

**County Health
Rankings & Roadmaps**

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

ECONOMIC DEVELOPMENT AND HEALTH

A community's journey toward a living wage

November 7, 2017

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.

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YOUR FACILITATORS AND PRESENTERS



Aliana Havrilla
Community Coach



Ericka Burroughs-Girardi
Community Coach



Linda Rubin
Director, Healthy
Community Initiative
Healthy Monadnock



Phil Suter
President/CEO
Greater Keene (NH)
Chamber of Commerce

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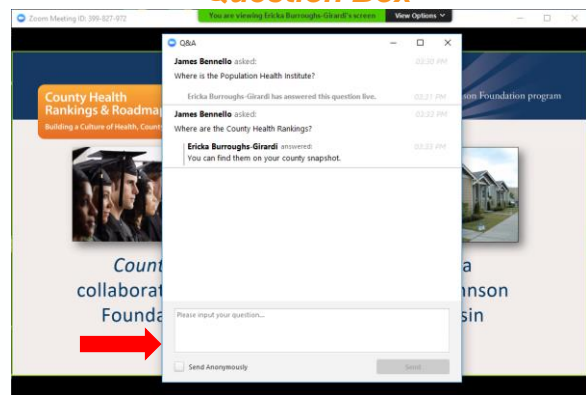
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ASKING A QUESTION IN ZOOM WEBINAR

Viewer Window



Question Box



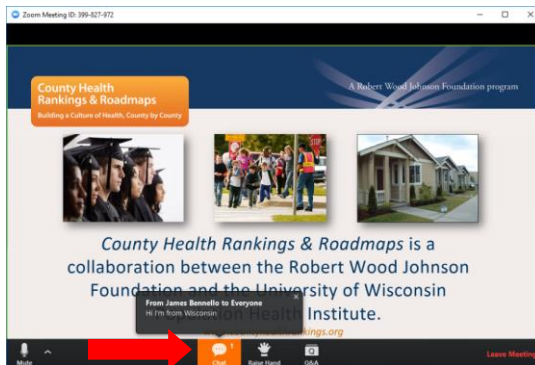
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CHATTING IN ZOOM WEBINAR

Viewer Window



Chat Box



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ROADMAP FOR TODAY

- ▶ Framing the issue
- ▶ Exploration and Learning: Monadnock Living Wage Campaign
- ▶ Question & Answers
- ▶ Wrap-up and Next Steps



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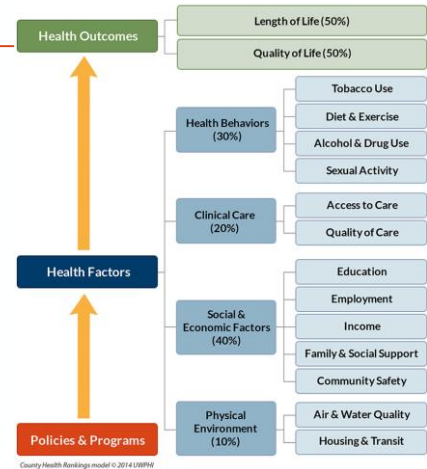
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WHO ARE WE?

County Health Rankings & Roadmaps

- ▶ A collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.
- ▶ Rank the health of nearly every county in every state.
- ▶ Provide resources to assist communities in moving from data to actionable steps to create opportunities for health.

The County Health Rankings Model of Population Health



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WHO ARE WE?



The Monadnock Region aims to be the healthiest community in the nation.



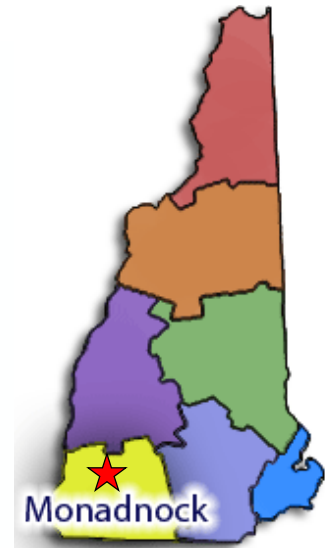
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- ▶ Total population: 107, 000 (33 towns)
- ▶ Median household income: \$54,742
- ▶ 29.1% of households have incomes
- ▶ Less than \$25,000/year
- ▶ 50% of residents at or below 300% FPL
- ▶ 24% of residents make \$15/hr or less
- ▶ 62% adults: overweight & obese
- ▶ Cardiovascular disease is the leading cause of death



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GUIDING QUESTION:

As we discuss economic development and Living Wage and its influence on health, how can you use these tools, strategies and stories to understand and improve your own community?

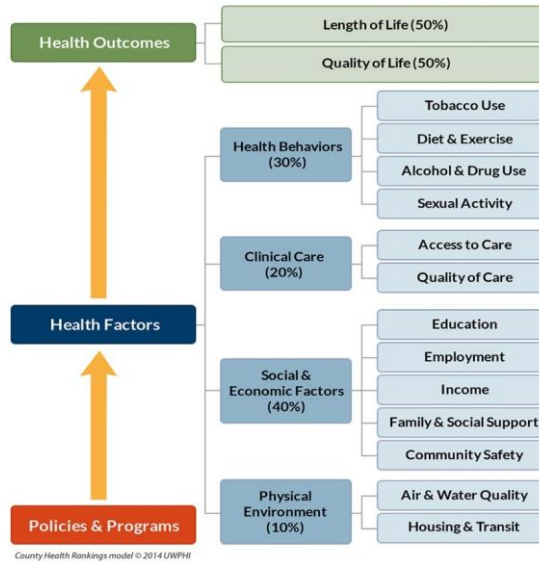
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County Health Rankings:

Defining health in the broadest possible terms



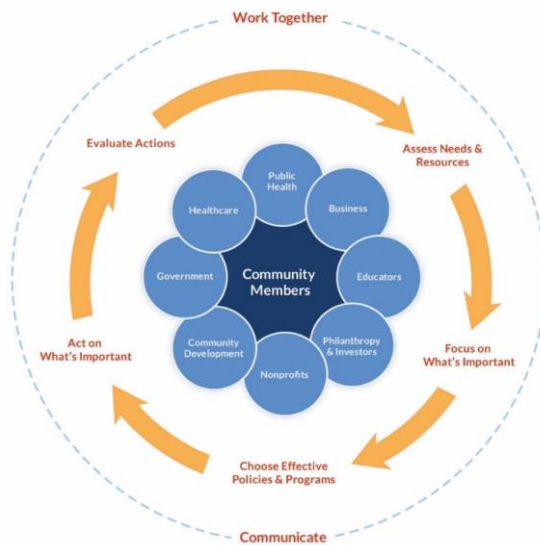
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Roadmaps to Health:

Harnessing the collective power of leaders, partners & community



WHAT WORKS FOR HEALTH: A MENU OF IDEAS

- ▶ Evidence rating
- ▶ Description
- ▶ Expected Beneficial Outcomes
- ▶ Disparity rating
- ▶ Implementation examples
- ▶ Implementation resources



What Works for Health

Explore programs and policies that work!

STRATEGIES THAT CAN HELP INCREASE EMPLOYMENT & INCOME

Employment

- ▶ Adult vocational training
- ▶ Flexible Scheduling
- ▶ Summer Work Program

Income

- ▶ Living wage
- ▶ Childcare subsidies
- ▶ Minimum Wage Increases

For evidence ratings, literature summaries & examples, see:
www.countyhealthrankings.org/whatworks

Content as of 10/30/2017

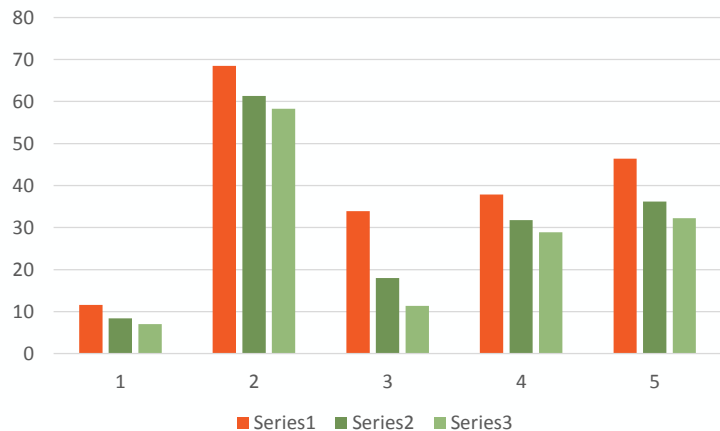
HOW MIGHT INCOME IMPACT HEALTH

▶ **Lower income is correlated to:**

- Poorer quality food and housing
- Lower quality childcare
- Less reliable transportation
- Less access to quality healthcare
- Fewer educational opportunities
- INCREASED SOCIAL AND FINANCIAL STRESS!!!!!!



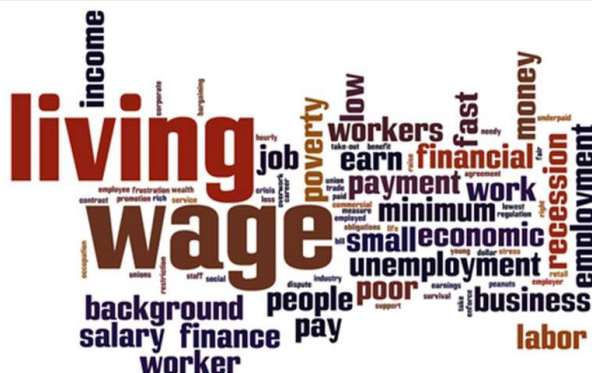
Health Factors by Income in Cheshire, NH



CHESHIRE COUNTY HEALTH DISPARITIES BY INCOME

What do you find most pressing when you think about the intersection of economic development and health?

HEALTH CONVERSATIONS SPARK LIVING WAGE CAMPAIGN



<https://www.monadnocklivingwage.org/>

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MONADNOCK LIVING WAGE COALITION



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MLWC GOAL AND KEY ACTIVITIES

Goal:

- ▶ Develop and implement a plan and organizational structure for the launch of a living wage campaign

Activities:

- ▶ Create the business “case for support”
- ▶ Identify and align resources, allies and influencers
- ▶ Launch microburst campaign of “early adopters”



WHAT IS A LIVING WAGE?

- ▶ Monadnock Living Wage Coalition's Definition:
 - Hourly earnings that an individual would require in order to maintain a safe and decent standard of living (modest but adequate)



ACCOMPLISHMENTS AND IMPACT

- ▶ Campaign launched, May 2016
- ▶ Seven employers sign on
- ▶ Coalition created
- ▶ Communications plan developed
- ▶ Brand and web site launched



LESSONS LEARNED

- ▶ Early adopters motivated to “do the right thing”
- ▶ Increasing base wage creates wage compression
- ▶ Strong business case needed
- ▶ Many employers fear living wages will lead to minimum wage legislation

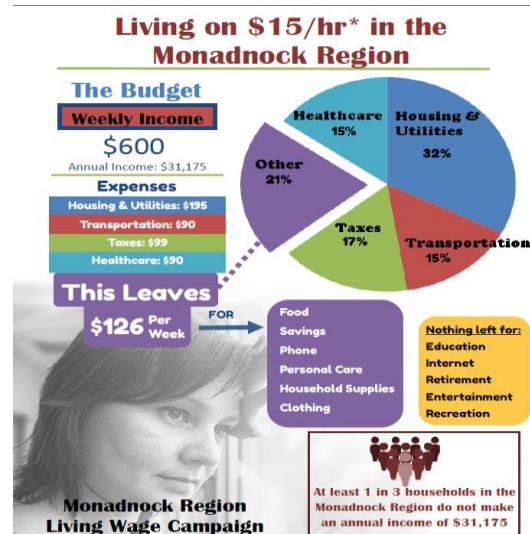


CURRENT ACTION AND NEXT STEPS

- ▶ Increase education and awareness as part of overall communications plan
- ▶ Leverage resources to provide leadership to MLWC and Campaign
- ▶ Engage and support new interested employers
- ▶ Leverage state and local resources
- ▶ Build state-wide capacity



Monadnock Living Wage



GUIDING PRINCIPLES

We Agree

- ▶ current thresholds underestimate cost of living
- ▶ income and health outcomes are related
- ▶ our process is the start of a dialogue
- ▶ this is a process, not a commitment
- ▶ the process is justifiable and reasonable
- ▶ to calculate for a single female (35) and single female (35) with child (4) working 2080 hours/year, 40 hours/week
- ▶ to a definition of “living wage”
- ▶ to listing as participants
- ▶ to data that is as local as possible



LIVING WAGE CALCULATOR RESULTS

Calculator	Living Wage (annual)	Living Wage (hourly)
MIT	\$22,339	\$10.74
Northhampton	\$27,414	\$13.18
MLWWG	\$31,175	\$15.00



LIVING WAGE MONADNOCK WEBSITE & CALCULATOR



<https://www.monadnocklivingwage.org/>

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Facilitated by:

Ericka Burroughs-Girardi

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DISCUSSION GROUP: ECONOMIC DEVELOPMENT, LIVING WAGE AND HEALTH

- ▶ **When:** November 14 from 3-4 PM ET
- ▶ **Why:** deepen the webinar learning, allow further exploration
- ▶ **What:** interactive learning experience, opportunity to share ideas and ask questions
- ▶ **How:** videoconference and/or phone
- ▶ **Who:** YOU! (Space is limited)



STAYING CONNECTED

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