USING RANKINGS & ROADMAPS TO MAXIMIZE COMMUNITY BENEFITS

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www.countyhealthrankings.org

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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OUTLINE

- County Health Rankings & Roadmaps Overview
- Roadmaps to Health Action Center
- Using What Works for Health
- Reflection & Next Steps

LEARNING OBJECTIVES

By the end of the session, you will be able to:

- Describe the County Health Rankings as a data tool to describe a community’s health and serve as a call to action.
- Demonstrate examples of tools available through the Roadmaps to Health Action Center to assist communities in taking action.
- Explore ways in which Rankings & Roadmaps can help drive community health improvement through examining proven strategies and building new partnerships.
POPULATION: WHAT DO WE MEAN?

WHAT'S YOUR PRESCRIPTION?
If you were to give your community a prescription for health improvement, what would it be?
THE OVERLOOKED CONNECTION BETWEEN SOCIAL NEEDS AND GOOD HEALTH

4 IN 5 PHYSICIANS SURVEYED

SOCIAL NEEDS MEDICAL CONDITIONS

4 IN 5 PHYSICIANS surveyed say patients’ social needs are as important to address as their medical conditions.

4 IN 5 PHYSICIANS surveyed are not confident in their capacity to address their patients’ social needs.

UNMET SOCIAL NEEDS → POOR HEALTH

4 IN 5 PHYSICIANS surveyed say unmet social needs are directly leading to worse health for everyone, not only for those in low-income communities.

THE OVERLOOKED CONNECTION BETWEEN SOCIAL NEEDS AND GOOD HEALTH

Physicians wish they could write prescriptions to help patients with social needs.

- Fitness Program: 75%
- Nutritional Food: 64%
- Transportation Assistance: 47%

Physicians whose patients are mostly urban and low-income wish they could write prescriptions for

- Employment Assistance: 52%
- Adult Education: 49%
- Housing Assistance: 43%
County Health Rankings Logic Model

Population based data collected → County Health Rankings → Media attention → Community leaders use report → Broad community engagement → Evidence-informed health policies and programs implemented → Improved health outcomes

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COUNTY HEALTH RANKINGS LOGIC MODEL

Population based data collected → County Health Rankings → Media attention → Community leaders use report → Evidence-informed strategies implemented → Improved health outcomes → Broad community engagement
It takes everyone

Move to data-driven, evidence-informed action as soon as possible

Focus across the health factors—including social and economic factors

Policy, systems and environmental change
“None of us can do it alone, we have to work together.”
ACTIVITY: FINDING PARTNERS

In small groups, discuss the following questions:

‣ Thinking about the Rankings model, which sectors might you partner with to address the factors that influence health in your community?

‣ Think about types of organizations within the sectors you identify. Where might you start within each sector?

Assignments needed: Time keeper, Note-taker, reporter
Time: 5-8 min.
• **Pull down Key Activity:** “Recruit...”

• **Read through to the highlighted tool “Building a Contact List”**

• **Select the tool**

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**TOOL OVERVIEW: BUILDING A CONTACT LIST**

- Start with people you know
- Develop a multi-sector list of potential members
- Consider people with influence and those most affected
SOCIAL ECOLOGICAL MODEL
SOCIAL ECOLOGICAL MODEL IN PRACTICE: OBESITY

Individual

- Encourage patients to increase exercise and fruit and vegetable consumption
- Counsel patients on weight reduction
- Referral to dietician

Family/Interpersonal

- Encourage parents to eat meals together as a family
- Encourage Y memberships—refer low income patients for Y scholarships
SOCIAL ECOLOGICAL MODEL IN PRACTICE: OBESITY

Organizational

› Measure BMI on all patients
› Healthy Food in Vending Machines and Cafeteria
› Point-of-Decision Prompts to encourage staff, patients, and visitors to use stairs

Community

› Support programs such as Girls on the Run or Read. Run. Reach.
› Work with community partners to establish farmer’s markets
SOCIAL ECOLOGICAL MODEL IN PRACTICE: OBESITY

Policy

› Support zoning changes and tax incentive financing to bring grocery stores to low income neighborhoods

› Ask local policymakers to invest in building or reconstructing sidewalks and bike lanes

FINDING EVIDENCE-INFORMED STRATEGIES
At your tables, explore What Works for Health to find evidence-informed strategies to address one of your CHNA priorities.

Using the Intro to What Works for Health worksheet, walk through the tool and identify potential strategies.

Assignments needed: Time keeper, Note-taker, Website Navigator, and Reporter

Time: 10 min.

A model of health and action to guide your process

Tools and guidance that can be used by both public health and hospitals to work together

Community of learning

Stories and examples of how other communities have advanced their journey towards health
EXPLORE!
What can you find about policies or programs you’re currently working on?

CHECK-OUT: SHAPES REFLECTION

What three points do you want to remember?

What’s circling in your mind?

What squares with your beliefs?
SUMMARY

‣ Where we live matters to our health

‣ To produce health, we not only need health care, but healthy physical, social, and economic environments that support healthy choices

‣ It takes everyone working together to create a healthy community

‣ You can start today to move health forward in your community

COMMUNITY COACHES

Karen Odegaard  Stephanie Johnson

Kate Konkle  Jan O’Neill
2014 WEBINARS

Register for upcoming webinars and find recordings at www.countyhealthrankings.org/webinars

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“There are risks and costs to action. But they are far less than the long range risks of comfortable inaction.”

-- John F. Kennedy