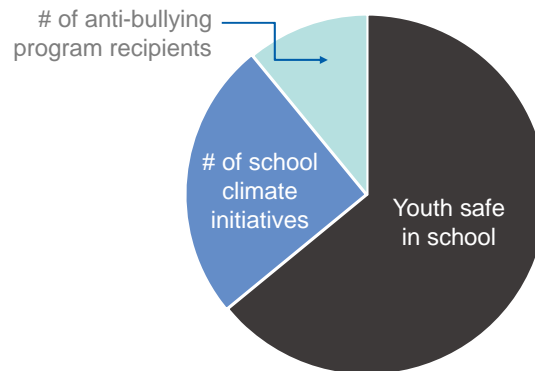


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Understanding Whole and Program Populations

Santa Cruz County Population



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2. Common Language

Population	Community Result: A measurable improvement in community's wellbeing	Safe Community
	Indicator: The 'data point' that measures the status of a community result	The overall crime rate.
Program	Performance Measure: The difference the program makes in the lives of its participants	Lower recidivism rate for participants in program X.



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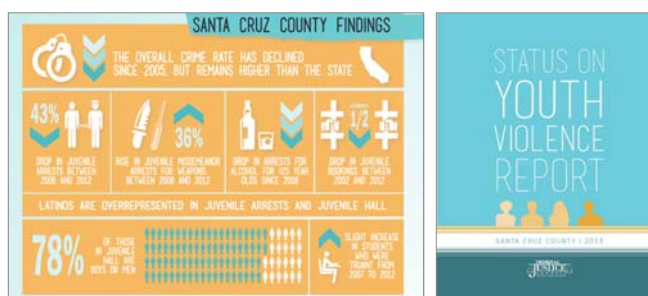
3. Determine the end and work backwards: Youth Violence Task Force

2013 Assessment Report & Summit, 2015 Community Strategic Plan

- Report is comprised of existing CAP and local data and new analysis of existing data

<http://www.unitedwaysc.org/news/turning-curve-youth-violence>

<http://www.unitedwaysc.org/sites/unitedwaysc.org/files/YVTF-Trifold-FINAL-Breakout.pdf>



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4. RBA Example: Turning the "Curve"

Community Result:

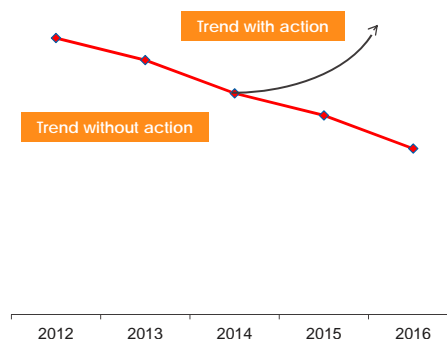
Safe Schools

Indicator:

Percentage of students reporting feeling safe at school

Story behind the trend:

Students are being harassed, bullied, and threatened at school

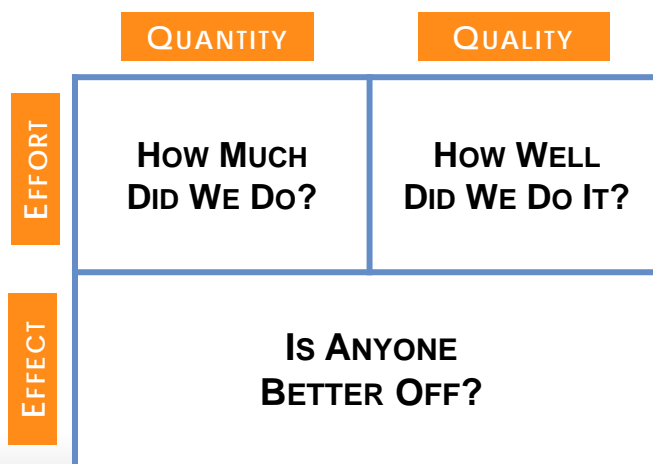


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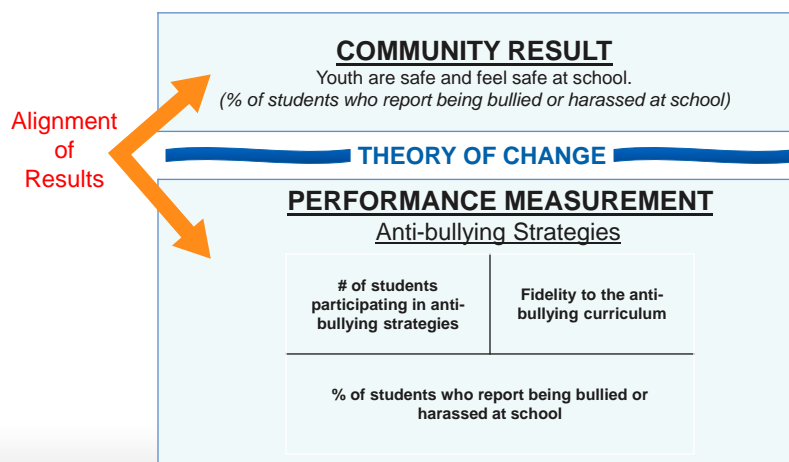
5. Effect v. Contribution: Performance Measures



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6. Aligning programs and communities: Linking Community and Program Data



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Turning the Curve in 6 Steps

RBA Step 1:	Population: Identify the population you will be discussing
RBA Step 2:	Result: Identify the specific result
RBA Step 3:	Indicator: Identify a data point that will measure your progress
RBA Step 4:	The Story Behind the Trend: Identify what the indicators say, what the cause and forces are that affect these indicators
RBA Step 5:	Key Partnerships: Identify partners with a role to play in turning the curve
RBA Step 6a:	Steps Toward Action: Identify the 5 best ideas for Turning the Curve and improving the data outcomes
RBA Step 6b:	Strategies: Identify which strategies are best suited to turning the curve in the areas identified above



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5 Step Assessment Plan



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



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ACKNOWLEDGEMENTS

- ▶ Robert Wood Johnson Foundation
 - Including Abbey Cofsky, Andrea Ducas, Michelle Larkin, Jim Marks, Joe Marx, Don Schwarz, Amy Slonim, Katie Wehr
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 - 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, Local Initiatives Support Corporation, National Association of Counties, United Way Worldwide

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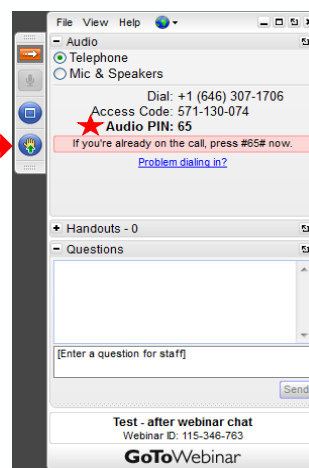
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- ▶ To be able to speak during the After Class session, please use the telephone audio option. You'll want to be sure you enter your **UNIQUE** audio pin.
- ▶ Once you've entered your audio pin, we'll be able to unmute you.
- ▶ To let us know that you'd like to ask a question or add a comment, please click the hand icon to "raise your hand."



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