

County Health  
Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

# THE 2018 COUNTY HEALTH RANKINGS STATE REPORTS

*How to use data from these new reports to improve  
health and increase equity*

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



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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.

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

## YOUR PRESENTERS AND FACILITATORS



**Justin Rivas**  
Community Coach



**Anne Roubal**  
Population Health Analyst



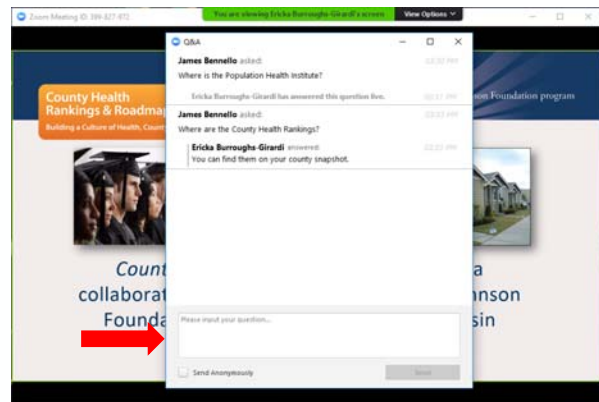
**Ericka Burroughs-Girardi**  
Community Coach

## ASKING A QUESTION IN ZOOM WEBINAR

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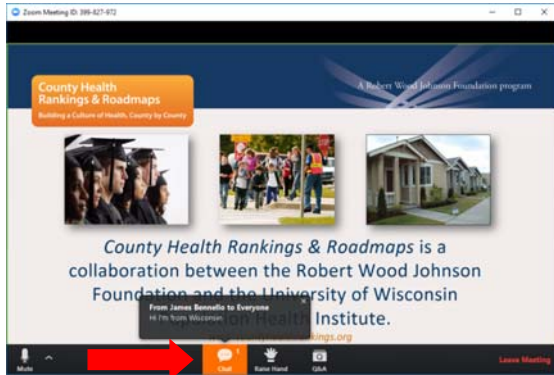


### Question Box



# CHATTING IN ZOOM WEBINAR

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## Chat Box



# RAISING YOUR HAND

## Raise Hand



## LEARNING OUTCOMES FOR TODAY

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- ▶ Introduce the new 2018 state reports
- ▶ Get grounded in health equity
- ▶ Understand and interpret data in the new reports
- ▶ Use the reports to think about evidence-based strategies
- ▶ How to leverage the state reports to move to action

## WHAT IS A STATE REPORT?

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- ▶ A County Health Rankings & Roadmaps report that explores the size and nature of health differences by place and race/ethnicity in each state
- ▶ A resource to help you to begin taking action by exploring evidence-informed approaches



## STATE REPORT HIGHLIGHTS

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- ▶ What health equity is and why it matters
- ▶ Differences in health outcomes within the state by place and racial/ethnic groups
- ▶ Differences in health factors within the state by place and racial/ethnic groups
- ▶ What communities can do to create opportunity and health for all



## LET'S HEAR FROM YOU

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- ▶ Raise hand
  - Have you looked at your 2018 state report?
- ▶ Poll
  - How much have you thought about difference in opportunities for good health in your state?

## WHAT DO WE MEAN BY HEALTH EQUITY?

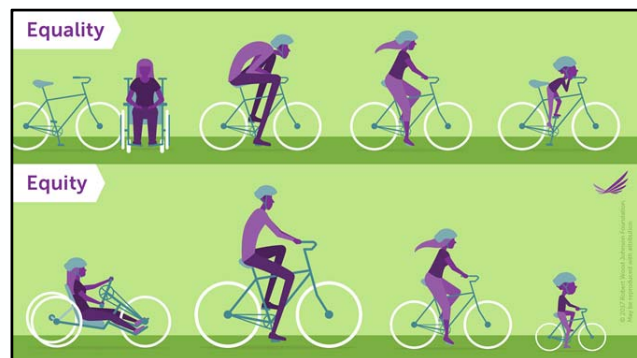
**HEALTH EQUITY** means that everyone has a fair and just opportunity to be as healthy as possible.

*This requires removing obstacles to health such as poverty and discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.*



## WHY EQUITY?

- ▶ Equality isn't enough to close gaps
- ▶ Our nation's youth are increasingly more racially and ethnically diverse
- ▶ Children, youth and families of color do not have the same opportunities and fare even worse in segregated communities
- ▶ Investing in ALL young people to give them fair opportunities to thrive will ensure our nations success and prosperity



## WHY FOCUS ON OPPORTUNITY?

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- ▶ Some have more access to opportunity, resources, and wealth over a lifetime and across generations
- ▶ Differences in opportunity are the result of policies and practices that create barriers
- ▶ Health equity can be achieved by reducing and eliminating differences in health by providing opportunities



## POLL

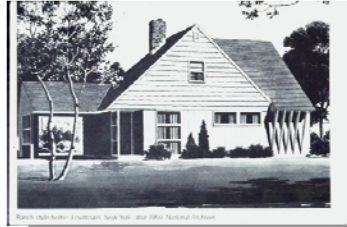
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- ▶ How much have you thought about difference in opportunities for good health based on race/ethnicity?

## HISTORICAL CAUSES OF INEQUITY: HOUSING DISCRIMINATION



30 miles



**Home values:**

1947: sold \$8K (\$125K)

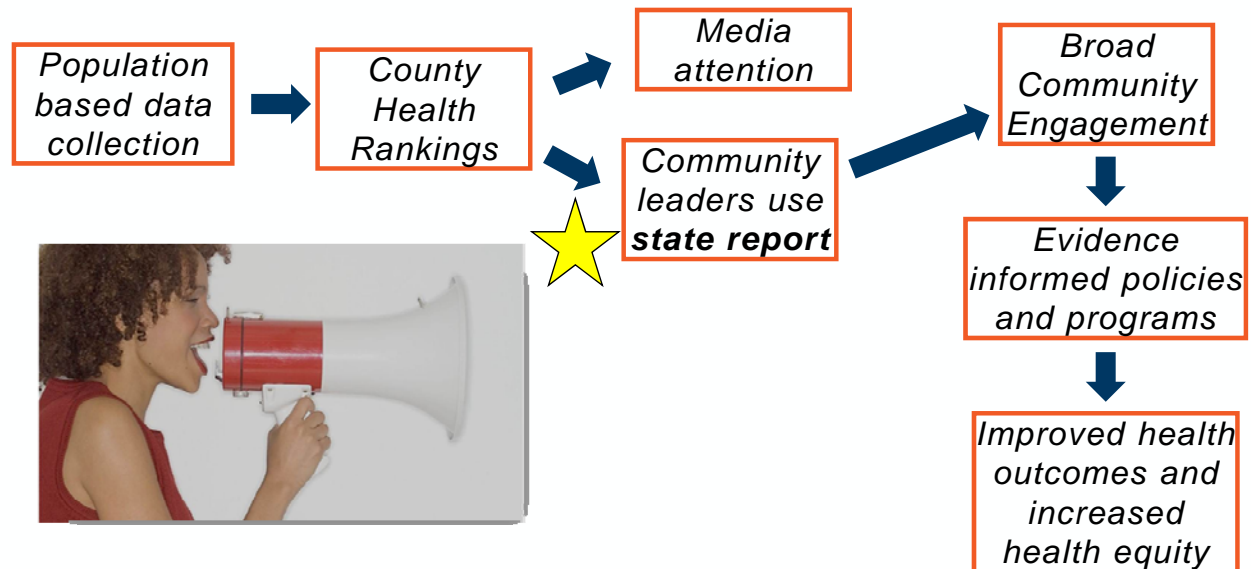
Today: sell \$500K+

Urban rental/public housing

*Bronx, NY*

Suburban home ownership

*Levittown, NY*







## DATA

Using data to reveal the factors that influence health

## 2018 State Reports

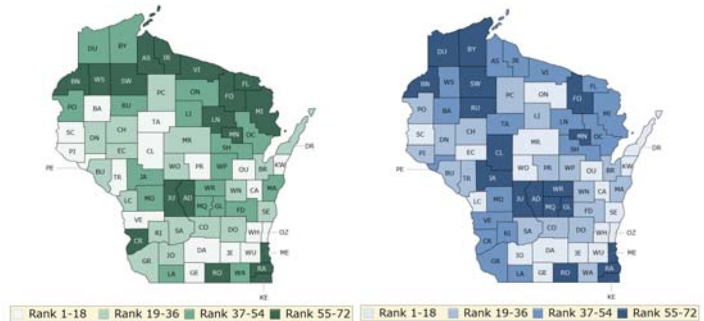


## WHAT IS IN THE REPORTS?

- ▶ Health outcome maps and ranks
- ▶ Health factor maps and ranks

### EQUITY FOCUS

- ▶ NEW: Length and quality of life measures and graphics by race/ethnicity
- ▶ NEW: Social and Economic graphics by race/ethnicity



## DATA METHODS

### Health Outcome Weights for the County Health Rankings

Outcome	Focus Area	Measure
Length of life (50%)	Premature death	Years of potential life lost before age 75 (50%)
Quality of life (50%)	Quality of life	Poor or fair health (10%)
		Poor physical health days (10%)
		Poor mental health days (10%)
	Poor birth outcomes	Low birthweight (20%)

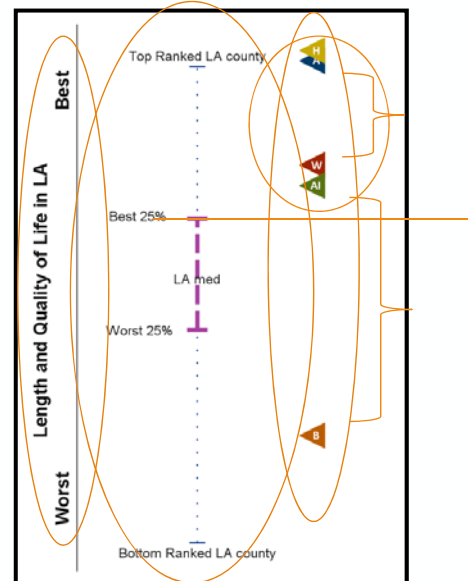
## RACE/ETHNICITY HEALTH OUTCOMES FOR LOUISIANA

	Healthiest LA County	Least Healthy LA County	AI/AN	Asian/PI	Black	Hispanic	White
Premature Death (years lost/100,000)	6,200	13,300	4,600	3,700	12,600	4,600	8,300
Poor or Fair Health (%)	15%	38%	32%	N/A	25%	22%	18%
Poor Physical Health Days (avg)	3.5	6.0	7.4	N/A	4.7	4.1	3.8
Poor Mental Health Days (avg)	3.9	5.3	4.5	N/A	4.5	4.2	4.1
Low Birthweight (%)	8%	15%	9%	9%	15%	7%	8%

### Louisiana

#### Take-aways

- ▶ Hispanics and Asians doing best, Blacks doing worst
- ▶ Whites and American Indians see gap between top and between bottom
- ▶ 4 of the 5 racial/ethnic groups are doing as well as the top 25% counties
- ▶ Indicates high disparity by race and place



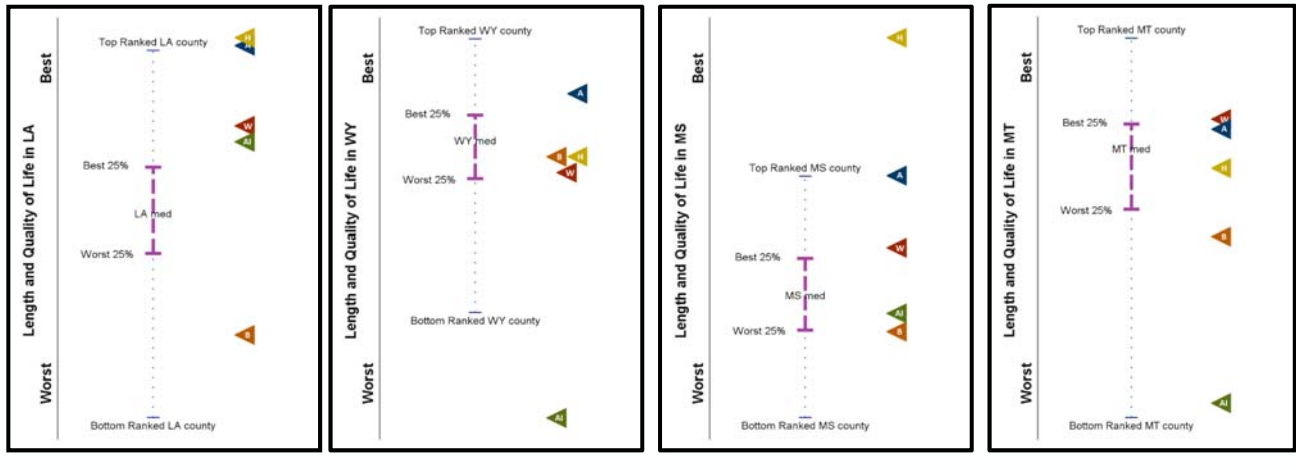
## HEALTH OUTCOMES BY DIFFERENT STATES

### Louisiana

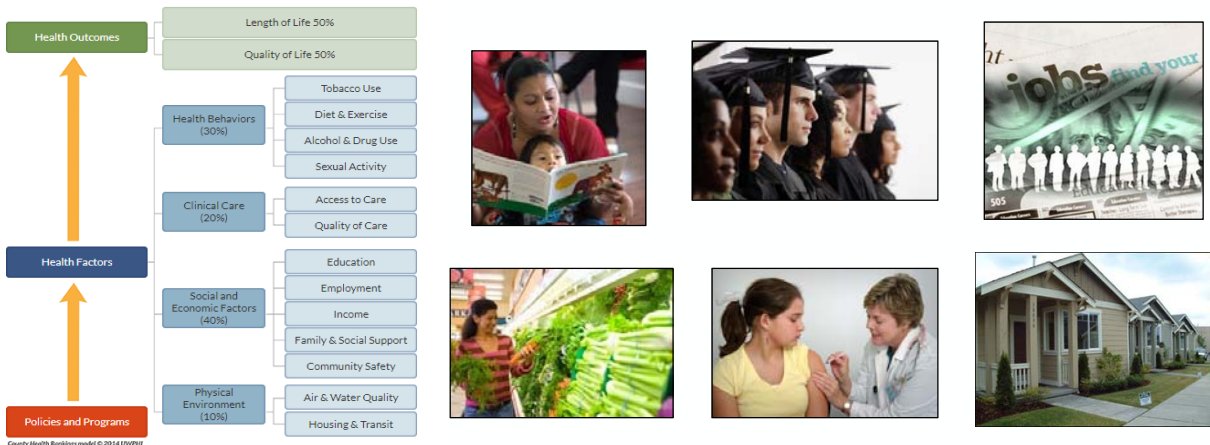
### Wyoming

### Mississippi

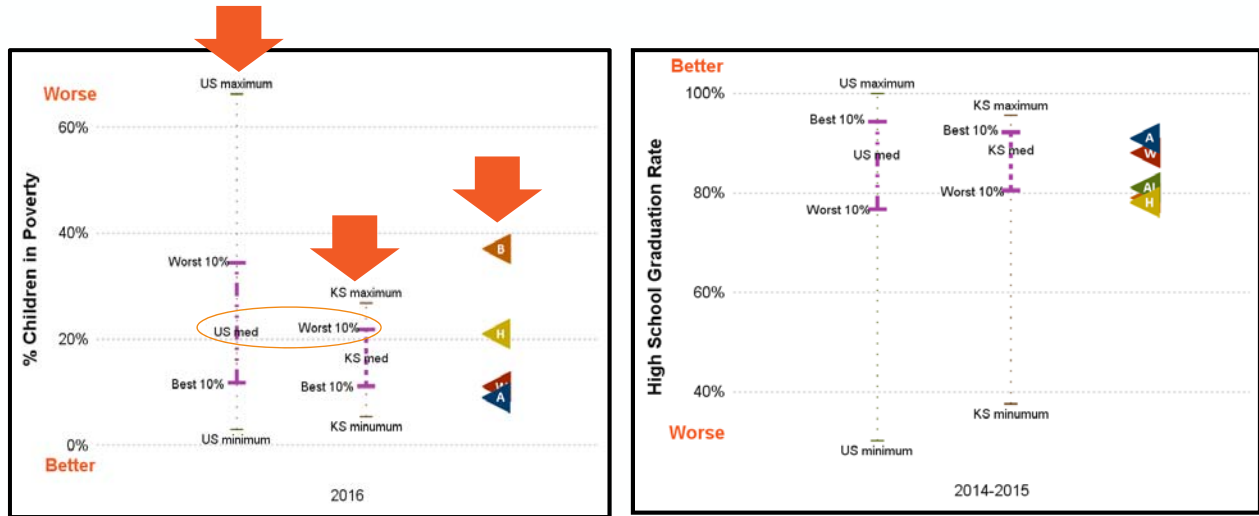
### Montana



## IT'S NOT JUST ABOUT HEALTH OUTCOMES



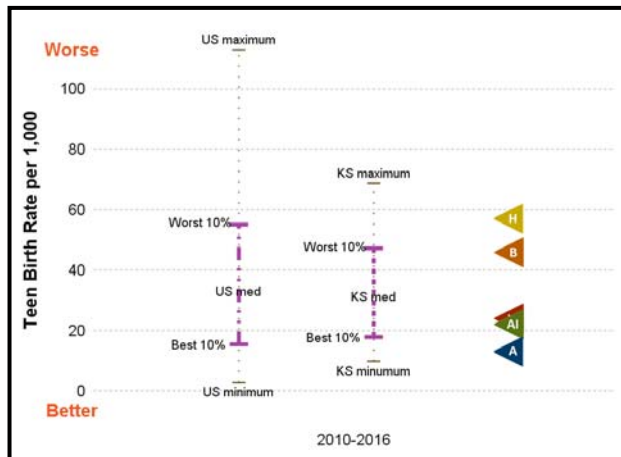
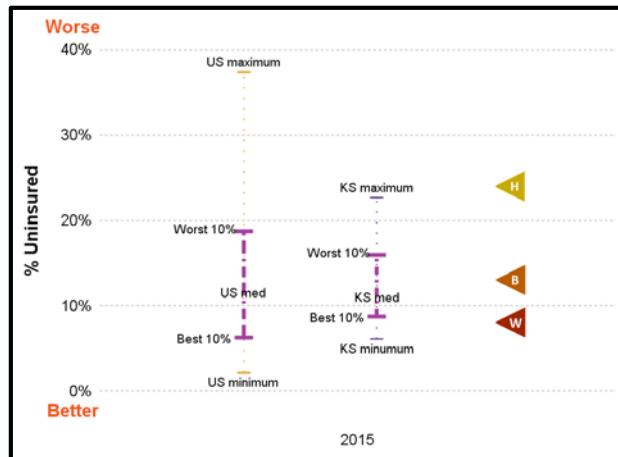
## KANSAS HEALTH FACTORS



### WHY MEASURE CHILDREN IN POVERTY?

Every child deserves the opportunity to grow up healthy.

## KANSAS HEALTH FACTORS



## POLL

This year we have more measures broken down by race.

Which of these measures are useful for you?

1. Low birthweight
2. Premature death
3. Infant mortality
4. Child mortality
5. Teen births
6. Children in poverty
7. Median household income
8. Preventable hospitalizations
9. Diabetes monitoring
10. Mammography screening

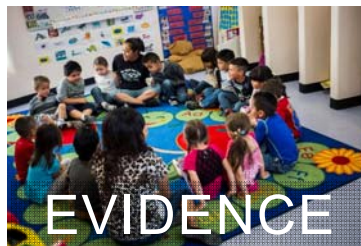
## QUESTIONS TO CONSIDER

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- ▶ What differences do you see among counties in your state?
- ▶ What differences do you see by racial/ethnic groups in your state?
- ▶ How do counties in your state compare to all US counties?
- ▶ What patterns do you see? For example, do some racial/ethnic groups fare better or worse across measures?

## HOW WE SUPPORT COMMUNITIES

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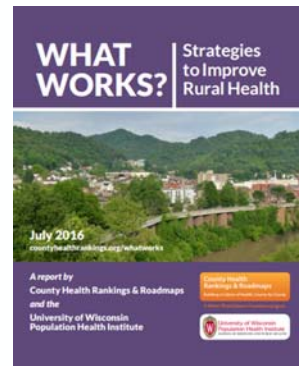
## EVIDENCE

Using evidence to choose strategies that work



## What Works for Health

- ▶ Evidence rating
- ▶ Literature summary
  - Who
  - What
  - Cost
- ▶ Disparity rating
- ▶ Implementation examples & tools





## CREATING OPPORTUNITY AND HEALTH FOR ALL

- ▶ Invest in education from early childhood through adulthood to boost career readiness
- ▶ Ensure that everyone has adequate, affordable, and culturally competent healthcare
- ▶ Increase or supplement income and support asset development in low income households
- ▶ Foster social connections within communities and empower and engage youth with opportunity



## HOW TO TAKE ACTION: ACTION CENTER

### Steps to Move Your Community Forward

The steps below provide a path to help your community move with data to action. In each you will find key activities and suggested tools to guide your progress. Keep in mind: action isn't always linear. Revisit these steps to find the right resources when you need them.



- ▶ Step-by-step guidance and tools
  - ▶ Seven Action Steps
  - ▶ Key Activities and suggested tools to guide your progress
- ★ **TIP:** Set the Action Center as a favorite in your browser. Come back often to find the right resources when you need them.

## THINGS TO KEEP IN MIND

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- ▶ Multi-level approach: think about state trends AND local county differences
- ▶ Stakeholders: who are you trying to engage and why? At what level?
- ▶ Community engagement: connect with community members for local understanding of trends in the data



## CALL TO ACTION

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- ▶ Use the media to get your story out
- ▶ Connect with new or existing partners
- ▶ Engage the community in conversation



## ELECTED OFFICIALS



- ▶ Who are your champions?
- ▶ What is your purpose?
- ▶ What are you asking them to do?
- ▶ What information do they need?

## GETTING YOUR MESSAGE OUT

- ▶ Develop your message – what story do you want to tell?
- ▶ Focus on Action and Assets
- ▶ Find your storytellers



### Deliver your message!

- ▶ Press release
- ▶ One-on-one meetings
- ▶ Conference presentations
- ▶ Phone calls
- ▶ Op-eds and Letters to the Editor
- ▶ Social media
- ▶ Paid advertising



# Questions?

## UPCOMING WEBINAR!

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### 5ByAge5: Preparing children for success

Date & Time  
Apr 24, 2018 3:00pm EDT

Register

## STAY CONNECTED

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**THANK YOU!**

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

## JOIN US FOR MORE DISCUSSION AFTER CLASS

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- ▶ 15 extra minutes to answer any questions!