H. County Health Rankings and Roadmaps: Using Data as a Call to Action
Monday, November 16, 2015, 2:10 pm session only – Elm Creek Amphitheatre

We know that much of what influences our health happens outside of the doctor’s office — in our schools, workplaces and neighborhoods. Community health improvement takes people working together from diverse sectors to create long-term change. This session will focus on how you have an important role in creating a culture of health in your local community. In this session, you’ll be introduced to the County Health Rankings and Roadmaps data, as well as tools and coaching support to create cultures of health where you live, learn, work and play. Participants will also have an opportunity to engage in a Q&A period with the presenters, reflect on what they’ve learned, consider the implications for communities, and identify next steps.

Learning objectives
1. Discuss the multiple factors that influence health.
2. Recognize how data can be used as a starting point for action.
3. Define the individual’s role in building a culture of health in his/her community.

Stephanie Johnson, MSSW
Associate Researcher/Community Coach, County Health Rankings and Roadmaps

Stephanie Johnson, MSSW, associate researcher and community coach provides strategic guidance to communities that want to put the County Health Rankings into action for community health improvement. She is part of a team that develops online tools to connect communities to evidence-informed strategies and fosters peer learning, delivers technical assistance and training, and recognizes and celebrates health improvement. Stephanie earned a master of science degree in social work at the University of Wisconsin-Madison. She also holds a bachelor of science degree in psychology from the University of Wisconsin-Madison.

Marna Canterbury, MS, RD
Director of Community Health, Lakeview Health, HealthPartners

Marna Canterbury brings more than 25 years of experience in community health to her role as director of Community Health. Marna has developed innovative health improvement programs for restaurants, health care systems, schools, food shelves and throughout the community. Marna received her bachelor’s degree from Concordia College, her registered dietitian degree from the University of Iowa and her master’s degree in community health from Mankato State University.
COUNTY HEALTH RANKINGS & ROADMAPS: USING DATA AS A CALL TO ACTION

Stephanie Johnson,
Community Coach
Stephanie.Johnson@match.wisc.edu

Marna Canterbury,
Director, Community Health
HealthPartners
Marna.M.Canterbury@lakeview.org

Connecting to Transform Communities
November 16, 2015

www.countyhealthrankings.org
IS HEALTH MORE THAN HEALTH CARE?
HEALTH IS MORE THAN HEALTH CARE

Determinants of health:

- **Medical services**: 20%
- **Healthy behaviors**: 30%
- **Social and economic factors**: 40%
- **Physical environment**: 10%
Determinants of health

- **Medical services**: 20%
- **Healthy behaviors**: 30%
- **Social and economic factors**: 40%
- **Physical environment**: 10%

Where money spent

- **Medical services**: 88%
- **Healthy behaviors**: 4%
- **Other**: 8%
### ACTUAL CAUSES OF DEATH IN THE U.S.

4 behaviors cause nearly 40% of deaths.

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<thead>
<tr>
<th>Cause</th>
<th>2000</th>
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<tbody>
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<td>Tobacco</td>
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<td>Illicit Drug use</td>
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The U.S. health disadvantage
• Inadequate health care
• Unhealthy behaviors
• Adverse economic and social conditions
• Environmental factors
• Public policies
• Social values
US DEATH RATES: RISING FOR MIDDLE AGE WHITES

Why is death rate rising for white, middle-aged Americans?
By Ashley Gold BBC News, Washington
4 November 2015

US Mortality Rates (per 100,000) for 45-54 years of age by race

Source: CDC Compressed Mortality Database, Case/Deaton study
PROJECTED 2030 OBESITY RATES

LEGEND
- 20% to < 30%
- 30% to < 40%
- 40% to < 50%
- 50% to < 60%
- 60% to < 100%

Color Legend:
- Blue: 20% to < 30%
- Light Blue: 30% to < 40%
- Orange: 40% to < 50%
- Dark Orange: 50% to < 60%
- Red: 60% to < 100%
ZIP CODE CAN PREDICT HEALTH

Life Expectancy Disparities along I-94

70-74.9 years

75-78.9 years

83+ years

3 miles could equal up to a 13-year life span difference

www.rwjf.org/content/dam/farm/meetings_and_conferences/speeches_and_presentations/2012/rwjf402426/subassets/rwjf402426_
EVIDENCE FOR IMPROVING COMMUNITY HEALTH

- Community health improvement:
  - Increase healthy longevity
  - Reduce illness
  - Reduce healthcare spending
  - Make healthy choices the easy choices
  - Maintain or improve economic vitality
  - Reduce waste
  - Improve national security and emergency preparedness
  - Empower individuals, families, employers, schools, and communities

www.thecommunityguide.org
MORTALITY CHANGES IN NORTH KARELIAN (FINLAND) MEN AGES 35-64 YEARS: 1970-2006

- All causes
- All cardiovascular
- Coronary heart disease
- All Cancers
- Lung cancers

http://www.ktl.fi/eteo/cindi/northkarelia.html
**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)
ACKNOWLEDGEMENTS

Robert Wood Johnson Foundation
  – Including Abbey Cofsky, Andrea Ducas, Michelle Larkin, Jim Marks, Joe Marx, Don Schwarz, Amy Slonim, Katie Wehr

Wisconsin County Health Rankings & Roadmaps Team
  – Including Bridget Catlin, Julie Willems Van Dijk, Kitty Jerome, Carrie Carroll, Amanda Jovaag, Alison Bergum, Astra Iheukumere

Our Partners
  – Including Active Living by Design, Burness, CDC, Dartmouth Institute, Local Initiatives Support Corporation, National Association of Counties, United Way Worldwide
OUTLINE

*County Health Rankings & Roadmaps Program Overview*

Explore the *Rankings* Data

Tools for Taking Action

Learn from Others

Q & A
REFLECTION QUESTIONS

‣ Who else do you need to share this information with?

‣ What is one idea for action that you’re taking from this presentation?

‣ What else do you need to know to take action/use this information?
GUIDING QUESTION
How can *County Health Rankings & Roadmaps* help you build a culture of health?
HEALTH EQUITY

- *Attainment of the highest level of health for all people.*

- Achieving health equity requires valuing everyone equally with focused and ongoing societal efforts to address avoidable inequalities, historical and contemporary injustices, and the elimination of health and health care disparities. (Healthy People 2020)
Health disparities refer to differences between groups of people. These differences can affect how frequently a disease affects a group, how many people get sick, or how often the disease causes death.” (NIH, 2013)

Durham County, NC – RWJF 2014 prize winner.
Durham Public Schools Farm Hub.
County Health Rankings Logic Model

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

Health Outcomes

Today’s Health

Health Factors

Tomorrow’s Health
HOW MEASURES ARE SELECTED

- Actionable measures
- Valid, reliable, recognizable
- County-level
- Free or low cost
- Up-to-date as possible
- Fewer measures better than more
HOW HEALTHY IS YOUR COMMUNITY?

Search by county or select a state

Select a state to begin

See what affects health

Select a Measure ▼ Select your State ▼ GO

A Robert Wood Johnson Foundation program
Find out how healthy your county is and explore factors that drive your health.
## Hennepin (HE)

### County Snapshot

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#### Top U.S. Performers
- Only 10% of counties nationally do better than the given number.

#### Error Margin
- 95% confidence interval

#### State overall
- Rank (of 87)
Hennepin County is staying the same for this measure.
### Hennepin (HE)

#### County Snapshot

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<th>Additional Measures</th>
<th>Areas to Explore ON OFF</th>
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#### Health Outcomes

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<td>17%</td>
<td>~</td>
<td>16-18%</td>
<td>20%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Access to exercise opportunities</td>
<td>99%</td>
<td></td>
<td></td>
<td>92%</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>Excessive drinking</td>
<td>19%</td>
<td>~</td>
<td>17-20%</td>
<td>10%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Alcohol-impaired driving deaths</td>
<td>29%</td>
<td></td>
<td></td>
<td>14%</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>Sexually transmitted infections</td>
<td>49%</td>
<td>~</td>
<td></td>
<td>1.38</td>
<td>336%</td>
<td></td>
</tr>
<tr>
<td>Teen births</td>
<td>26</td>
<td></td>
<td>26-27</td>
<td>20</td>
<td>24</td>
<td></td>
</tr>
</tbody>
</table>

#### Clinical Care

<table>
<thead>
<tr>
<th>Measure</th>
<th>Hennepin County</th>
<th>Trend</th>
<th>Error Margin</th>
<th>Top U.S. Performers*</th>
<th>Minnesota</th>
<th>Rank (of 87)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uninsured</td>
<td>10%</td>
<td></td>
<td></td>
<td>9-10%</td>
<td>11%</td>
<td>9%</td>
</tr>
</tbody>
</table>
**Children in poverty**

**Description**
Percentage of children under age 18 in poverty

**Ranking Methodology**

<table>
<thead>
<tr>
<th>Summary Measure:</th>
<th>Health Factors – Social &amp; Economic Factors (Income)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight in Health Factors:</td>
<td>7.5%</td>
</tr>
<tr>
<td>Years of Data Used:</td>
<td>2013</td>
</tr>
</tbody>
</table>

**Summary Information**

| Range in Minnesota (Min-Max): | 5-38% |
| Overall in Minnesota: | 14% |
| Top U.S. Performers: | 13% (90th percentile) |
MEASURING PROGRESS

- Use ranks as tool
- Change and data take time
- Learn more about what you can do measure progress at www.countyhealthrankings.org/measuring-progress
COUNTY HEALTH RANKINGS LOGIC MODEL

Population based data collected

County Health Rankings

Media attention

Community leaders use report

Broad community engagement

Evidence-informed strategies implemented

Improved health outcomes
WHAT ACTIONS CAN WE TAKE TO CREATE HEALTH FOR ALL?
Action Center

Each step on the Action Cycle is a critical piece of making communities healthier. There is a guide for each step that describes key activities within each step and provides suggested tools, resources, and additional reading. You can start at Assess or enter the cycle at any step. Work Together and Communicate sit inside because they are needed throughout the Cycle.

At the core of the Action Cycle are people from all walks of life because we know we can make our communities healthier if we all get involved.

Select an Action Step or community member to learn more.
Roadmaps to Health Coaching

*Roadmaps to Health Coaching* provides local leaders with direct support from community coaches to strengthen their capacity to advance efforts to build a Culture of Health in their communities. The *Roadmaps to Health Action Center* is an online platform with access to coaches which provides practical help for communities working collectively to improve their health. It provides guidance and tools to understand the data and strategies that communities can use to take action. Coaches bring expertise from a variety of disciplines—from public health to law to social work to urban planning to hospital community benefits—to support leaders in using Action Center tools and guidance to advance health.

*Roadmaps to Health Coaching* offers community leaders the opportunity to:

- Strengthen and/or rejuvenate multi-sector partnerships so they are better poised to advance work that builds a Culture of Health;
- Enhance community capacity in at least one area in the *Pooled for Progress* tool (a self-assessment of the critical skills necessary to create health in communities);
- Build direction, alignment and commitment to implement and sustain specific strategies to enhance health outcomes; and
- Connect with other community leaders or national experts who are building a Culture of Health.

**What is required to work with a community coach?**

Community coaches work with anyone who requests assistance. The most common way coaches begin to work with community members is through a short-term interaction of one to three emails or telephone contacts to address a particular question or request to learn more about the *County Health Rankings* or the tools and guidance available in the *Roadmaps to Health Action Center*. 
FOUNDATION OF ROADMAPS

▪ It takes everyone

▪ Move from data to evidence-informed action

▪ Focus across the health factors—including social and economic factors

▪ Policy, systems, and environmental change
WHAT WORKS FOR HEALTH

Find effective programs and policies at www.countyhealthrankings.org/what-works-for-health
EVIDENCE MATTERS

› Smart investments
› Inform decisions
› Inform innovation
EVIDENCE RATINGS

› Scientifically supported
› Some evidence
› Expert opinion
› Insufficient evidence
› Mixed evidence
› Evidence of ineffectiveness
DISPARITY RATING

- Likely to decrease disparities
- No impact on disparities likely
- Likely to increase disparities
CHOOSING STRATEGIES

- Evidence of effectiveness
- Community “fit”
- Readiness
- Priorities
- Capacity
- Resources
MOVING FORWARD—FOCUS ON THE D’S

- Investigate the **Differences**
- Focus on the **Drivers** that most influence health
- **Dig** into the root causes
- **Determine** most effective strategies
- **Do** it!
RWJF CULTURE OF HEALTH PRIZE CRITERIA

- Defining health in the broadest possible terms.
- Committing to sustainable systems changes and policy-oriented long-term solutions.
- Cultivating a shared and deeply held belief in the importance of equal opportunity for health.
- Harnessing the collective power of leaders, partners, and community members.
- Securing and making the most of available resources.
- Measuring and sharing progress and results.
2015 CULTURE OF HEALTH PRIZE WINNERS

‣ https://www.youtube.com/watch?v=vJbm6tVmY4w
SUMMARY

‣ Where we live matters to our health.

‣ There are great disparities in health based on where we live.

‣ Health is more than health care. Many factors contribute to health.

‣ We’re all in this together. It takes all of us working together to improve the health of a community.

‣ You can find data and practical help at www.countyhealthrankings.org.
QUESTIONS
PRESENTATIONS

Register for upcoming presentations and find recordings at www.countyhealthrankings.org/presentations
STAYING CONNECTED

› Follow @CHRankings
› Like Facebook.com/CountyHealthRankings
› e-Newsletter, email chr@match.wisc.edu to subscribe
GUIDING QUESTION
How can County Health Rankings & Roadmaps help you build a culture of health?
THANK YOU!

www.countyhealthrankings.org

University of Wisconsin Population Health Institute
Madison, WI
match-info@match.wisc.edu
(608) 265-8240