



**County Health Rankings**  
Mobilizing Action Toward Community Health

# **County Health Rankings & Roadmaps:** *A healthier nation, county by county*

**Dec. 13, 2011**  
**ACHIEVE Webinar**



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**Population Health Institute**

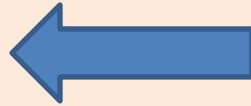
*Translating Research into Policy and Practice*



Robert Wood Johnson Foundation

# Outline

***Why Rankings?***



***Rankings Model and Methods***

***Roadmaps: Moving to Action***

# ***Rankings* serve as a call to action**



# ***Rankings* simplify complex data**



# Where we live, learn, work, and play influences health



# Rankings generate media coverage

The Washington Post

WCSH6.com

How Healthy Is Your County?

facebook

npr

HUFFPOST LOS ANGELES

twitter

USA TODAY

THE ORANGE COUNTY BETA REGISTER

THE BALTIMORE SUN  
LIGHT FOR ALL

CITIZEN-TIMES.com  
ASHEVILLE'S HOME PAGE

News-Herald.net

Detroit Free Press



***Rankings* are the entry point, not  
the end point!**



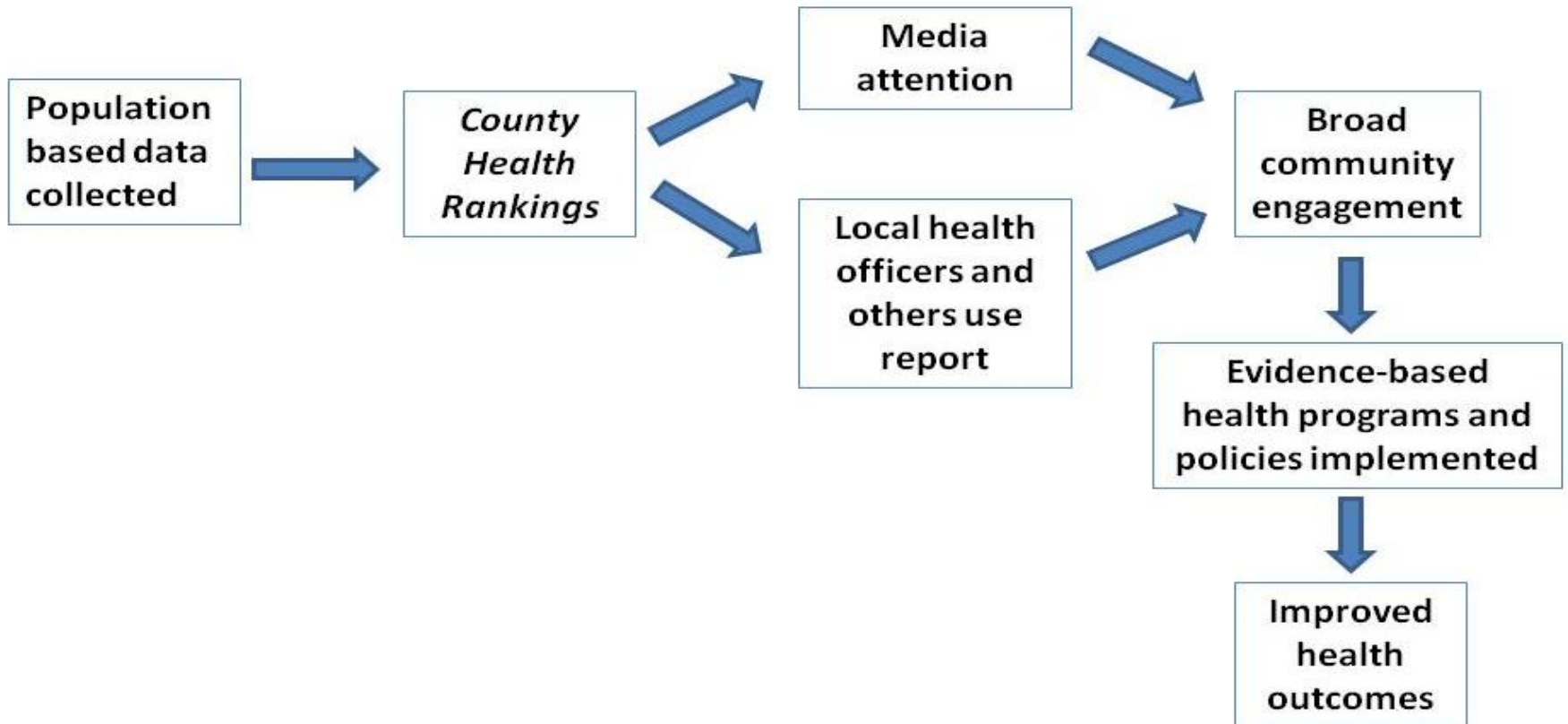
# Outline

*Why Rankings?*

**Rankings Model and Methods** 

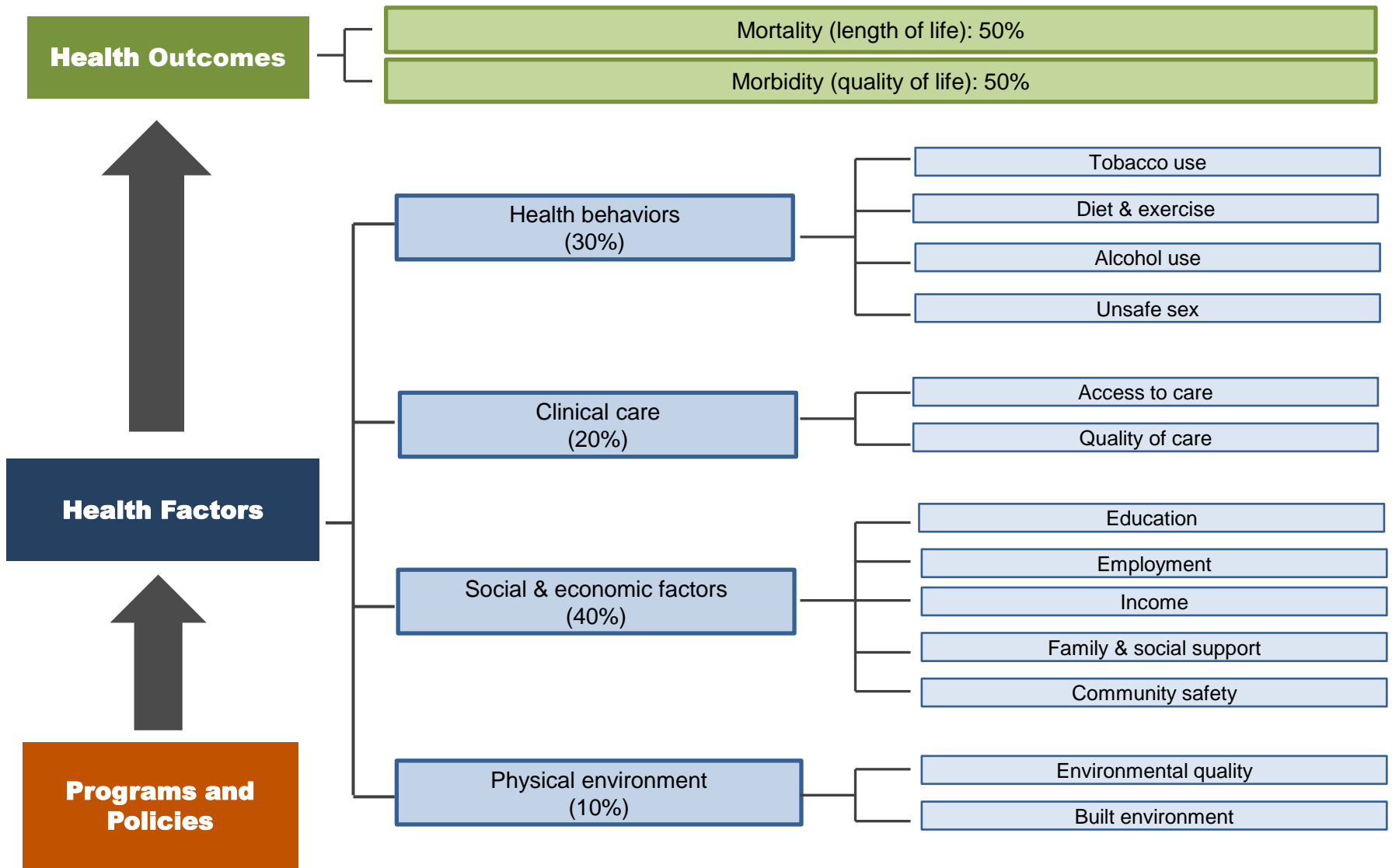
*Roadmaps: Moving to Action*

# Logic Model



# How are measures selected?

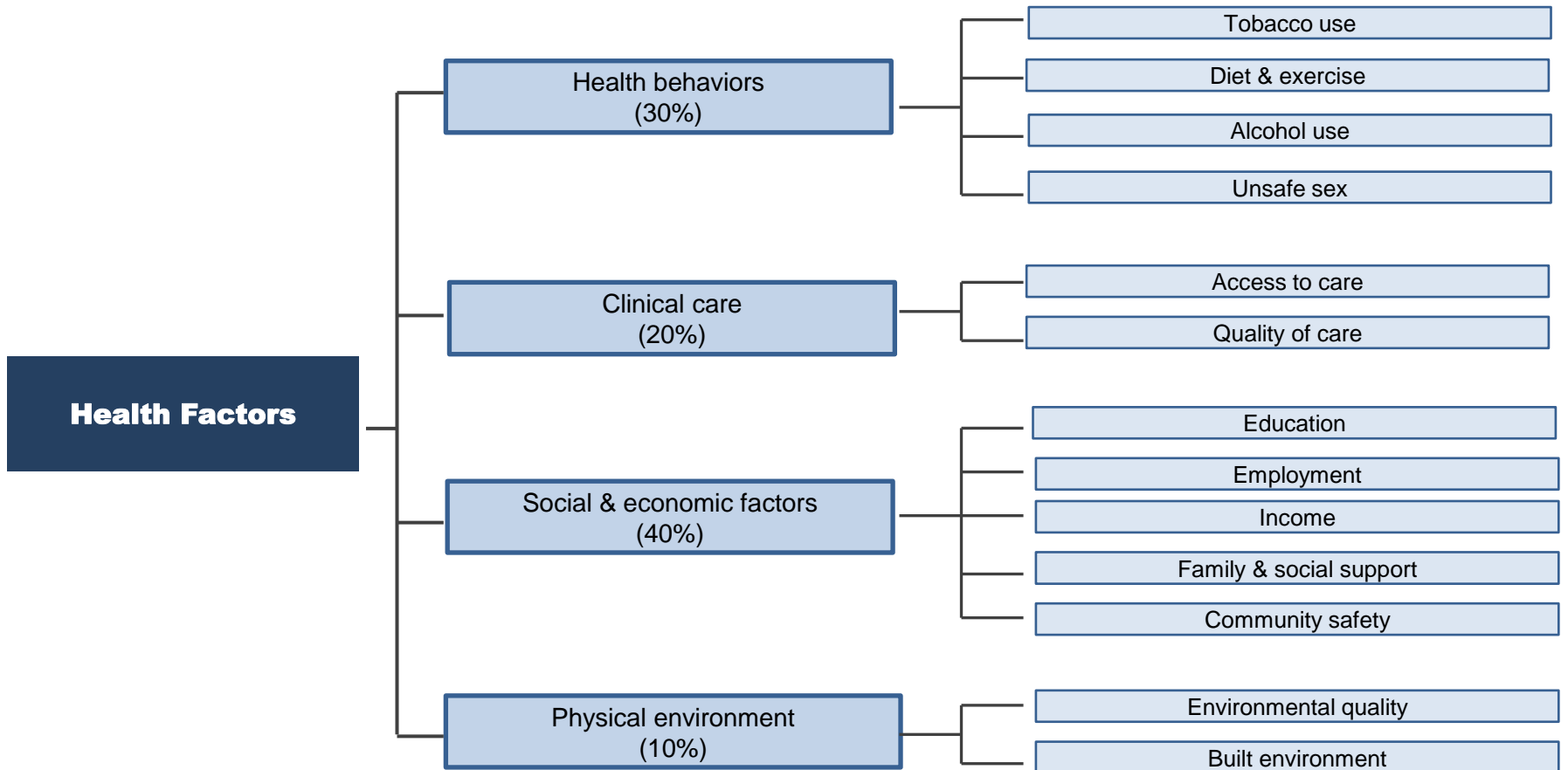
- **Actionable measures**
- **Valid, reliable, recognizable**
- **County-level**
- **Free or low cost**
- **Up-to-date as possible**



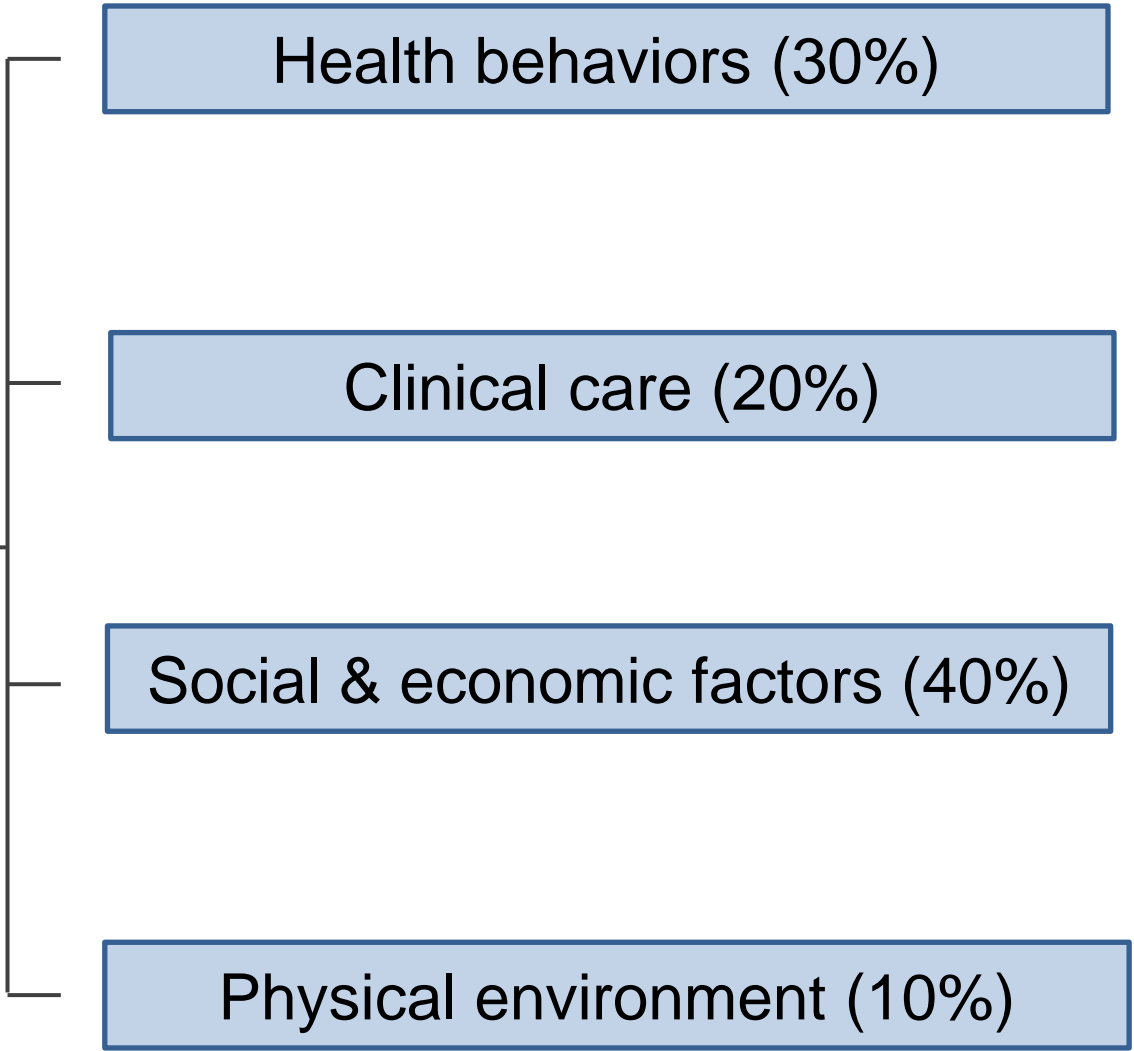
**Health  
Outcomes**

Mortality (length of life): 50%

Morbidity (quality of life): 50%



# Health Factors



Health behaviors  
(30%)



Clinical Care  
(20%)

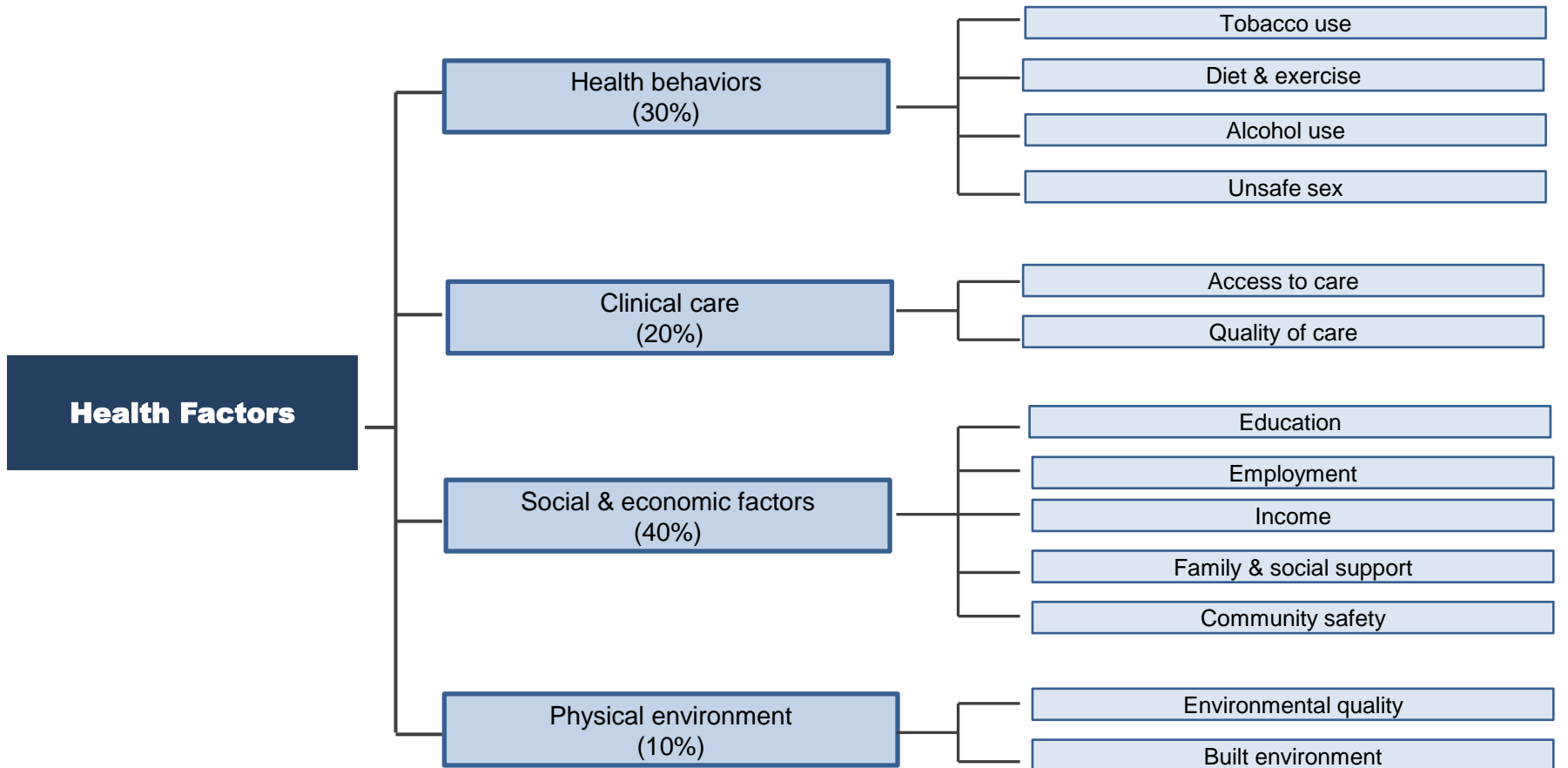


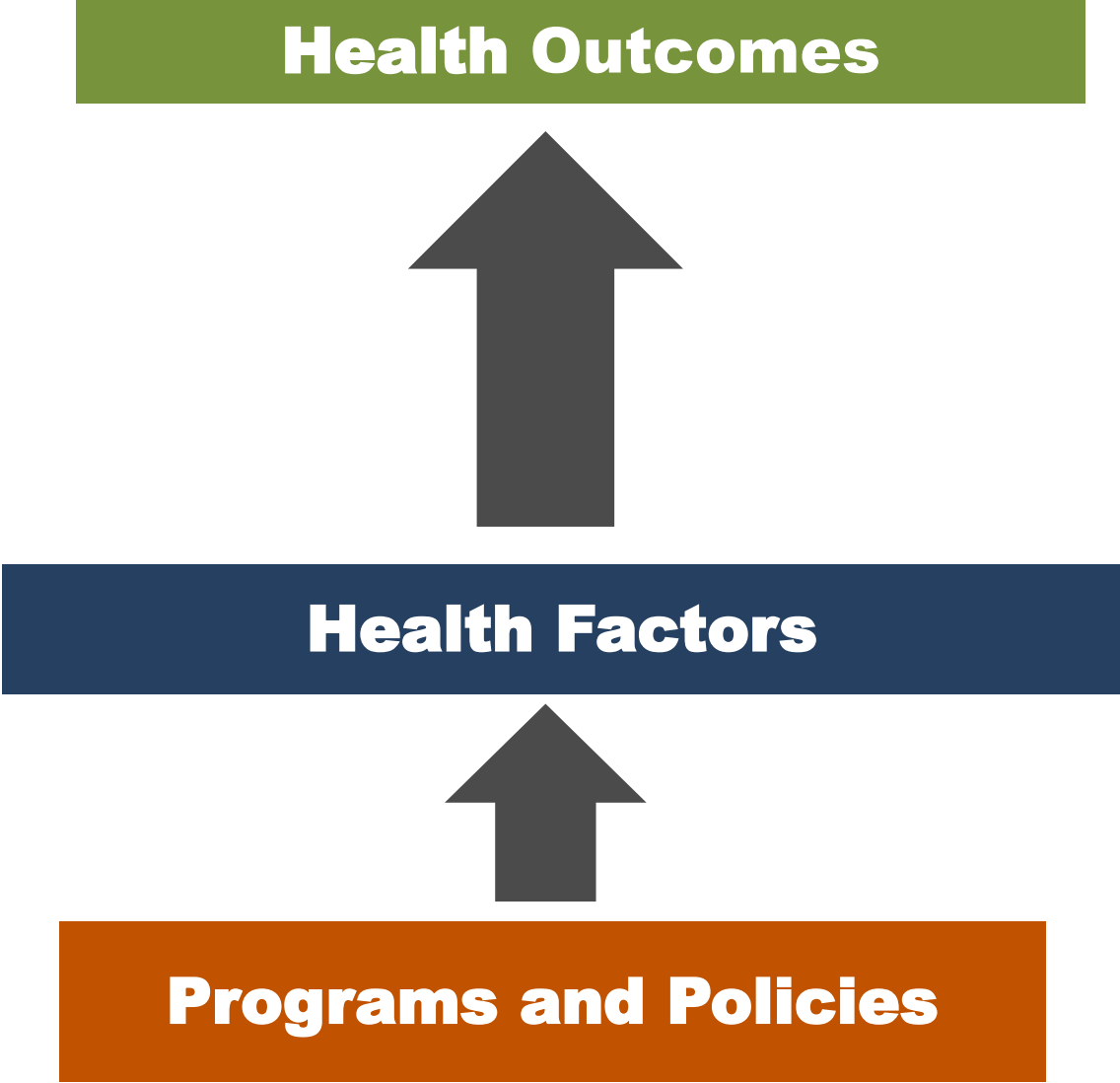
# Social & Economic Factors (40%)



# Physical Environment (10%)



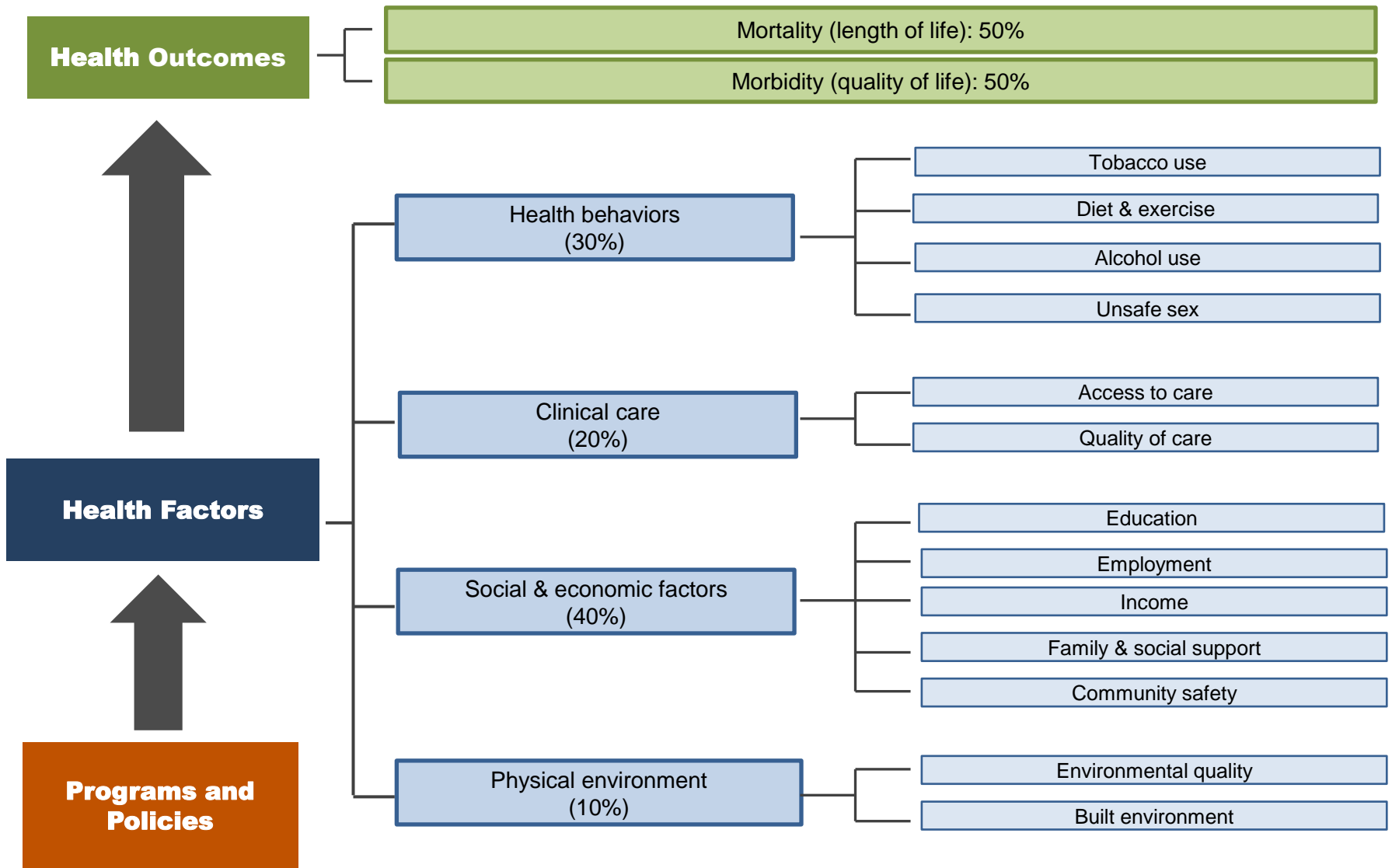




**Health Outcomes**

**Health Factors**

**Programs and Policies**



# Outline

*Why Rankings?*

*Rankings Model and Methods*

**Moving to Action**



# www.CountyHealthRankings.org

[About the Project](#) [Roadmaps](#) [FAQs](#) [News](#) [For Media](#) [Site Search](#)



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**OUR APPROACH**



**RANKING METHODS**



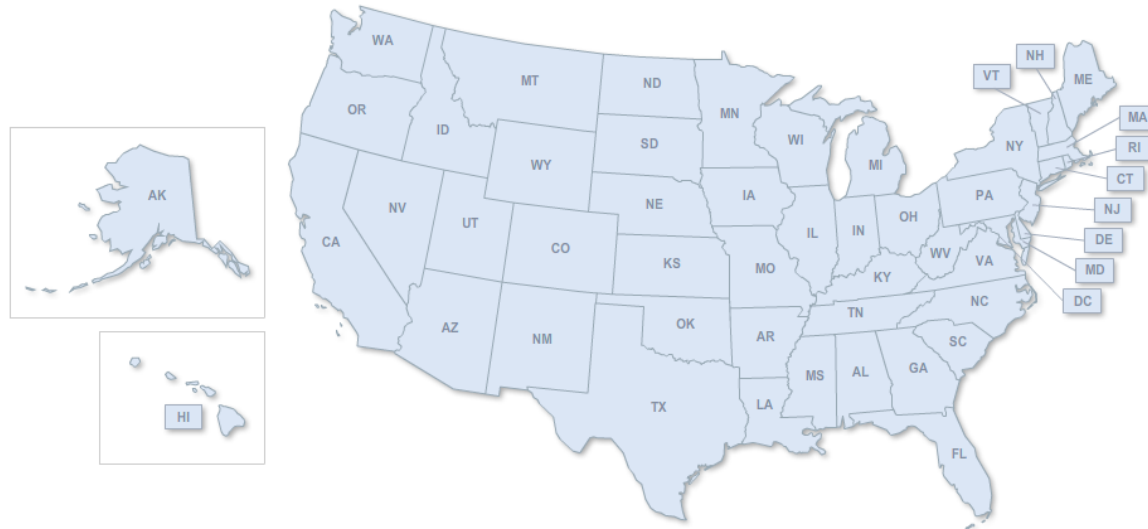
**ACTION STEPS**



**YOUR STORIES**

Find Health Rankings:

Enter a County or State



## OUR APPROACH

[View Full Rankings Model](#)

### Programs and Policies

- › Our County Health Rankings model is grounded in the belief that programs and policies implemented at the local, state, and federal levels have an impact on the variety of factors that, in turn, determine the health outcomes for communities across the nation.

### Health Factors

- › A number of different health factors shape a community's health outcomes. Our County Health Rankings model includes four types of health factors: health behaviors, clinical care, social and economic, and the physical environment.

### Health Outcomes

- › We measure two types of health outcomes to represent how healthy each county is: how long people live (mortality) and how healthy people feel (morbidity). These outcomes are the result of a collection of health factors and are influenced by programs and policies at the local, state, and federal levels.

# TAKE ACTION

WORK TOGETHER



# Take Action, CHANGE Alignment

## TAKE ACTION

WORK TOGETHER



## COMMUNITY CHANGE PROCESS



# Next Steps



**Use the *Rankings* as a Call to Action**



**Engage key partners**

# Key Messages

- Annual county health check-up
- Where we live matters to our health
- There are great disparities in health based on where we live
- Much of what influences our health happens outside of the doctor's office
- Health is everyone's business
- We all need to work together



# Stay Connected



**County Health Rankings**

Mobilizing Action Toward Community Health

**Rankings E-News**

# The County Health Rankings & Roadmaps Team

- **The Wisconsin Team**

- Including Patrick Remington, Bridget Booske Catlin, David Kindig, Julie Willems Van Dijk, Amanda Jovaag

- **Robert Wood Johnson Foundation**

- Including Abbey Cofsky, Brenda Henry, Michelle Larkin, Jim Marks, Joe Marx, Pamela Russo

- **Our Partners**

- Including Burness Communications, CDC, NCHS, ASTHO, NACCHO, NNPHI, Leah Devlin, Dartmouth Institute, 11-member Metrics Advisory Group, Roadmaps to Health Advisory Group, and Community Catalyst



# County Health Rankings

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**THANK YOU!**

[www.countyhealthrankings.org](http://www.countyhealthrankings.org)

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