



**County Health  
Rankings & Roadmaps**  
A Healthier Nation, County by County



Robert Wood Johnson Foundation

# BREAKING DOWN THE RANKINGS MODEL: TOBACCO AND ALCOHOL USE

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*University of Wisconsin Population Health Institute*

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*Health First Wisconsin*

*April 23, 2013*



UNIVERSITY OF WISCONSIN

**Population Health Institute**

*Translating Research for Policy and Practice*



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# OUTLINE

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*Rankings & Roadmaps Overview* ←

Tobacco & Alcohol – Why Ranked?

Effective Policies and Programs

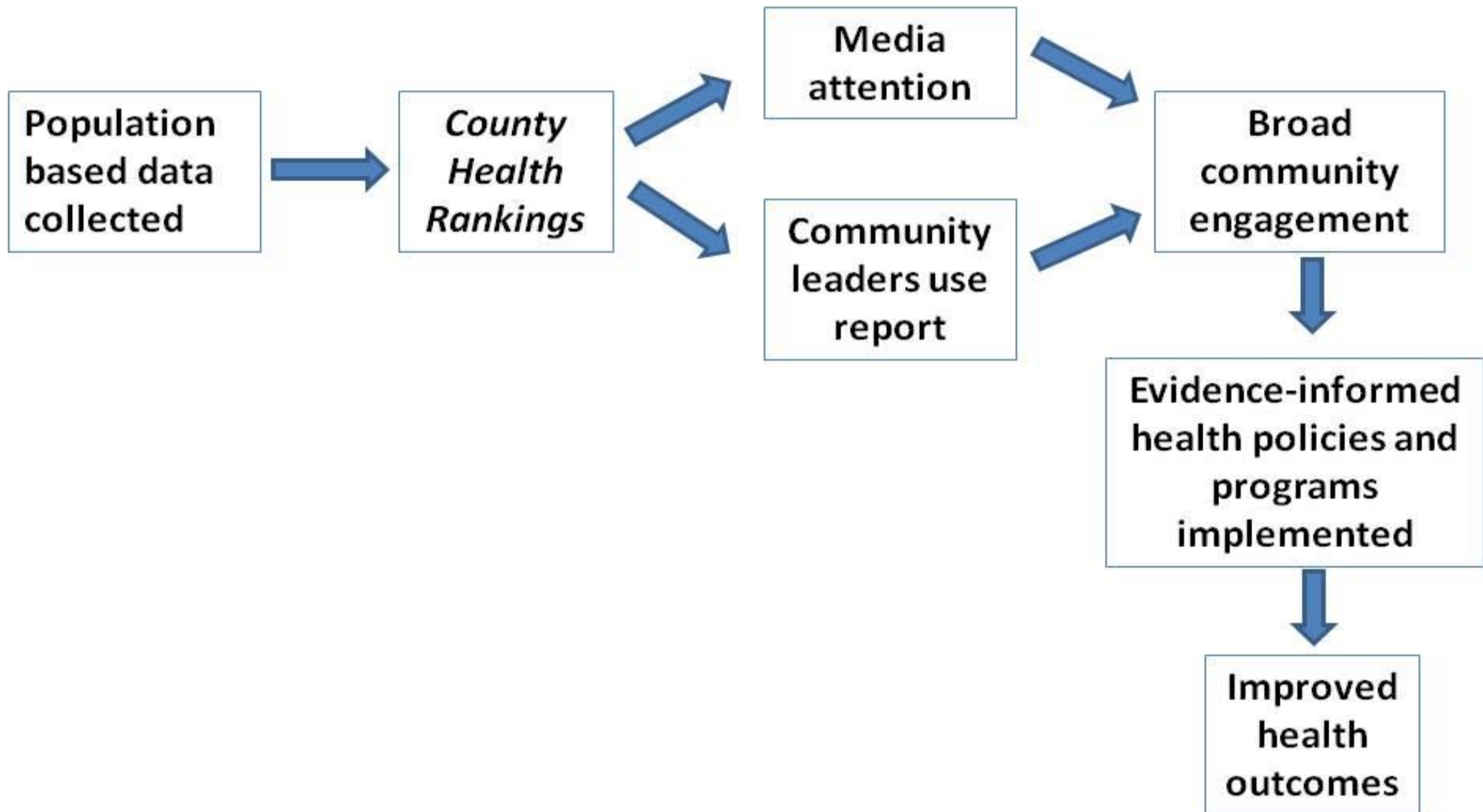
Let's be strategic

Making it local – Wisconsin Example

Wrap-up and Q&A



# County Health Rankings Logic Model

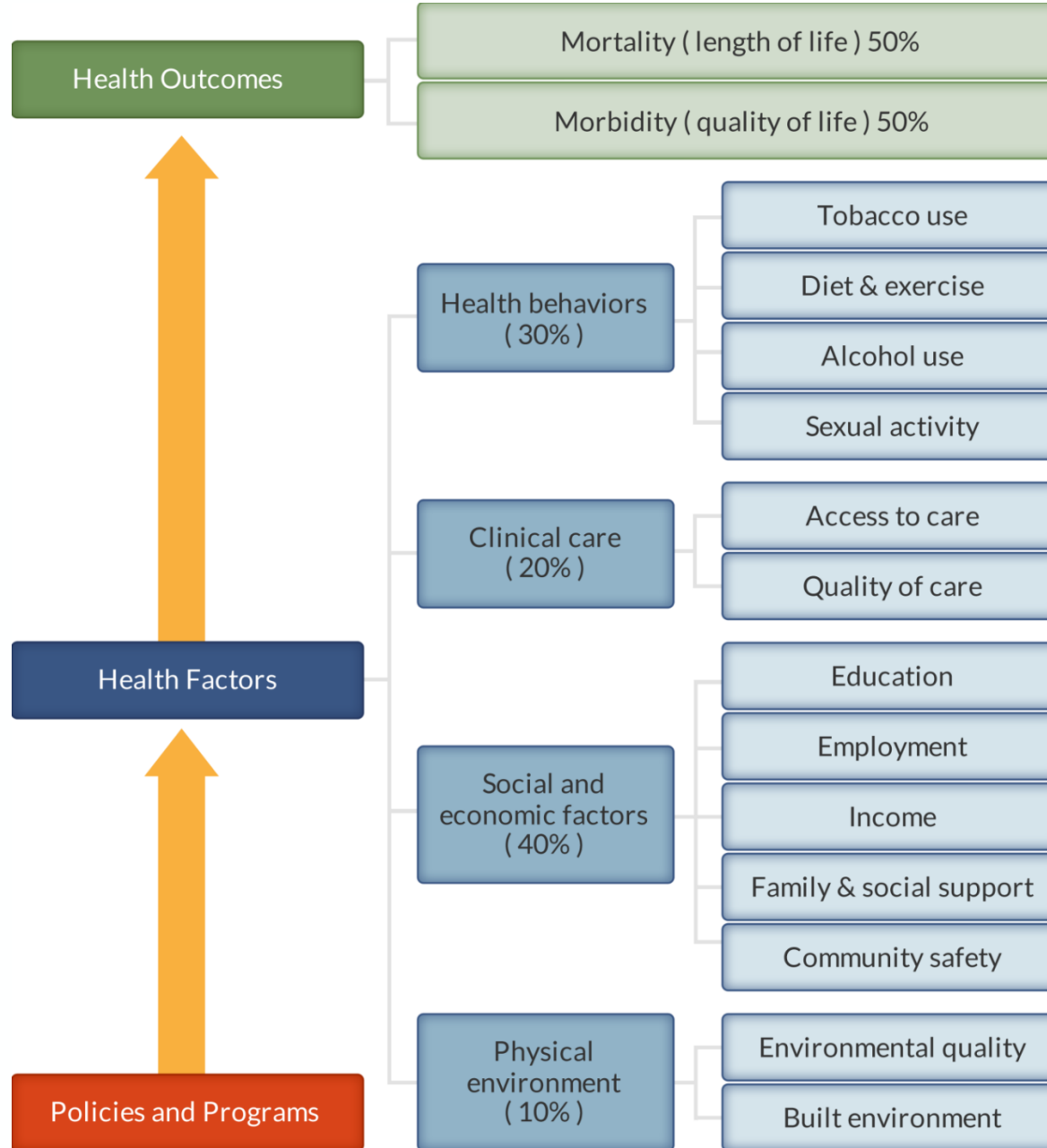




# COUNTY HEALTH RANKINGS: 2 RANKINGS

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# COUNTY HEALTH ROADMAPS

- ▶ Action Center
- ▶ *Roadmaps to Health* Community Grants
- ▶ *RWJF Roadmaps to Health Prize*
- ▶ Partner Organizations



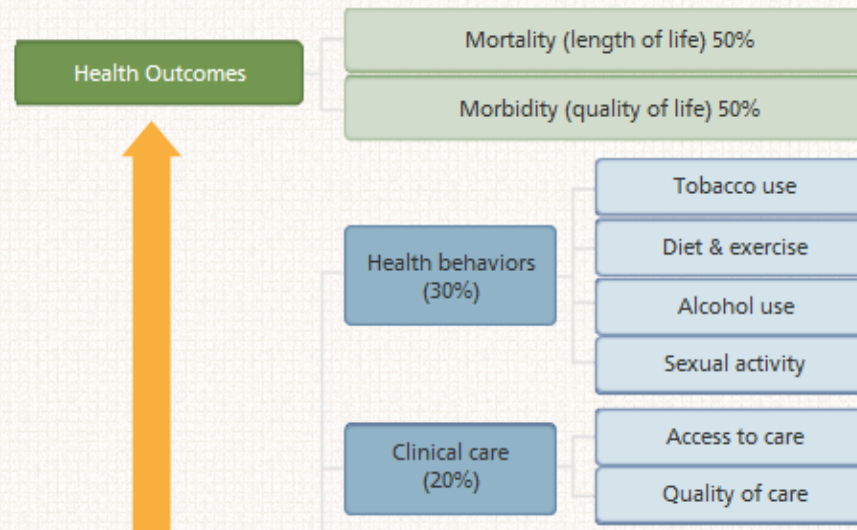


# WHAT WORKS FOR HEALTH

## WHAT WORKS FOR HEALTH

*What Works for Health* provides communities with information to help select and implement evidence-informed policies, programs, and system changes that will improve the variety of factors we know affect health.

To learn more about potential strategies, select a factor such as tobacco use or education in the model below.



[www.countyhealthrankings.org/what-works-for-health](http://www.countyhealthrankings.org/what-works-for-health)





# ***RWJF ROADMAPS TO HEALTH PRIZE***

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2012-2013 prize Winners announced February 21, 2013

**2013-14 Call for Applications released on March 20, 2013**

Great opportunity to showcase your community


**[www.rwjf.org/goto/prize](http://www.rwjf.org/goto/prize)**



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# HEALTH BEHAVIORS: Tobacco and Alcohol

FOCUS AREA	MEASURE	DATA SOURCE
TOBACCO USE (10%)	Adult Smoking (10%)	Behavioral Risk Factor Surveillance System
ALCOHOL USE (5%)	Excessive Drinking (2.5%)	Behavioral Risk Factor Surveillance System
	Motor Vehicle Crash Death Rate (2.5%)	National Center for Health Statistics

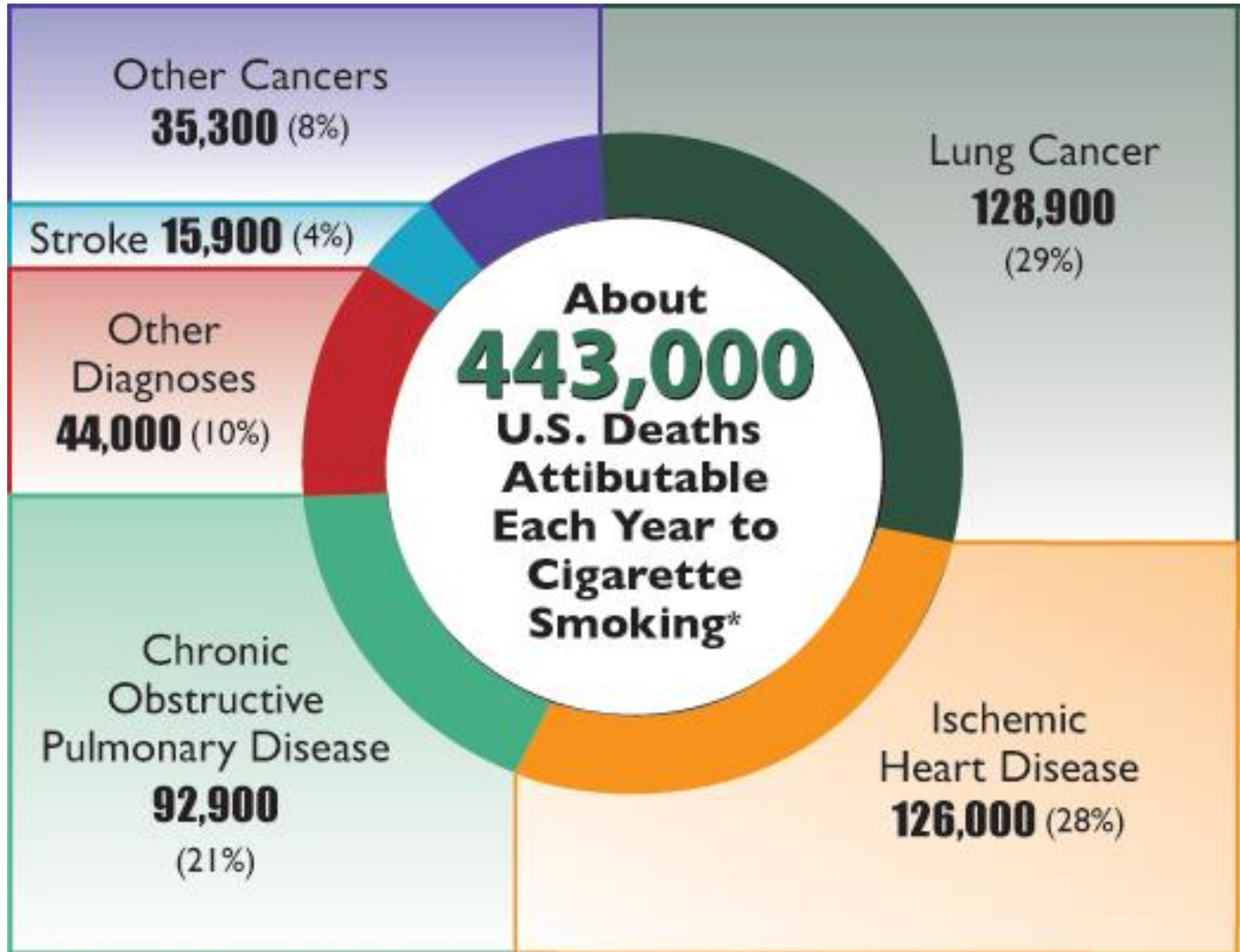


# TOBACCO USE

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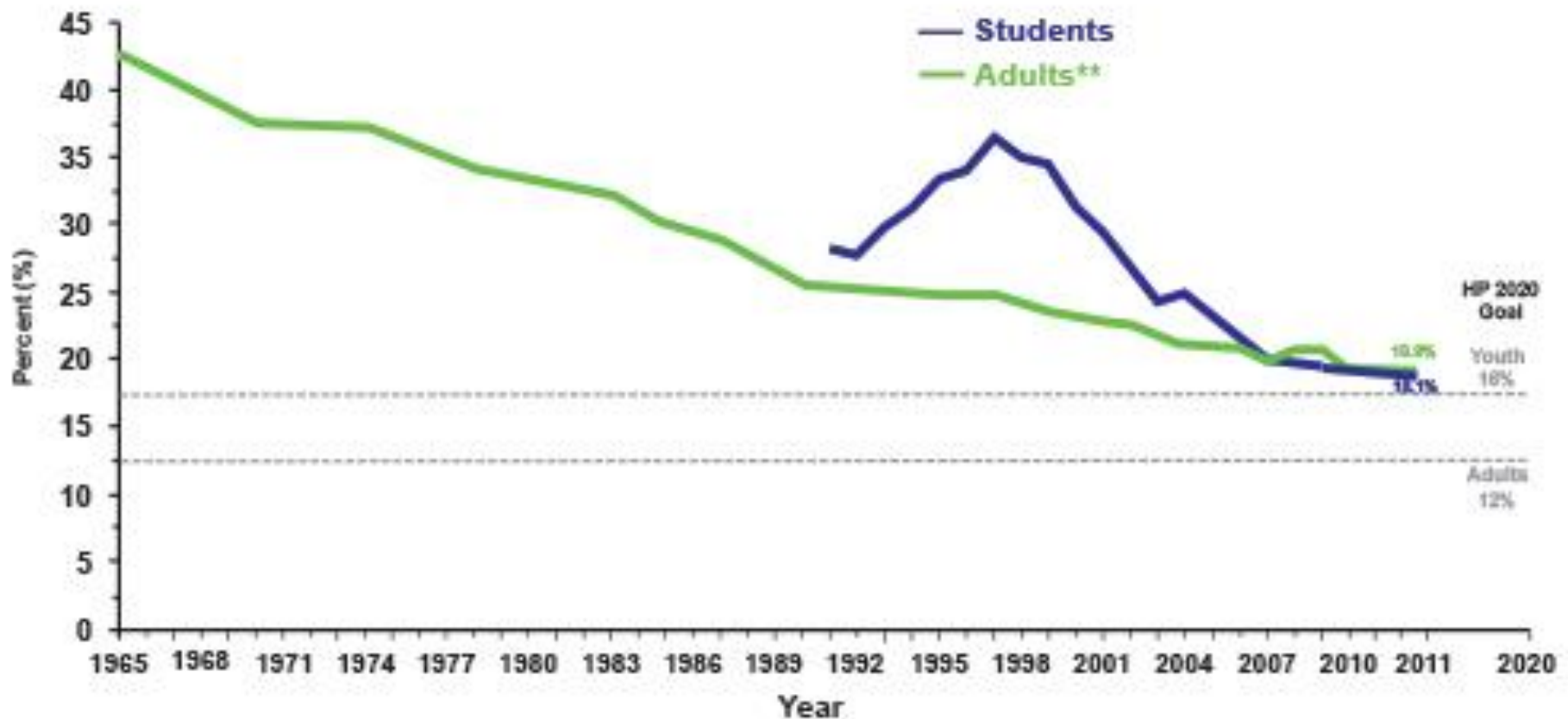
- ▶ % of the adult population that currently smokes every day or “most days” and has smoked at least 100 cigarettes in their lifetime
- ▶ Each year approximately 443,000 premature deaths can be attributed to smoking.
- ▶ Cigarette smoking is a cause of various cancers, cardiovascular disease, and respiratory conditions, as well as low birthweight and other adverse health outcomes.







## Trends in Current Cigarette Smoking by High School Students\* and Adults\*\* — United States, 1965-2011

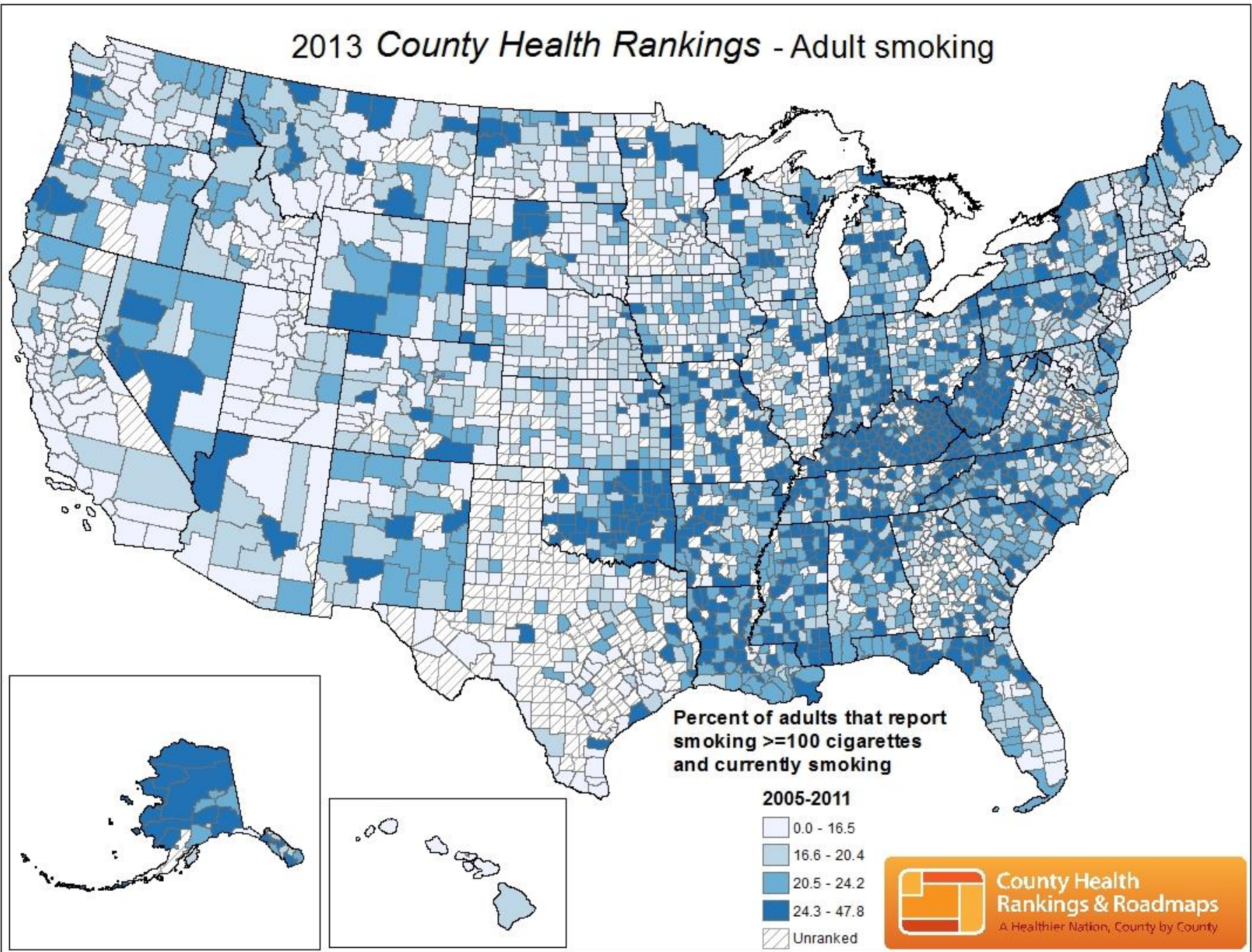


\*Percentage of high school students who smoked cigarettes on 1 or more of the 30 days preceding the survey (Youth Risk Behavior Survey, 1991-2011).

\*\*Percentage of adults who are current cigarette smokers (National Health Interview Survey, 1965-2011).



## 2013 County Health Rankings - Adult smoking





# WHAT IS EXCESSIVE DRINKING?

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## What's your pattern?

Answer these questions, then select "Click for feedback" to find out how your drinking pattern compares to those of other U.S. adults.

1. On **any day** in the past year, have you ever had

- For MEN: more than 4 "standard" drinks?      yes       no
- For WOMEN: more than 3 "standard" drinks?      yes       no

2. Think about your **typical week**:

- On average, how many **days** per **week** do you drink alcohol?
- On a typical drinking day, how many **drinks** do you have?

Click for feedback >>





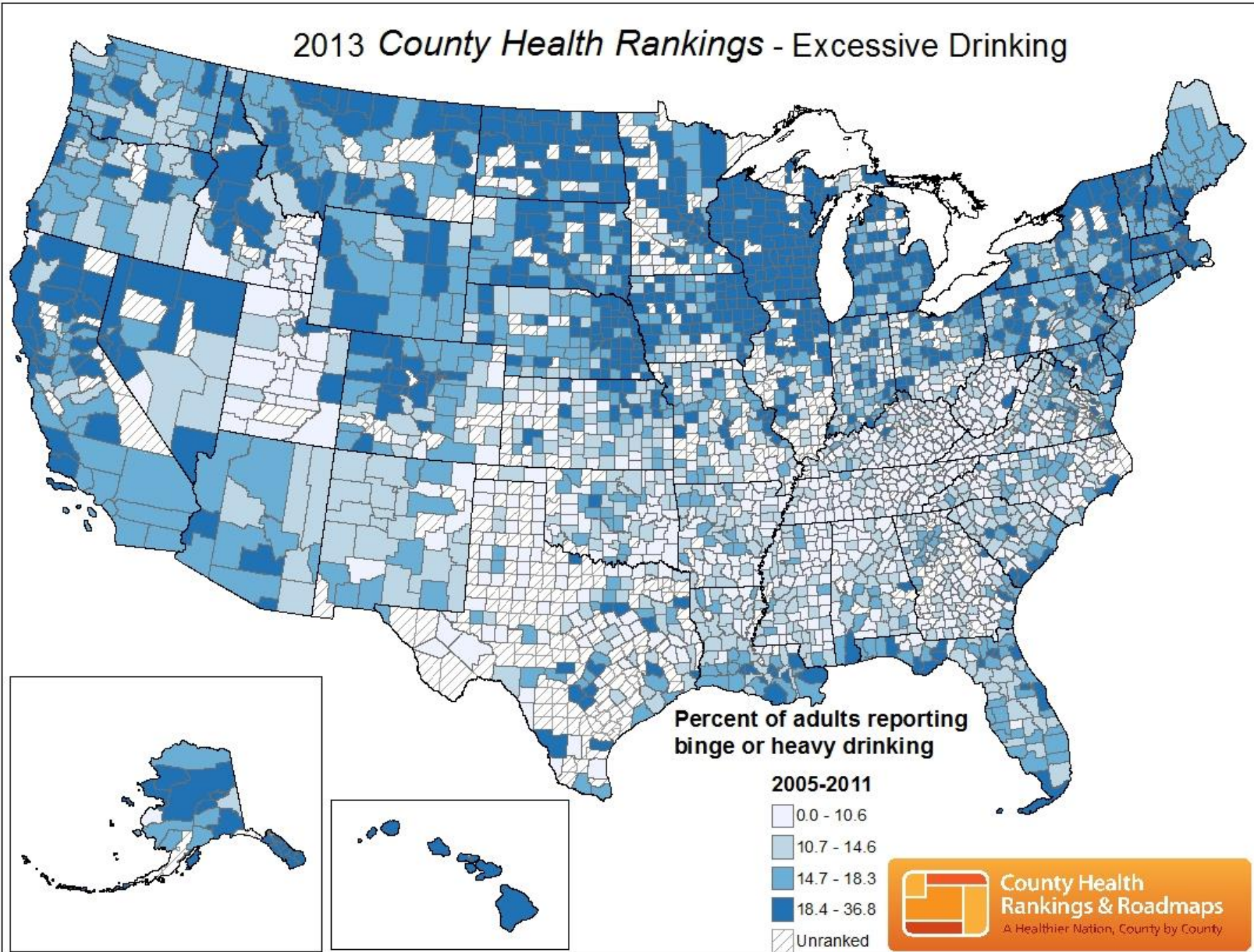
# EXCESSIVE DRINKING

- ▶ Binge drinking = more than 4 (women) or 5 (men) alcoholic beverages on a single occasion in the past 30 days
- ▶ Heavy drinking = more than one (women) or 2 (men) drinks per day on average
- ▶ 80,000 deaths are attributed annually to excessive drinking



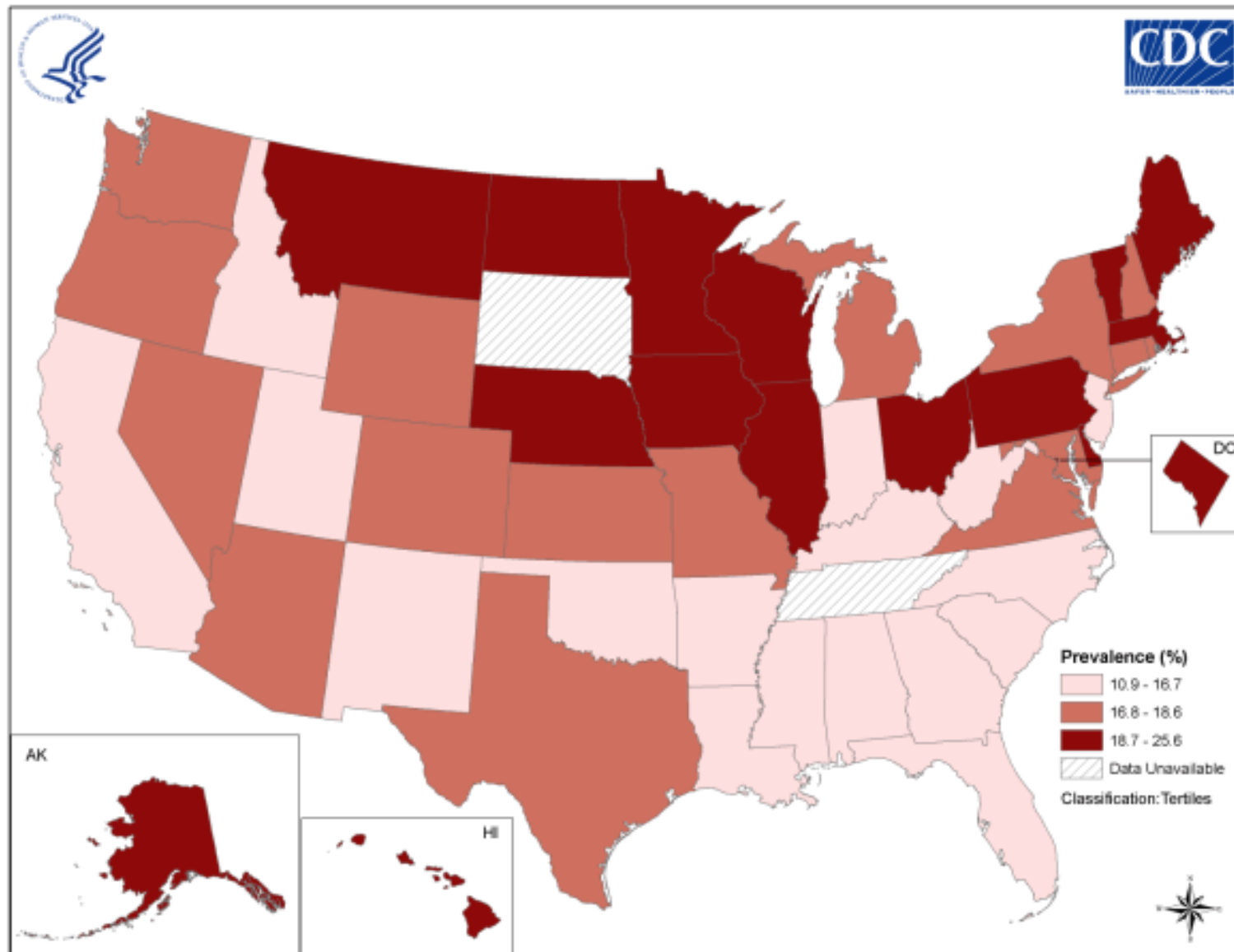


## 2013 County Health Rankings - Excessive Drinking





# PREVALENCE OF BINGE DRINKING AMONG ADULTS, 2010





# MOTOR VEHICLE CRASHES

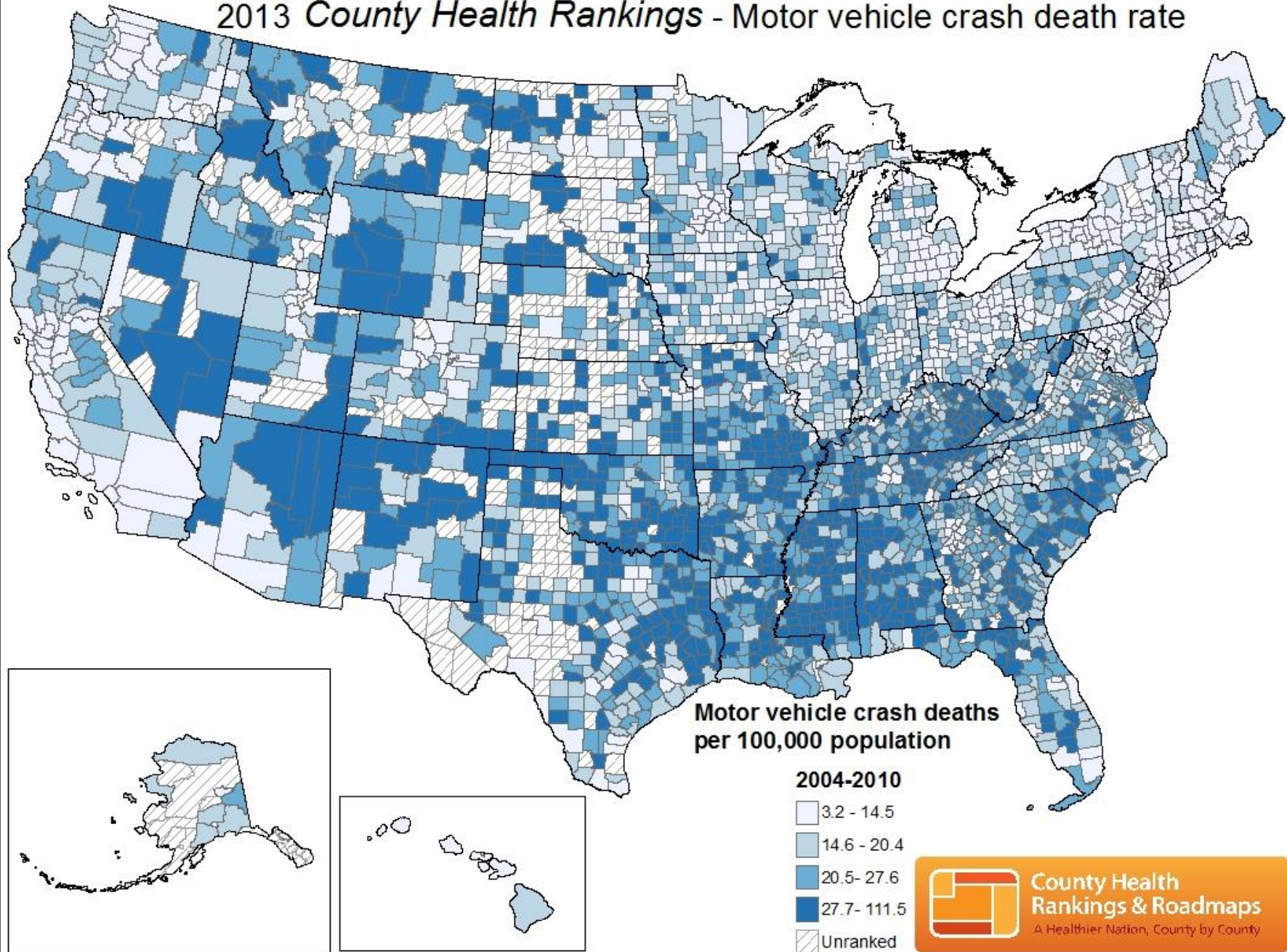
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- ▶ Traffic accidents involving motorcycles; 3-wheel motor vehicles; cars; vans; trucks; buses; street cars; ATVs; industrial, agricultural, and construction vehicles; or bicyclists and pedestrians when colliding with any of the previously listed motor vehicles.
- ▶ 17,000 Americans are killed annually in alcohol-related motor vehicle crashes.
- ▶ Binge/heavy drinkers account for most episodes of alcohol-impaired driving.





## 2013 County Health Rankings - Motor vehicle crash death rate






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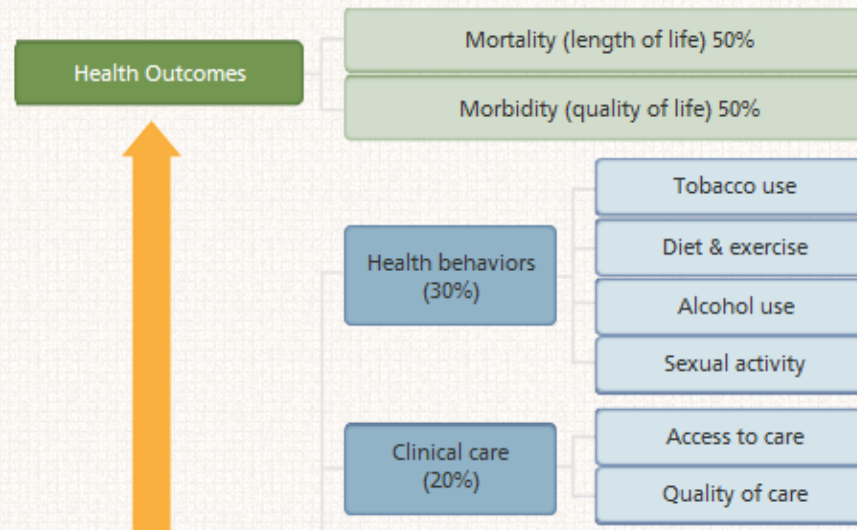


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# TOBACCO USE- EFFECTIVE POLICIES AND PROGRAMS

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- ▶ Smoke-free polices – private sector and public sector
- ▶ Mobile phone based tobacco cessation intervention
- ▶ Reducing cost for tobacco cessation therapy
- ▶ Provider reminder systems
- ▶ Tobacco quitlines
- ▶ Increase tobacco excise tax





# ALCOHOL USE – EFFECTIVE POLICIES AND PROGRAMS

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- ▶ Blood Alcohol Concentration Laws
- ▶ Maintain current minimum drinking age laws
- ▶ Breath testing check points
- ▶ Ignition interlock devices
- ▶ Vigorous enforcement of existing underage drinking laws
- ▶ Alcohol screening and brief intervention



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## LET'S BE STRATEGIC

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- ▶ Figure out concrete goals
  - Reduce Tobacco Use? How?
    - ▶ Reduce where people see it, use it and make expensive
    - ▶ Build plans, build local support, get funding then go!
- ▶ Need local group dedicated to policy change
- ▶ Midwest Academy



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## As smoking ban marks second year, restaurant business is up



Journal Sentinel files  
Onofrio Damato smokes a cigarette outside of Henry's Pub & Grille in this July 2010 file photo. "After dinner hours it's just older drinkers and smokers," Damatom said.

By Alison Bauter of the Journal Sentinel

July 5, 2012

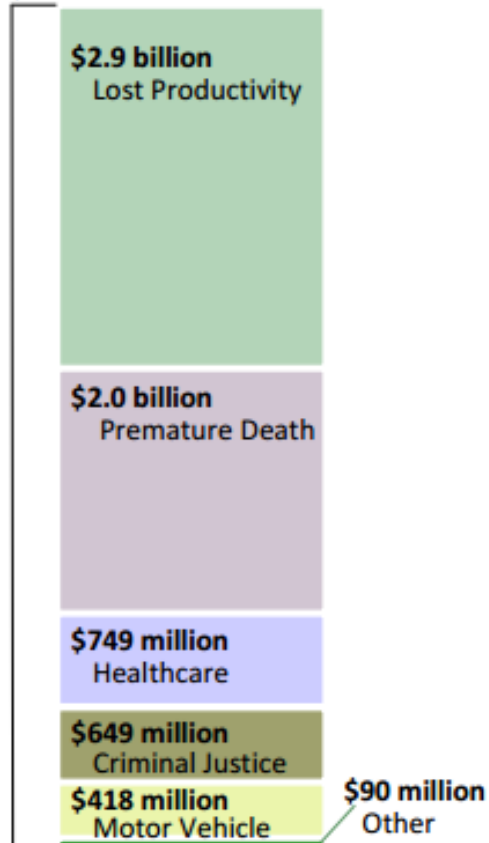


# The Burden of Excessive Alcohol Use in Wisconsin

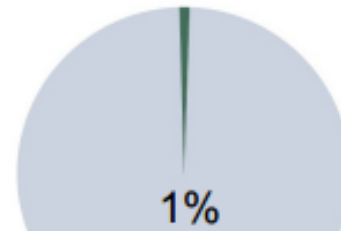
Annual economic cost of excessive alcohol use in Wisconsin **\$6.8 BILLION**

## What We Pay For<sup>1,2</sup>

\$6.8 billion



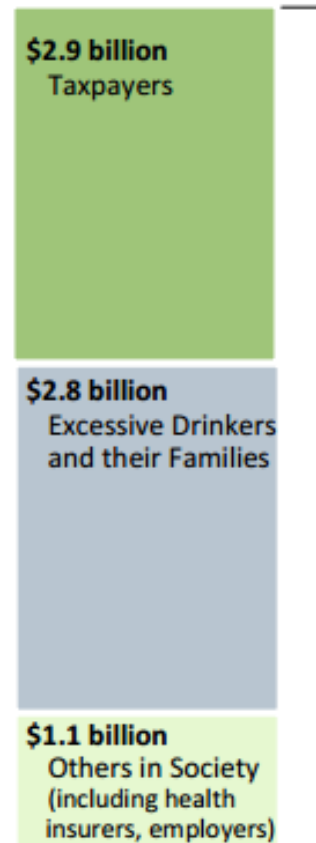
## Alcohol tax collection falls short



Wisconsin collected \$69 million in alcohol taxes in 2011<sup>2,3</sup> — 1% of the \$6.8 billion in economic costs attributed to excessive alcohol use.

## We All Pay<sup>1,2</sup>

\$6.8 billion





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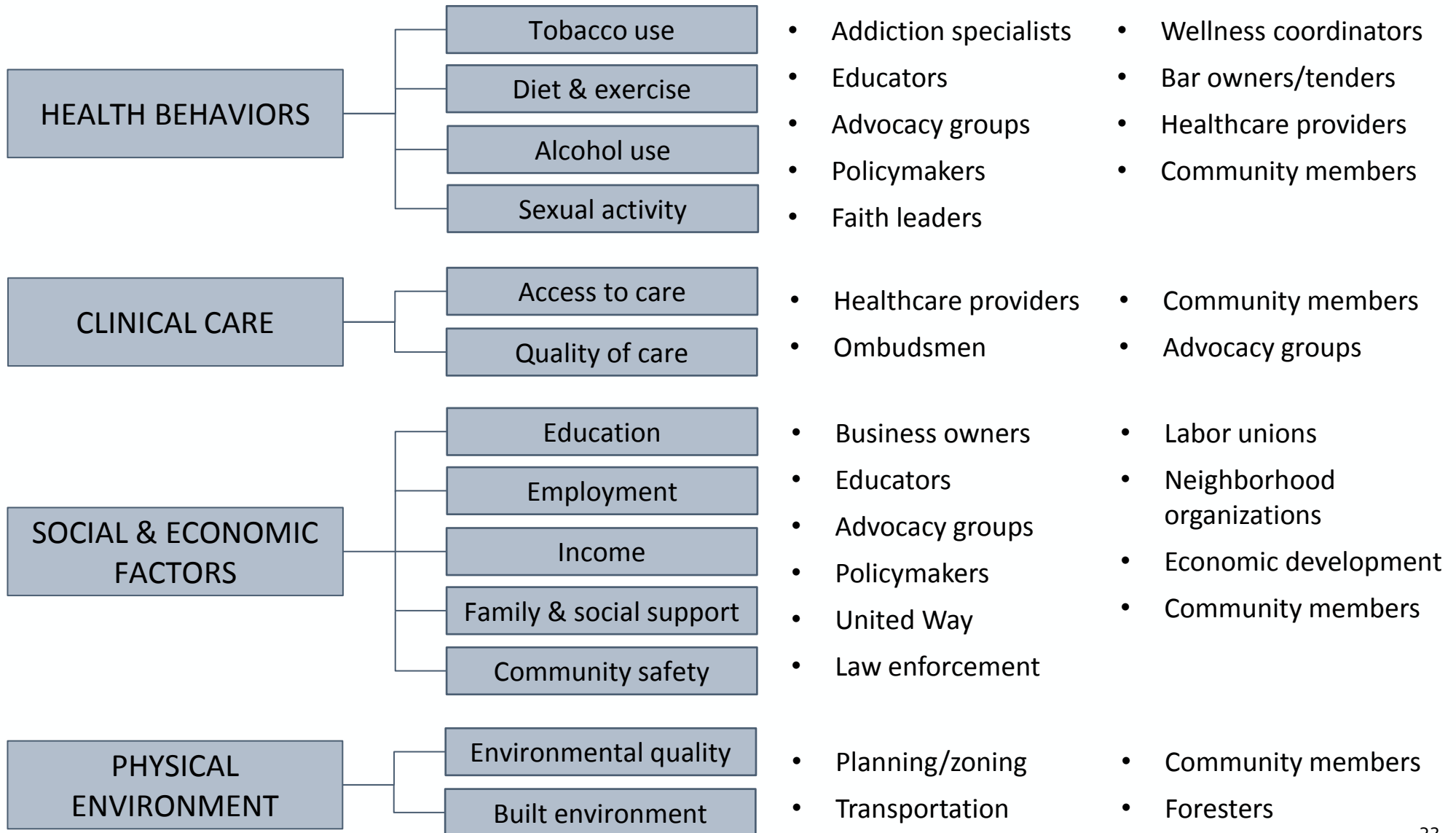
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# HEALTH FACTORS & POTENTIAL PARTNERS







## UPCOMING WEBINARS

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- ▶ April 30 – Partnerships: Starting the Conversation
- ▶ May 7 – Breaking Down the Rankings Model: Sexual Activity



# STAYING CONNECTED

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## ACKNOWLEDGEMENTS

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- ▶ Robert Wood Johnson Foundation
  - Including Abbey Cofsky, Brenda Henry, Michelle Larkin, Jim Marks, Joe Marx
  
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- ▶ Our Partners
  - Including Burness Communications, Community Catalyst, United Way Worldwide, NBCH, NACo, ASTHO, NACCHO, NNPHI, Dartmouth Institute, CDC, NCHS



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# THANK YOU!

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