



## WELCOME!

In a moment, we will put up a poll asking you which option best describes how your community is Acting on What's Important:

- A. We're not sure how to get started.**
- B. We're developing an action plan for policy change.**
- C. We're implementing an action plan for policy change.**
- D. We've accomplished our policy change.**



## TAKE ACTION: ACT ON WHAT'S IMPORTANT – ORGANIZING FOR POLICY CHANGE



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Baltimoreans United in Leadership  
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Sept. 24, 2013



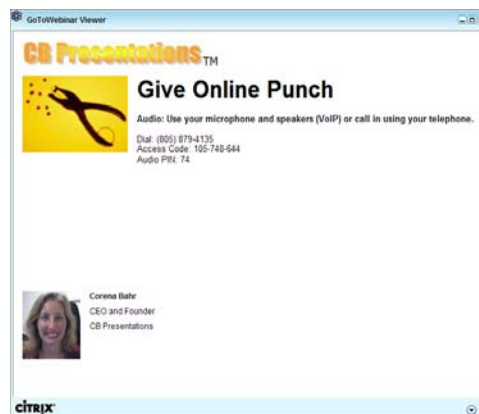
## ACKNOWLEDGEMENTS

- ▶ Robert Wood Johnson Foundation
  - Including Abbey Cofsky, Paul Kuehnert, Michelle Larkin, Jim Marks, Joe Marx, Naima Wong
- ▶ Wisconsin *County Health Rankings & Roadmaps* Team
  - Including Bridget Catlin, Julie Willems Van Dijk, Patrick Remington, David Kindig, Angela Russell, Amanda Jovaag, Alison Bergum
- ▶ Our Partners
  - Including Burness Communications, Community Catalyst, United Way Worldwide, ASTHO, NACCHO, NNPPI, Dartmouth Institute, CDC, NCHS

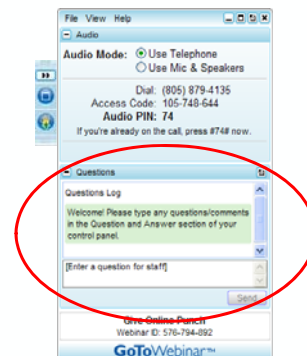
3

## GO TO WEBINAR ATTENDEE INTERFACE

### 1. Viewer Window



### 2. Control Panel



4



## SUCSESSES & CHALLENGES

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5



## OUTLINE

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*County Health Rankings & Roadmaps Overview*

Communities in Action: Baltimoreans United in Leadership Development (BUILD)

Q & A

Summary & Wrap-Up

6



## GOALS

- ▶ Know where to find tools to help Act on What's Important in the *Roadmaps to Health* Action Center
- ▶ Understand how engaging community members led to a big win for schools in one community
- ▶ Understand the role community engagement can play in your health improvement efforts

7



Search this site

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Rankings Roadmaps

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FIND YOUR COUNTY

Learn About Data & Methods

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### Find Health Rankings for Your State and County

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RI  
NJ  
DE  
MD

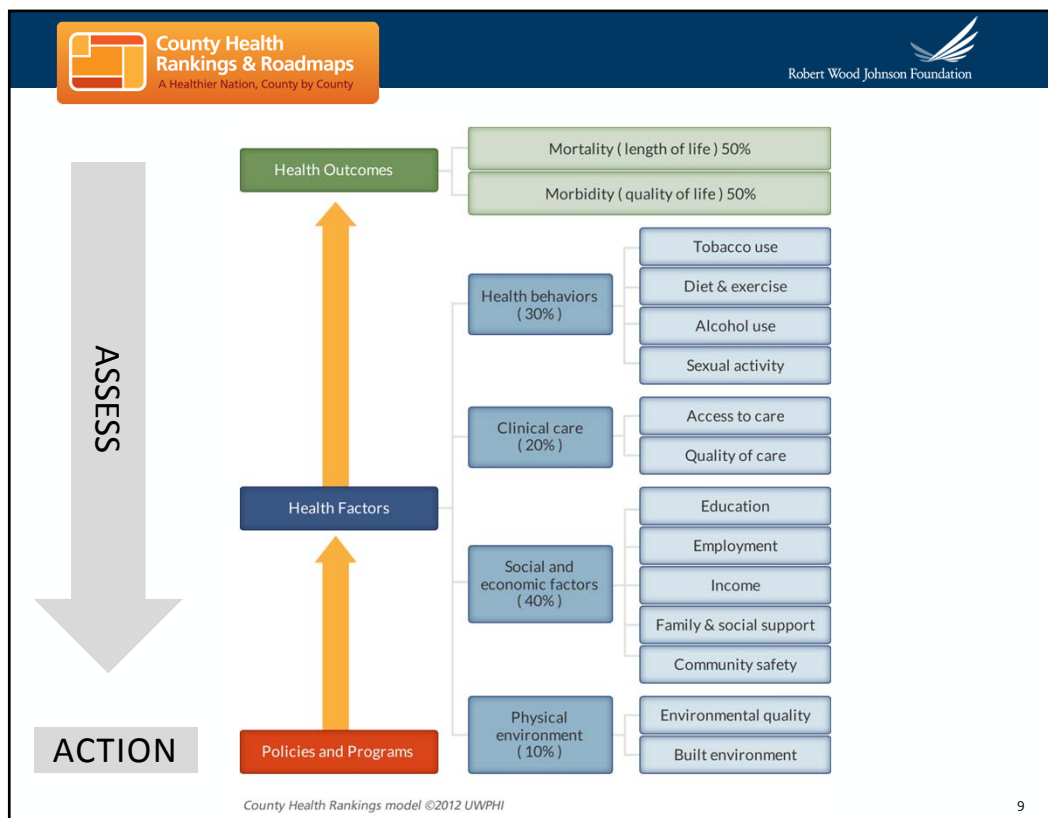
Look up your county's *Rankings*, learn about our methods, and download the data you need.

**Learn about the Data & Methods**  
Find out what is measured and how the *Rankings* add up.

**Download the *Rankings* Data**  
You can download the *Rankings* data for your state or the entire nation.

Explore *Rankings* Data

8



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

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

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## Find Health Rankings for Your State and County

Look up your county's *Rankings*, learn about our methods, and download the data you need.

i

**Learn about the Data & Methods**  
Find out what is measured and how the *Rankings* add up.

Download

**Download the *Rankings* Data**  
You can download the *Rankings* data for your state or the entire nation.

Explore *Rankings* Data

10

## What Can I Do?

There are many things you can do to improve health in your community. Make this your first stop after looking at your *Rankings* data. Get guidance and tools to help you work together with others to make your community a healthier place to live, learn, work and play.



### Need Help

Ready to take action, but not sure what to do next?  
Our team offers personalized, free help.  
[Contact us for help >](#)

### Take Action

The *Roadmaps to Health* Action Center provides tools to help groups working together to create healthier places to live, learn, work and play.

[ACTION CENTER >>](#)

### Learn to Use the Rankings Data

Find and use all the data on this site and beyond.

[USING THE RANKINGS DATA >>](#)

### Find Policies & Programs

What Works for Health provides communities with information to help select and implement evidence-informed policies and programs.

[WHAT WORKS FOR HEALTH >>](#)

11

[Home](#) > [Roadmaps](#) > [What Can I Do?](#)



## Take Steps To...

[Act on What's Important](#)  
[Assess Needs & Resources](#)  
[Choose Effective Policies & Programs](#)  
[Communicate](#)  
[Evaluate Actions](#)  
[Focus On What's Important](#)  
[Work Together](#)

## I am a...

[Community Leader](#)  
[Educator](#)  
[Employer and Business](#)  
[Government Official](#)  
[Grantmaker](#)  
[Healthcare Professional and Advocate](#)  
[Public Health Professional and Advocate](#)

## Action Center



12





## ACT ON WHAT'S IMPORTANT GUIDE



- Act on What's Important broken down into 9 key activities
- Brief guidance and suggested tools for each key activity
- More than 100 tools and resources

13



## COMMUNITIES IN ACTION



**Rob English**  
*Baltimoreans United in Leadership  
Development (BUILD)*



14



## BALTIMORE – A TALE OF TWO CITIES



15



16





## ORGANIZING VICTORY

Through the Baltimore Education Coalition, BUILD won:

- ▶ \$1 billion in city and state funding to build & renovate 45 new schools
- ▶ Create 8,000 jobs
- ▶ Revitalize communities
- ▶ The single largest investment in Baltimore's neighborhoods



17



## THE PROBLEM



18



## POLICY DOES NOT WIN ALONE



19



## LEAD WITH PEOPLE, NOT SOLUTIONS



- Meet people where they are at. Don't sell policy solutions.
- Understand who they are, their story, what is important to them.
- Engage people around their interests. How does policy change affect them?

20





## ACTION IS LIKE OXYGEN FOR ORGANIZATIONS



23



## ACTION IS LIKE OXYGEN TO ORGANIZATIONS



24





## THE REST OF THE STORY – STILL PEOPLE



## THE REST OF THE STORY



- ▶ With the Baltimore Education Coalition, BUILD is organizing





## QUESTIONS

27



## CONTACT INFORMATION



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### Need Help?

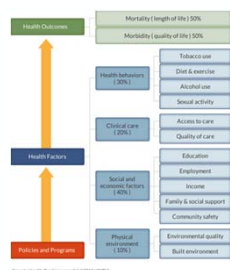
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Our team offers personalized, free help.

Contact us for help >

28



## 2013 WEBINAR SERIES



Breaking Down the  
Rankings Model Series



Partnership Series



Take Action Series

Register for upcoming webinars and find recordings at  
[www.countyhealthrankings.org/webinars](http://www.countyhealthrankings.org/webinars)

29



## STAYING CONNECTED



e-Newsletter: [chr@match.wisc.edu](mailto:chr@match.wisc.edu)

30



*“Power concedes nothing without a demand. It never did and it never will.”*

—Frederick Douglass