

County Health
Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

April 23, 2019

COUNTY HEALTH RANKINGS & ROADMAPS 101

*Using Data, Evidence, Guidance and Stories to Build
Healthy Communities*

countyhealthrankings.org



Support
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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.

countyhealthrankings.org

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YOUR FACILITATOR AND PRESENTERS



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Evidence Analyst



Joe Hinton
Action Learning Coach

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WHY WE DO WHAT WE DO

Improve Health Outcomes

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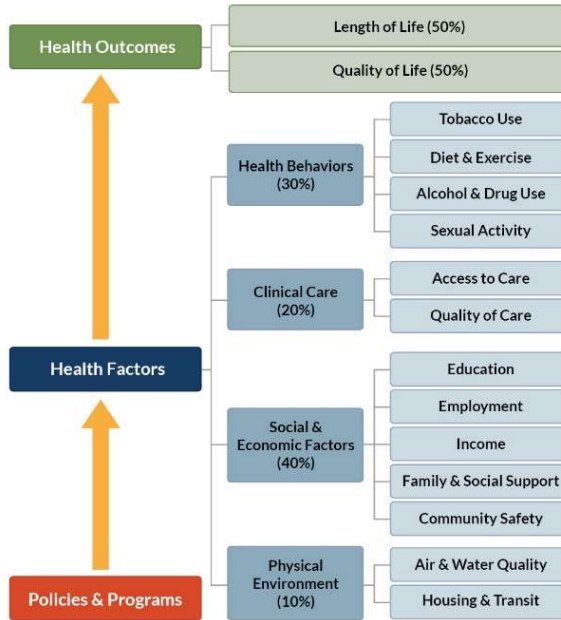
WHY WE DO WHAT WE DO

Increase Health Equity

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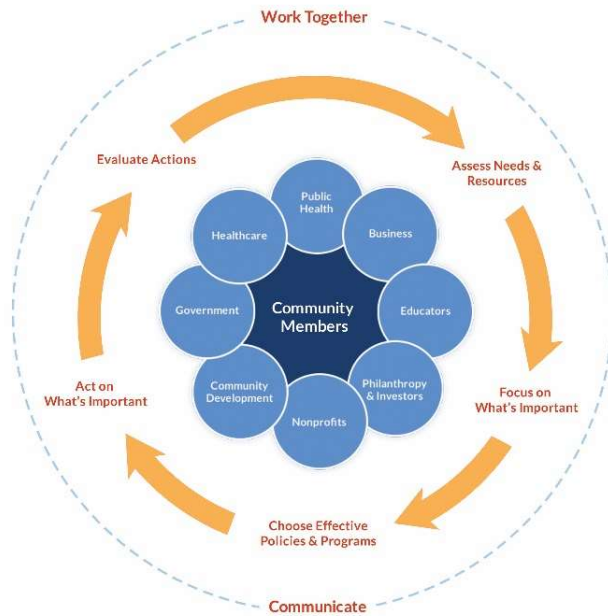


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County Health Rankings model © 2016 UNPHII

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HOW WE SUPPORT COMMUNITIES



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2019 County Health Rankings

Key Findings Report

New! Explore our interactive [County Health Rankings Model](#)

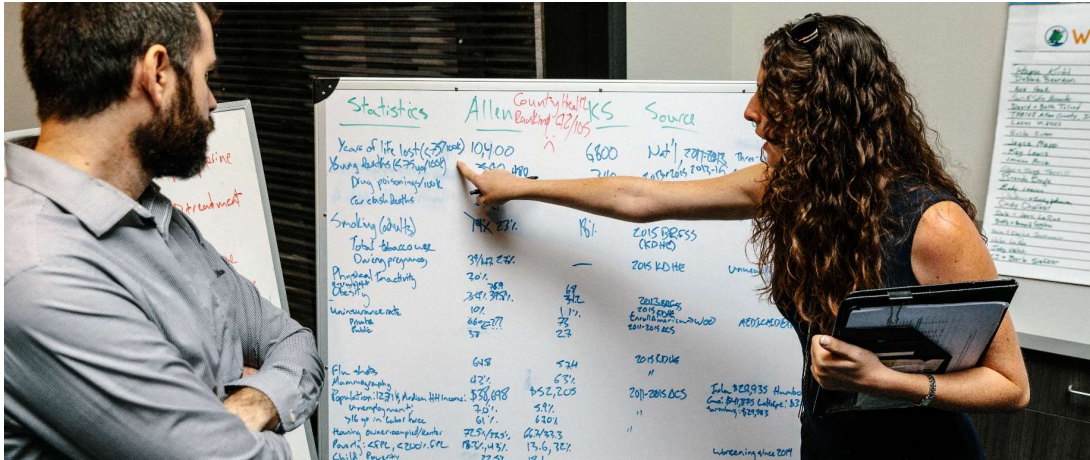
How Healthy is Your Community?

The annual Rankings provide a revealing snapshot of how health is influenced by where we live, learn, work and play. They provide a starting point for change in communities.

Find your state or county

Search

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DATA

Using data to reveal the factors that influence health

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LIVE UNITED

The Step-by-Step Guide to EVALUATION
How to Become Savvy Evaluation Consumers

MOBILE Farm Fresh

Healthiest Polk County 2015

Community Health Improvement Plan Healthiest Polk County 2015

Welcome to Healthiest Polk County 2015

Healthiest Polk County 2015 is Polk County, Wisconsin's Community Health Improvement Plan (CHIP). Its main purpose is to mobilize people, organizations, stakeholders, and communities to collaboratively address issues that impact and improve the health of the 44,000 residents of Polk County. The four health focus areas identified in Healthiest Polk County 2015 are:

1. Physical Activity
2. Alcohol, Tobacco, and Safe Food and Nutrition
3. Tobacco Use and Exposure
4. Mental Health

We invite you to join us in making Polk County the healthiest County in Wisconsin!

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EXPLORE HEALTH RANKINGS

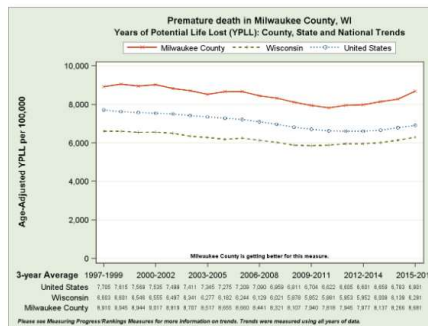
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SNAPSHOT

Milwaukee (ME)

Show areas to explore Show areas of strength

County Demographics +	Milwaukee County	Trend	Error Margin	Top U.S. Performers	Wisconsin	Rank (of 72)
Health Outcomes						71
Length of Life						68
Premature death	8,700	↔	8,500-8,900	5,400	6,300	
Quality of Life						72
Poor or fair health	19%		19-20%	12%	15%	
Poor physical health days	4.0		3.9-4.1	3.0	3.6	
Poor mental health days	4.3		4.1-4.4	3.1	3.8	
Low birthweight	10%		10-10%	6%	7%	
Additional Health Outcomes (not included in overall ranking) +						
Health Factors						71
Health Behaviors						71
Adult smoking	18%		18-19%	14%	17%	
Adult obesity	34%	↔	32-36%	26%	31%	



Health Factors	Milwaukee County	Trend
Health Behaviors		
Adult smoking	18%	↔
Adult obesity	34%	↔
Food environment index	7.5	↔
Physical inactivity	22%	↔
Access to exercise opportunities	98%	↔
Excessive drinking	25%	↔
Alcohol-impaired driving deaths	31%	↔
Sexually transmitted infections	1,122.5	↔
Teen births	34	↔
Additional Health Behaviors (not included in overall ranking)		
Clinical Care		
Uninsured	8%	↔
Primary care physicians	1,370:1	↔
Dentists	1,270:1	↔
Mental health providers	370:1	↔
Preventable hospital stays	5,361	↔
Mammography screening	47%	↔
Flu vaccinations	50%	↔

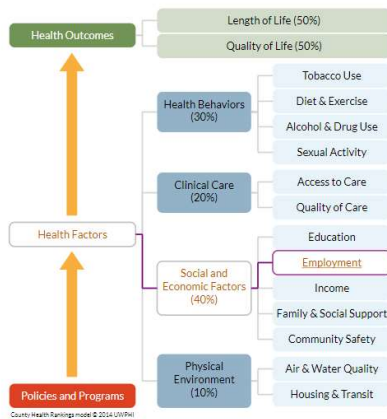
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WEBSITE FEATURES

- ▶ Snapshot
 - Measures, 95% CIs, State Value, National Benchmark
 - Additional Measures
 - Trends
 - Areas to Explore/Strength
 - Race/Ethnicity data
- ▶ Peer Counties
- ▶ Spanish Translation
- ▶ State Reports

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NEW! THE INTERACTIVE MODEL



Employment

Employment provides income and, often, benefits that can support healthy lifestyle choices. Unemployment and under employment limit these choices, and negatively affect both quality of life and health overall. The economic condition of a community and an individual's level of educational attainment both play important roles in shaping employment opportunities.

[Learn More](#)

Employment Measures

Our Rankings show how healthy a community is as well as indicators for future health. This provides a starting point for action on improving health for all. Dig deeper into the measures below to learn more about our approaches to measuring health.

Unemployment

Percentage of population ages 16 and older unemployed but seeking work. [Learn more >](#)

* Additional Measure (not included in ranks)

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DIGGING DEEPER WITH *USE THE DATA* WEBPAGE

Explore Health Rankings

Take Action to Improve Health

Learn From Others

What Is Health?

Reports



Home » Explore Health Rankings » Use the Data



Explore Health Rankings

Use the Data

Explore Your Snapshot

Go Beyond the Snapshot

Dig Deeper

Find More Data

Communities Using the Rankings
Data

Measures & Data Sources

Our Methods

Measuring Progress

Rankings Data & Documentation

Go Beyond the Snapshot

After exploring your snapshot, you may be left with more questions than the snapshot can provide answers to, such as:

- Who is experiencing the worst health outcomes in my county?
- Are there neighborhoods that are experiencing particularly poor health?
- What about health conditions or health factors not measured in the Rankings?

The County Health Rankings data offers a starting place for understanding health in your community. In most places, there are likely additional state and local data sources available that can help answer these additional questions you or your community might ask. There are additional resources available to help you understand, process, visualize, and share data from the County Health Rankings or other data sources to begin the process of moving towards action to improve health in your county.

Dig Deeper

Health factors and outcomes can differ by age, gender, race, ethnicity, ability, and sexual orientation among many other characteristics within counties. Differences can also exist from one neighborhood or ZIP code to the next. This section shows you how you could further disaggregate ranked County Health Rankings measures.

[Learn how to dig deeper into data](#)

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KEY TAKEAWAYS

- ▶ Rankings are a starting point
 - To start or broaden conversations about health and equity
 - To draw attention to gaps by place and race
 - To prompt urgency on the issues influencing health
 - To move those conversations to action



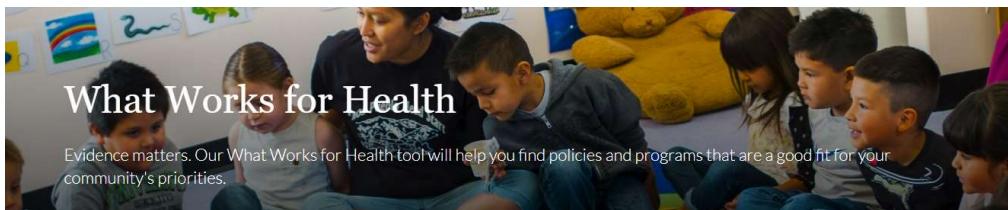
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EVIDENCE

Using evidence to choose strategies that work

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Find Strategies by Topic

Health Behaviors	Clinical Care	Social & Economic Factors	Physical Environment
<ul style="list-style-type: none">Alcohol and Drug UseDiet and ExerciseOther Health BehaviorsSexual ActivityTobacco Use	<ul style="list-style-type: none">Access to CareQuality of Care	<ul style="list-style-type: none">Community SafetyEducationEmploymentFamily and Social SupportIncome	<ul style="list-style-type: none">Air and Water QualityHousing and Transit

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EVIDENCE MATTERS

- ▶ Smart investments
- ▶ Inform decisions
- ▶ Inform innovation

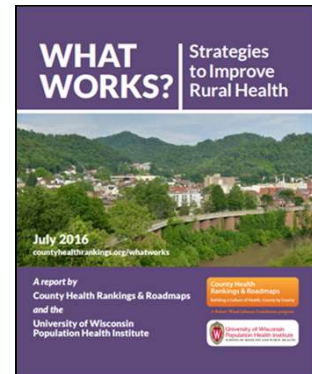
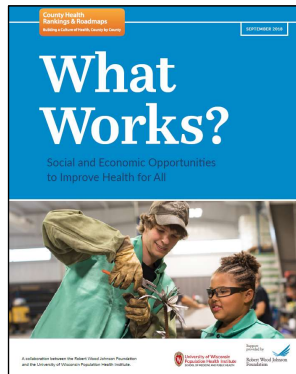


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WHAT WORKS FOR HEALTH

- ▶ Evidence rating
- ▶ Literature summary
 - Who
 - What
 - Cost
- ▶ Disparity rating
- ▶ Implementation examples & tools



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Mixed-use development

Evidence Rating



Health Factors

Housing and Transit
Diet and Exercise

Decision Makers

Government



Creating a multicultural mixed-use community in Greenbridge, WA

To provide affordable housing and on-site community resources in a healthy environment, King County Housing

Mixed-use development supports a combination of land uses within a project rather than developing an area for a single purpose. Mixed-use development projects can be site-specific, neighborhood-based, or regional, and can be incorporated into new development, redevelopment, brownfield, and Smart Growth Initiatives in urban and rural areas. Mixed-use development areas have high densities and incorporate places to work, shop, or play within residential areas. Such development is sometimes required through municipal zoning regulations or encouraged through Smart Growth Initiatives and neighborhood planning efforts.

Expected Beneficial Outcomes (Rated)

- Increased physical activity

Other Potential Beneficial Outcomes

- Increased active transportation
- Improved health outcomes
- Reduced vehicle miles traveled

Evidence of Effectiveness

There is strong evidence that design and land use policies, including mixed-use development, increase physical activity, especially when combined with transportation system interventions such as developing public transit infrastructure and sidewalks or trails (CG-Physical activity, Brownson 2006, Saelens 2008). Mixed-use development initiatives that include interventions to improve bicycle or pedestrian transportation systems also increase opportunities for active transportation (CG-Physical activity).

In mixed-use development areas, people walk and ride bicycles more often than in single use development areas (Brownson 2006, CDC MMWR/Khan 2009, Saelens 2008, EPA-Kramer 2013). Children who live in Smart Growth neighborhoods with more green space appear to engage in more moderate-to-vigorous physical activity (MVPA), as well as more physical

Mixed-use development typically produces net societal economic, social, and environmental benefits, especially when plans result in dense development in relatively central locations with good access to transit (Chatman 2016). Regional mixed-use development efforts can also reduce the cost of public transportation infrastructure and services (Litman 2017, Litman 2017a). One feasibility study suggests that greyfields (e.g., empty parking lots, closed or dying shopping centers) and redfields (e.g., foreclosed commercial real estate) are more successfully and cost-effectively transformed into mixed-use developments than brownfields (e.g., contaminated lands) or greenfields (e.g., open, undeveloped areas) (Laitos 2013).

Impact on Disparities

No impact on disparities likely

Implementation Examples

Mixed-use development is happening across the country, often as part of Smart Growth projects. In 2015, the US Environmental Protection Agency granted its National Awards for Smart Growth Achievement to Jackson, TN; Hamilton, OH; and Newark, NJ for their innovative use of mixed-use development (US EPA-Smart growth).

Non-profit organizations can support site-specific mixed-use development projects throughout a region, for example, the East Bay Asian Local Development Corporation in Oakland, CA and the greater East Bay area (EBALDC-Healthy neighborhoods). Individual organizations can also support efforts around the country, as in the Congress for New Urbanism (CNU-Building places). The Smart Growth Network, a partnership of non-profit, business, and government organizations, also supports mixed-use development and smart growth projects throughout the US (SGO-Smart growth).

Via Verde in the Bronx, NY is an example of a mixed-use development housing project (Via Verde-Green living).

Implementation Resources

ALBD - Active Living by Design (ALBD). Increasing physical activity and healthy eating through community design.

LHC-Toolkit 2009 - Leadership for Healthy Communities (LHC). Action strategies toolkit: A guide for local and state leaders working to create healthy communities and prevent childhood obesity. Princeton: Robert Wood Johnson Foundation (RWJF); 2009.

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SELECTING A STRATEGY: EVIDENCE PLUS

- ▶ Does the strategy work in a way that matters to you?
 - Evidence ratings + expected beneficial outcomes
- ▶ Does the strategy make sense locally?
 - Evidence of effectiveness summary
 - Populations like yours? Communities like yours? Cost?
- ▶ How might the strategy affect gaps?
- ▶ How do you know what it really takes to implement?

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YOU CAN USE WWFH IN MANY WAYS

- ▶ Learn about policies and programs
- ▶ Inventory current approaches
- ▶ Formulate an action strategy



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KEY TAKEAWAYS

- ▶ Evidence is an important part of decision making
- ▶ **What Works for Health** provides information about what works, what might work, and what does not work
- ▶ Connect the evidence with your local culture and context



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GUIDANCE

Working together to move data to action for positive change

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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

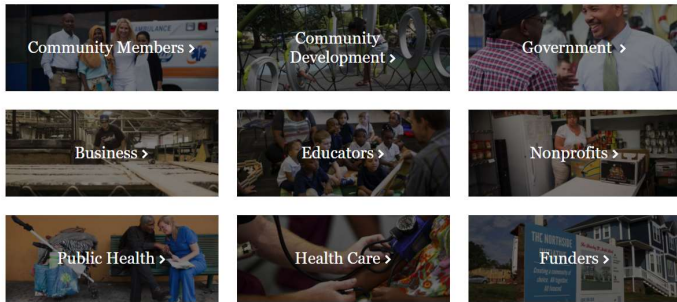
★ **TIP:** Bookmark the Action Center so you can return to find the right resources when you need them.

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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.

ACTION LEARNING GUIDES

Action Learning Guides

Dig into specific topics with a blend of guidance, tools, and hands-on practices and reflection activities.



Introduction to Equity

Ready to learn more about equity and how it applies to your community? This Action Learning Guide includes guidance, tools, and examples to explain what equity is, why it matters, and how it relates to health. It will help you get started with understanding key terms and concepts and where to begin to take action.

[Read more >](#)



Partnering With Residents

Engaging community members, especially people most often left out or unheard, is an essential part of improving health outcomes and advancing equity in communities. The guidance, tools, and examples here will help you engage and partner with community residents in a meaningful way.

[Read more >](#)



Getting Started With Policy Change

Ready to be an agent of change in your community? This Action Learning Guide includes guidance, tools, and examples you find here will help you get started with policy change and ensure your efforts are grounded in equity.

[Read more >](#)

- Self paced and interactive
- Deeper dive using guidance, tools and activities
- Can be used by individuals or collaboratively

★ **TIP:** Check out the initial guides right away, and watch for more guides throughout the year!

ACTION LEARNING 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

- ▶ The Action Center answers the question: *How can we take action?*
- ▶ The Partner Center answers the question: *Who should we work with?*
- ▶ The Action Learning Guides allow for a self paced exploration of the topics.
- ▶ Our coaches can help you connect with any of the resources we talked about today.



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Columbia Gorge Region, OR and WA. 2016

STORIES: LEARN FROM OTHERS

Sharing stories ignites possibilities and inspires action

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San Pablo, CA 2017

RWJF CULTURE OF HEALTH PRIZE

Honors and elevates U.S. communities that are making great strides in their journey toward better health for all.

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RWJF CULTURE OF HEALTH PRIZE PRINCIPLES

1. Defining health in the broadest possible terms.
2. Committing to sustainable systems changes and policy-oriented long-term solutions.
3. Creating conditions that give everyone a fair and just opportunity to reach their best possible health.
4. Harnessing the collective power of leaders, partners, and community members.
5. Securing and making the most of available resources.
6. Measuring and sharing progress and results.

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QUESTIONS?

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LEARNING OPPORTUNITIES

May 21st @ 3:00 pm EST
**Housing Affordability & Health: Community
development solutions (NW)** featuring Chelsea
Culture of Health Prize community



Upcoming and Past CHR&R Webinars:

<http://www.countyhealthrankings.org/learn-from-others/webinars/all>

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STAY CONNECTED



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being sent to you in the chat window
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THANK YOU!



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