COUNTY HEALTH RANKINGS & ROADMAPS

2013 RANKINGS ROLLOUT

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ROBERT WOOD JOHNSON FOUNDATION

40 YEARS OF IMPROVING HEALTH AND HEALTH CARE
Influences on Health: Broadening the Focus

WHY RANKINGS?

- 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

RWJF Context

Rankings Model and Measures

Roadmaps To Health

Messaging: Health Matters

Examples: Taking Action

Wrap-up and Q&A
County Health Rankings Logic Model

Population based data collected → County Health Rankings → Media attention → Community leaders use report → Broad community engagement → Evidence-informed health policies and programs implemented → Improved health outcomes
COUNTY HEALTH RANKINGS: 2 RANKINGS

Health Outcomes

Today’s Health

Health Factors

Tomorrow’s Health
Health Outcomes

- Mortality (length of life) 50%
- Morbidity (quality of life) 50%

Health Factors

- Health behaviors (30%)
  - Tobacco use
  - Diet & exercise
  - Alcohol use
  - Sexual activity
- Clinical care (20%)
  - Access to care
  - Quality of care
- Social and economic factors (40%)
  - Education
  - Employment
  - Income
  - Family & social support
  - Community safety
- Physical environment (10%)
  - Environmental quality
  - Built environment

Policies and Programs
HOW ARE MEASURES SELECTED?

- 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

<table>
<thead>
<tr>
<th>FOCUS AREA</th>
<th>MEASURE</th>
<th>DATA SOURCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORTALITY (50%)</td>
<td>Premature Death (50%)</td>
<td>National Center for Health Statistics</td>
</tr>
<tr>
<td></td>
<td>(Years of Potential Life Lost)</td>
<td></td>
</tr>
<tr>
<td>MORBIDITY (50%)</td>
<td>Low Birthweight (20%)</td>
<td>National Center for Health Statistics</td>
</tr>
<tr>
<td></td>
<td>Poor or Fair Health (10%)</td>
<td>Behavioral Risk Factor Surveillance System</td>
</tr>
<tr>
<td></td>
<td>Poor Physical Health Days (10%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Poor Mental Health Days (10%)</td>
<td></td>
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</tbody>
</table>
# HEALTH BEHAVIORS

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

<table>
<thead>
<tr>
<th>FOCUS AREA</th>
<th>MEASURE</th>
<th>DATA SOURCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ACCESS TO CARE (10%)</strong></td>
<td>Uninsured (5%)</td>
<td>Small Area Health Insurance Estimates</td>
</tr>
<tr>
<td></td>
<td>Primary Care Physicians (3%)</td>
<td>Health Resources &amp; Services Administration</td>
</tr>
<tr>
<td></td>
<td>Dentists (2%)</td>
<td>Health Resources &amp; Services Administration</td>
</tr>
<tr>
<td><strong>QUALITY OF CARE (10%)</strong></td>
<td>Preventable Hospital Stays (5%)</td>
<td>Dartmouth Institute: Dartmouth Atlas Project, Medicare Claims Data</td>
</tr>
<tr>
<td></td>
<td>Diabetic Screening (2.5%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mammography Screening (2.5%)</td>
<td></td>
</tr>
</tbody>
</table>
## SOCIAL AND ECONOMIC FACTORS

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

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

RWJF Context

Rankings Model and Measures

Roadmaps To Health

Messaging: Health Matters

Examples: Taking Action

Wrap-up and Q&A
County Health Rankings Logic Model

Population based data collected → County Health Rankings → Media attention

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

Learn to Use the Rankings Data
Find and use all the data on this site and beyond.

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

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 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
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
ROADMAPS TO HEALTH

NATIONAL PARTNERS

› **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
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.
OUTLINE

- RWJF Context
- Rankings Model and Measures
- Roadmaps To Health
- Messaging: Health Matters
- Examples: Taking Action
- Wrap-up and Q&A
MOVING TO ACTION: KEY MESSAGES

- 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

› 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.

Peoria County is in average health


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?

► 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 on your website

► Use social media tools—Twitter, Facebook
COMMUNICATIONS TOOLKIT

› Materials to support communications efforts

› Available at:

chrrtoolkit.org

username: toolkit
password: health
OUTLINE

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Wrap-up and Q&A
“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
"..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
OUTLINE

RWJF Context

*Rankings* Model and Measures

*Roadmaps To Health*

Examples: Taking Action

Wrap-up and Q&A
• 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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e-Newsletter: chr@match.wisc.edu
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› Our Partners
  – Including Burness Communications, Community Catalyst, United Way Worldwide, NBCH, NACo, ASTHO, NACCHO, NNPHI, Dartmouth Institute, CDC, NCHS
THANK YOU!

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Robert Wood Johnson Foundation

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University of Wisconsin Population Health Institute