

**County Health
Rankings & Roadmaps**

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

August 28, 2018

INNOVATION IN PUBLIC HEALTH

*A Collaborative Planning Tool for Increasing
Equity and Community Engagement*

countyhealthrankings.org



Support
provided by

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.

countyhealthrankings.org

YOUR PRESENTERS AND FACILITATORS



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Community Coach



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Community Coach



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Strategic Health Planner



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Chief Innovations Officer

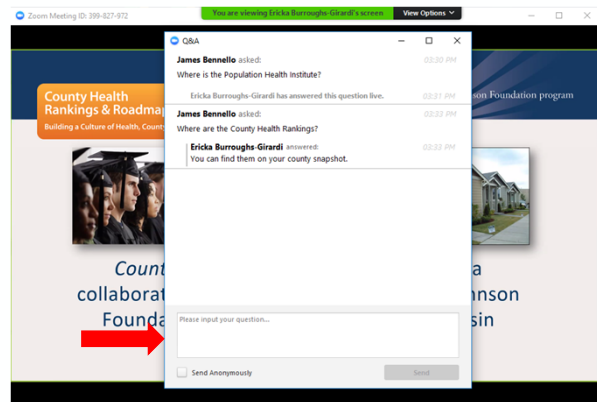


ASKING A QUESTION IN ZOOM WEBINAR

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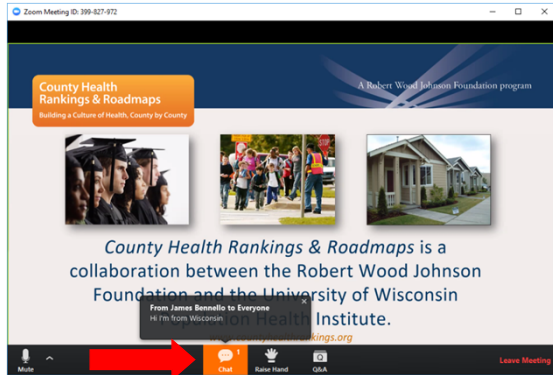


Question Box



CHATTING IN ZOOM WEBINAR

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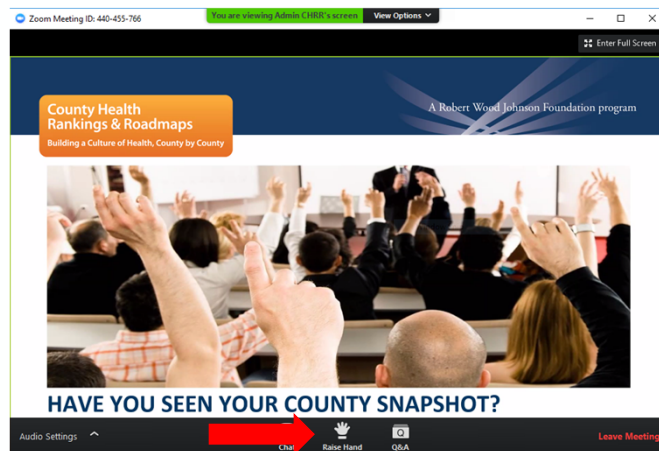


Chat Box



RAISING YOUR HAND

Raise Hand



LEARNING OUTCOMES FOR TODAY

- ▶ Grounding in health equity and community engagement
- ▶ What public health innovation can look like and how to go about it
- ▶ Garrett County's experience with innovation
- ▶ Other community examples from around the country
- ▶ Resources for next steps towards innovative public health practice

WHAT DO WE MEAN BY HEALTH EQUITY?

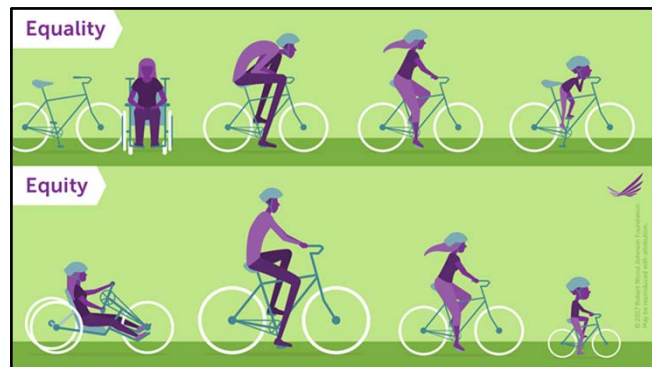
HEALTH EQUITY means that everyone has a fair and just opportunity to be as healthy as possible.

This requires removing obstacles to health such as poverty and discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.

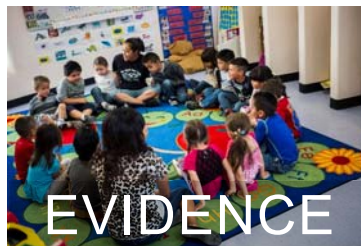


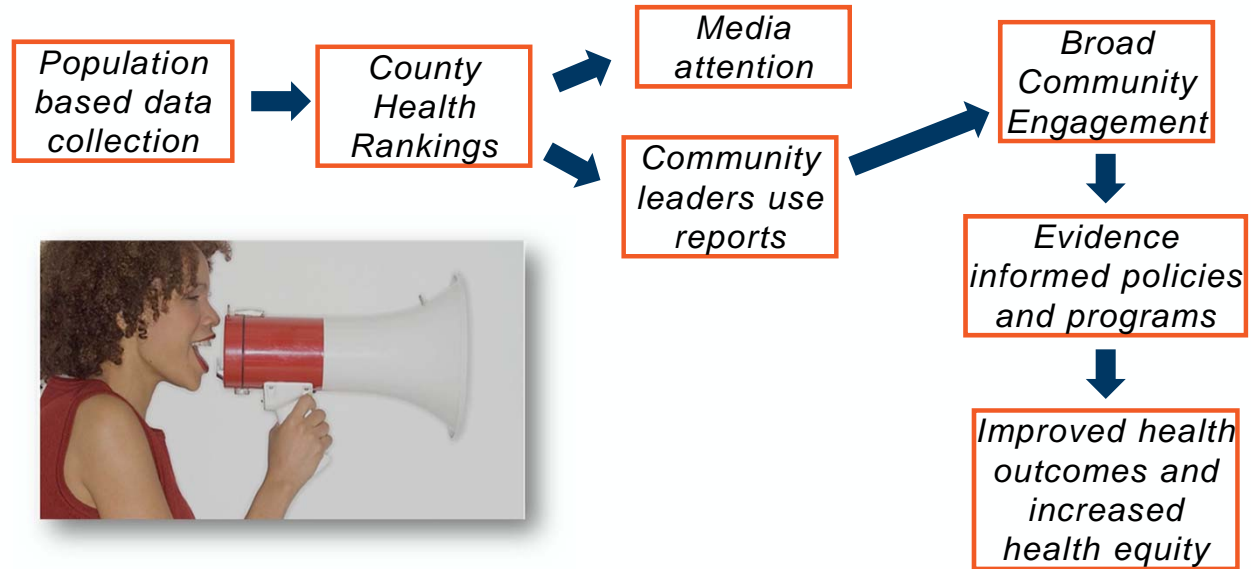
WHY EQUITY?

- ▶ Equality provides the same resources and opportunities, but we need **equity** to close gaps
- ▶ Our nation is increasingly more racially and ethnically diverse
- ▶ Place and race: communities of color have fewer opportunities than white communities, and are even worse off in segregated neighborhoods
- ▶ It's achievable: Improving access to the needed conditions and resources to be healthy will increase equity if society makes the effort
- ▶ Policies and practices are often the cause, but can also be the solution!

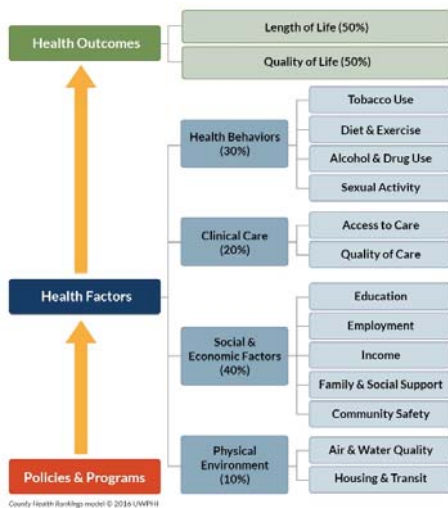


HOW WE SUPPORT COMMUNITIES





OUR MODEL



POLL: NEW MEASURES

We now have more measures broken down by race and ethnicity.

Which of these measures are most useful for you?

- | | |
|-----------------------------------|--|
| 1. Premature death | 6. Children in poverty |
| 2. Low birthweight | 7. Teen Births |
| 3. Infant mortality | 8. Preventable hospitalizations |
| 4. Child mortality | 9. Diabetes monitoring |
| 5. Median household income | 10. Mammography screening |

Children in poverty	28%		26-31%
% Children in Poverty	28%		
% Children in Poverty (Black)	50%		
% Children in Poverty (Hispanic)	37%		
% Children in Poverty (White)	10%		

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
 - ▶ Seven Action Steps
 - ▶ Key Activities and suggested tools to guide your progress
- ★ **TIP:** Set the Action Center as a favorite in your browser. Come back often to find the right resources when you need them.



Sparking innovation in public health

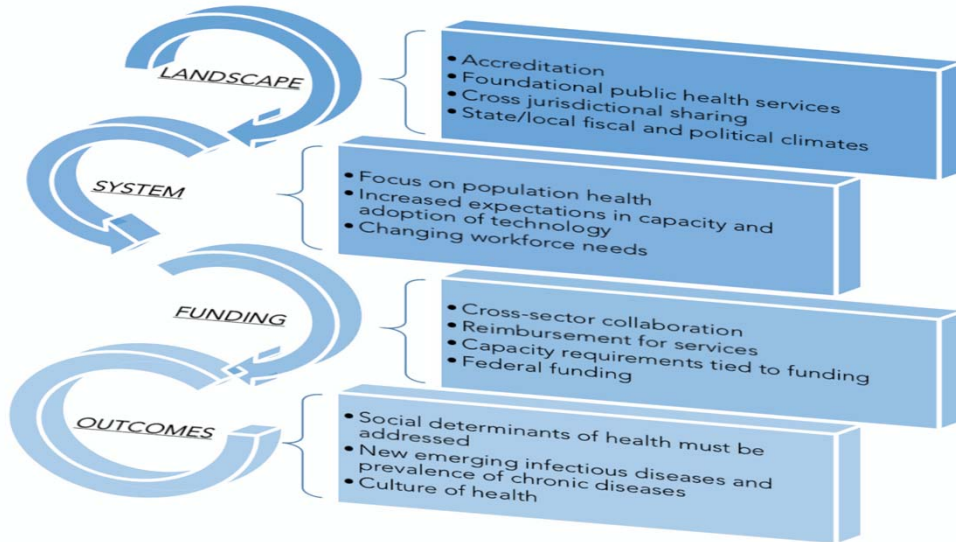
PHNCI supports the development, testing and dissemination of models of innovation and will serve as the coordinating body for a number of allied, national initiatives being applied at health departments across the country. These innovations will serve as pathways for the nation's health departments as they work to be conveners, providers and strategists that our communities need to improve health and well-being.

www.phnci.org

WHAT IS INNOVATION?

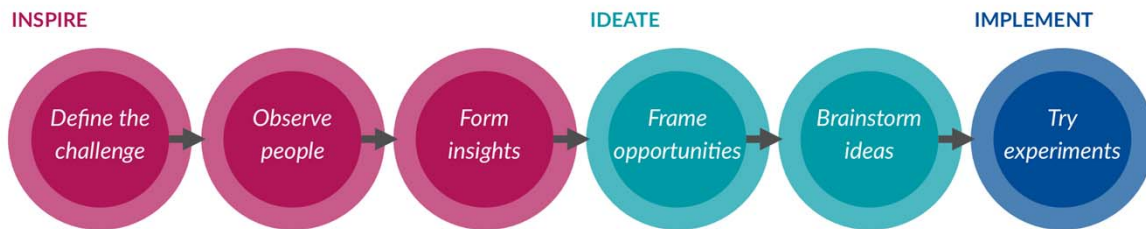
Public health innovation refers to the development of a new process, policy, product, or program that increases quality, impact, and efficiency.





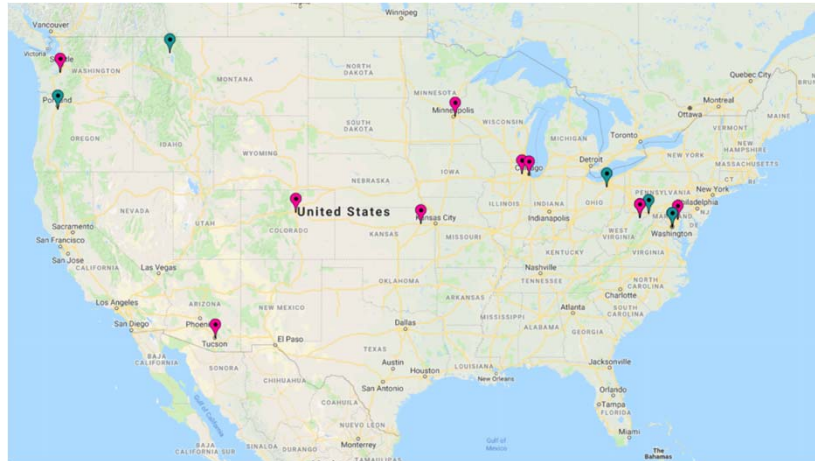
Adapted from the West Virginia Department of Health and Human Resources, Bureau for Public Health

HOW TO INNOVATE



Source: Public Health National Center for Innovations

SUPPORTING INNOVATION

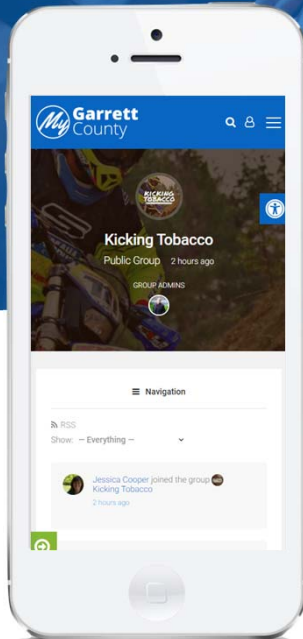


MyGarrettCounty.com

Measuring What Matters, Innovation For Every Community

Start a conversation.

Foster a sense of belonging for everyone regardless of their status, place of employment, or any other qualifier by inviting everyone to participate.



Go Digital

Meetings work for people who get paid to be there!



Ask

Why are we engaging with the community?



Idea

What do we want to accomplish by engaging the community?



Collaborat

We all want the same thing, a healthier community

mygarrettcounty.com

Built by the Garrett County Health Department to improve equity & increase transparency.

OUR PEOPLE

Engagement through Equity

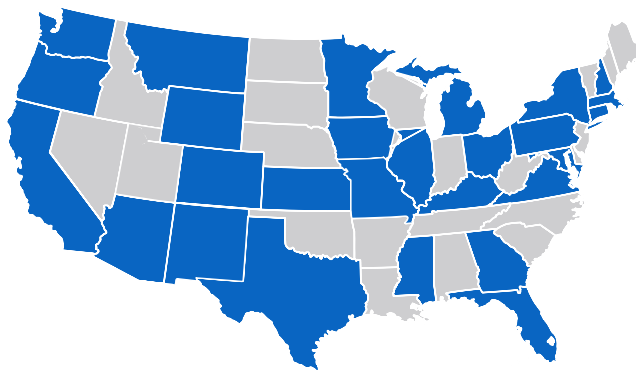
Create a shared vision

for your community

- ✓ Unprecedented community engagement and increased equity through the community forum
- ✓ Activate sustainable mobilization of community priorities and collect hyper local data
- ✓ Curate a responsive and comprehensive Community Health Improvement Plan
- ✓ Experience the power of transparency as trust is built and data is shared

National Community Engagement Analysis Survey

Conducted in 2017 by the Garrett County Health Department in Partnership with NNPHI



Equity

Asked communities to indicate community participation levels.



Hyper Local

Asked participants to indicate local strategies that were successful.



Cost Efficiency

Asked communities about initiatives they planned to deploy in the future.

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Measurement

HYPER LOCAL DATA CREATION



Action Groups

Currently over 100 groups exist on the planning tool



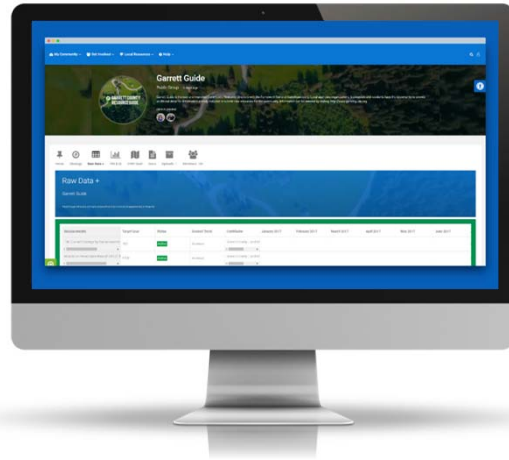
Strategy Card Module

Aligning stakeholders to work collaboratively on a single strategy



Raw Data Module

Within each group tracking our efforts is made possible through hyper local data collection

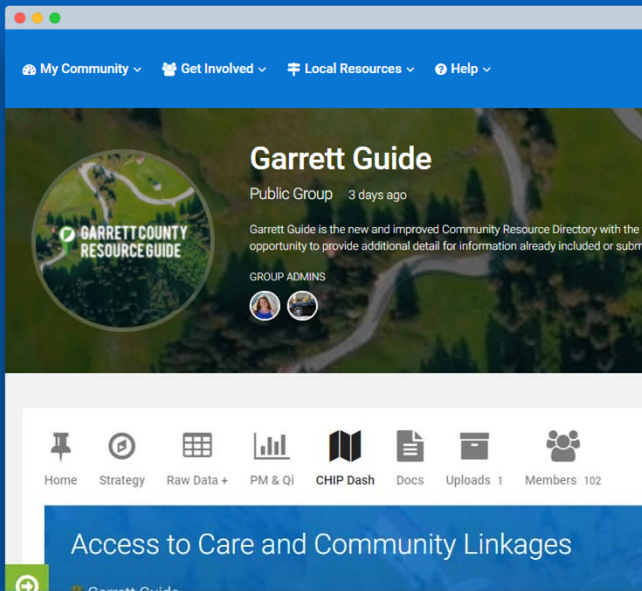


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Activation

In the Action Groups



Mobilization of community members



Identify Need

Through the community health assessment process, our residents asked for a current resource guide



Collaborative Strategy

Assists community stakeholders as they unite around a specific strategy, transparently



Accountability

Creates a sense of ownership and accountability as this is truly a community project.



Mobilize

Analytics demonstrate our own community has embraced this, as well as the region.

By the Numbers

Eighteenth Month Progress Report

External Community Investment

\$225,000+

Strategic investment initiatives in community processes have led to significant outside investment in this promising practice, primarily by the Robert Wood Johnson Foundation, and the Public Health National Center for Innovations, a division of PHAB.



35,000+ Sessions

Recurring visits to MyGarrettCounty.com



20,000+ Users

Total site visitors, in county, and across the world.



1,800+ Planners

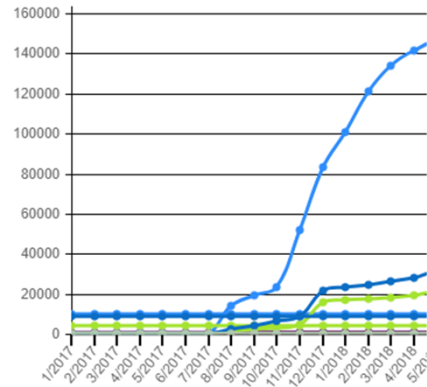
Actively engaged community stakeholders and representatives.



125,000+ Pageviews

Impressions and content delivered to end-users.

Data Visualization








GarrettGuide.org Growth Cycle

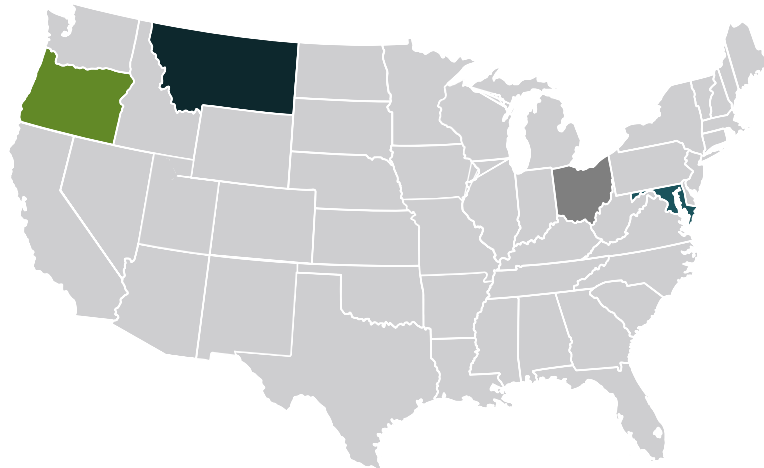
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PHNCI Pilot

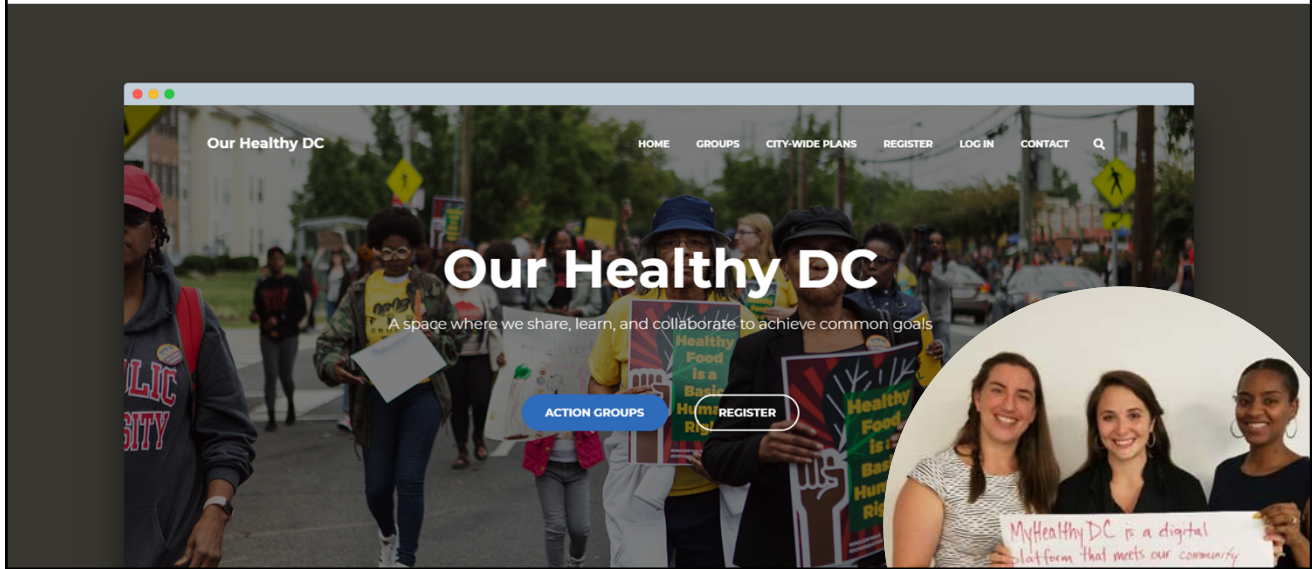
Replicating the Universal Community Planning Tool

-  Flathead, MT
-  Allegany County, MD
-  Medina County, OH
-  Clackamas County, OR
-  District of Columbia



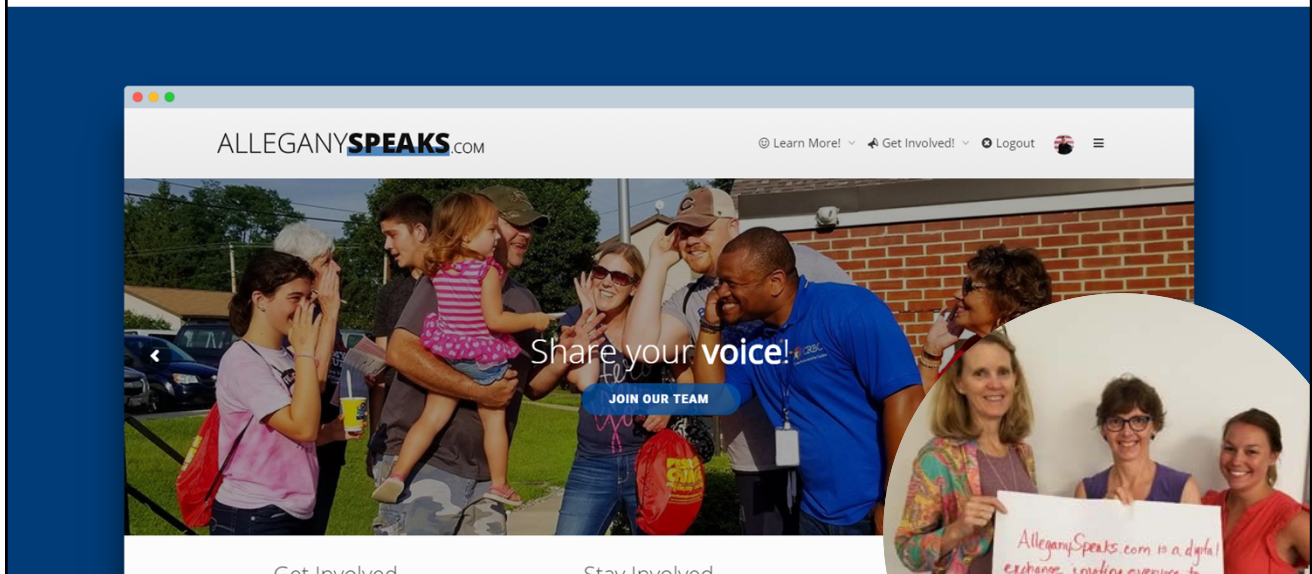
District of Columbia

ourhealthydc.org



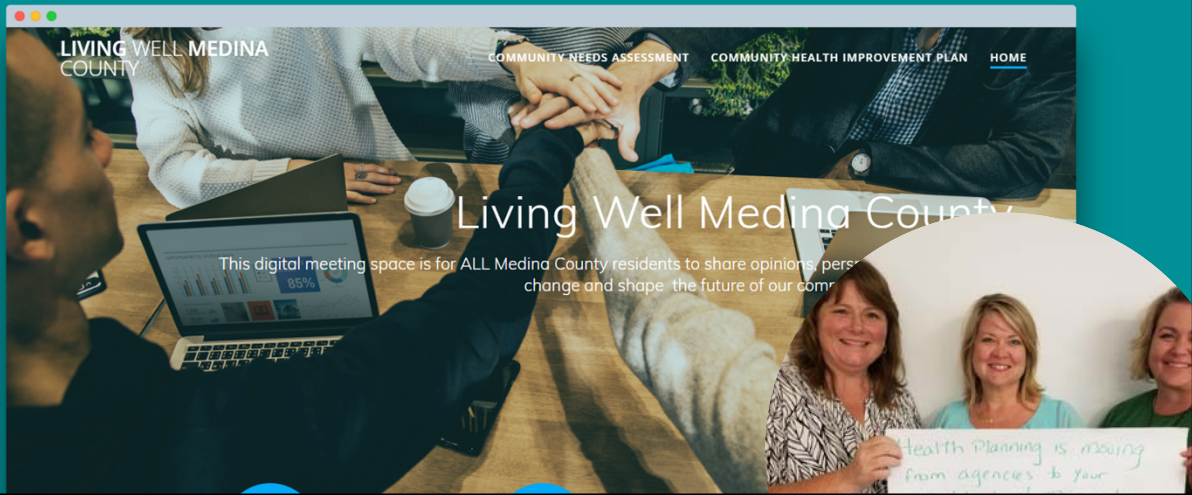
Allegany County, MD

alleganyspeaks.com



Medina County, OH

livingwellmedinacounty.com



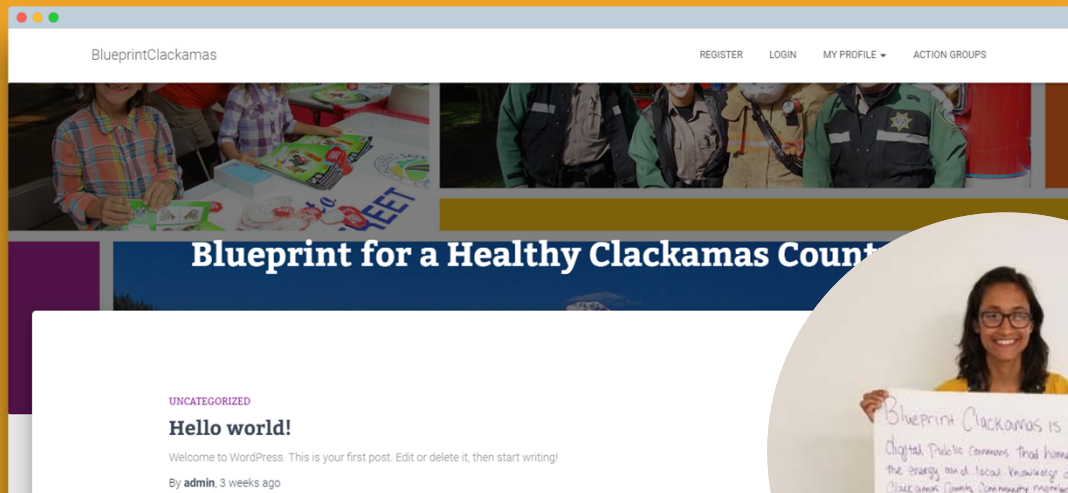
Flathead, MT

flatheadforward.com



Clackamas County, OR

blueprintclackamas.com



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TIPS & RESOURCES

- ▶ Give new ideas a try
- ▶ Be adaptable and flexible
- ▶ Persistence and failing forward
- ▶ Don't depend on funding to explore new ways to solve problems



<http://cultureofhealth.mygarrettcounty.com/>

INNOVATION WRAP UP

- ▶ Learn more about innovation at www.phnci.org
- ▶ Visit the Public Health Innovation Playbook at www.phnciplaybook.com
- ▶ Stay tuned for pilot site learnings
- ▶ Follow the work at www.equityengage.com
- ▶ Stay in touch!

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Questions?

RWJF Culture of Health Prize 2019 Call for Applications



Prize communities will receive \$25,000, have the opportunity to share their story and lessons learned with the country, and join a national network of past winning communities.

To learn about the Prize application process and criteria, visit:

rwjf.org/prize

Applications are due
Nov. 1, 2018, 3pm ET



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UPCOMING WEBINARS!

- ▶ **September 25:** RWJF Culture of Health Prize CFA
- ▶ **October 16:** County Health Rankings & Roadmaps 101

2019 RWJF Culture of Health Prize Call for Applications Webinar

Series: Special In-depth Topics

Topics: Prize

Date & Time

Sep 25, 2018 3:00pm EDT

Register

LET'S CONTINUE THE DISCUSSION -TODAY!



- ▶ **When:** Immediately following the webinar
- ▶ **How:** videoconference and/or phone
- ▶ **What:** interactive learning experience, opportunity to share ideas and ask questions
- ▶ **Why:** deepen the webinar learning, allow further exploration

POLL: WHAT DO YOU WANT TO LEARN MORE ABOUT?

- ▶ How to take first steps towards innovation
- ▶ How to communicate a planning shift like this in your community
- ▶ How to get started with the UCPT
- ▶ More details on the projects underway in the pilot communities
- ▶ Other public health approaches to innovation

STAY CONNECTED



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Sign up for our [e-newsletter](#)



THANK YOU!

Visit us at www.countyhealthrankings.org

JOIN US FOR A DISCUSSION GROUP NOW!

► Registration URL:

<https://chrr.zoom.us/meeting/register/000111857a0208c7cde7dc3c8da9331e>