County Health Rankings

From Data to Action

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Robert Wood Johnson Foundation

Stone Soup: A Recipe for a Healthy Community
NJ Department of Health and Senior Services

June 14, 2011
Outline

Multiple Determinants of Health

County Health Rankings Overview

2011 County Health Rankings Results

Taking Action

Sharing Stories

Questions and Answers
Robert Wood Johnson Foundation

About RWJF

The mission of the Robert Wood Johnson Foundation is to improve the health and health care of all Americans. Our goal is clear: To help Americans lead healthier lives and get the care they need.

Assessing our Impact

- Evaluation by independent researchers
- Grant Results reports produced by RWJF
- The annual book series To Improve Health and Health Care: The RWJF Anthology

Improving the Health and Health Care of All Americans

A film about the Robert Wood Johnson Foundation

2008 Annual Report

Advances Newsletter

County Health Rankings
Mobilizing Action Toward Community Health
Historical Perspective

• 1930-1950: Sanitary revolution and improvements in environmental health
• 1950-1970: Increasing role of health care
• 1970-1990: Contribution of health behaviors (smoking/diet/exercise) increases
• 1990-present: Social and economic determinants
Independent Inquiry into Inequalities in Health Report (1998) chaired by Sir Donald Acheson
Influences on Health: Broadening the Focus

RWJF Commission to Build a Healthier America

Overcoming Obstacles to Health, 2008
Building on the Commission’s work, the County Health Rankings story begins in early 2008...
Wisconsin County Health Rankings

2003-2008
America’s Health Rankings

• Ranks the overall health of all 50 states, from healthiest to least healthy.
• First published in 1990 and annually thereafter.
• Uses a model that summarizes the overall health of each state.
County Health Rankings

- Fifty-state, county-by-county ranking reports
  - Health Outcomes
  - Health Factors
- First report of its kind
  - Standardized measures of overall health for almost every county in U.S.
  - Every state can see how its counties compare
  - County-level snapshot on health outcomes and factors that influence health
- Partnership between RWJF and UWPHI
  - Reports for 3 years
Moving to Action: Key Messages

• Where we live, learn, work and play influence how healthy we are and how long we live.

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

• The County Health Rankings is one of many tools for communities to figure out where they are doing well and where they are not -- so they can work together to make changes.
Moving to Action: Key Messages

• Change begins by bringing together community leaders to identify what steps need to be taken to build a healthier community.

• The Rankings are not about a race to the top. They are a tool for advocating for improvement.
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County Health Rankings: 2 Rankings

- Health Outcomes
  - Today’s Health

- Health Factors
  - Tomorrow’s Health
Health Factors

Health Outcomes

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

Health Factors

- Health behaviors (30%)
  - Tobacco use
  - Diet & exercise
  - Alcohol use
  - Unsafe sex

- Clinical care (20%)
  - Access to care
  - Quality of care

- Social & economic factors (40%)
  - Education
  - Employment
  - Income
  - Family & social support
  - Community safety

- Physical environment (10%)
  - Environmental quality
  - Built environment

Health Outcomes

Programs and Policies

County Health Rankings model © 2010 UWPHI
Logic Model for the *County Health Rankings*

- Population based data collected
- County Health Rankings
- Media attention
- Local health officers and others use report
- Broad community engagement
- Evidence-based health programs and policies implemented
- Improved health outcomes
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# 2011 Overall Rankings

<table>
<thead>
<tr>
<th>County</th>
<th>Health Outcomes</th>
<th>Health Factors</th>
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<td>Hunterdon</td>
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<tr>
<td>Cumberland</td>
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</table>
## 2011 Health Outcomes Rankings

<table>
<thead>
<tr>
<th>County</th>
<th>Overall</th>
<th>Mortality</th>
<th>Morbidity</th>
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<tr>
<td>Cumberland</td>
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## 2011 Health Factors Rankings

<table>
<thead>
<tr>
<th>County</th>
<th>Overall</th>
<th>Health Behaviors 30%</th>
<th>Clinical Care 20%</th>
<th>Social &amp; Economic 40%</th>
<th>Physical Environment 10%</th>
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</thead>
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</table>
Summary of 2011 Results

**Healthier Counties**
- Lower premature death rate
- Good quality of life
- Lower rates of low birthweight babies
- Higher high school graduation
- Fewer children living in poverty

**Least Healthy Counties**
- High premature death rates
- Lower quality of life
- Higher rate of adult smoking
- Fewer adults attending college
- More children living in poverty
- Higher rates of unemployment
- Limited access to recreational facilities
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Questions and Answers
TAKE ACTION
WORK TOGETHER

Evaluate Efforts
Assess Needs & Resources

Grantmakers
Business
Community
Healthcare

Public Health
Government
Education

Implement Strategies
Pick Priorities

Find Programs & Policies That Work
Action Steps

Learn
Communicate
Coordinate
Prioritize and plan
Act
Action Steps

ACTION STEPS

> I AM A...

Business or Employer
Community Advocate, Leader or Member
Healthcare Professional
Educator
Government Official
Public Health Professional
Grantmaker

> TAKE STEPS TO...

> Work Together
> Find Programs and Policies that Work
> Implement Strategies

> Assess Needs and Resources
> Evaluate Efforts
> Pick Priorities
Action Step Example: Community Leaders

COMMUNITY LEADERS

With this report, community leaders and advocates -- in the fields of public health and health care, business, education, and government -- can see where barriers to good health lie and work together to find solutions.

All of us have a role to play in raising awareness about the multiple factors that affect our health and the health of our communities. As a state or community leader, you are uniquely positioned to use this report as a call to action, informing community members about the findings and mobilizing your community so all residents can be healthy.

There are many tools and resources that community leaders can use as they work with others to improve community health. Some examples include:

- Tools for Community Action (from the Centers for Disease Control and Prevention)
- Programs that Work in Communities (from Partnership to Fight Chronic Disease)
- Programs that Work in Schools (from Partnership to Fight Chronic Disease)
- Strategic Alliance ENACT Local Policy Database: Promising Practices in Nutrition and Physical Activity—an online resource of local policies that can improve opportunities for healthy eating and physical activity
- Active Living By Design—creates community-led change by working with local and national partners to build a culture of active living and healthy eating.
Walking the Talk

February 2010: Inaugural release of County Health Rankings

October 2010: RWJF Board of Trustees approves new MATCH initiative

March 2011: 2nd release of County Health Rankings & Community Grants Call for Proposals

Throughout 2011: More to come!
MATCH Initiative

MATCH Center
UWPHI & Community Catalyst

National MATCH Strategy
Community Grants Program
Policy and Advocacy Training/Technical Assistance
National Population Health Award
Training/TA
Peer Learning
Capture Stories

MATCH Advisory Group

Online Solutions Strategy

County Health Rankings

Evaluation
Mobilizing through County Health Rankings

- Health Outcomes
- Health Factors
  - Behavioral
  - Clinical
  - Social and economic
  - Environmental

Action

Toward Community Health

- Setting goals and objectives for overall health
- Keeping track of progress
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Your Stories

ACTION STEPS

Business or Employer  Community Advocate, Leader or Member  Healthcare Professional  Educator  Government Official  Public Health Professional  Grantmaker

TAKE STEPS TO...

- Work Together
- Find Programs and Policies that Work
- Implement Strategies

- Assess Needs and Resources
- Evaluate Efforts
- Pick Priorities
Sharing your story

**YOUR STORIES**

Since there are many factors that contribute to health, it takes a variety of people to improve the health of the places where we live, learn, work and play. This section presents descriptions of health improvement efforts from around the country, and provides an opportunity for those engaging in similar activities to learn from each other’s successes and challenges.

Do you have a story? Tell us!

**How a Low Ranking on Health Mobilized Wyandotte County, Kansas**

Wyandotte County, Kansas has made significant strides toward achieving public health since it finished last in the Kansas County Health Rankings last year.
Central Michigan District Health Department
PUBLIC HEALTH SUMMIT

Wednesday, March 10, 2010
Doherty Hotel & Conference Center
604 N. McEwan Street, Clare
9:00 a.m. - 2:00 p.m.

A presentation will take place on the County Health Rankings released on February 17th, 2010 by the University of Wisconsin Population Health Institute. The goal of the Summit will be to develop plans to improve the rankings on community health data throughout the CMHCD jurisdiction.

Lunch will be provided.

RSVP to Allison at (989) 773-5921 ext. 8413 or abradac@cnmonline.org by February 26th.

Video: Taking Action in Clare County, Michigan

When Clare County, Michigan, ranked last in its state, Central Michigan District Health Officer Mary Kushion immediately convened a summit to engage leaders, officials, and community-members in a discussion of the rankings. Clare may be a rural, economically-depressed county, but it now has the tools and information to form an action plan and get policy-makers and stakeholders on board to improve the health of its citizens.
Pulling it all together: Kansas
Wrap - Up

• Where you live, learn work and play 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

• e-Newsletter: chr@match.wisc.edu

• Friend us on Facebook
  http://www.facebook.com/pages/County-Health-Rankings/#!/CountyHealthRankings

• Follow us on Twitter
  @CHRankings

County Health Rankings
Mobilizing Action Toward Community Health
THANK YOU!

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www.countyhealthrankings.org