

MAKING THE MOST OF THE 2019 COUNTY HEALTH RANKINGS

*Using Data, Evidence, Guidance and Stories to build
healthy communities*

countyhealthrankings.org



Support
provided by

Robert Wood Johnson
Foundation



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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 PRESENTERS AND FACILITATOR



Karen Odegaard
Action Learning Coach



Amanda Jovaag
Rankings Team Director



Kate Konkle
*Team Director for
Community Learning*

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LEARNING OUTCOMES FOR TODAY

- ▶ New features and resources in the 2019 County Health Rankings.
- ▶ Tips for using featured tools and resources.
- ▶ How to leverage the Rankings release to spur action in your community

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JOIN US FOR MORE QUESTIONS AND DISCUSSION

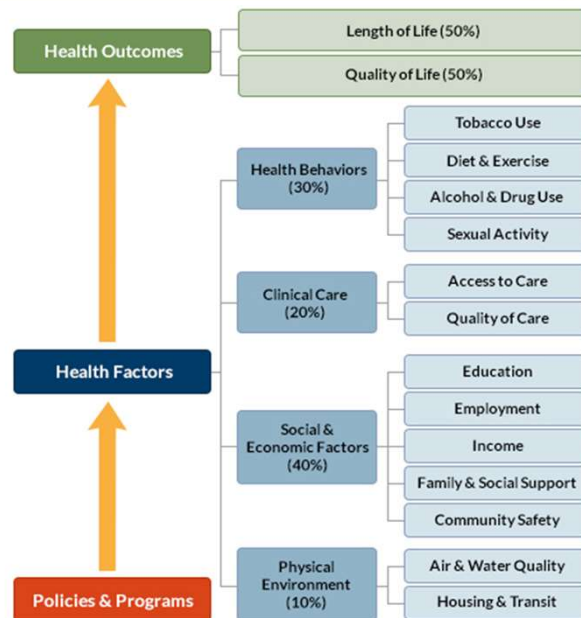
- ▶ **When:** Immediately following the webinar
- ▶ **What:** Interactive learning experience, opportunity to share ideas and ask questions
- ▶ **How:** Videoconference and/or phone via Zoom
- ▶ **Why:** Deepen the webinar learning, allow further exploration



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RANKED MEASURES

Length of life (1)
Quality of life (4)

Smoking (1)
Diet & Exercise (4)
Alcohol & Drug Use (2)
Sexual Activity (2)

Access to Care (4)
Quality of Care (3)

Education (2)
Income (2)
Employment (1)
Family and Social Support (2)
Community Safety (2)

Air and Water Quality (2)
Housing and Transit (3)

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MAJOR DATA SOURCES

- ▶ Behavioral Risk Factor Surveillance System (BRFSS)
- ▶ American Community Survey, 5-year estimates
- ▶ CDC Diabetes Interactive Atlas
- ▶ CDC WONDER
- ▶ Comprehensive Housing Affordability Strategy (CHAS) data
- ▶ County Business Patterns
- ▶ CMS, National Provider Identification (NPI)
- ▶ CMS, Mapping Medicare Disparities Tool
- ▶ Fatality Analysis Reporting System (FARS)
- ▶ Uniform Crime Reporting
- ▶ Area Health Resource File
- ▶ Map the Meal Gap
- ▶ Business Analyst, Delorme map data, ESRI and US Census Tigerline Files
- ▶ National Center for Health Statistics (NCHS)
- ▶ National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
- ▶ Safe Drinking Water Information System
- ▶ Small Area Health Insurance Estimates
- ▶ Small Area Income and Poverty Estimates
- ▶ Food Environment Atlas
- ▶ U.S. Department of Education (EDFacts)

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RANKINGS METHODS



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GETTING THE MOST OUT OF YOUR RANKINGS SNAPSHOT

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WHICH SNAPSHOT FEATURES WILL YOU USE THIS YEAR?

- ▶ Trend graphs
- ▶ Causes of death
- ▶ Disaggregated Data
- ▶ Policies and programs
- ▶ Additional measures
- ▶ Spanish translation



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WHAT'S NEW IN THE 2019 RANKINGS

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NEW RANKED MEASURES

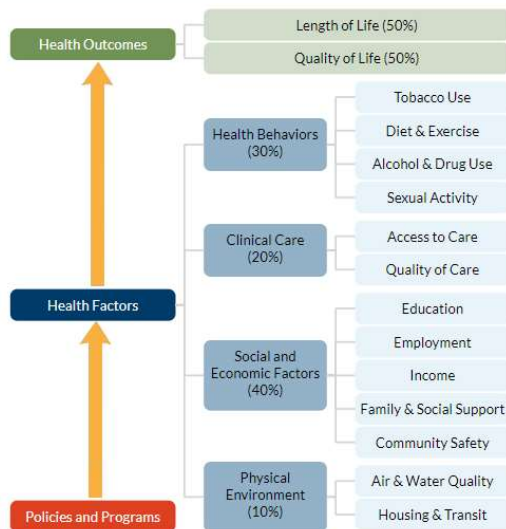
- ▶ Quality of Care
- ▶ Mapping Medicare Disparities
 - Preventable Hospital Stays
 - Mammography Screening
 - Flu vaccinations

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NEW ADDITIONAL MEASURES

- ▶ Life Expectancy
- ▶ Severe Housing Cost Burdens
- ▶ Homeownership
- ▶ Disconnected Youth (redefined)

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Exploring the County Health Rankings Model

By ranking the health of nearly every county in the nation, the County Health Rankings help communities understand what influences how healthy residents are and how long they will live. These comparisons among counties provide context and demonstrate that where you live, and many other factors including race/ethnicity, can deeply impact your ability to live a healthy life. The Rankings not only provide this snapshot of your county's health, but also are used to drive conversations and action to address the health challenges and gaps highlighted in these findings.

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THE 2019 STATE REPORTS

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STATE REPORT HIGHLIGHTS

- ▶ What health equity is and why it matters
- ▶ Differences in health outcomes within the state by place and racial/ethnic groups
- ▶ Differences in health factors within the state by place and racial/ethnic groups
- ▶ What communities can do to create opportunity and health for all



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WHAT DO WE MEAN BY HEALTH EQUITY?

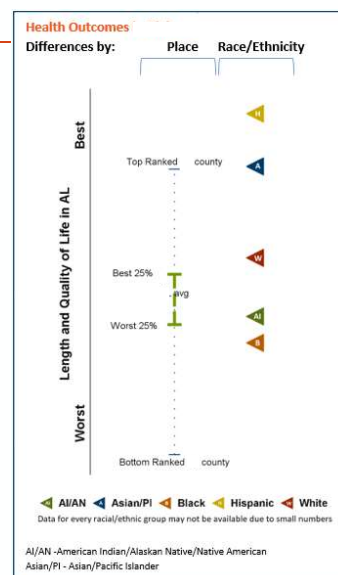
HEALTH EQUITY means that everyone has a fair and just opportunity to be as healthy as possible.

This requires removing obstacles to health such as poverty and discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.

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HEALTH OUTCOMES

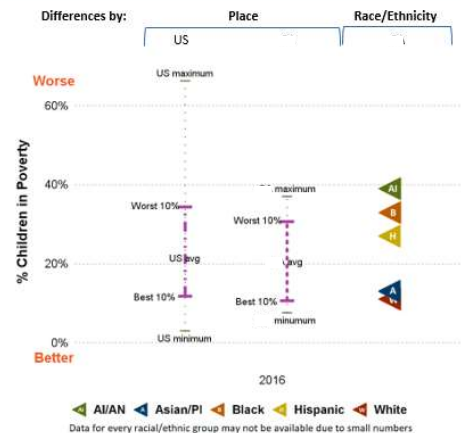
Length and quality of life vary not only based on where we live, but also by our racial & ethnic background.



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SOCIAL AND ECONOMIC FACTORS

Opportunity gaps by race *AND* by place *BOTH* need to be addressed when working to improve community health



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QUESTIONS TO CONSIDER

- ▶ What differences do you see among counties in your state?
- ▶ What differences do you see by racial/ethnic groups in your state?
- ▶ How do counties in your state compare to all US counties?
- ▶ What patterns do you see? For example, do some racial/ethnic groups fare better or worse across measures?
- ▶ What can we do to improve health in my county?

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Questions?

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LEVERAGING THE RANKINGS (AND OTHER RESOURCES) FOR ACTION

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COUNTY HEALTH RANKINGS: A CALL TO ACTION

- ▶ Use the media to get your story out
- ▶ Connect with new or existing partners
- ▶ Engage the community in conversation



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STEP 1: IDENTIFY YOUR AUDIENCE

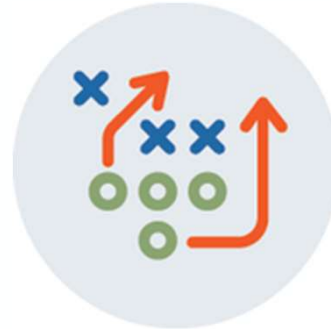
- ▶ Who needs to hear your message?
- ▶ Consider:
 - Partners
 - Potential Partners
 - Decision-makers
 - Influencers



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STEP 2: SET YOUR PURPOSE

- ▶ What is your call to action?
- ▶ Do you want to:
 - Share knowledge
 - Encourage action
 - Celebrate



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STEP 3: DEVELOP YOUR MESSAGE

- ▶ Tell the story you want to tell
- ▶ Focus on action and assets
- ▶ Include a call to action
- ▶ Rally the community
- ▶ Highlight solutions




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FOCUS ON EQUITY

Digging deeper:

- ▶ Who isn't thriving?
- ▶ Who doesn't have the same opportunities for good health?
- ▶ What differences are there by race?
By place?

Children in poverty	10%		8-12%
% Children in Poverty	10%		
% Children in Poverty (Black)	46%		
% Children in Poverty (Hispanic)	36%		
% Children in Poverty (White)	5%		

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STEP 4: DELIVER YOUR MESSAGE

- ▶ How will you deliver your message?
- ▶ Connect with the media
 - Press Release
 - Letters to the Editor and Op-eds
 - Social media



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STEP 4: DELIVER YOUR MESSAGE

- ▶ Host a Community Meeting
- ▶ Meeting presentations
- ▶ Legislative events
- ▶ One-on-one conversations



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4 STEPS TO USE THE RANKINGS AS A CALL TO ACTION

1. Identify Your Audience
2. Set Your Purpose
3. Develop Your Message
4. Deliver Your Message



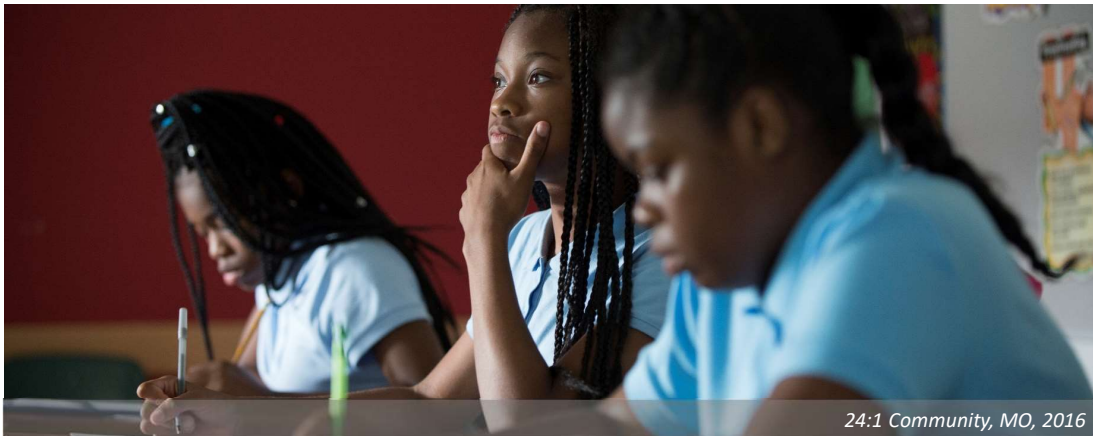
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CHAT: WHO WILL YOU REACH OUT TO THIS YEAR?

- ▶ Who needs to hear your message?
- ▶ Consider:
 - Partners
 - Potential Partners
 - Decision-makers
 - Influencers



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WE WANT TO HEAR FROM YOU!

Click the link to answer a few questions about today's webinar

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Questions?

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JOIN US FOR MORE DISCUSSION

- ▶ **Have more questions about data?** Join Amanda and Kate to continue the discussion about the data resources.
- ▶ **Have more questions about using the Rankings to engage your community or working with the media?** Join Karen and Anne to continue the discussion about the Rankings as a communications tool.
- ▶ **Questions about both?** No problem, join either room.



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UPCOMING WEBINAR

One Community's Path to Creating Healthy and Equitable Opportunities

Webinar short description

Tuesday, March 12 | 3:00 – 4:00 pm ET

Register at:

countyhealthrankings.org/webinars



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Brownsville, TX 2014

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