



TAKE ACTION: CHOOSE EFFECTIVE POLICIES & PROGRAMS IN-DEPTH



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July 30, 2013

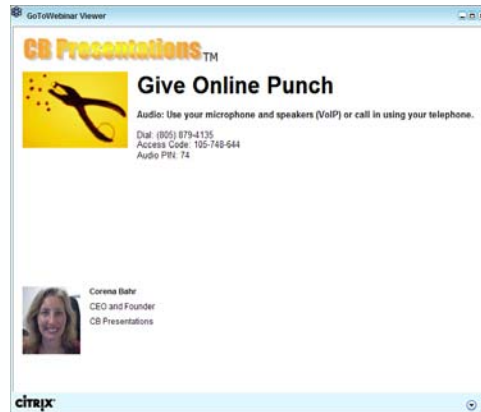


ACKNOWLEDGEMENTS

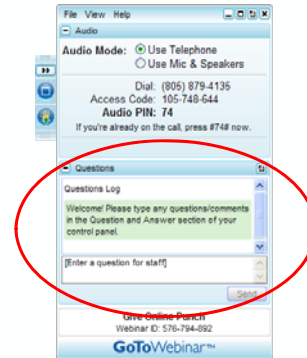
- ▶ Robert Wood Johnson Foundation
 - Including Abbey Cofsky, Paul Kuehnert, Michelle Larkin, Jim Marks, Joe Marx, Naima Wong
- ▶ Wisconsin *County Health Rankings & Roadmaps* Team
 - Including Bridget Catlin, Julie Willems Van Dijk, Patrick Remington, David Kindig, Angela Russell, Amanda Jovaag, Alison Bergum
- ▶ Our Partners
 - Including Burness Communications, Community Catalyst, United Way Worldwide, ASTHO, NACCHO, NNPHI, Dartmouth Institute, CDC, NCHS

GO TO WEBINAR ATTENDEE INTERFACE

1. Viewer Window



2. Control Panel



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OUTLINE

Welcome & Check-in

Choose Effective Policies & Programs Tool: Policy Advocacy
Choice Tool

Q & A

Wrap-Up & Check out

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SUCSESSES & CHALLENGES



County Health Rankings & Roadmaps
A Healthier Nation, County by County

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Explore *Rankings* Data

COMMUNITIES IN ACTION



Sarah Kile
Health Educator and Grant Writer
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POLICY ADVOCACY CHOICE TOOL



Two pieces:

- ▶ Policy Advocacy Choice Tool
- ▶ Policy Advocacy Choice Worksheet

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USING THE TOOL

- ▶ When should a community use this tool?
- ▶ Who should participate in the process?
- ▶ How long does the process take?



PRE-WORK

- ▶ Define change target
- ▶ Goal statement
- ▶ Policy options



Advocacy Analysis Worksheet

Community Value Analysis

Analyze options by measuring (with status quo as a comparison option) against core community values (choose from Equity/Fairness, Efficiency, Liberty/Freedom of Choice, and Security/Future).

Step 1: Number the values in prioritized order (1-4, with 1 being the highest priority) according to the strongest shared value in the community.

	Priority
Equity/Fairness	
Efficiency	
Liberty/Freedom of choice	
Security/Future	

Step 2: Indicate the top priority value. (Its scores will be doubled.)

Step 3: For each option, ask: How will this option affect the given value (Equity for example)? Will it positively impact Equity (more fair), negatively impact (less access, less fair) or can you not tell or it's a neutral/zero net gain of impact?

Step 4: Summarize responses.

	Priority	Status Quo	Option 1	Option 2	Option 3	Option 4
Equity/Fairness						
<i>Summary</i>						
Efficiency						
<i>Summary</i>						
Liberty/Freedom of choice						
<i>Summary</i>						
Security/Future						
<i>Summary</i>						
Community Value Analysis Totals		0	0	0	0	0

SUMMARY

Consider arguments for and against each option again, in terms of community values and review your totals, which option is the most beneficial in terms of community values?

COMMUNITY VALUES



Equity/Fairness



Efficiency



Security/Future



Liberty/Freedom of Choice



HEALTH IMPACT ANALYSIS

- ▶ Review literature and data sources
- ▶ Use your goal statement to measure options
- ▶ *What Works for Health* is a particularly useful tool



STAKEHOLDER ANALYSIS

- ▶ Public support
- ▶ Political Support
- ▶ Implementation Feasibility





QUESTIONS



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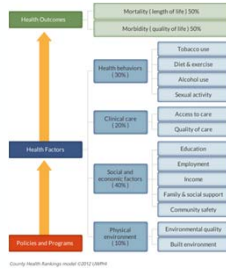
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Need Help?

Ready to take action, but not sure what to do next? Our team offers personalized, free help.

Contact us for help >

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Register for upcoming webinars and find recordings at
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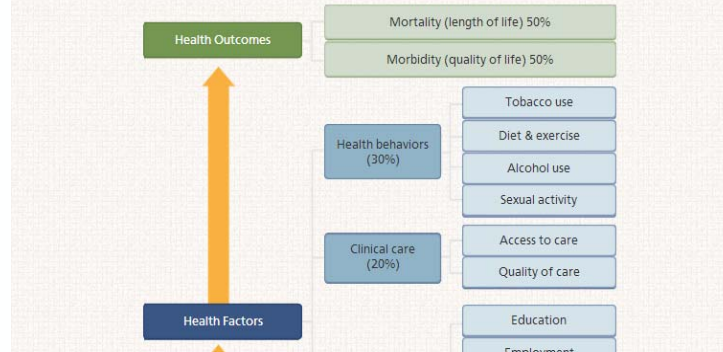


What Works For Health

What Works for Health provides communities with information to help select and implement evidence-informed policies, programs, and system changes that will improve the variety of factors we know affect health.

WANT TO LEARN MORE? - View our 4 minute [What Works for Health Tutorial](#).

To learn more about strategies that could work in your community, select a health factor of interest (the light blue boxes on the far right) in the model below.



www.countyhealthrankings.org/roadmaps/what-works-for-health