Improving Health Equity Through Rural Economic Development

A County Health Rankings & Roadmaps Webinar

countyhealthrankings.org
YOUR FACILITATORS

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YOUR PRESENTERS FROM KLAMATH COUNTY, OR

Jennifer Little, MPH
Klamath County Public Health Department

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Healthy Klamath Coalition
LEARNING OUTCOMES FOR TODAY

Apply a community development mindset to health improvement work.

Examine economic development strategies and application to your community.

Identify guidance to assist in moving your work into additional action to improve health and equity.

JOIN US FOR MORE DISCUSSION – TODAY!

- **When:** Immediately following the webinar
- **What:** Interactive learning experience, opportunity to share ideas and ask questions
- **How:** Videoconference and/or phone via Zoom
- **Why:** Deepen the webinar learning, allow further exploration

Webinar Discussion Group
WHY WE DO WHAT WE DO
Improve Health Outcomes

WHY WE DO WHAT WE DO
Increase Health Equity
EQUITY AT THE COMMUNITY LEVEL

WHAT DOES ECONOMIC DEVELOPMENT HAVE TO DO WITH HEALTH AND HEALTH EQUITY?

LET’S HEAR FROM YOU...

What economic and community development priorities are present in your community?

THE COMMUNITY DEVELOPMENT APPROACH

Starts with:

- A clear vision for neighborhood improvement
- Community engagement and cross-sector collaboration and expertise
- Access to affordable financing for local investment
COMMUNITY DEVELOPMENT IS ABOUT

- Housing
- Schools
- Grocery stores
- Early childhood centers
- Health clinics
- Recreation centers
- Commercial strips
- Cultural facilities

COMMUNITY DEVELOPMENT IS ALSO ABOUT

- Good health outcomes
- Academic performance
- Healthy eating
- Mental Health and spiritual well-being
- Economic well-being
- Community safety
- Active lifestyles
- Job training and security
WHY IS THIS IMPORTANT TO US?

A Glimpse at Klamath County
KLAMATH WORKS

COMMUNITY HEALTH WORKER PROGRAM

692 People actively engaged
9,938 home visits, office visits, and phone calls
1,842 RIDES provided to people in need of healthy locations
<table>
<thead>
<tr>
<th>Food insecurity rate</th>
<th>Number of food insecure individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Klamath</td>
<td>21.1%</td>
</tr>
<tr>
<td>Lake</td>
<td>19.3%</td>
</tr>
<tr>
<td>Oregon</td>
<td>18.8%</td>
</tr>
</tbody>
</table>

**FOOD SYSTEM**

![Klamath Farmer's Online Marketplace](image1)

![Klamath Farmer's Online Marketplace](image2)
BUILT ENVIRONMENT

HEALTHY KLAMATH

The Healthy Klamath Coalition is a multi-sector partnership established to guide community health improvement efforts in Klamath County, Oregon. The community mobilized in 2012, forming the coalition in response to consistently low rankings in the annual Robert Wood Johnson Foundation (RWJF) County Health Rankings. Over the past seven years, dedicated community members, leaders, and organizations have launched numerous initiatives, programs, and policy changes to address the health factors contributing to poor health outcomes in Klamath County. Passionate community leaders and community members are working together to find innovative solutions to address the health issues where we live, learn, work, and play. This momentum is helping build a culture of health in Klamath County.
**WWFH - EVIDENCED-BASED SOLUTIONS**

- Community Development Block Grants (CDBGs)
- Transitional Jobs
- Zoning regulations for land use policy

**POLL**

- What other resources on the County Health Rankings & Roadmaps website are you using? Select as many as apply.
  - County snapshot
  - State reports
  - Meeting with Action Learning Coaches
  - Action Center
  - Partner Center
  - Action Learning Guides
  - Webinar recording and resource guides
  - RWJF Culture of Health Prize stories
  - Communities in Action stories
HIGHLIGHTED GUIDANCE: ACTION LEARNING GUIDES

‣ Self-directed learning on specific topics
‣ Blend guidance, tools, and activities for hands-on practice and reflection
‣ Topics include:
  – Introduction to Equity
  – Partnering With Residents
  – Getting Started With Policy Change

WANT A THOUGHT PARTNER? CONSIDER ACTION LEARNING COACHES

‣ Help strengthen community efforts through online guidance and virtual learning opportunities.
‣ Connect with a coach via the Contact Us form.

TIP: You can find the Contact Us button at the bottom of our website, no matter where you are on the site.
KEY TAKE-AWAYS

‣ Economic and community development priorities can be selected to improve health.

‣ Benefits and reductions in costs from one policy or program can create space for other investments in the community.

‣ Multi-sector partnerships are vital to economic and community development and improving health outcomes.

WE WANT TO HEAR FROM YOU!

Click the link to answer a few questions about today’s webinar
QUESTIONS?

2020 RWJF CULTURE OF HEALTH PRIZE CALL FOR APPLICATIONS

The RWJF Culture of Health Prize honors and elevates U.S. communities working at the forefront of advancing health, opportunity, and equity for all. Is your community giving all residents a chance to thrive?

Visit rwjf.org/prize to:

- Learn more about the Prize
- Register for an informational webinar about the application process on September 24, 3-4pm ET
- Explore stories from previous Prize winners
- Start an application
STAY CONNECTED

- Facebook.com/CountyHealthRankings
- Follow @CHRankings
- Sign up for our newsletter CountyHealthRankings.org/subscribe

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THANK YOU!
Visit us at www.countyhealthrankings.org