

**County Health  
Rankings & Roadmaps**

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

## ***USING THE RANKINGS DATA: ON BEYOND YOUR COUNTY SNAPSHOT!***



**Jan O'Neill**  
Community Coach



**Karen Odegaard**  
Community Coach

September 20, 2016

[www.countyhealthrankings.org](http://www.countyhealthrankings.org)



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



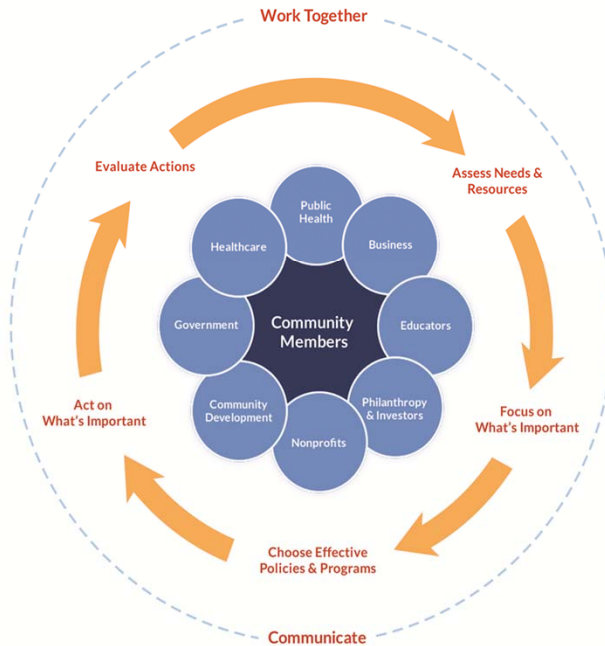
*County Health Rankings & Roadmaps* is a  
collaboration between the Robert Wood Johnson  
Foundation and the University of Wisconsin  
Population Health Institute.

[www.countyhealthrankings.org](http://www.countyhealthrankings.org)

## COUNTY SNAPSHOTS ARE A STARTING POINT



3



4

## County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

The screenshot shows the homepage of the County Health Rankings & Roadmaps website. At the top, there is a navigation bar with the following items: HEALTH RANKINGS, ROADMAPS TO HEALTH, RESOURCES, and MORE. A search bar is located on the right side of the navigation bar. Below the navigation bar, there are two main sections. The left section is titled "HOW HEALTHY IS YOUR COMMUNITY?" and features a map of the United States with a text box that says "Choose a state or search below to begin". Below the map, there are two search options: "Find your community" with a search bar and a "SEARCH" button, and "See what affects health" with two dropdown menus for "Select a Measure" and "Select your State", and a "GO" button. The right section is titled "HOW CAN ROADMAPS TO HEALTH HELP YOU?" and features two sub-sections. The top sub-section has a photo of a person with their arms raised and a text box that says "GET STEP-BY-STEP GUIDANCE FROM THE ACTION CENTER". The bottom sub-section has a photo of a city street and a text box that says "LEARN MORE".

## GUIDING QUESTION

How can we make the best use of the data available on the *County Health Rankings* site?

5

## County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

The screenshot shows a different page on the County Health Rankings & Roadmaps website. At the top, there is a navigation bar with the following items: HEALTH RANKINGS, ROADMAPS TO HEALTH, RESOURCES, and MORE. A search bar is located on the right side of the navigation bar. Below the navigation bar, there is a section titled "The County Health Rankings models and measures". This section contains three main items: "Our Approach" with a sub-heading "The County Health Rankings model of population health" and a small image of a chart; "Ranking Methods" with a sub-heading "Measuring Progress" and a link "Using the Rankings Data" circled in red; and "Explore the Rankings Data" with two links: "Find your State or County" and "Download Full Data Sets". Below this section, there is a map of the United States with a text box that says "Choose a state or search below to begin". To the right of the map, there is a list of state abbreviations: VT, MA, RI, CT, NJ, DE, MD, DC. To the right of the map, there is a photo of a person with their arms raised and a text box that says "GET STEP-BY-STEP GUIDANCE FROM THE ACTION CENTER".

6

Using the Rankings Data

Communities Using the Rankings Data

Exploring the Data

Making Use of Your Snapshot

Digging Deeper

Broaden Your View

Visualize the Data

Finding More Data

## Using the Rankings Data

The *County Health Rankings* provide a snapshot of a community's health and a starting point for investigating and discussing ways to improve health. This guide will help you find and understand the data in this site and beyond as you begin to assess your needs and resources and focus on what's important. The guide includes seven sections:

- **Communities Using the Rankings Data** -- introduces the many ways communities are using the *Rankings*.
- **Exploring the Data** -- helps you get the most out of the *Rankings* and the wealth of underlying data.
- **Making Use of Your Snapshot** -- helps you navigate the information in your county's snapshot and identify key areas where you may wish to look for additional data.
- **Digging Deeper** -- helps you think through what other information would help you further understand the health of your community.
- **Broaden Your View** -- helps you widen your focus beyond the specific measures included in the *Rankings*.
- **Visualize the Data** -- provides links to resources to help you visualize where the assets and weaknesses are in your community.
- **Finding More Data** -- directs you to additional national and state data sources.

## USING THE RANKINGS DATA

## COMMUNITIES USING RANKINGS DATA



## EXPLORING THE DATA



- Understanding your county snapshot
- Additional measures
- Going deeper into each measure
- Comparing counties
- Downloading & printing your data

## MAKING USE OF YOUR SNAPSHOT

Dane (DA)

Show areas to explore  Show areas of strength

County Demographics +

	Dane County	Trend	Error Margin	Top U.S. Performers	Wisconsin	Rank (of 72)
<b>Health Outcomes</b>						<b>11</b>
<b>Length of Life</b>						10
Premature death	4,900		4,600-5,100	5,200	6,000	
<b>Quality of Life</b>						28
Poor or fair health	11%		11-12%	12%	15%	
Poor physical health days	3.2		3.1-3.4	2.9	3.7	
Poor mental health days	3.3		3.1-3.4	2.8	3.7	
Low birthweight	6%		6-7%	6%	7%	

### Example Questions ...

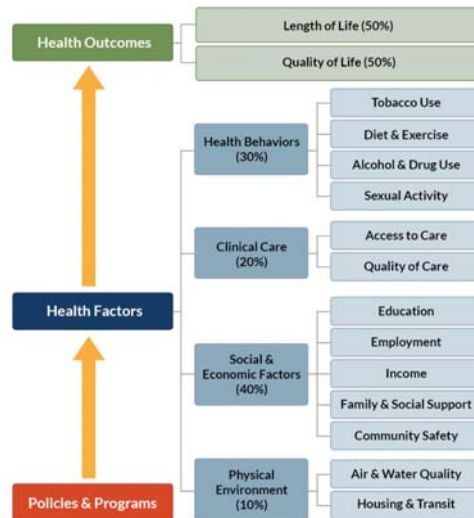
- Which of your county's health outcomes and factors have the best ranks?
- Which of your health factors have the best and worst ranks?
- Which of the measures in your county's snapshot are better than the state average?

## DIGGING DEEPER

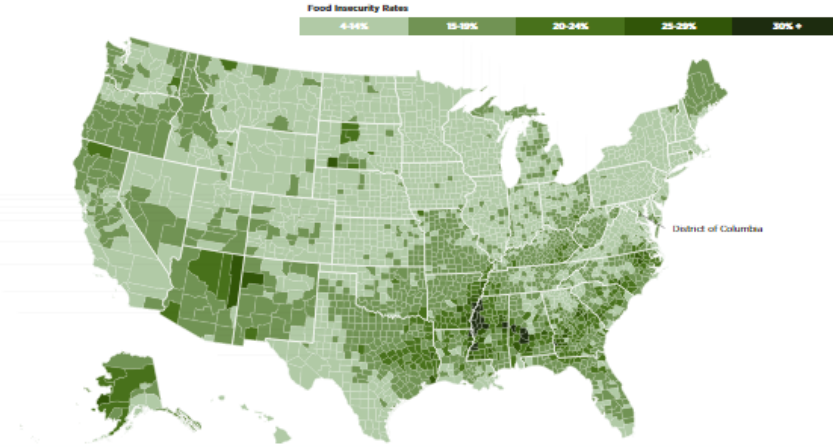
Differences Among Population Groups	Differences by Locale/Neighborhood
<ul style="list-style-type: none"> <li>Does this measure differ across age groups?</li> <li>How does this measure vary among racial or ethnic groups?</li> <li>How does this measure vary across groups with different socioeconomic characteristics?</li> </ul>	<ul style="list-style-type: none"> <li>Are there specific ZIP codes, neighborhoods, or school districts where the measure indicates a localized problem or opportunity?</li> </ul>

## BROADEN YOUR VIEW

- What are the leading causes of death in your community?
- What types of physical and mental diseases are the most common in your community? Which types of diseases are people being hospitalized for?
- What local or state policies are in place regarding second hand smoke?
- How healthy are the lunches prepared in schools?



## VISUALIZE THE DATA



## FINDING MORE DATA

### Wisconsin

#### Data Sources

These data sources provide information for communities looking for more local data. These sources provide either unique, local data; more information on demographic breakdowns (e.g., age, sex, race/ethnicity); or data for sub-county geographic units (e.g., cities, zipcodes or school districts).

#### Wisconsin Data Sources

Name	Description	Breakdown
<a href="#">Healthiest Wisconsin 2020 Baseline and Health Disparities Report</a>	This report provides baseline data for the health focus areas in <i>Healthiest Wisconsin 2020</i> . It also provides information to document a range of health disparities found for some of the populations and communities in Wisconsin.	Demographic
<a href="#">Wisconsin Bureau of Communicable Diseases and Emergency Response</a>	The Wisconsin Bureau of Communicable Diseases and Emergency Response provides data on HIV/AIDS and other sexually transmitted diseases.	Demographic
<a href="#">Wisconsin Crash Outcome Data Evaluation System</a>	This site provides various data on motor and other vehicle crashes at the city, county, and state level.	Sub-County



## QUESTIONS

15



## WEBINARS

Register for upcoming webinars and find recordings at

[www.countyhealthrankings.org/webinars](http://www.countyhealthrankings.org/webinars)

16



## 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?



17

## THANK YOU!

[www.countyhealthrankings.org](http://www.countyhealthrankings.org)

University of Wisconsin Population Health Institute  
Madison, WI

[match-info@match.wisc.edu](mailto:match-info@match.wisc.edu)

(608) 265-8240

18