

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

A Robert Wood Johnson Foundation program

BUILD ACCOUNTABILITY: MULTI-SECTOR ROLES & ENGAGEMENT



Kitty Jerome
Action Center Director



Karen Odegaard
Community Coach



David Weed, Psy.D.
Executive Director, Greater Fall River
Partners for a Healthier Community

July 29, 2014



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

Support
provided by



Robert Wood Johnson
Foundation

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

A Robert Wood Johnson Foundation program

County Health Rankings & Roadmaps is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

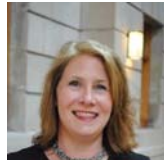
www.countyhealthrankings.org

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

COMMUNITY COACHES



Stephanie Johnson



Kate Konkle



Karen Odegaard



Jan O'Neill

? Ready to take action, but not sure what to do next? Our team offers personalized, free help.

Get Help

4

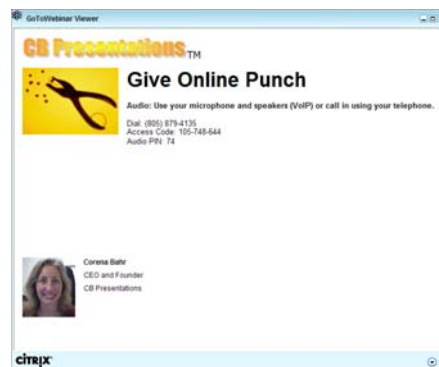
County Health Rankings & Roadmaps

Building a Culture of Health, County by County

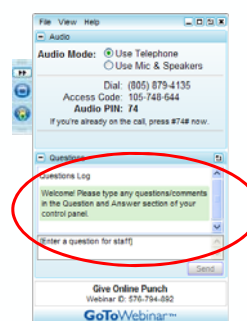
A Robert Wood Johnson Foundation program

GO TO WEBINAR ATTENDEE INTERFACE

1. Viewer Window



2. Control Panel



5

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

OUTLINE

County Health Rankings & Roadmaps overview

Communities in Action: Fall River, Massachusetts

Q & A

Summary & Close

6

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program



ESSENTIAL QUESTION

How can we best motivate multi-sector partners to engage in health improvement efforts across the health factors?

7

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

REFLECTION QUESTIONS

- Who else do you need to share this information with?
- What is one idea for action that you're taking from this webinar?
- What else do you need to know to take action/use this information?



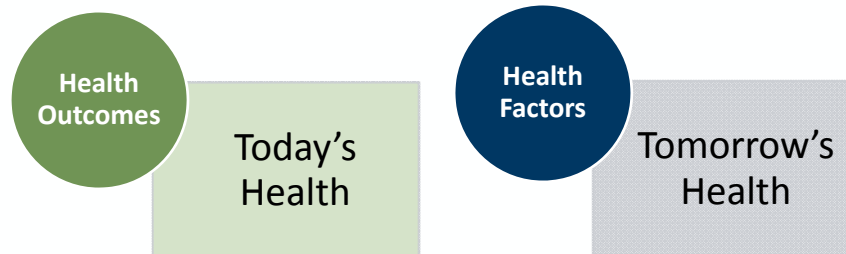
8

County Health Rankings & Roadmaps

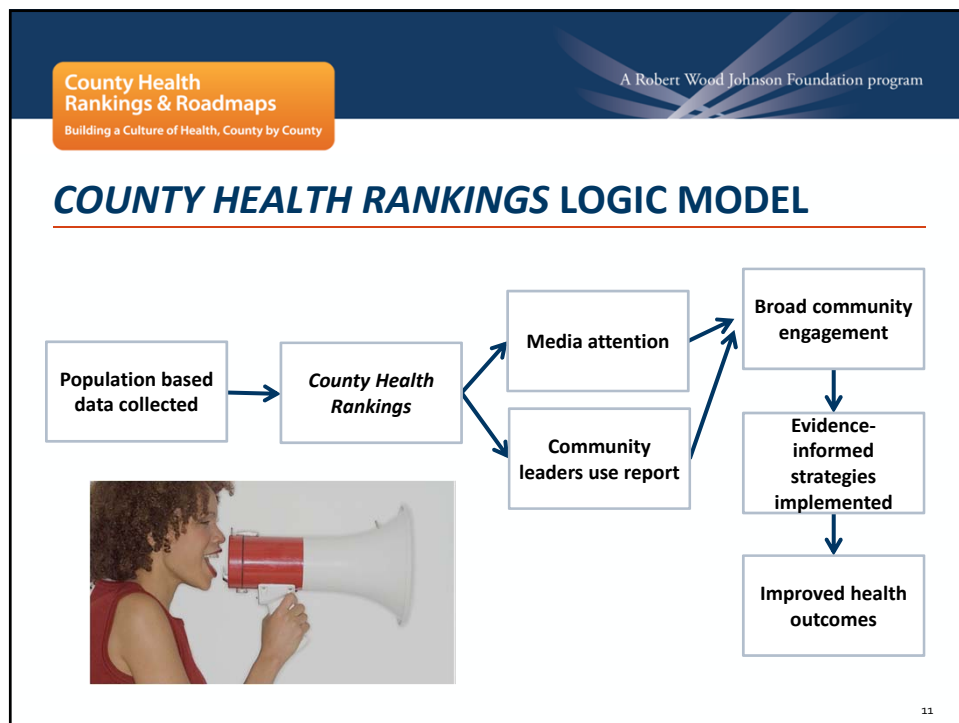
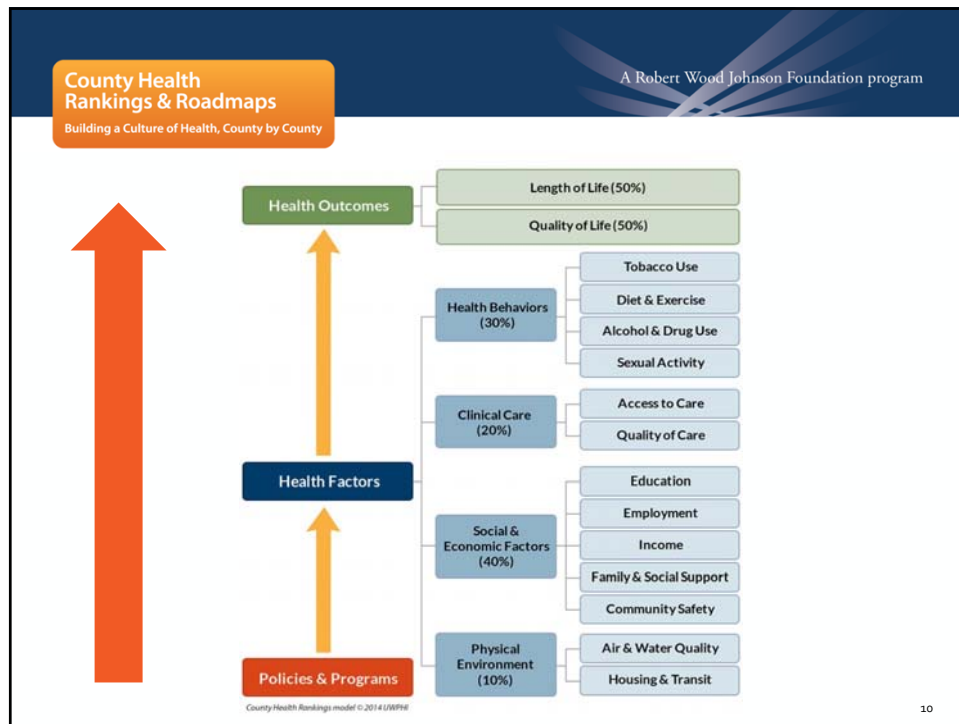
Building a Culture of Health, County by County

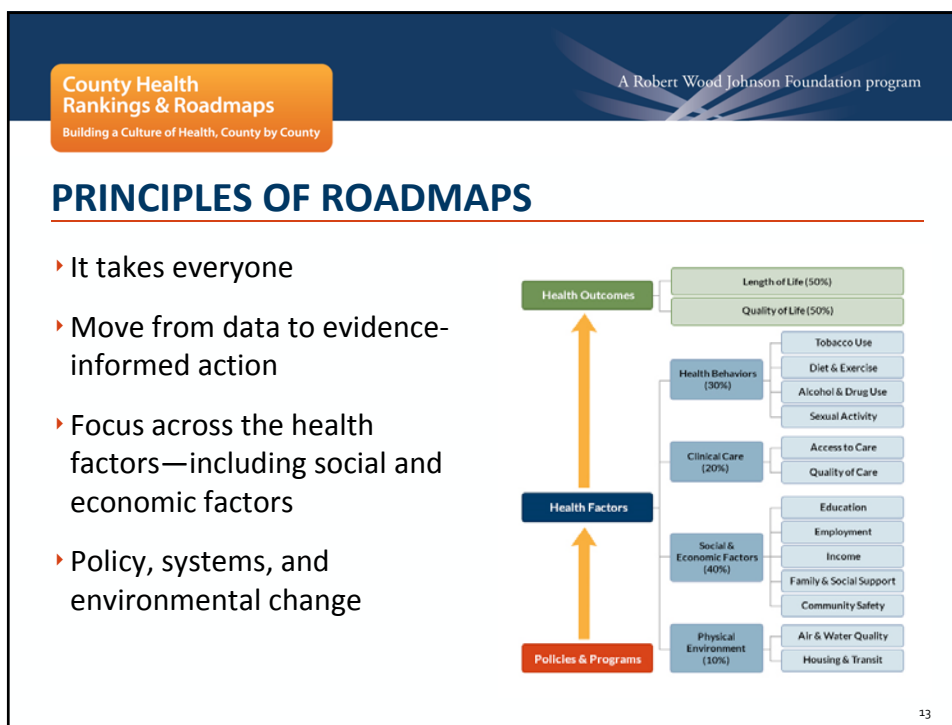
A Robert Wood Johnson Foundation program

COUNTY HEALTH RANKINGS: 2 RANKINGS



9





County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

COMMUNITIES IN ACTION



David S. Weed, Psy.D.
Executive Director
Partners for a Healthier Community



16

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

THE CITY OF FALL RIVER, MASSACHUSETTS



Fall River is a 211 year old mill town on the shores of the Taunton River. The population is just under 90,000, and struggling to make the transition from manufacturing to an information economy.



Lizzie Borden,
Emeril Lagasse
& E.J. Dionne



17

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

OUR POPULATION



Like many mill towns, we are a city of immigrants from many countries and ethnic and racial backgrounds.

18

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

WITH THAT COMES MANY CHALLENGES

Demographics	MA	Fall River
Median Household Income (07-11)	\$65,981	\$34,789
Persons Living Below Poverty Line (07-11)	10.7%	21.4%
Unemployment	6.7%	12%
Smoking Rates	16.1%	26%
High School Completion Rate - Adults	88.9%	68%

19

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

AS WELL AS MANY HEALTH CHALLENGES

Medical Issues	MA	Fall River
Heart Attacks	5.8%	11%
Chronic Heart Disease	5.7%	8%
High Cholesterol	30%	38%
Diabetes	6%	9%
Obesity	23%	31.7%

20

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

WITH WHOM DO WE PARTNER?



- ❑ Police
- ❑ Schools
- ❑ Hospitals
- ❑ City Government
- ❑ Youth Organizations
- ❑ Social Justice Groups
- ❑ Interfaith Organizations
- ❑ Health and Human Service Agencies



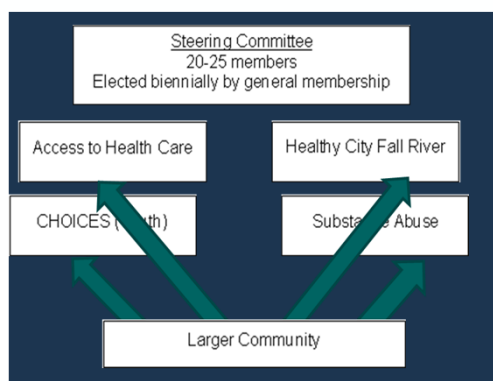
21

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

HOW WE'RE ORGANIZED



22

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

WHAT WE'RE WORKING ON

- Tobacco & drug laws (e.g., pharmacy sales)
- Alcohol laws (e.g., social host & server laws)
- Reduction of crime and youth violence
- Improved school meals & wellness policies
- Improved food supply
- Youth and adult physical fitness
- Improving access to healthcare
- Integration of health with health care
- Park and open space development
- Walking & bicycle route development

Our current Action Plan covers a wide range of health concerns

23

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

WHAT TABLES DO WE GO TO?



We go to other tables such as DOT hearings, school meetings, or the City Council and its different committees. In the case of our parks, we had to create a park advocate group to move the health agenda forward.

24

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

INFRASTRUCTURE IS ONE EXAMPLE



New projects require being at the table to ensure that plans for pedestrians and bicycles are in place and are followed.

25

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

WORKING WITH BUSINESSES IS ANOTHER



We started by going to their table, then created a Worksite Wellness Coalition and a Small Business Project, so they now come to ours.

26

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

IT'S CRITICAL TO GET YOUTH TO THE TABLE



We devote half of our energies to getting youth to the table so they can take real leadership roles in improving community health.

27

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

WE GET EVERYONE TO ADVOCATE FOR HEALTH



We've encouraged advocacy by training and example and now see people standing up for health on their own.



28

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

WHAT HAS THE PRIZE MEANT?



It has solidified our status as a leader among local communities in organizing and coordinating efforts to improve health.



29

REFLECTION QUESTIONS

- Who else do you need to share this information with?
- What is one idea for action that you're taking from this webinar?
- What else do you need to know to take action/use this information?



30



QUESTIONS

31

STAYING CONNECTED

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



33

RWJF CULTURE OF HEALTH PRIZE CRITERIA

Meet the RWJF Culture of Health Prize Winners



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

34

2015 PRIZE APPLICATIONS

Meet the RWJF Culture of Health Prize Winners



- Call for application is available at www.countyhealthrankings.org/roadmaps/prize
- Informational webinar (held July 22) archived at www.countyhealthrankings.org/webinars
- Applications due Sept. 17, 3 p.m. Eastern

35

ACKNOWLEDGEMENTS

- Robert Wood Johnson Foundation
 - Including Abbey Cofsky, Michelle Larkin, Jim Marks, Joe Marx, Marjorie Paloma
- Wisconsin *County Health Rankings & Roadmaps* Team
 - Including Bridget Catlin, Julie Willems Van Dijk, Kitty Jerome, Amanda Jovaag, Alison Bergum
- Our Partners
 - Including Burness Communications, Community Catalyst, United Way Worldwide, ASTHO, NACCHO, NNPHI, Dartmouth Institute, CDC, NCHS

36

**County Health
Rankings & Roadmaps**

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program



ESSENTIAL QUESTION

How can we best motivate multi-sector partners to engage in health improvement efforts across the health factors?

37