

# POLICIES & PROGRAMS TO HELP BUILD A CULTURE OF HEALTH

[countyhealthrankings.org](http://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 FACILITATOR AND PRESENTERS



**Attica Scott**  
Community Coach  
County Health  
Rankings & Roadmaps



**Maggie Adams**  
Program Manager  
Mothering  
Asheville:  
Community  
Centered Health  
Home



**Cindy McMillan**  
Trained Birth Doula  
Sistas Caring 4 Sistas:  
Doulas for Social Justice



**Michele Connelly**  
Executive Director  
United Way of West  
Central Mississippi

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## JOIN US FOR MORE 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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## LEARNING OUTCOMES FOR TODAY

- ▶ Understand what we do and why we do it
- ▶ Hear from two Culture of Health Prize winning communities
- ▶ Act on what's important using policies and programs



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## WHY WE DO WHAT WE DO

Improve Health Outcomes

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## WHY WE DO WHAT WE DO

Increase Health Equity

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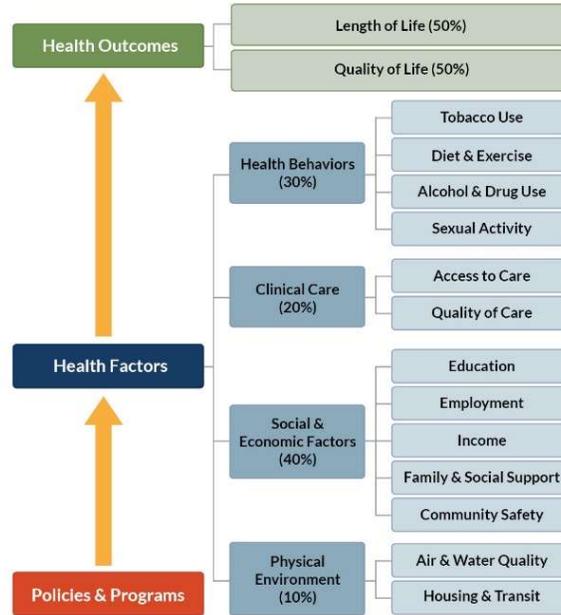
## POLL:

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What challenges or concerns do you have about implementing policy change?

- 1) Choosing effective policies
- 2) Working with changemakers
- 3) Launching an effective advocacy campaign

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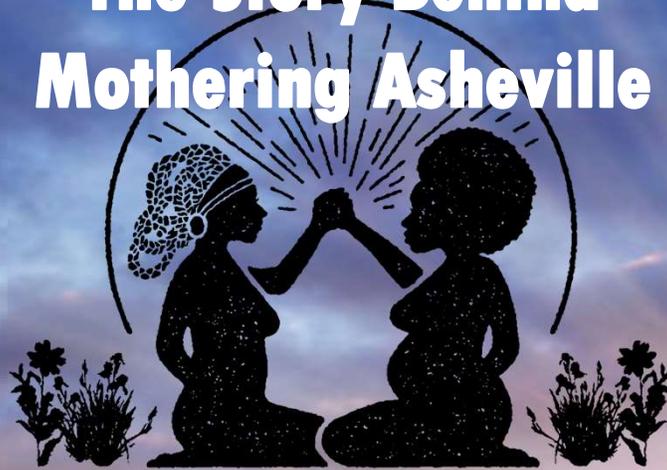


County Health Rankings model © 2016 UNPHH

## HOW WE SUPPORT COMMUNITIES



# The Story Behind Mothering Asheville



**SISTAS CARING 4 SISTAS**  
DOULAS FOR SOCIAL JUSTICE

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*From Picnic  
Tables*



*To  
Pioneers*

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## Mothering Asheville Vision

By 2027, we plan to eliminate disparities in infant mortality in Buncombe County, changing the current 2015 data indicating that African-American babies die at 3.1 times the rate of White babies. To drive and sustain this change, we will engage community members and organizations, and health care providers and administrators to advocate for institutional policies that address institutional racism, implicit bias, access to care, and social determinants of health. In collaboration with community leaders, we will promote increased access to preventive services in community-based settings (particularly for African- American women of childbearing age) and create systemic change in the way that women in Asheville access and utilize care.

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## SHARE VIA CHAT:



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## HOW DID WE GO FROM.....

**Not being selected**



and what did we learn along the way?

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## 2018 CULTURE OF HEALTH PRIZE WHY WE WON!

- Downtown Revitalization
- Community Listening Sessions
- Improvements to Neighborhood Parks

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## 2018 CULTURE OF HEALTH PRIZE WHY WE WON!

- A New Sports Complex
- Making the Most of Our Resources
- Created an Economic Vision
- Increased Graduation Rate

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## DATA DRIVEN

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- ▶ County Health Rankings and Roadmaps
- ▶ Partnerships
- ▶ Graduation Rate
- ▶ Third Grade Reading Assessment
- ▶ Kindergarten Readiness Assessment
- ▶ Action

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## HOW TO TAKE ACTION: ACTION CENTER

### Steps to Move Your Community Forward

The steps below provide a path to help your community move with data to action. In each you will find key activities and suggested tools to guide your progress. Keep in mind: action isn't always linear. Revisit these steps to find the right resources when you need them.



- ▶ Step-by-step guidance and tools
- ▶ 7 Action Steps
- ▶ Key Activities and suggested tools to guide your progress

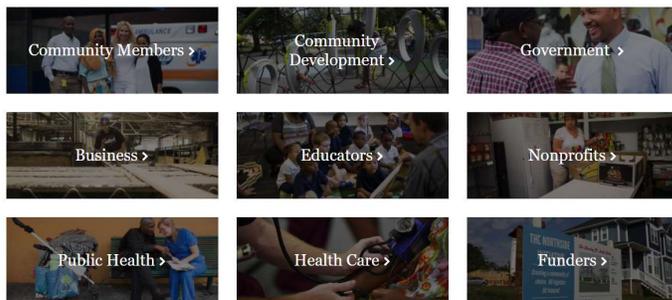
★ **TIP:** Set the Action Center as a favorite in your browser. Come back often to find the right resources when you need them.

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## WHO TO WORK WITH: PARTNER CENTER

### What roles do you play in your community? Who do you want to partner with?

Think about the people in your community who make positive changes happen. Call them leaders, changemakers, or stakeholders - these are the people with whom you want to partner. This section is all about joining with others to make lasting change in your community.



- ▶ Provides guidance around:
  - Why different sectors might care about creating healthy communities
  - What they can do
  - How to engage them

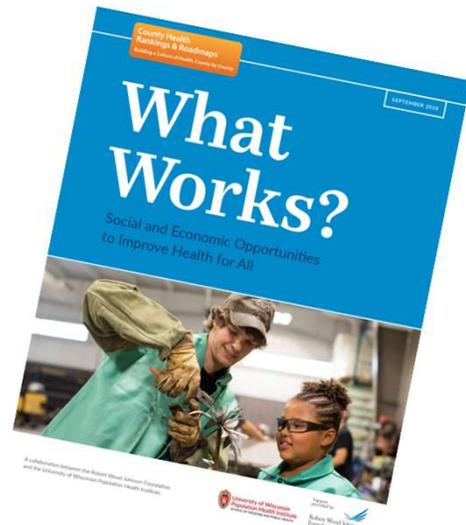
★ **TIP:** If you don't see yourself in any of the sectors listed in the Partner Center, start with Community Members.

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## WHAT WORKS: SOCIAL & ECONOMIC OPPORTUNITIES

Features specific strategies that

- ▶ Can improve social and economic opportunities and health for all.
- ▶ Are likely to reduce unfair differences in health outcomes are emphasized.



[www.countyhealthrankings.org/what-works-for-health](http://www.countyhealthrankings.org/what-works-for-health)

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## COMMUNITY 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.

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## KEY TAKEAWAYS

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- ▶ The Action Center answers the question: *How can we take action?*
- ▶ The Partner Center answers the question: *Who should we work with?*
- ▶ Our coaches can help you connect with any of the resources we talked about today.



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## QUESTIONS?

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## UPCOMING WEBINAR & LEARNING OPPORTUNITY

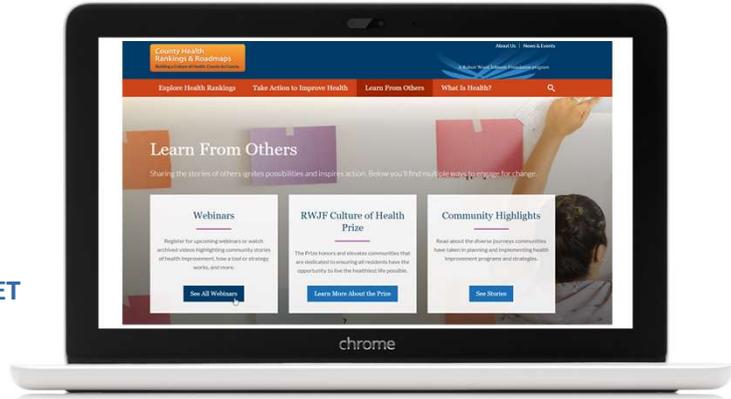
### Making the Most of the 2019 County Health Rankings Release

Get ready! On March 19, the County Health Rankings & Roadmaps will release the annual County Health Rankings. We want you to be ready to respond and take advantage of the attention.

Tuesday, February 26 | 3:00 – 4:00 pm ET

Register at:

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



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## DISCUSSION GROUP:

- ▶ **When:** Immediately following the webinar
- ▶ **What:** Interactive learning experience, opportunity to share ideas and ask questions
- ▶ **Why:** Deepen the webinar learning, allow further exploration
- ▶ **How:** videoconference [see the Chat link]
- ▶ **Who:** YOU! (Space is limited)



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## POLL:



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## STAY CONNECTED



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**County Health  
Rankings & Roadmaps**

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

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**THANK YOU!**



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