County Health Rankings & Roadmaps
Building a Culture of Health, County by County

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MAKING THE MOST OF THE 2020 COUNTY HEALTH RANKINGS

Exploring new interactive features, tips to make the most of your snapshot, and guidance to inspire action

countyhealthrankings.org

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

Support provided by
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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.

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YOUR PRESENTERS AND FACILITATOR

Courtney Blomme
Analytics Lead

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Action Learning Coach

Keith Gennuso
Research Team Director

Aliana Havrilla
Action Learning Coach

Anne Roubal
Population Health Analyst

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LEARNING OUTCOMES FOR TODAY

- **Explore NEW interactive features on the County Health Rankings & Roadmaps website.**
- **Share tips for using highlighted tools and resources.**
- **Consider how to use the Rankings release to inspire action in your community.**

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JOIN US FOR MORE QUESTIONS AND DISCUSSION

- **When:** Immediately following the webinar
- **What:** Interactive learning experience, opportunity to share ideas and ask questions
- **How:** Videoconference and/or phone via Zoom
- **Why:** Deepen the webinar learning, allow further exploration

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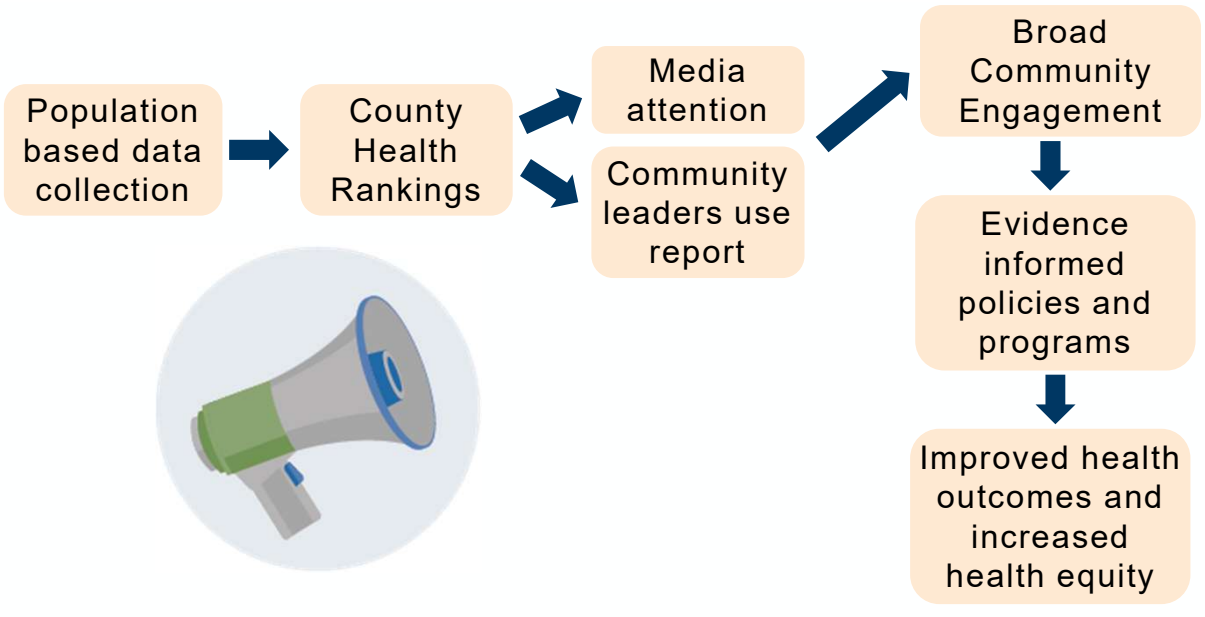

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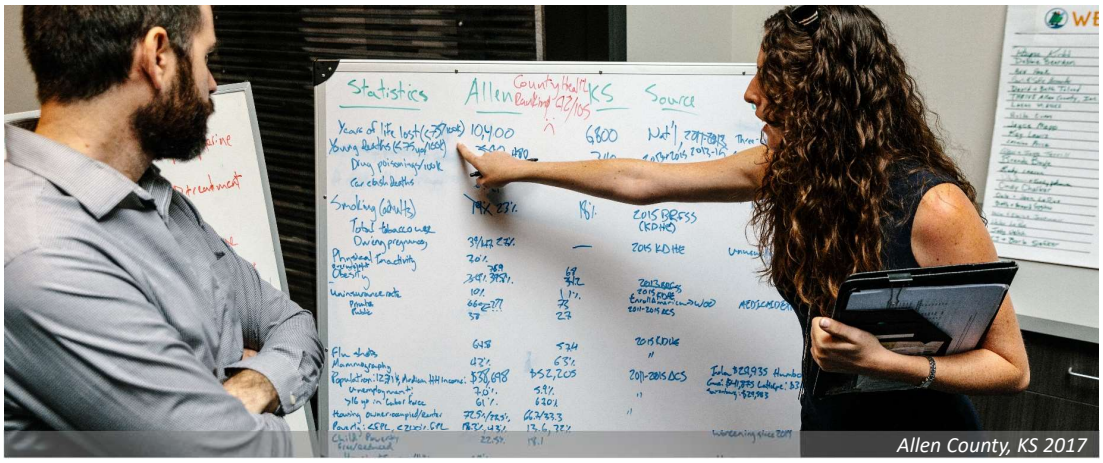

Allen County, KS 2017

DATA

Using data to reveal the factors that influence health

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MAKING THE MOST OF YOUR RANKINGS DATA

- What goes into the Rankings?
- What's new in the 2020 Rankings?
  - Reports
  - Data interactives
  - Additional measures
  - Website enhancements

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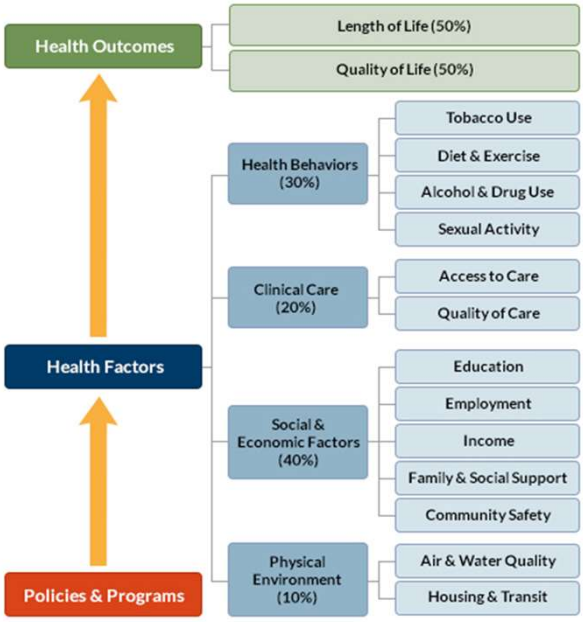

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RANKED MEASURES

Length of life (1)
Quality of life (4)

Smoking (1)
Diet & Exercise (4)
Alcohol & Drug Use (2)
Sexual Activity (2)

Education (2)
Income (2)
Employment (1)
Family and Social Support (2)
Community Safety (2)

Access to Care (4)
Quality of Care (3)

Air and Water Quality (2)
Housing and Transit (3)

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MAJOR DATA SOURCES

- Behavioral Risk Factor Surveillance System (BRFSS)
- American Community Survey, 5-year estimates
- Comprehensive Housing Affordability Strategy (CHAS) data
- County Business Patterns
- CMS, National Provider Identification (NPI)
- CMS, Mapping Medicare Disparities Tool
- Easy Access to State and County Juvenile Court Cases (EZACO)
- EJSCREEN
- Fatality Analysis Reporting System (FARS)
- Uniform Crime Reporting
- Area Health Resource File
- Map the Meal Gap
- Business Analyst, Delorme map data, ESRI and US Census Tigerline Files
- National Center for Health Statistics (NCHS)
- National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
- Safe Drinking Water Information System
- Stanford Education Data Archive (SEDA)
- Small Area Health Insurance Estimates
- Small Area Income and Poverty Estimates
- Food Environment Atlas
- U.S. Diabetes Surveillance System
- U.S. Department of Education (EDFacts)

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RANKINGS METHODS

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10th Anniversary!

WHAT'S NEW IN THE 2020 RANKINGS

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KEY FINDINGS REPORT

- Highlights trends in health over the past ten years
- In depth look at some key health indicators
- Continued focus on Social and Economic Factors & Health Equity

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THE 2020 STATE REPORTS

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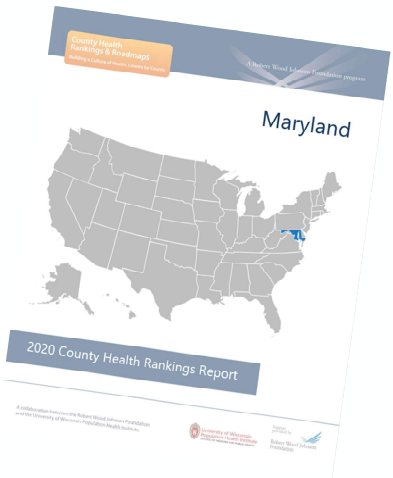
STATE REPORT HIGHLIGHTS

- Differences in health outcomes and health factors within states
- Differences in health factors among racial and ethnic groups
- CHRR resources that can help you take action



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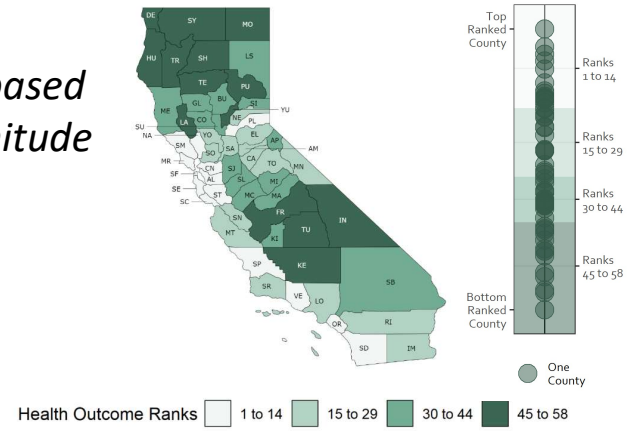
HEALTH OUTCOMES

Length and quality of life vary based on where we live, and the magnitude of those gaps vary.



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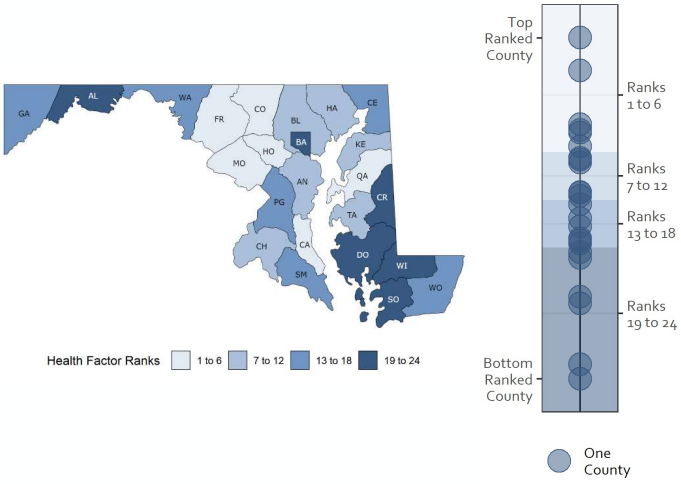
HEALTH FACTORS

Health Factors vary based on where we live, and the magnitude of those gaps vary.



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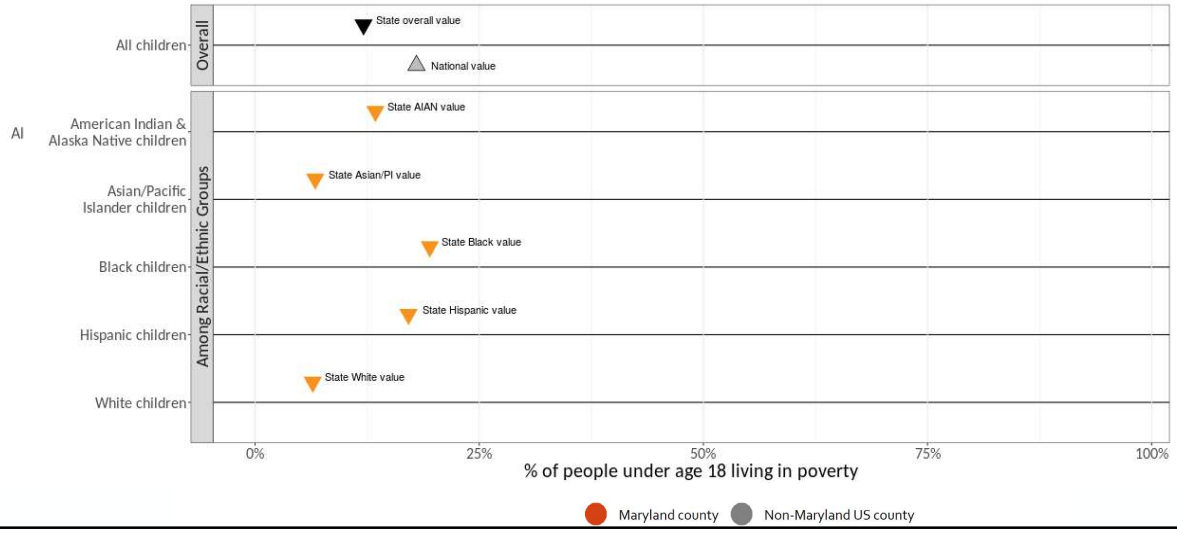
KEY INDICATOR: CHILDREN IN POVERTY



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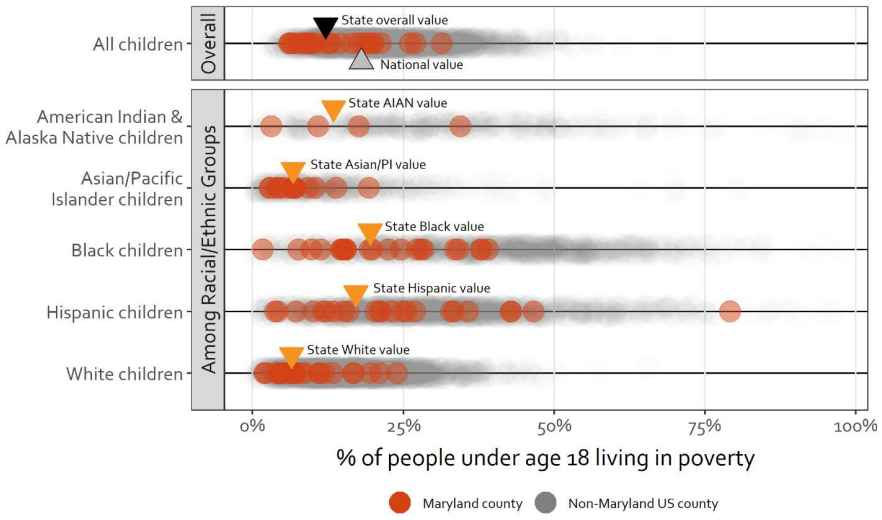
KEY INDICATOR: CHILDREN IN POVERTY



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ADDITIONAL MEASURES ON NEW INTERACTIVE

- Opportunity gaps by race *AND* by place *BOTH* need to be addressed when working to improve community health.
  - Life Expectancy
  - Low Birthweight
  - Children in Poverty
  - Median Household Income

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NEW ADDITIONAL MEASURES

- Suicides
- Reading Scores
- Math Scores
- Juvenile Arrests
- Traffic Volume

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NEW DATA DISAGGREGATED FOR RACIAL AND ETHNIC GROUPS

- Additional measures:
  - Injury deaths
  - Firearm Fatalities
  - Drug overdose deaths
  - Suicides
  - Motor vehicle deaths
  - Homicides
- Confidence intervals around estimates

- New Data Disaggregated by Race and Ethnicity:
  - Asian
  - American Indian & Alaska Native

Premature death	8,900	8,700-9,100	5,500	6,4(

	Value	Error Margin
Years of Potential Life Lost Rate	**8,900**	**8700-9,100**
White	7,100	6900-7,400
Black	14,700	14100-15,200
Hispanic	5,600	5200-6,100
Asian	4,900	4100-5,700
American Indian & Alaska Native	9,400	7100-12,300

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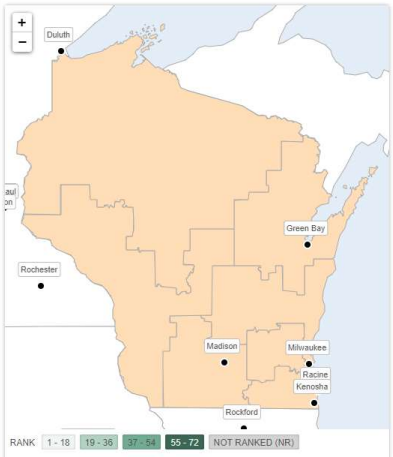
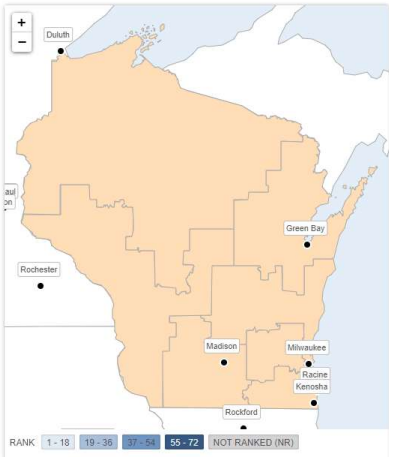
Find out how healthy your county is and explore factors that drive your health

Overall Rankings in Health Outcomes

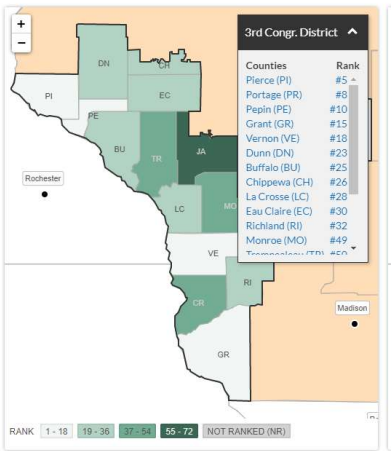


Overall Rankings in Health Factors



Cities Congressional District Lines Please Select A District

Overall Rankings in Health Outcomes



Cities Congressional District Lines 3rd Congressional District

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GETTING THE MOST OUT OF YOUR RANKINGS SNAPSHOT

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WHICH SNAPSHOT FEATURES WILL YOU USE THIS YEAR?

- Trend graphs
- Causes of death
- Disaggregated Data
- Additional measures
- Spanish translation
- Areas to explore/Areas of strength
- Compare Counties

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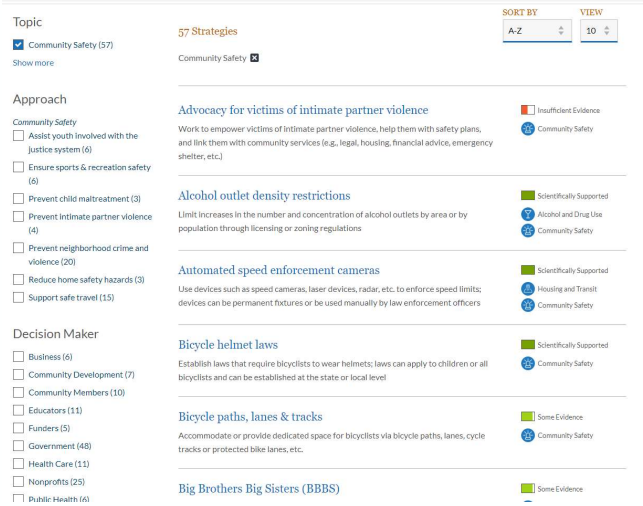
WHAT WORKS FOR HEALTH UPDATES



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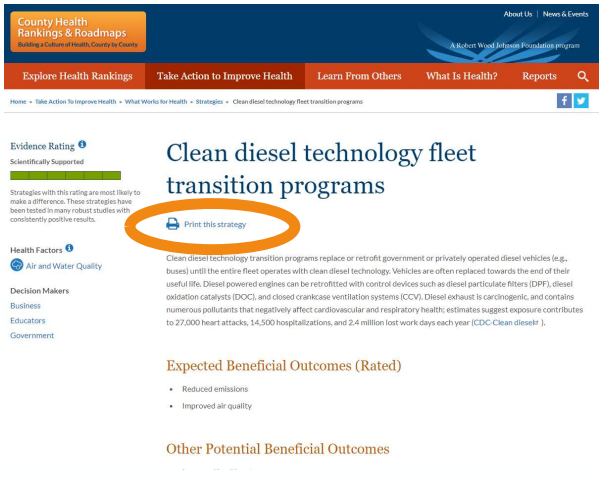
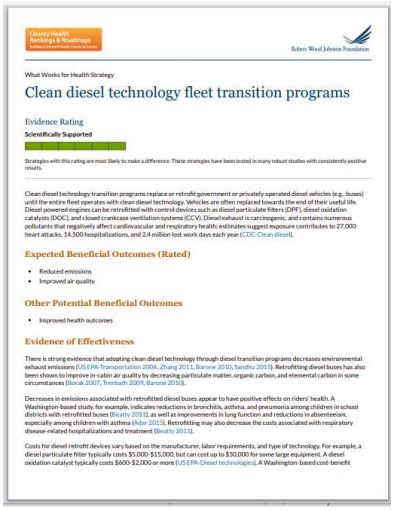
WHAT WORKS FOR HEALTH UPDATES





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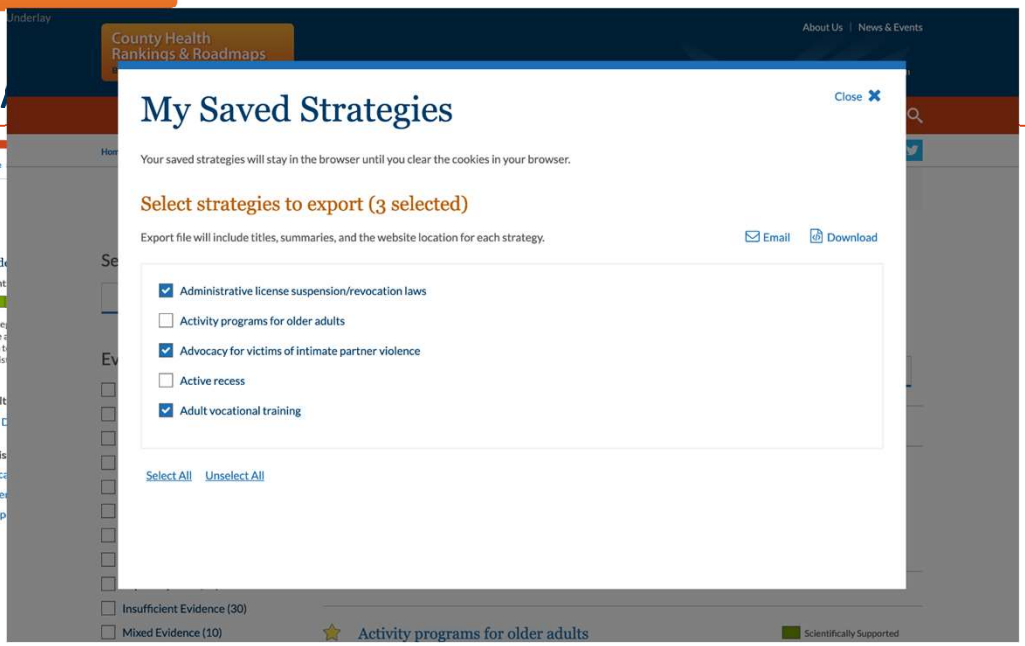
WH



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ACTION LEARNING GUIDES

- Develop Strategies to Promote Health and Equity
- What Are Data?
- Why Use Data?
- Improving Data Fluency

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LEVERAGING THE RANKINGS (AND OTHER RESOURCES) FOR ACTION

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COUNTY HEALTH RANKINGS: A CALL TO ACTION

- Use the media to get your story out
- Connect with new or existing partners
- Engage the community in conversation

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STEP 1: IDENTIFY YOUR AUDIENCE

- Who needs to hear your message?
- Consider:
  - Partners
  - Potential Partners
  - Decision-makers
  - Influencers

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STEP 2: SET YOUR PURPOSE

- What is your call to action?
- Do you want to:
  - Share knowledge
  - Encourage action
  - Celebrate

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STEP 3: DEVELOP YOUR MESSAGE

- Tell the story you want to tell
- Focus on action and assets
- Include a call to action
- Rally the community
- Highlight solutions

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FOCUS ON EQUITY

Digging deeper:

- Who isn't thriving?
- Who doesn't have the same opportunities for good health?
- What differences are there by race? By place?

	Value	Error Margin
% Children in Poverty	**17%**	**12-21%**
White	13%	–
Black	39%	–
Hispanic	20%	–
Asian	19%	–

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STEP 4: DELIVER YOUR MESSAGE

- How will your deliver your message?
- Connect with the media
  - Press Release
  - Letters to the Editor and Op-eds
  - Social media

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STEP 4: DELIVER YOUR MESSAGE

- Host a Community Meeting
- Meeting presentations
- Legislative events
- One-on-one conversations

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4 STEPS TO USE THE RANKINGS AS A CALL TO ACTION

1. Identify Your Audience
2. Set Your Purpose
3. Develop Your Message
4. Deliver Your Message

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CHAT: WHO WILL YOU REACH OUT TO THIS YEAR?

- Who needs to hear your message?
- Consider:
  - Partners
  - Potential Partners
  - Decision-makers
  - Influencers

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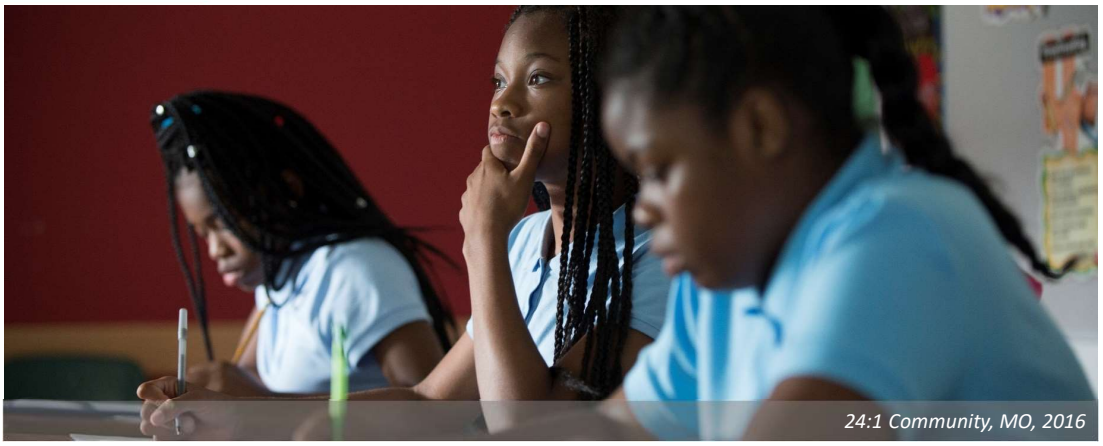

WE WANT TO HEAR FROM YOU!

Click the link to answer a few questions about today's webinar

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JOIN US FOR MORE DISCUSSION

- **Have more questions about data?** Join us to continue the discussion about the data resources.
- **Have more questions about using the Rankings to engage your community or working with the media?** Join us to continue the discussion about the Rankings as a communications tool.

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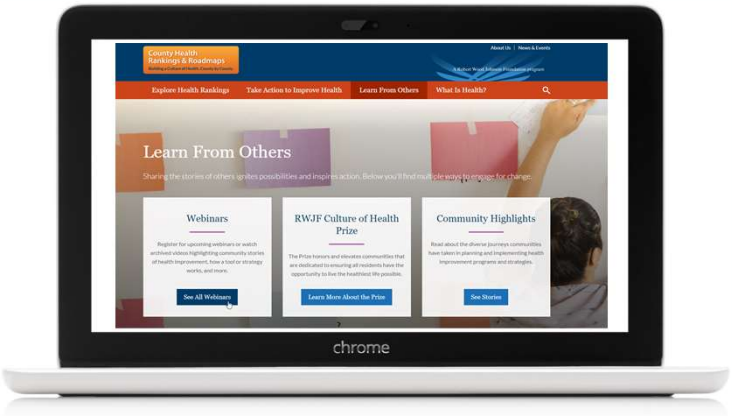
UPCOMING WEBINAR

One Community's Path to Creating Healthy and Equitable Opportunities

Webinar short description

Tuesday, March 12 | 3:00 – 4:00 pm ET

Register at:
countyhealthrankings.org/webinars



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UPCOMING COHORT LEARNING OPPORTUNITY

BUILDING RESIDENT ENGAGEMENT IN THE DELTA REGION

Photo by Antenna on Unsplash

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JOIN US FOR OUR EXTENDED Q&A NOW!

REGISTRATION LINK IN CHAT

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Brownsville, TX 2014

THANK YOU!

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