



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



Robert Wood Johnson Foundation

# ***COUNTY HEALTH RANKINGS & ROADMAPS***

## **2013 RANKINGS ROLLOUT**

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*Robert Wood Johnson Foundation*

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*University of Wisconsin Population Health Institute*

*March 15, 2013*



UNIVERSITY OF WISCONSIN

**Population Health Institute**

*Translating Research for Policy and Practice*



# OUTLINE

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RWJF Context 

*Rankings* Model and Measures

*Roadmaps To Health*

Messaging: Health Matters

Examples: Taking Action

Wrap-up and Q&A



**ROBERT WOOD JOHNSON FOUNDATION**

**40 YEARS OF IMPROVING HEALTH  
AND HEALTH CARE**



**Influences on Health: Broadening the Focus**



## WHY RANKINGS?

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- ▶ RWJF believes that much of health happens outside our hospitals, clinics or doctors' offices.
- ▶ If we're going to solve our most pressing health problems, we need to make changes in the environments where we live, work, learn and play.
- ▶ Our work with *County Health Rankings* drive our overall approach to improving community health.



# OUTLINE

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*Rankings Model and Measures* ←

*Roadmaps To Health*

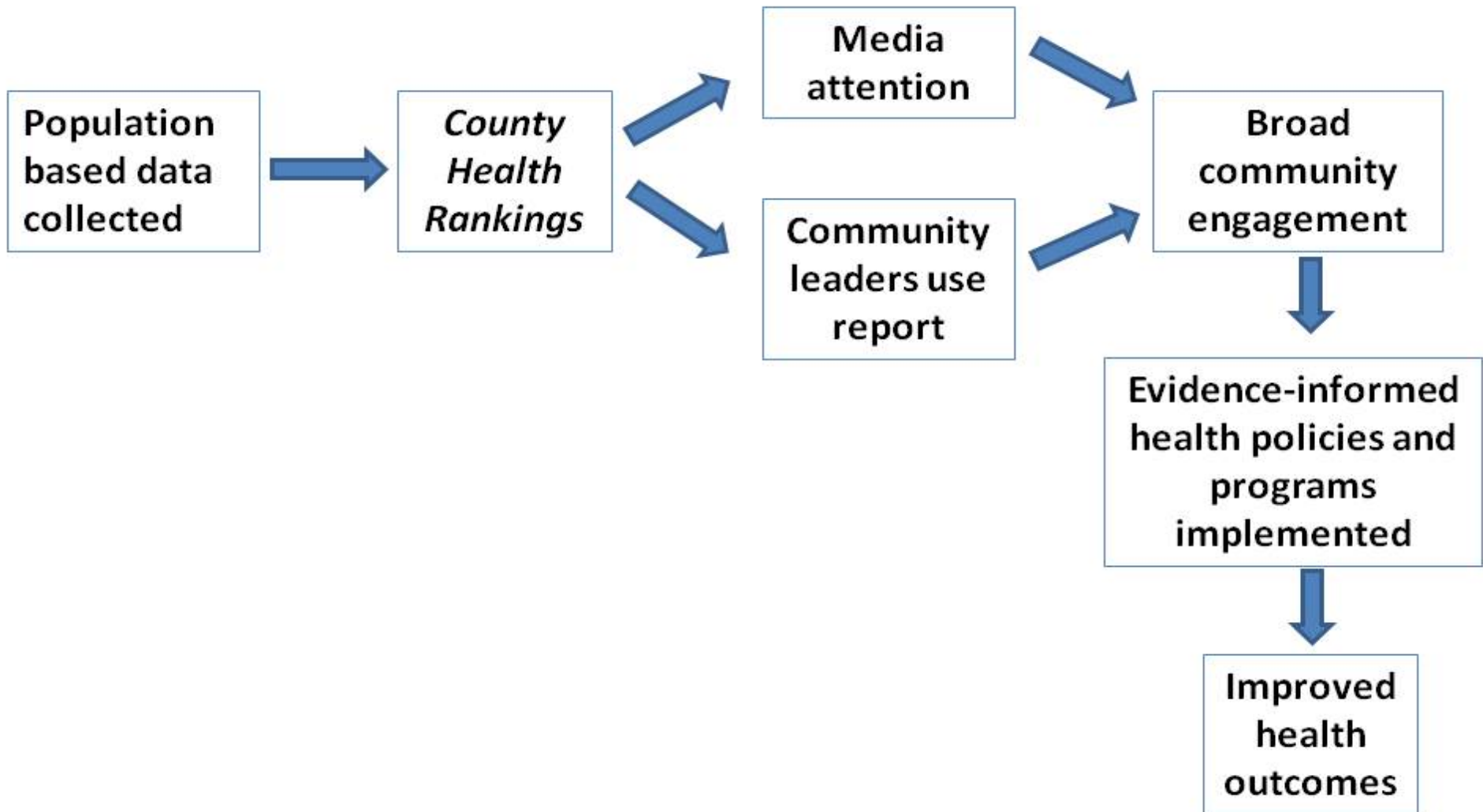
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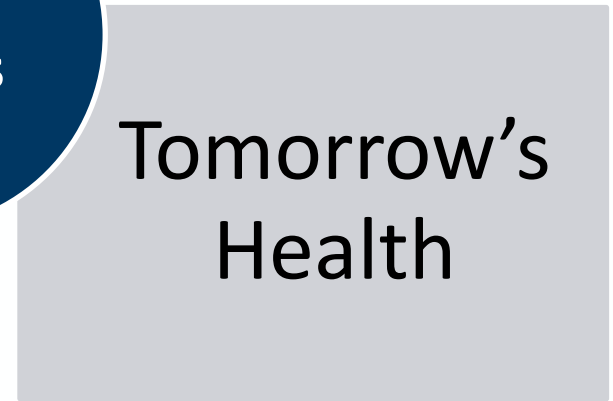
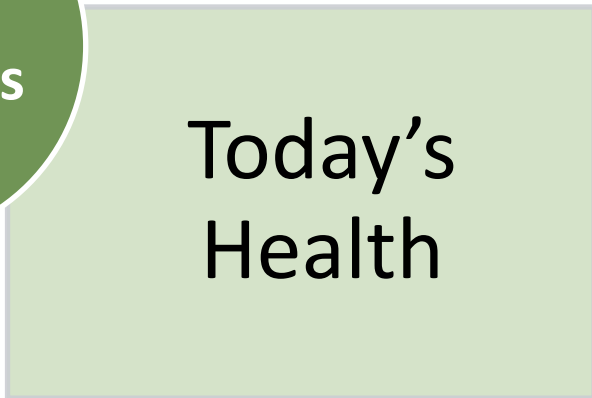
# County Health Rankings Logic Model



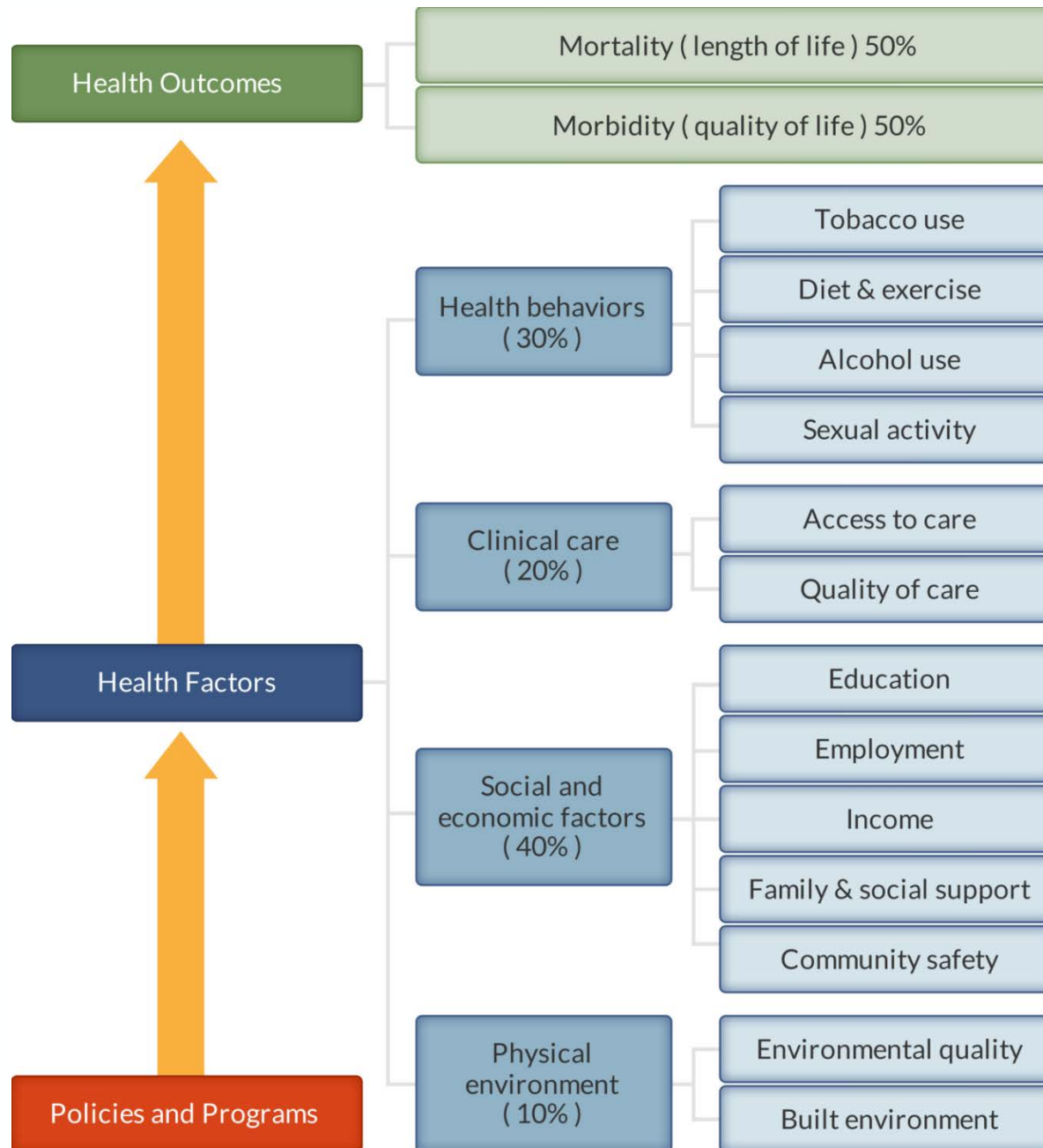


# COUNTY HEALTH RANKINGS: 2 RANKINGS

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## HOW ARE MEASURES SELECTED?

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- ▶ Reflect important aspects of population health that can be improved
- ▶ Valid, reliable, recognized and used by others
- ▶ Available at the county-level
- ▶ Available for free or low cost
- ▶ As up-to-date as possible
- ▶ Fewer measures better than more



# HEALTH OUTCOMES

FOCUS AREA	MEASURE	DATA SOURCE
MORTALITY (50%)	Premature Death (50%) (Years of Potential Life Lost)	National Center for Health Statistics
MORBIDITY (50%)	Low Birthweight (20%)	National Center for Health Statistics
	Poor or Fair Health (10%)	Behavioral Risk Factor Surveillance System
	Poor Physical Health Days (10%)	
	Poor Mental Health Days (10%)	



# HEALTH BEHAVIORS

FOCUS AREA	MEASURE	DATA SOURCE
TOBACCO USE (10%)	Adult Smoking (10%)	Behavioral Risk Factor Surveillance System
DIET AND EXERCISE (10%)	Obesity (7.5%) Physical Inactivity (2.5%)	National Center for Chronic Disease Prevention and Health Promotion
ALCOHOL USE (5%)	Excessive Drinking (2.5%) Motor Vehicle Crash Death Rate (2.5%)	Behavioral Risk Factor Surveillance System National Center for Health Statistics
SEXUAL ACTIVITY (5%)	Teen Birth Rate (2.5%) Sexually Transmitted Infections (Chlamydia Rate) (2.5%)	National Center for Health Statistics National Center for Hepatitis, HIV, STD, and TB Prevention



# CLINICAL CARE

FOCUS AREA	MEASURE	DATA SOURCE
ACCESS TO CARE (10%)	Uninsured (5%)	Small Area Health Insurance Estimates
	Primary Care Physicians (3%)	Health Resources & Services Administration
	Dentists (2%)	Health Resources & Services Administration
QUALITY OF CARE (10%)	Preventable Hospital Stays (5%)	Dartmouth Institute: Dartmouth Atlas Project, Medicare Claims Data
	Diabetic Screening (2.5%)	
	Mammography Screening (2.5%)	



# SOCIAL AND ECONOMIC FACTORS

FOCUS AREA	MEASURE	DATA SOURCE
EDUCATION (10%)	High School Graduation (5%)	States provided H.S. graduation data
	Some College (5%)	American Community Survey
EMPLOYMENT (10%)	Unemployment (10%)	US Bureau of Labor Statistics
INCOME (10%)	Children in Poverty (10%)	Small Area Income and Poverty Estimates
FAMILY AND SOCIAL SUPPORT (5%)	Inadequate Social Support (2.5%)	Behavioral Risk Factor Surveillance System
	Single-Parent Households (2.5%)	American Community Survey
COMMUNITY SAFETY (5%)	Violent Crime (5%)	Uniform Crime Reporting, Federal Bureau of Investigation



# PHYSICAL ENVIRONMENT

Focus Area	Measure	Data Source
ENVIRONMENTAL QUALITY (4%)	Daily Fine Particulate Matter (2%)	CDC WONDER Environmental data, NASA Applied Sciences Program/Public Health Program
	Drinking Water Safety (2%)	Safe Drinking Water Information System
BUILT ENVIRONMENT (6%)	Limited Access to Healthy Foods (2%)	Food Environment Atlas
	Fast Food Restaurants (2%)	County Business Patterns
	Access to Recreational Facilities (2%)	County Business Patterns



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Messaging: Health Matters

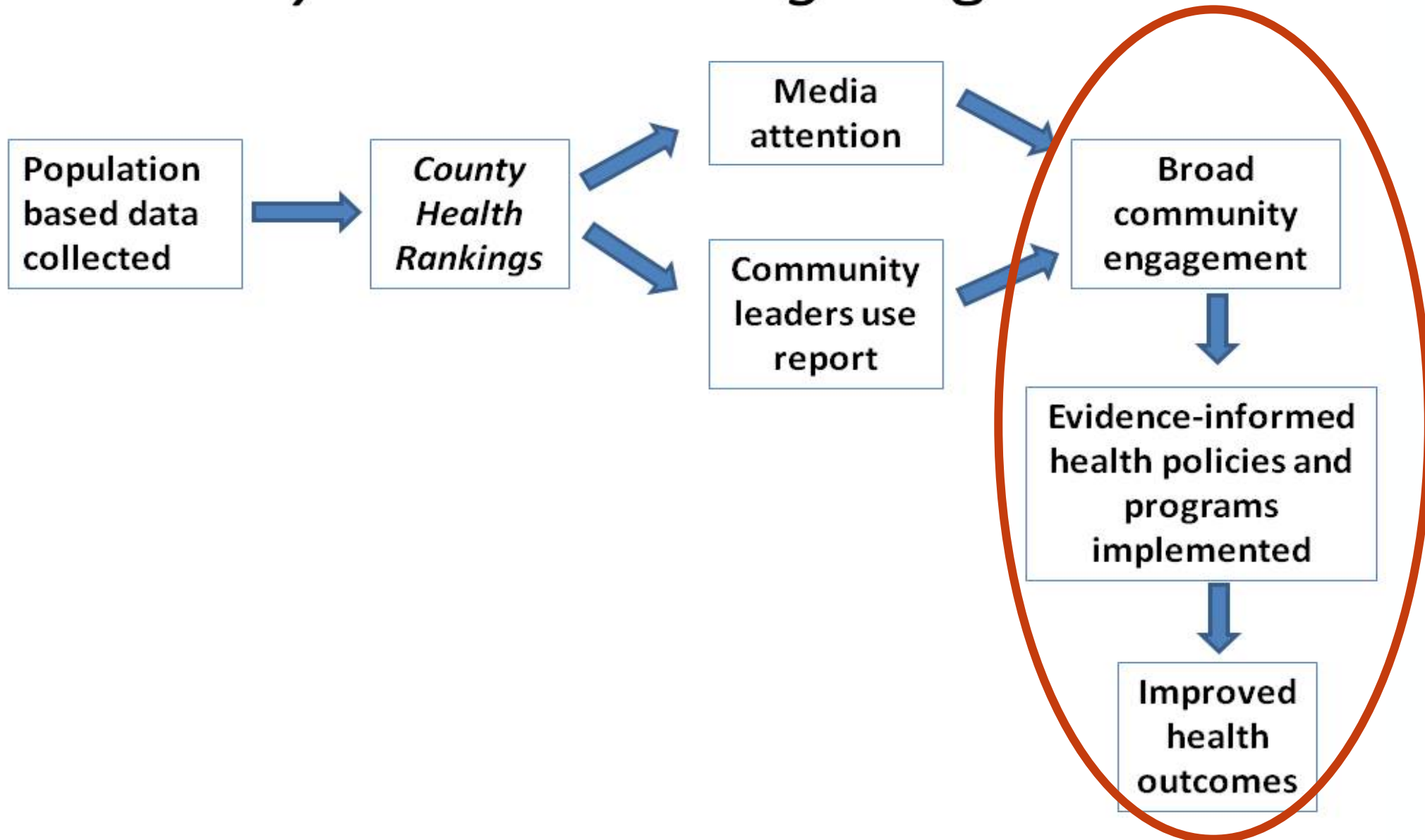
Examples: Taking Action

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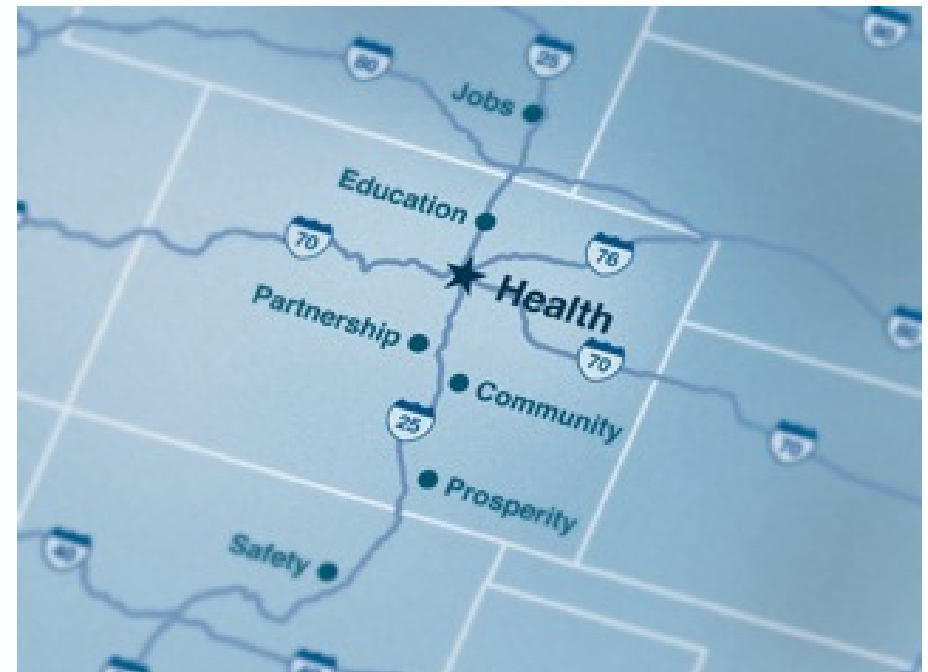
# County Health Rankings Logic Model





# ROADMAPS TO HEALTH

- ▶ Action Center
- ▶ *RWJF Roadmaps to Health Prize*
- ▶ Partner Organizations
- ▶ *Roadmaps to Health Community Grants*

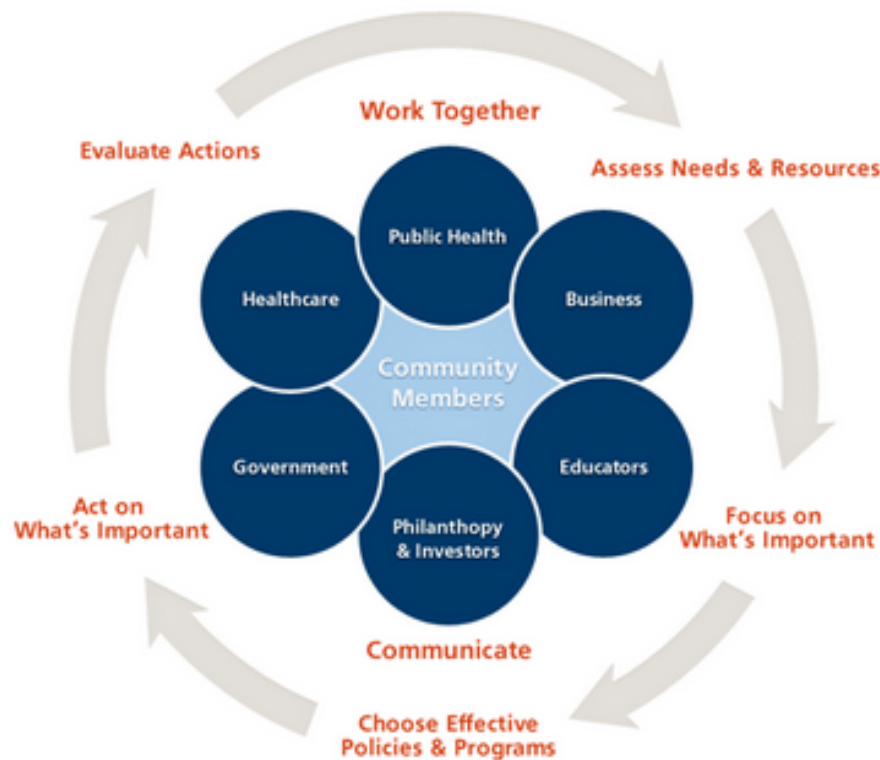




## What Can I Do?

There are many things you can do to improve health in your community. Make this your first stop after looking at your *Rankings* data. Get guidance and tools to help you work together with others to make your community a healthier place to live, learn, work and play.

### TAKE ACTION



### Take Action

The *Roadmaps to Health* Action Center provides tools to help groups working together to create healthier places to live, learn, work and play.

[ACTION CENTER >>](#)

### Learn to Use the Rankings Data

Find and use all the data on this site and beyond.

[USING THE RANKINGS DATA >>](#)

### Find Policies & Programs

What Works for Health provides communities with information to help select and implement evidence-informed policies and programs.

[WHAT WORKS FOR HEALTH >>](#)

### Need Help

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

[Contact us for help >](#)

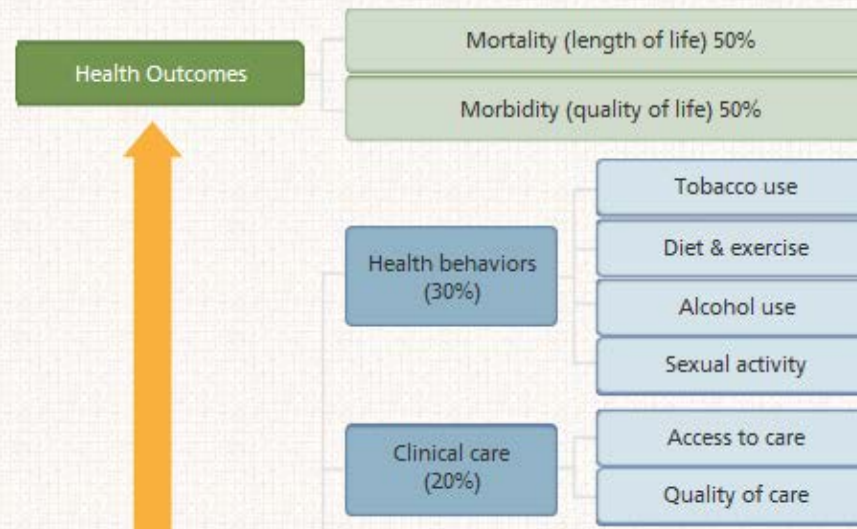


# WHAT WORKS FOR HEALTH

## 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.

To learn more about potential strategies, select a factor such as tobacco use or education in the model below.



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



# ***RWJF ROADMAPS TO HEALTH PRIZE***

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2012-2013 Prize Winners announced February 21, 2013

**2013-14 Call for Applications released on March 20, 2013**

Great opportunity to showcase your community

[www.countyhealthroadmaps.org/prize](http://www.countyhealthroadmaps.org/prize)





# ROADMAPS TO HEALTH

## NATIONAL PARTNERS

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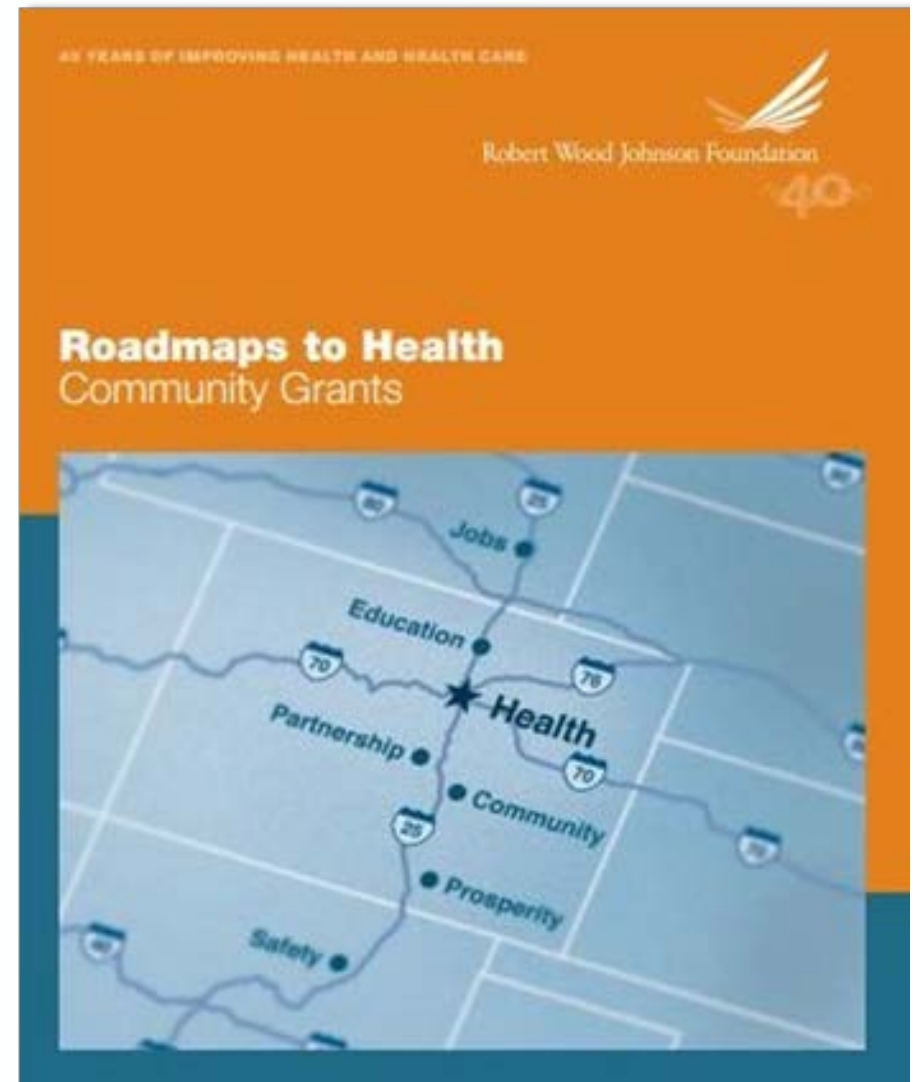
- ▶ **Shared commitment** to improving health by making communities healthier places to live, learn, work and play
- ▶ **Network** of local members or affiliates
- ▶ System for providing **support and coaching** to local members or affiliates





# ROADMAPS TO HEALTH COMMUNITY GRANTS

- ▶ 2-year state and local efforts among policymakers, business, education, health care, public health and community organizations.
- ▶ Second round of 18 grantees began their work in December
- ▶ A total of 30 organizations have been funding to address the social and economic factors that drive health.





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## MOVING TO ACTION: KEY MESSAGES

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- ▶ The *County Health Rankings* continue to show us that **where we live** matters to our health.
- ▶ The *Rankings* serve as an easy-to-use **health snapshot** of the **many factors** that influence health and help community leaders identify areas where improvement is needed.
- ▶ *Roadmaps* supports communities **working together** to make progress on those factors.
- ▶ Improving health is everyone's business.



## MOVING TO ACTION: KEY MESSAGES

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- ▶ Communities are coming together to create a **culture of health**.
- ▶ The *Roadmaps to Health* Action Center offers an expansive portfolio of information, tools, and guidance **supporting action** to improve the health of your community.
- ▶ Communities investing in health will want to be sure they are focused on the most **effective strategies**. Information to guide leaders about what works to improve health can be found at [www.countyhealthrankings.org](http://www.countyhealthrankings.org)



## Editorial: Better health needs a push

*A new report on Shelby County should provide the motivation for a vigorous campaign.*

It would be easy to sigh, throw up our hands and pronounce the poor health of Shelby County residents a hopeless situation.

The correlation between affluence and healthy lifestyles is obvious, and with a quarter of the Memphis population living in poverty the excuses are not hard to find.

The improvement of our system of parks and recreation is vital in a community where there is an epidemic of child obesity.

Health issues should figure into efforts to fight crime, improve air quality, educate our youth about birth control and sexually transmitted diseases, and address the critical need for mentors.

Churches, employers, civic organizations and government entities should all be involved.

<http://www.commercialappeal.com/news/2010/feb/19/>



## WEEK News 25 Peoria Illinois

[Print this article](#)

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# Peoria County is in average health

*Originally printed at <http://www.cinewsnow.com/news/local/Peoria-County-is-in-average-health-145928865.html>*

By WEEK Reporter  
April 3, 2012

PEORIA, Ill. -- Peoria County has moderately healthy residents when compared to the rest of Illinois.

This is according to the annual County Health Rankings released Tuesday by the University of Wisconsin, Population Health Institute, and the Robert Wood Johnson Foundation.

"This report emphasizes that community health improvement is everyone's business," Administrator at the Peoria City/County Health Department Greg Chance said. "Working together, we can make Peoria County a healthier place to live and work."



# HOW CAN YOU GET INVOLVED IN THE 2013 RANKINGS RELEASE?

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- ▶ 2013 *Rankings* Release - March 20, 2013
- ▶ Importance of telling the story—make it your story
- ▶ Write and submit op-eds to local newspapers—focus on something your community is working on
- ▶ Host a town-hall meeting or a call to action summit
- ▶ Post a link to [www.countyhealthrankings.org](http://www.countyhealthrankings.org) on your website
- ▶ Use social media tools—Twitter, Facebook



# COMMUNICATIONS TOOLKIT

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- ▶ Materials to support communications efforts
- ▶ Available at:

[chrrtoolkit.org](http://chrrtoolkit.org)

username: toolkit

password: health



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Wrap-up and Q&A



## Working Together - Cambridge, MA

*“When you take the expertise of the health department and you join that expertise with the community agencies and the human services department and the police department—if we join these efforts together, we have a much greater opportunity to actually have impact” – Ellen Semonoff, Asst City Manager*





## Working Together – Santa Cruz, CA

*“..we all realized that we’re all linked to each other, and that our public safety officers would not succeed without our education leaders, our education leaders would not succeed without our faith communities, and our business communities and our social service sector need all the community to be involved.” -- Mary Lou Goeke*



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## 2013 Rankings Release = March 20, 2013

- Where you live matters to your health
- Where counties are doing well and where there are opportunities for improvement
- It takes all of us working together in a coordinated fashion to improve the health of a community







# STAYING CONNECTED

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follow us on  
**twitter**



**e-Newsletter: [chr@match.wisc.edu](mailto:chr@match.wisc.edu)**



## ACKNOWLEDGEMENTS

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



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# THANK YOU!

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