

**County Health  
Rankings & Roadmaps**

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

# ***ADVANCING HEALTH EQUITY THROUGH STRATEGIC PARTNERSHIPS***



***Ericka Burroughs-  
Girardi***  
*Community Coach*



***Mary Bennett***  
*Community Coach*



***Kadie Peters***  
*United Way of  
Central Alabama*



***Greg Townsend***  
*Jefferson County  
Department of Health*



***Monica Baskin***  
*University of AL  
at Birmingham*

Support  
provided by

**April 18, 2017**

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



University of Wisconsin  
Population Health Institute  
SCHOOL OF MEDICINE AND PUBLIC HEALTH



Robert Wood Johnson  
Foundation

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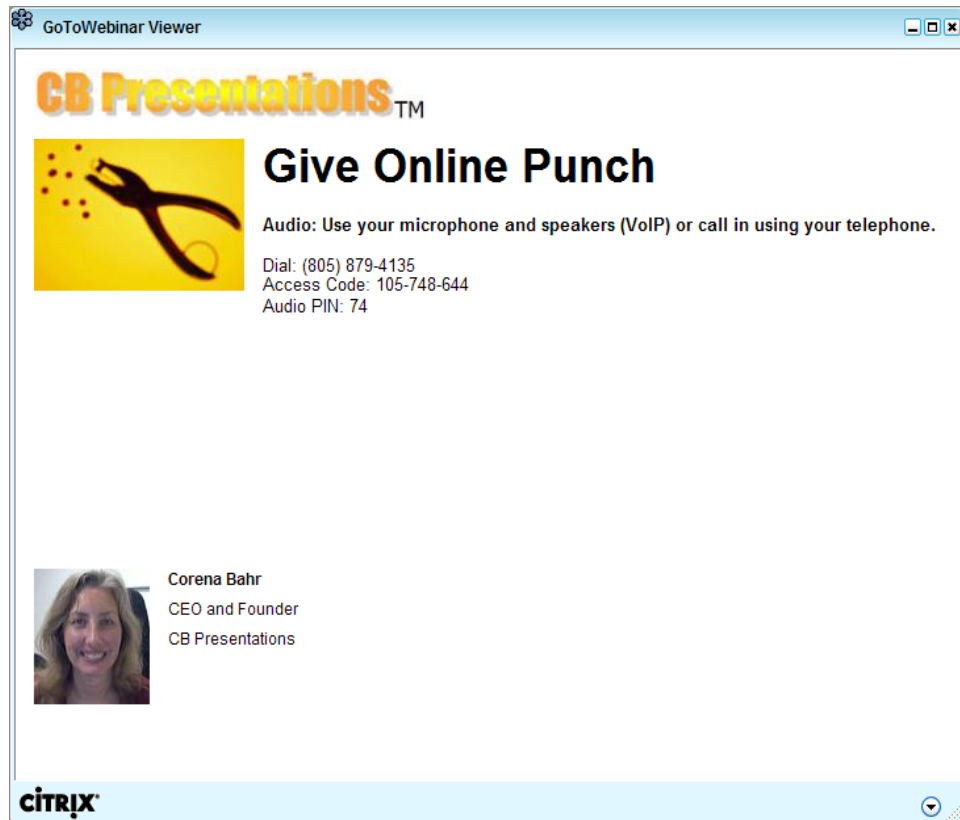


*County Health Rankings & Roadmaps* is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

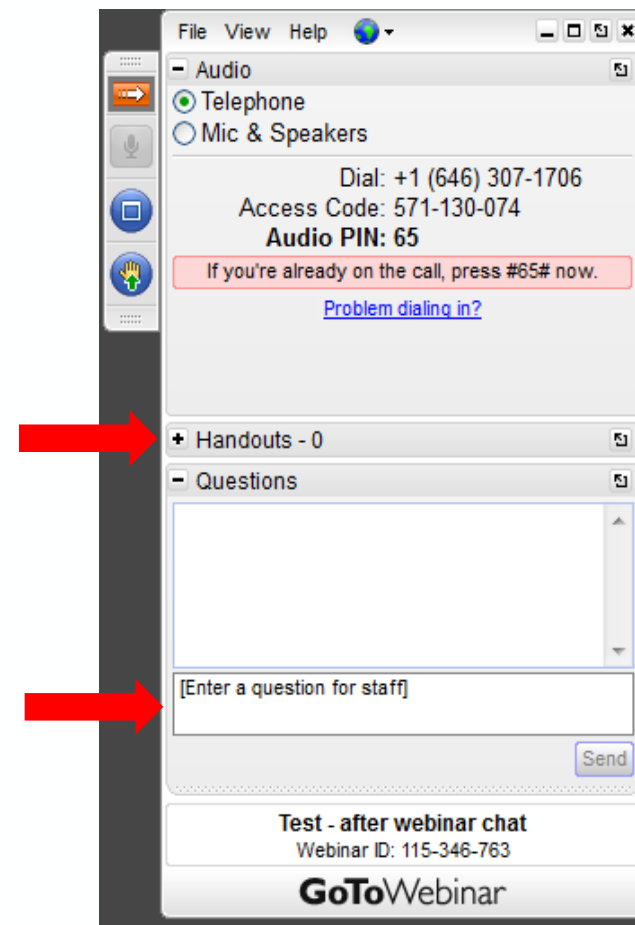
[www.countyhealthrankings.org](http://www.countyhealthrankings.org)

## GO TO WEBINAR ATTENDEE INTERFACE

### 1. Viewer Window



### 2. Control Panel







**We, as a nation, will strive together to create a culture of health enabling all in our diverse society to lead healthy lives, now and for generations to come.**





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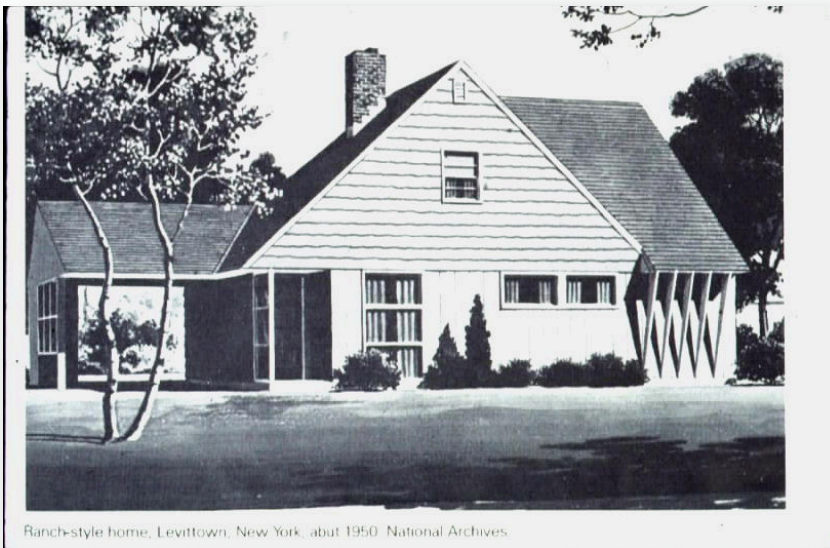
## DEFINING HEALTH EQUITY

Attainment of the highest level of health for *all!*

# HOUSING

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## *The birth of Suburbia in America*

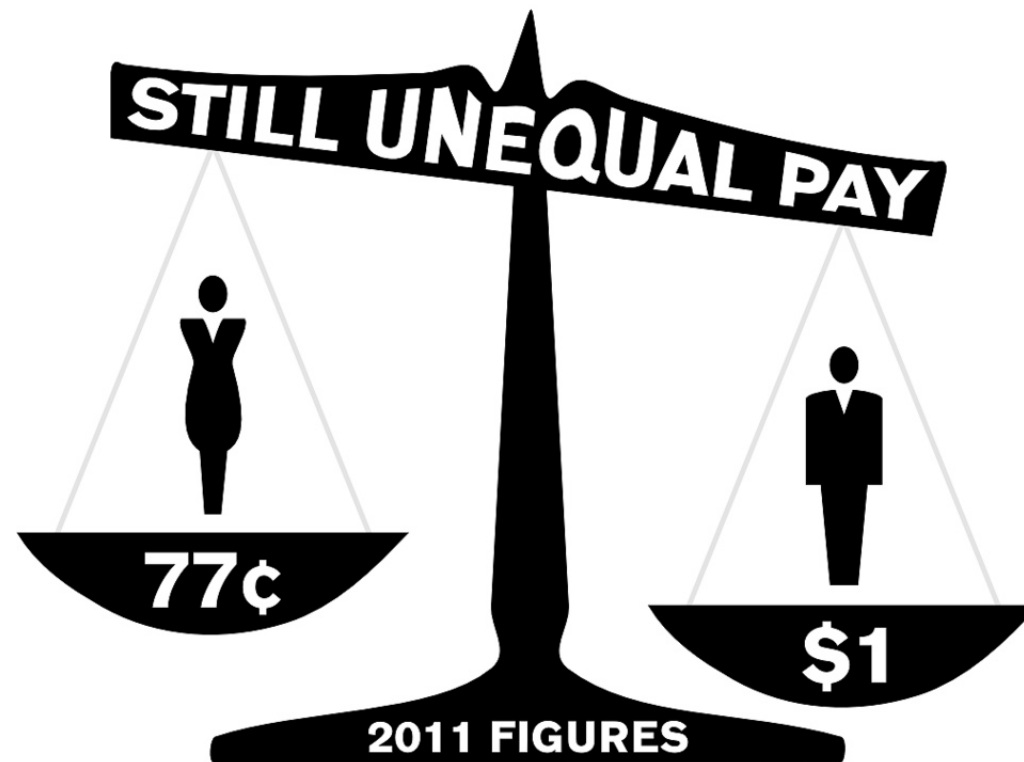


*Levittown, NY*



*Bronx, NY*

## WAGE GAP



**WOMEN GET PAID 77¢  
FOR EVERY \$1 MEN EARN**

SOURCE: "Women still earn less than men," *Miami Herald*, 16 April 2012, <http://bit.ly/women-still-earn-less>



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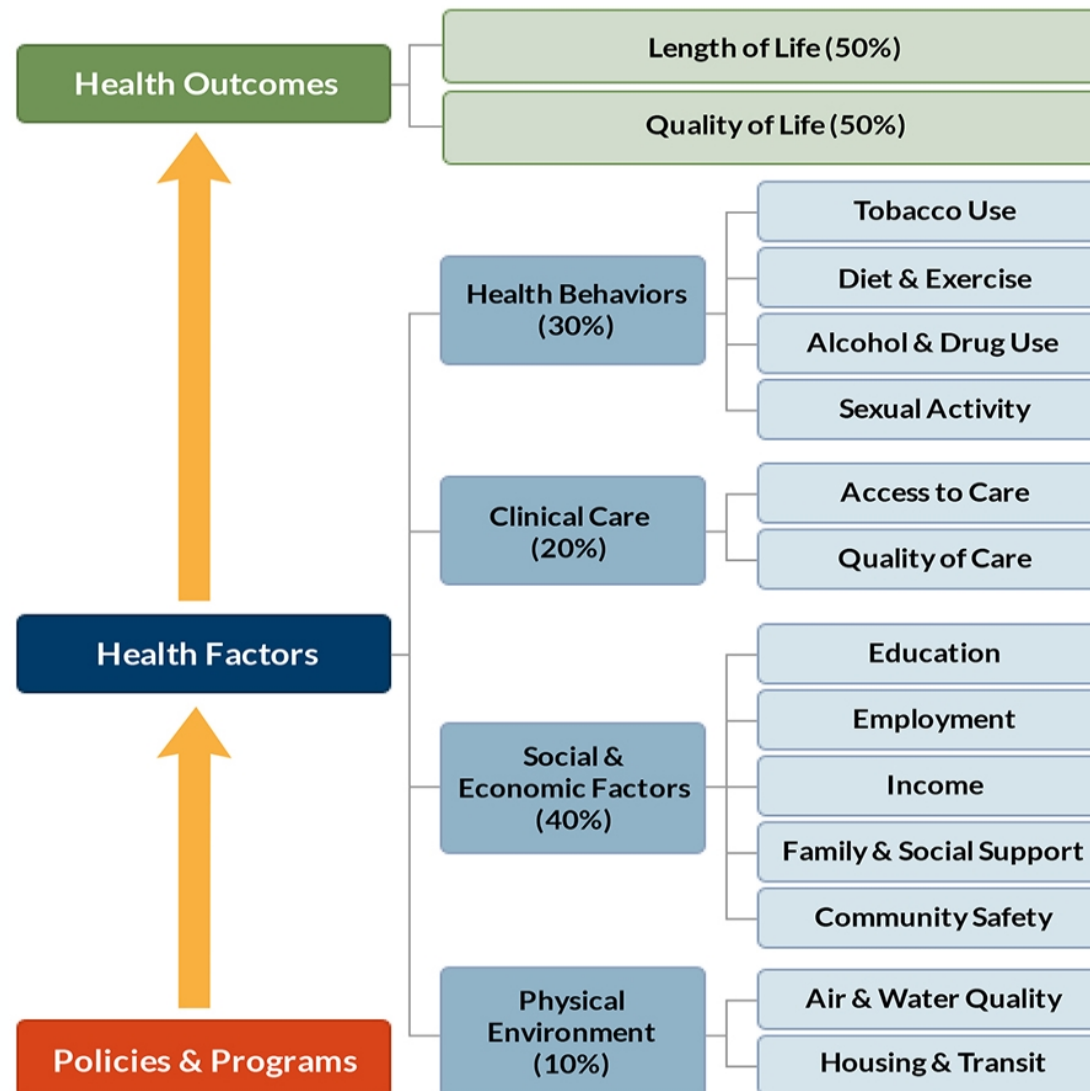


## GUIDING QUESTION

*What steps can you take to improve health equity in your community?*



## County Health Rankings: Defining health in the broadest possible terms



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## Roadmaps to Health:

Harnessing the collective power of leaders, partners & community





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# TODAY'S GUESTS...



**Kadie Peters**

VP of Community Impact  
for Health

United Way of  
Central Alabama



**Greg Townsend**

Health Service Administrator

Jefferson County  
Department of Health



**Dr. Monica Baskin**

Professor  
School of Medicine

University of Alabama  
at Birmingham

# LOCAL COLLECTIVE IMPACT MOVEMENT



**health action**  
**PARTNERSHIP**  
JEFFERSON COUNTY, AL

**OUR VISION:** Jefferson County is a healthy, thriving and connected community, and is recognized as such statewide and nationally.

- **Founded in 2007**
- **Long term effort to improve health outcomes & community health**
- **Leveraged more than \$13 million that directly supports member organizations**



# COMMITTED “BACKBONE” ORGANIZATIONS



United Way  
of Central Alabama, Inc.



COMMUNITY FOUNDATION  
OF GREATER BIRMINGHAM

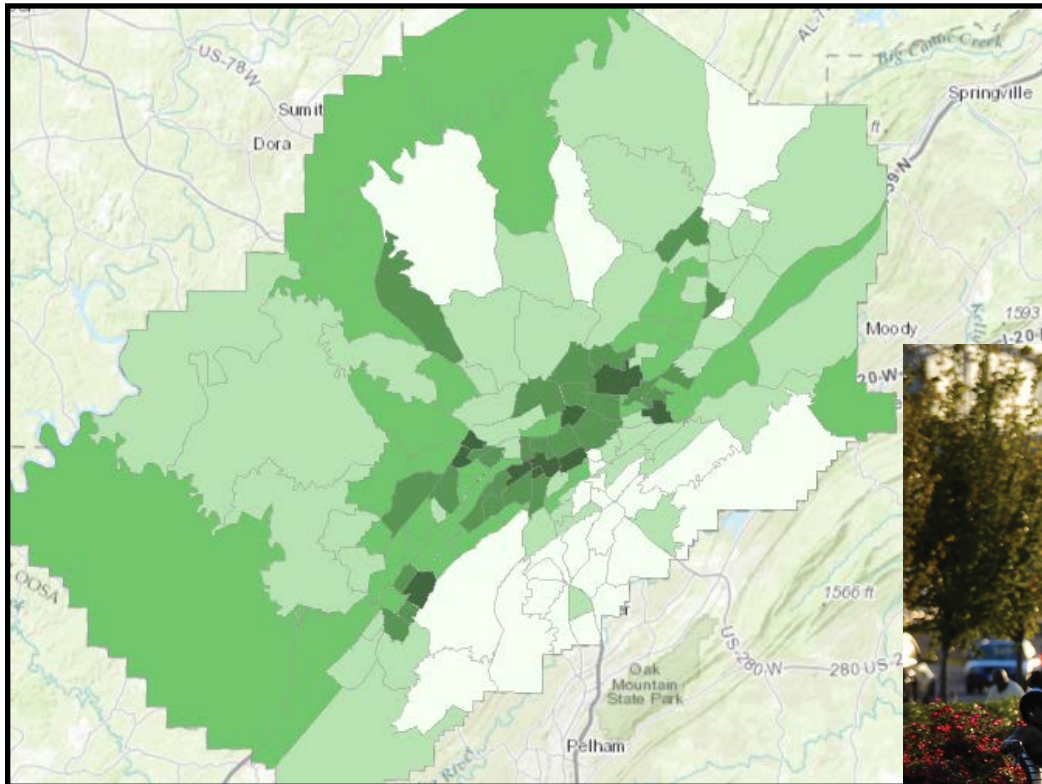


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## MEASURING OUR PROGRESS





# MEASURING OUR PROGRESS



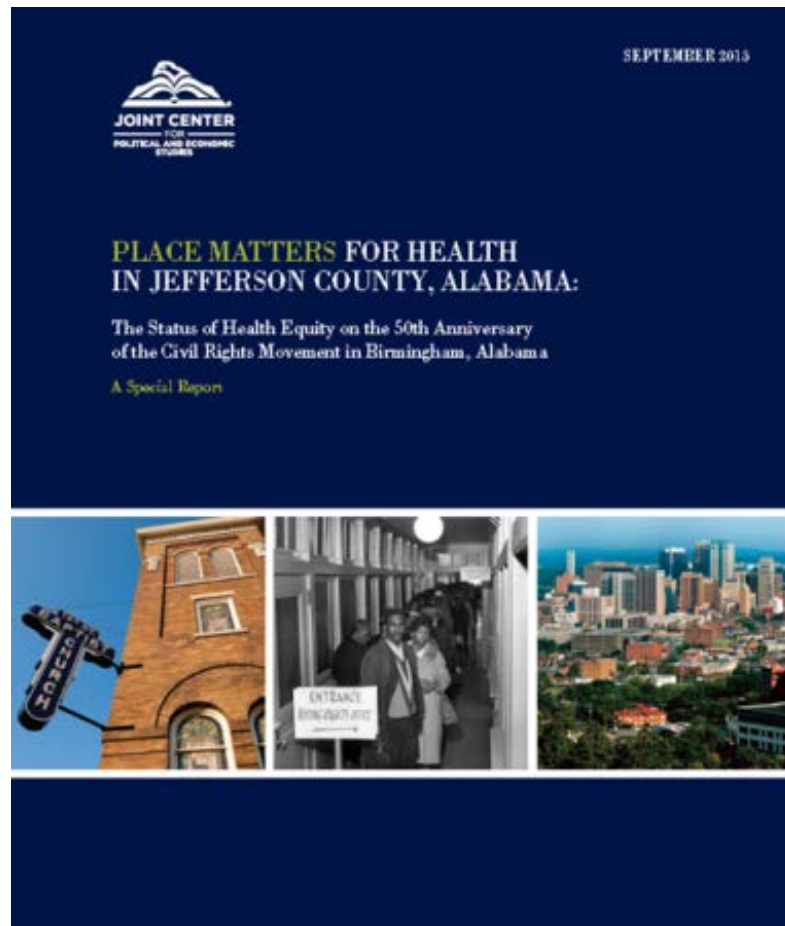
**ADVISORY**  
When you smoke,  
your child smokes.

1-800-QUIT-NOW



JEFFERSON COUNTY  
DEPARTMENT OF HEALTH

# PLACE MATTERS FOR HEALTH



*Your zip code may be more important than your genetic code in predicting your health outcomes and life expectancy.*



# SOCIAL DETERMINANTS OF HEALTH

Our opportunities for better health begin where we live, learn, work and play



# COMMON LANGUAGE AND VALUES



- Diverse groups who are focused on a common goal
- Priorities are evidence-based address local issues
- Partners share/leverage resources by working on activities that align with their organization's mission

# GUIDING PRINCIPLES

## THE GUIDING PRINCIPLES

1

Involve people negatively impacted by health disparities in development, implementation, and evaluation.

2

Ensure objectives target people and communities negatively impacted by health disparities.

3

Ensure health equity messages are appropriate and widely disseminated.

4

Value both community and technical expertise.

5

Support and build community capacity to act.

6

Leverage opportunities to advance health equity.



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## MAKING AN IMPACT

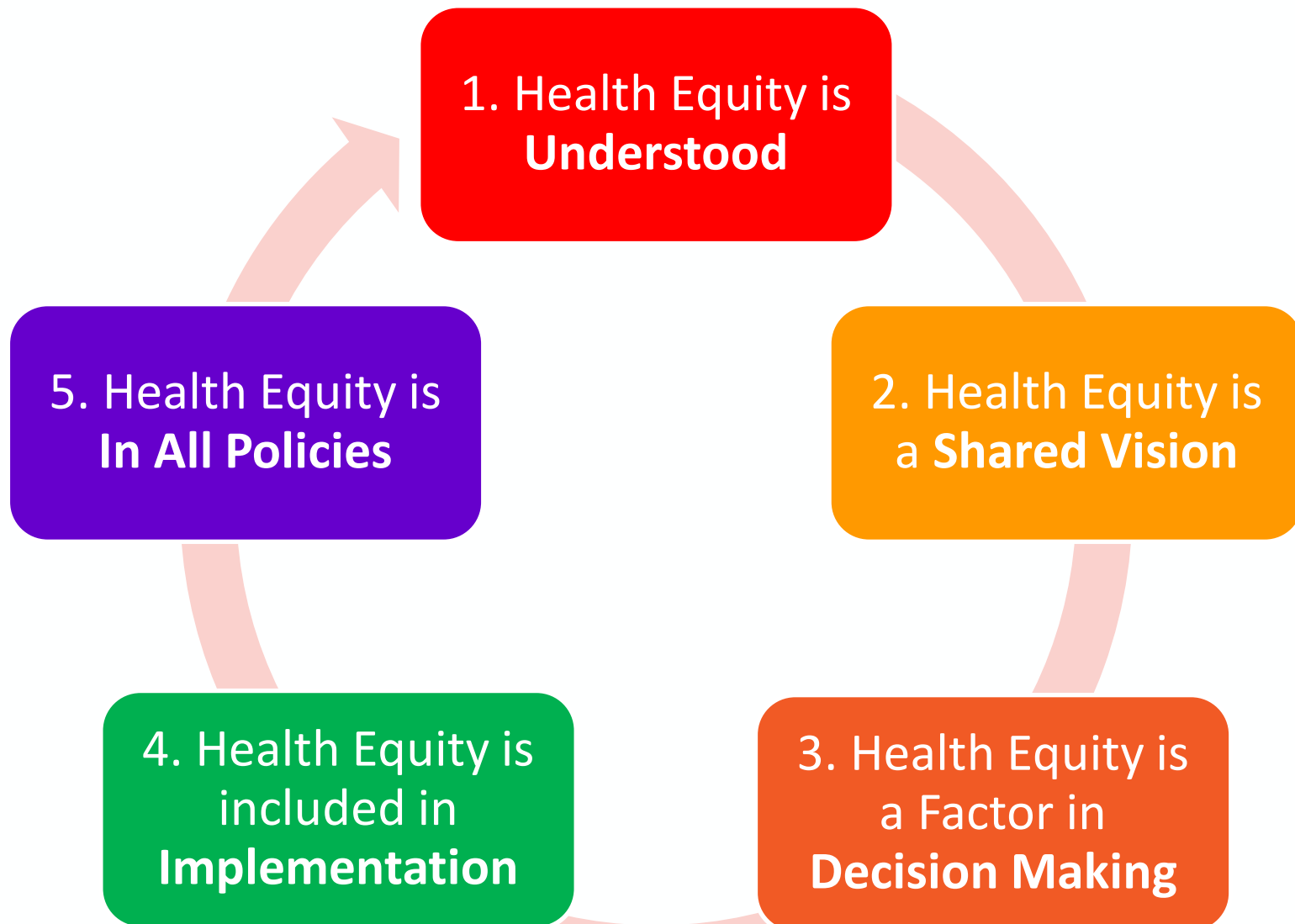


# MAKING AN IMPACT

- ▶ Conversations
- ▶ Missions
- ▶ Embedding
- ▶ Structural/Organizational change

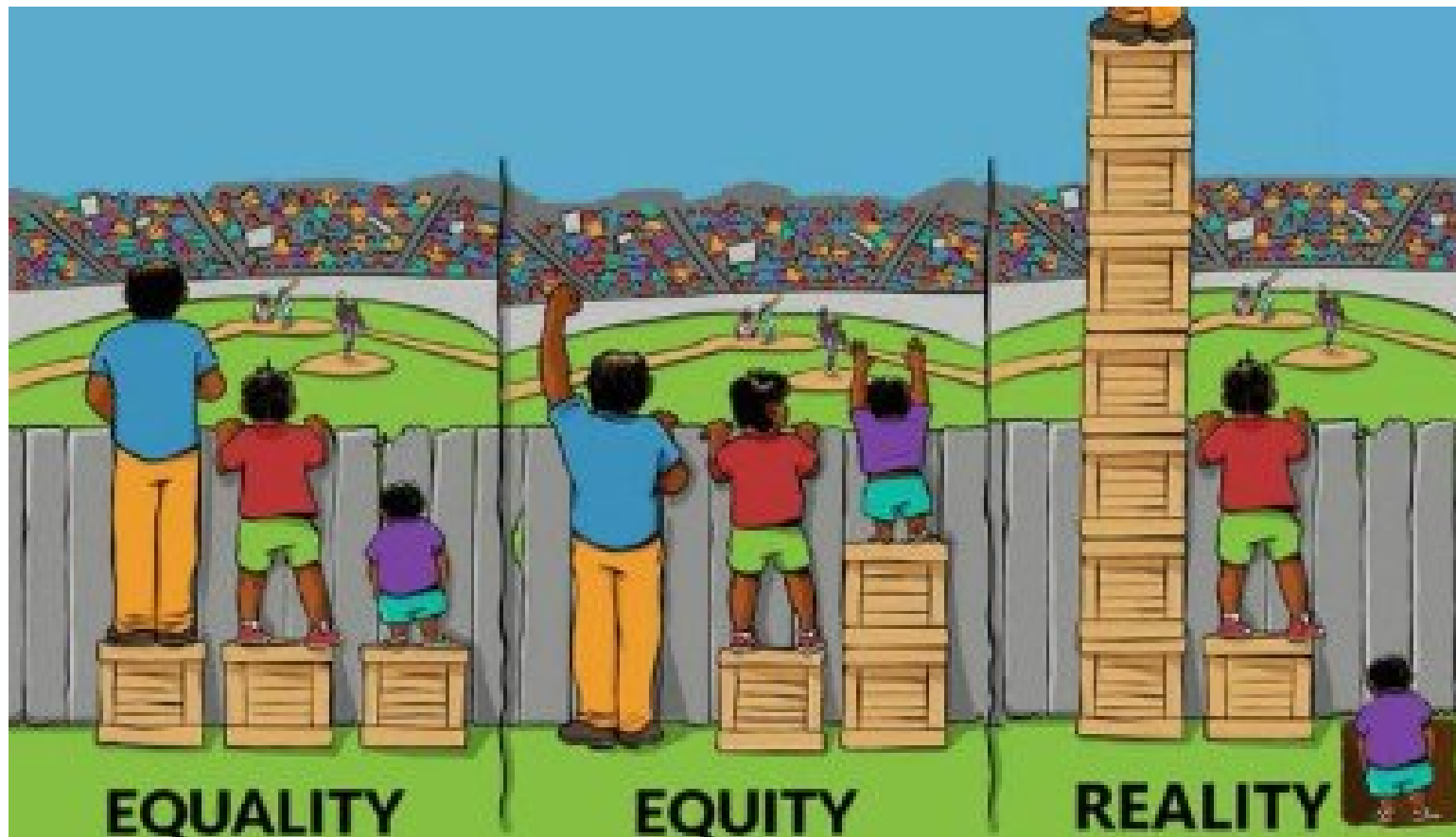


# HEALTH EQUITY: VISION TO REALITY





# HEALTH EQUITY: VISION TO RESHAPE REALITY



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# NATIONAL PARTNERSHIPS



CommonHealth  
ACTION



**Collaboratives  
for Health Equity**

Where People, Place and Power Matter

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# NATIONAL PARTNERSHIPS

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- **Technical Assistance**
- **Training**
- **Resources**
- **Networking**



## NEXT STEPS

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- **Add health equity metrics to progress reports for overall partnership**
- **Equity, Diversity, Inclusion (EDI) Training**
- **Facilitate ongoing dialogue with broad community after EDI training**

## OTHER ADVICE

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- **Tell a compelling story**
- **Create and use a common language**
- **Set specific, achievable, and measurable goals**
- **Reassess priorities as needed**
- **Celebrate your success**



**COMMUNITY COMMONS.ORG**  
together for the common good

United States™  
**Census**  
Bureau



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## GUIDING QUESTION

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# COMMUNITY COACHES

Ready to take action, but not sure what to do next?

[GET HELP](#)



*SUPPORTING YOUR COMMUNITY'S  
JOURNEY TOWARD HEALTH*

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# QUESTIONS

## POST-WEBINAR CONVERSATION: ADVANCING HEALTH EQUITY

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- ▶ **When:** May 2nd, 3:00 EST
- ▶ **Why:** deepen the webinar learning AND strengthen
- ▶ **What:** interactive learning experience, opportunity to share ideas and ask questions
- ▶ **How:** videoconference and/or phone
- ▶ **Who:** YOU! (Space is limited)



## POST-WEBINAR CONVERSATION NEXT STEPS

- ▶ Register
- ▶ Check technology
- ▶ Be prepared to discuss
  - Where are there opportunities to address health equity in your community?
  - Where is more work needed in your community?
  - What are some options for addressing areas of need?



## STAYING CONNECTED

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- ▶ Follow @CHRankings
- ▶ Like Facebook.com/  
CountyHealthRankings
- ▶ e-Newsletter, email  
[chr@match.wisc.edu](mailto:chr@match.wisc.edu) to  
subscribe



follow us on  
**twitter**



## REFLECTION QUESTIONS

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- ▶ Who else do you need to share this information with?
- ▶ What is one idea for action that you're taking from this webinar?



# THANK YOU!

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

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