County Health Rankings & Roadmaps
A Healthier Nation, County by County

# COUNTY HEALTH RANKINGS & ROADMAPS: 2012 UPDATE TO GRANTMAKERS IN HEALTH

*Brenda Henry PhD*
*Robert Wood Johnson Foundation*

*Julie Willems Van Dijk PhD*
*University of Wisconsin Population Health Institute*

*April 5, 2012*

Robert Wood Johnson Foundation

UNIVERSITY OF WISCONSIN
Population Health Institute
*Translating Research into Policy and Practice*

# OUTLINE

*Rankings & Roadmaps* Overview

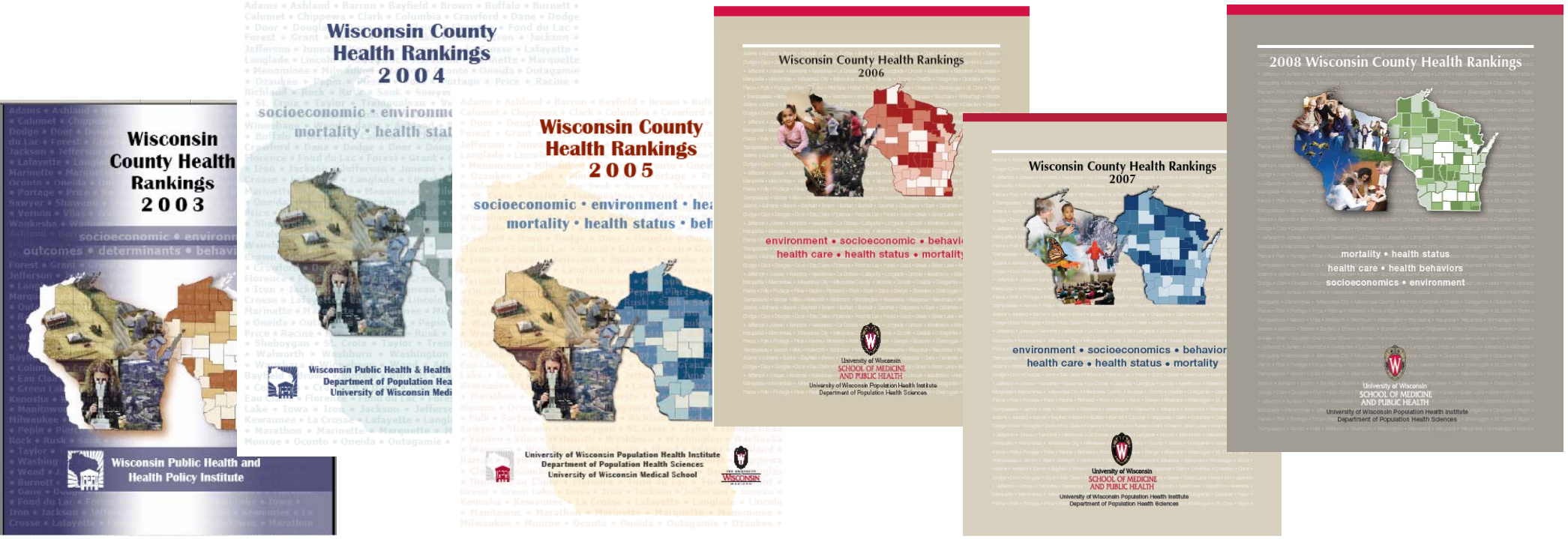
New *Rankings* Features

*County Health Roadmaps*

Wrap-Up; Q & A

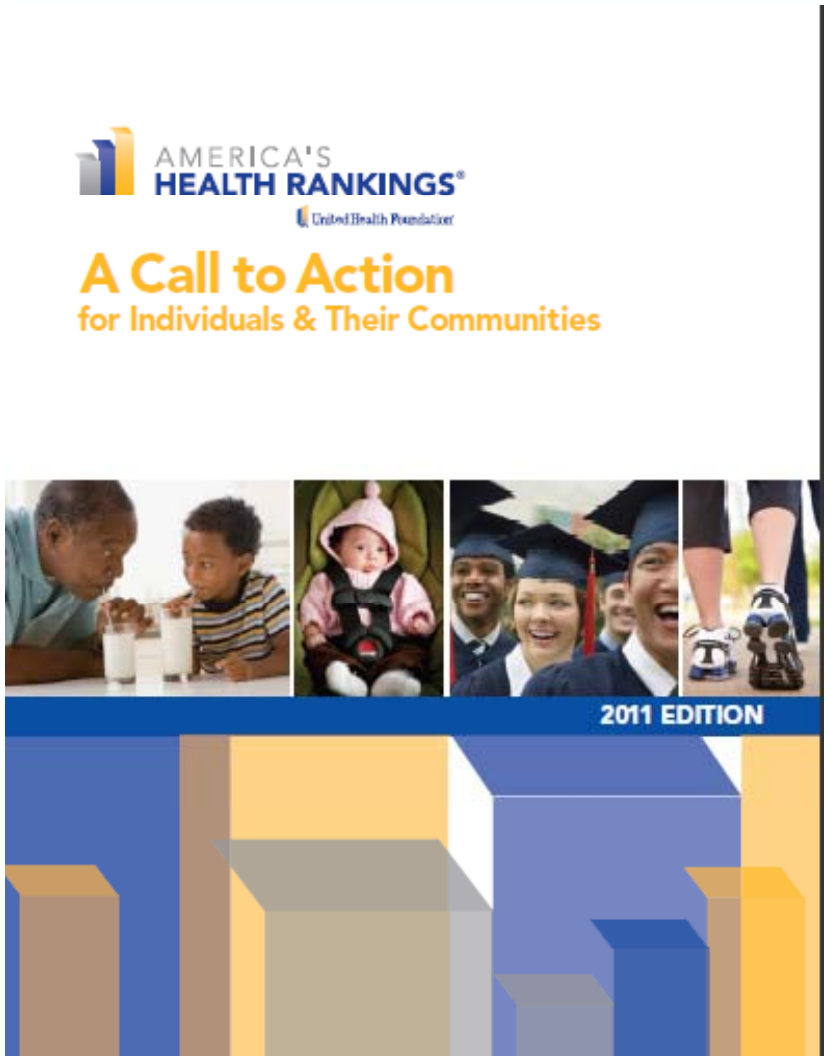
# THE STORY BEGINS IN 2008.....

# WISCONSIN COUNTY HEALTH RANKINGS 2003-2008

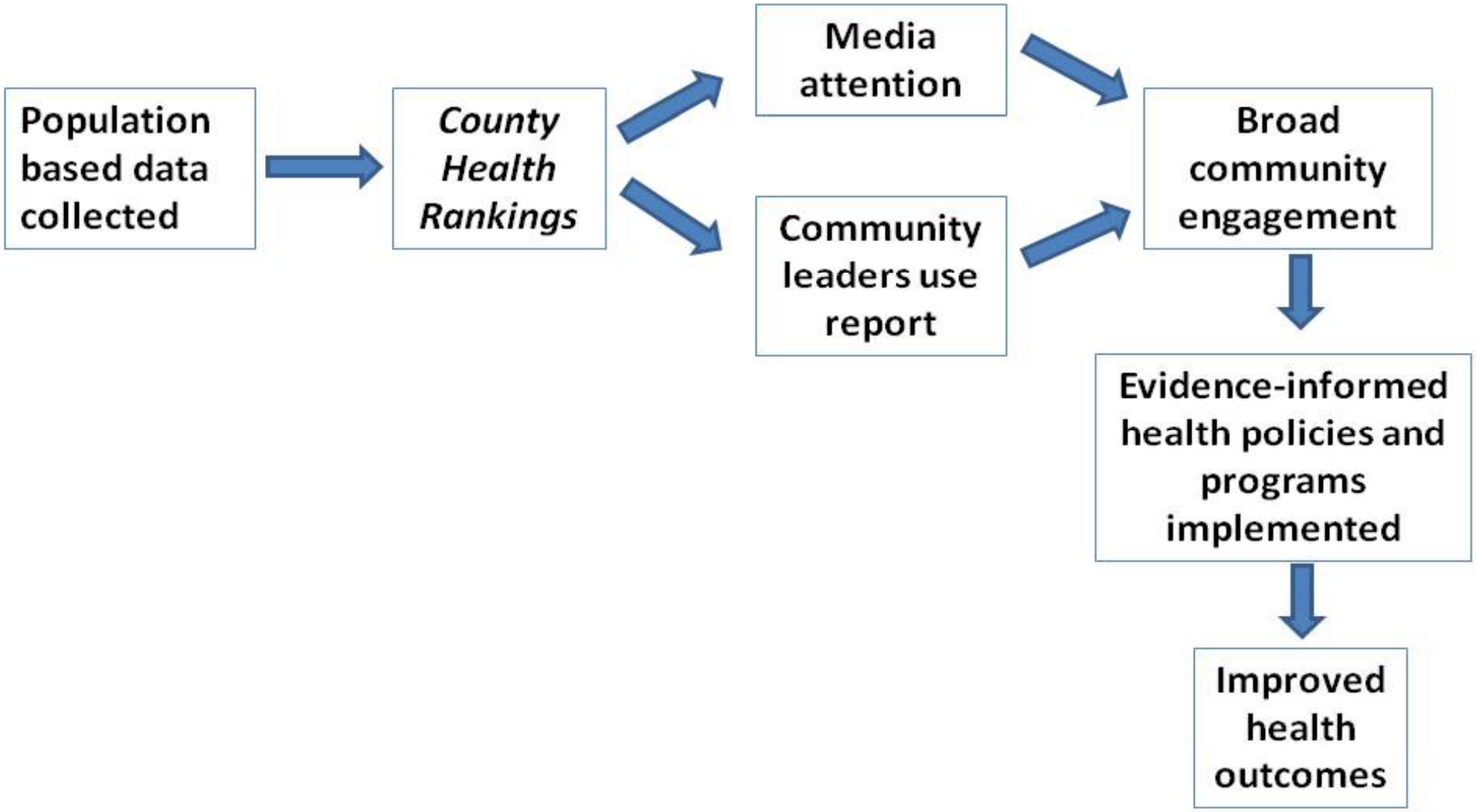


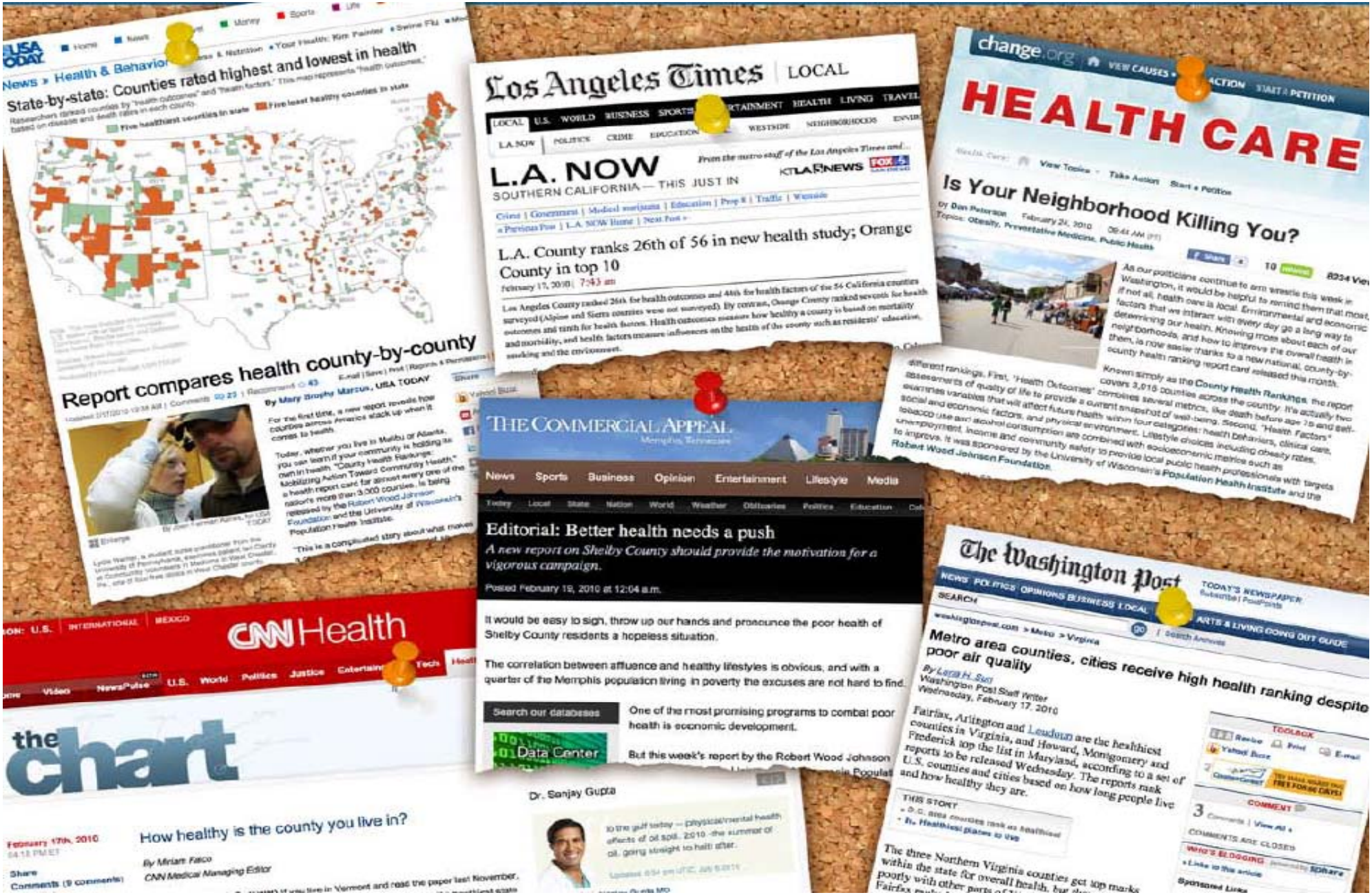
# AMERICA'S HEALTH RANKINGS

- Ranks the overall health of all 50 states, from healthiest to least healthy.
- Published in 1990 and annually thereafter.
- Uses a model that summarizes the overall health of each state.



# *County Health Rankings* Logic Model




State-by-state: Counties rated highest and lowest in health
Report compares health county-by-county
Los Angeles Times LOCAL
L.A. NOW
L.A. County ranks 26th of 56 in new health study; Orange County in top 10
change.org
HEALTH CARE
Is Your Neighborhood Killing You?
THE COMMERCIAL APPEAL
Editorial: Better health needs a push
A new report on Shelby County should provide the motivation for a vigorous campaign.
CNN Health
the chart
How healthy is the county you live in?
The Washington Post
Metro area counties, cities receive high health ranking despite poor air quality

# PLACE MATTERS: KEY MESSAGES

- Where we live, learn, work, and play matters to our health.
- Having health insurance is important – but much of what affects our health occurs outside of the doctor's office. It's hard to live a healthy life if you live in an unhealthy place.
- The *Rankings* help counties see how they compare to their neighbors so they can identify where they are doing well, where they need to improve and what steps they need to take to remove barriers to good health.

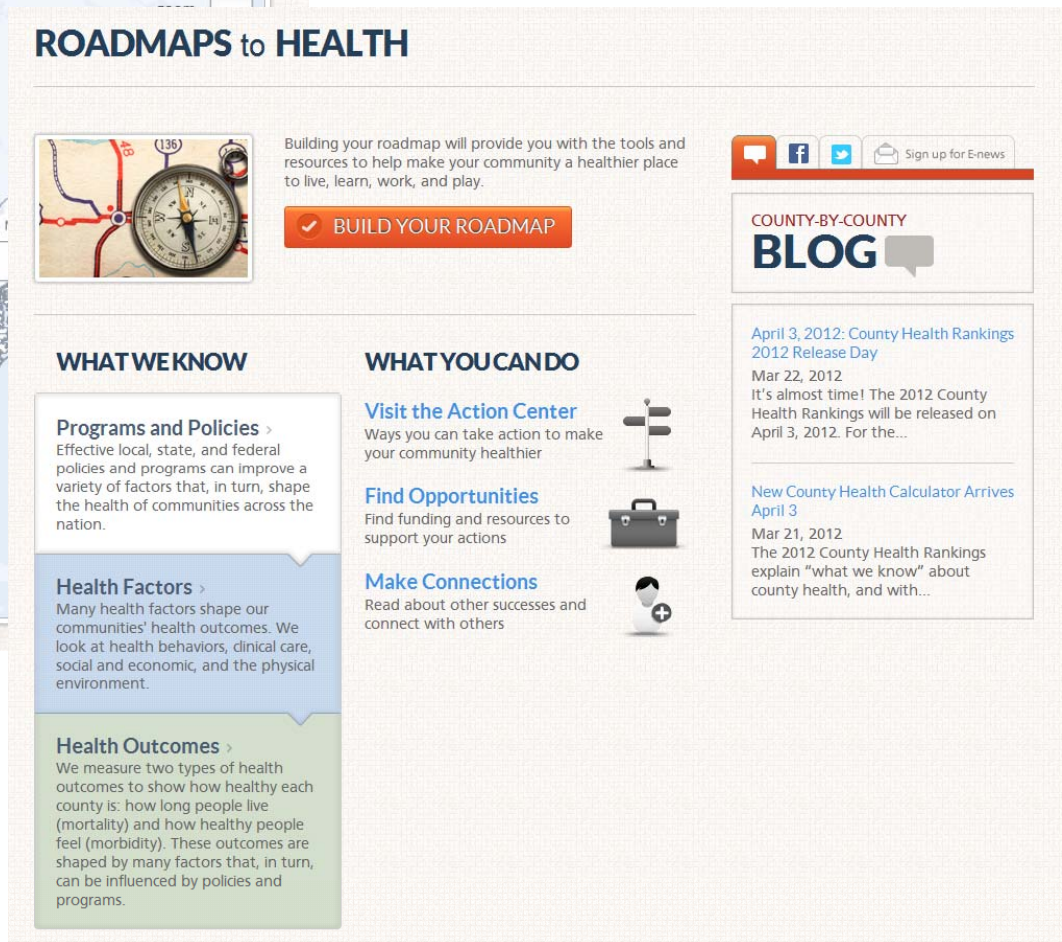
# MOVING TO ACTION: KEY MESSAGES

- Improving health is everyone's business.
- Change begins by bringing together community leaders to identify what steps need to be taken to build a healthier community.
- When you can see how your county compares against another county in your state or against a national benchmark, you can use the information to push for improvement.

# COUNTY HEALTH ROADMAPS

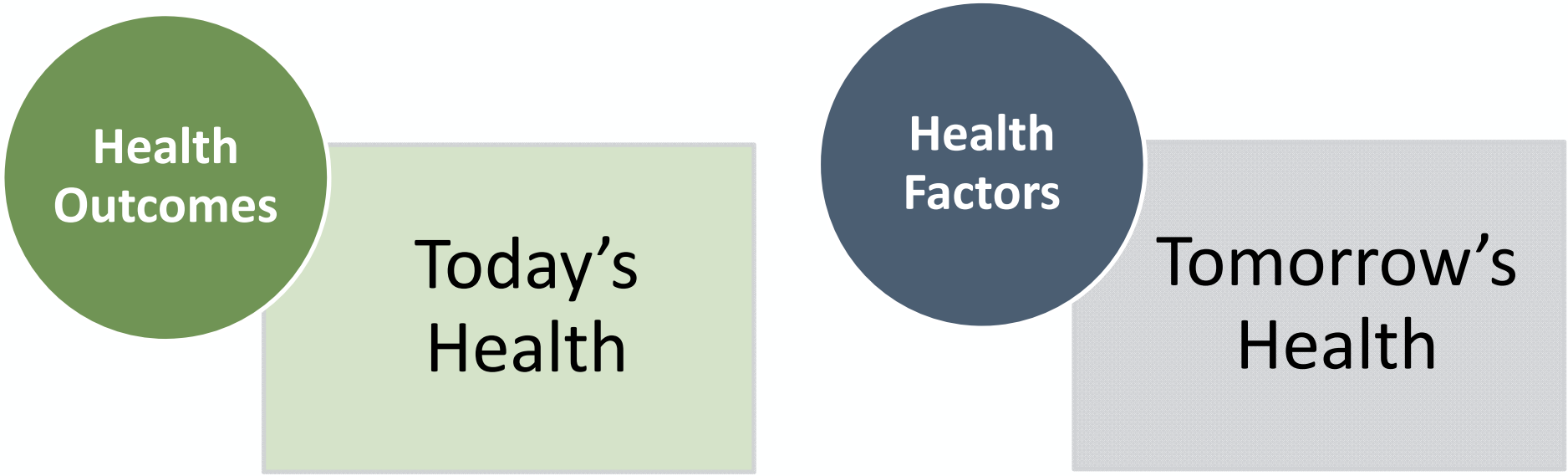
- *Roadmaps to Health* Action Center
- *Roadmaps to Health* Community Grants
- *Roadmaps to Health* Prize
- *Roadmaps to Health* National Partners

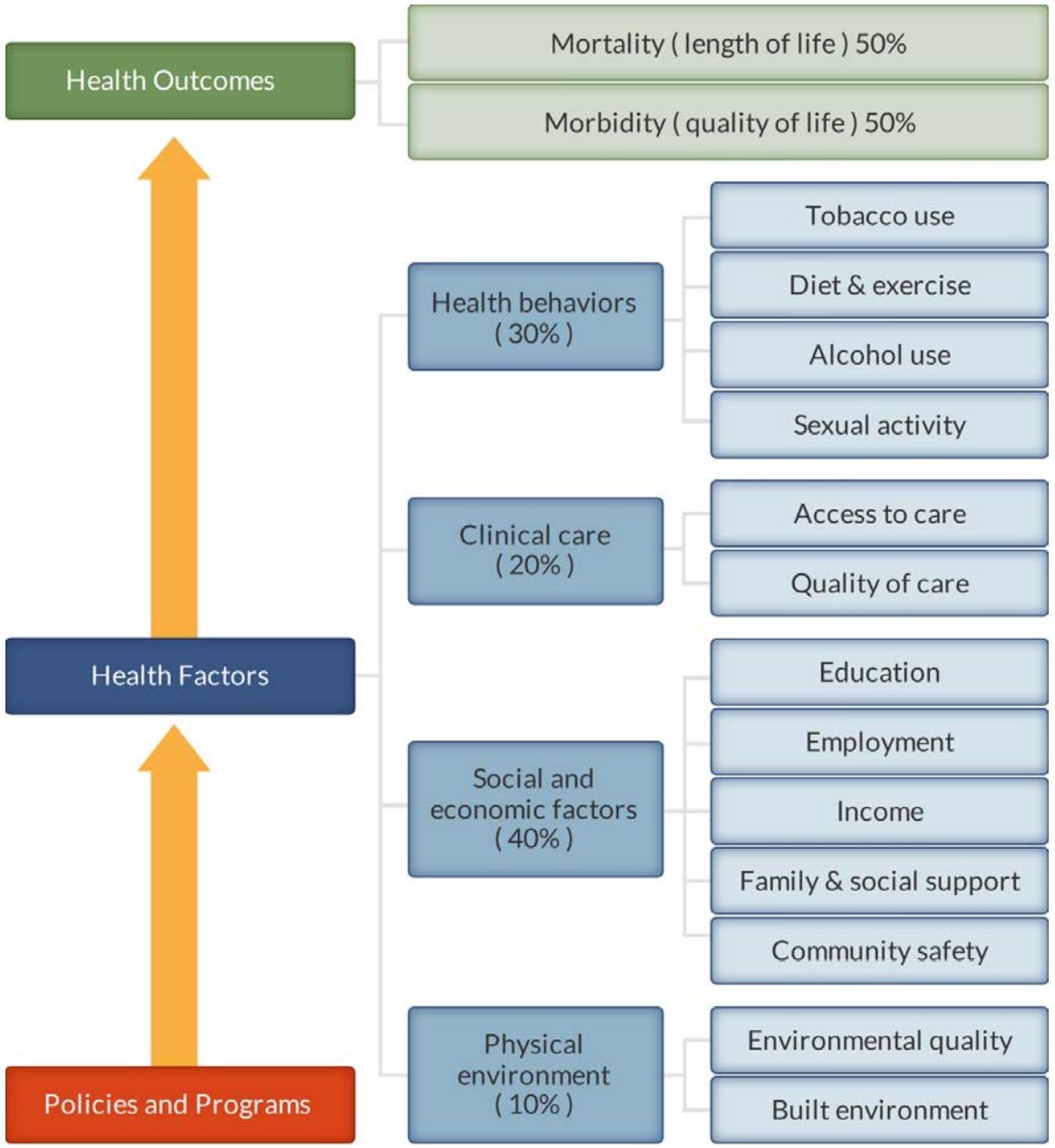
  (e.g., United Way Worldwide)




*www.countyhealthrankings.org*

# *COUNTY HEALTH RANKINGS*: 2 RANKINGS

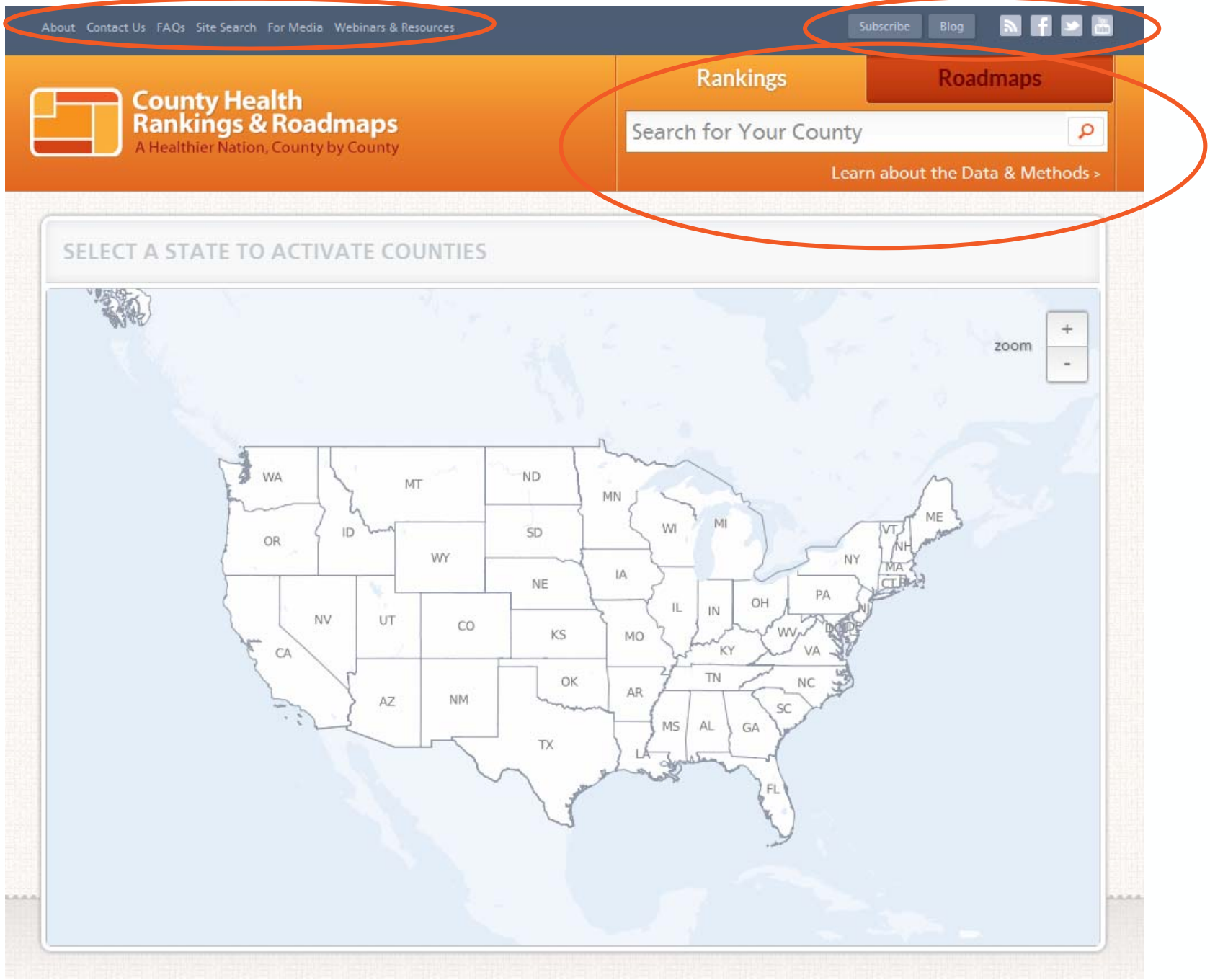


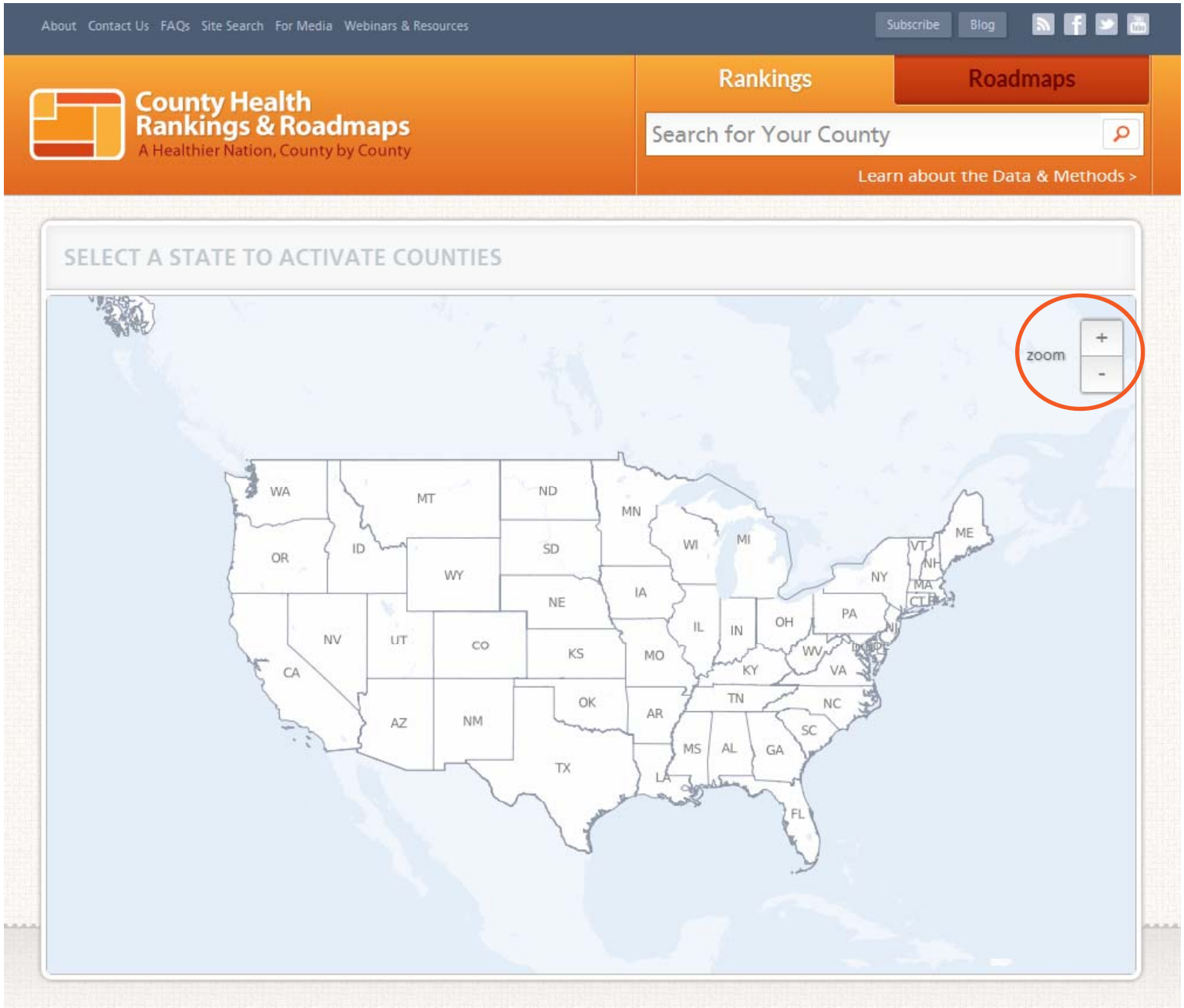


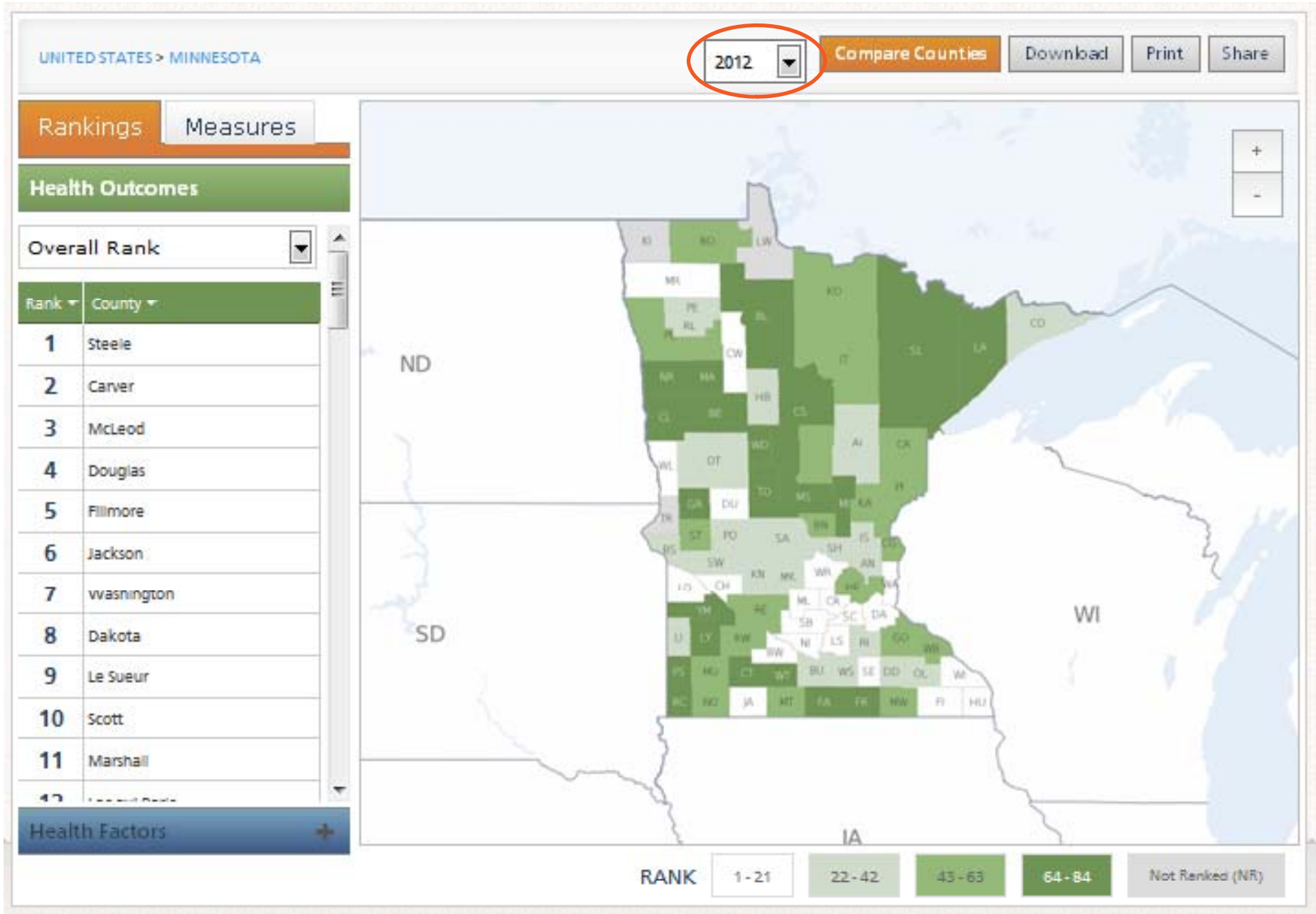

*County Health Rankings model ©2012 UWPHI*

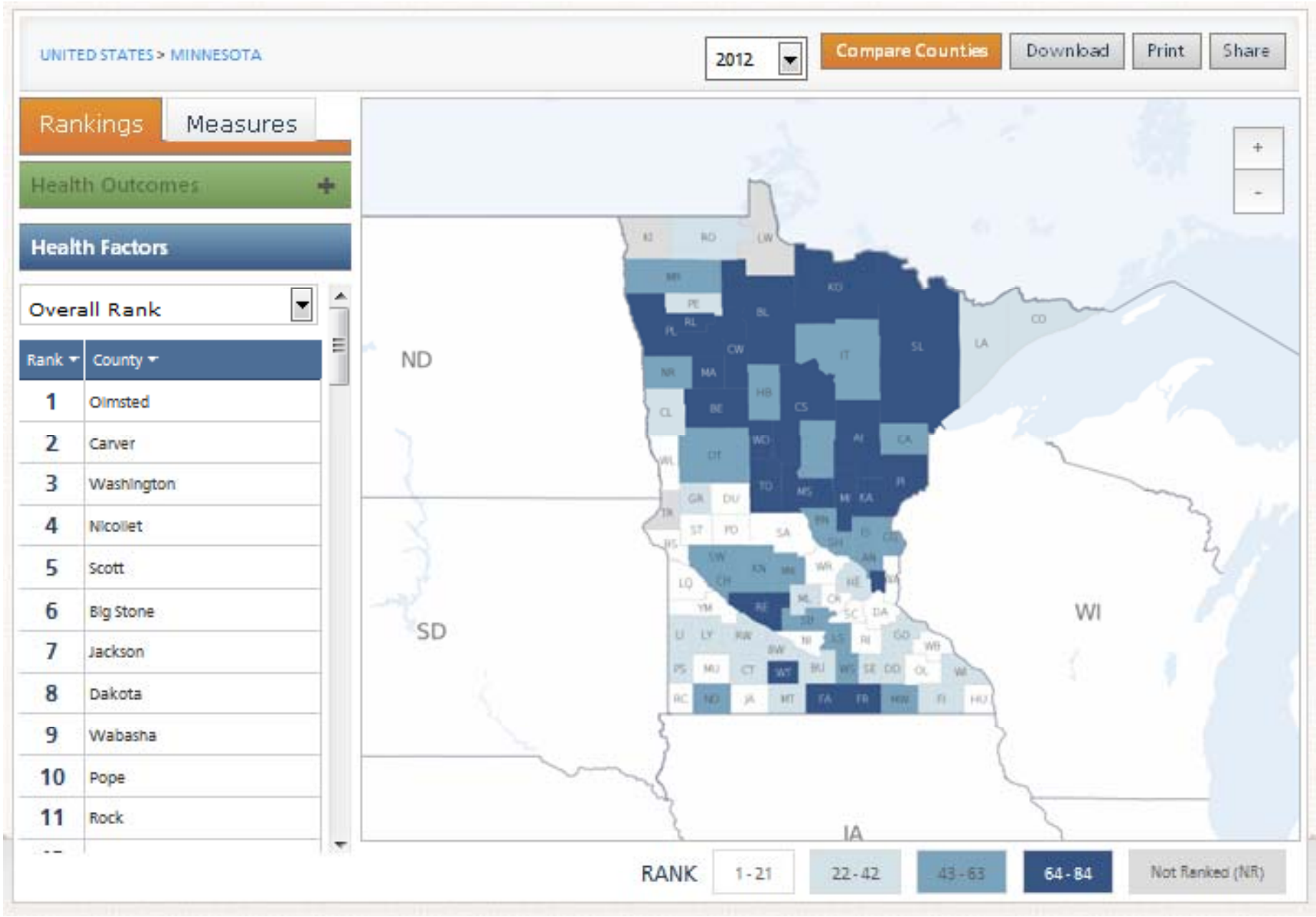
# CHANGES FOR 2012

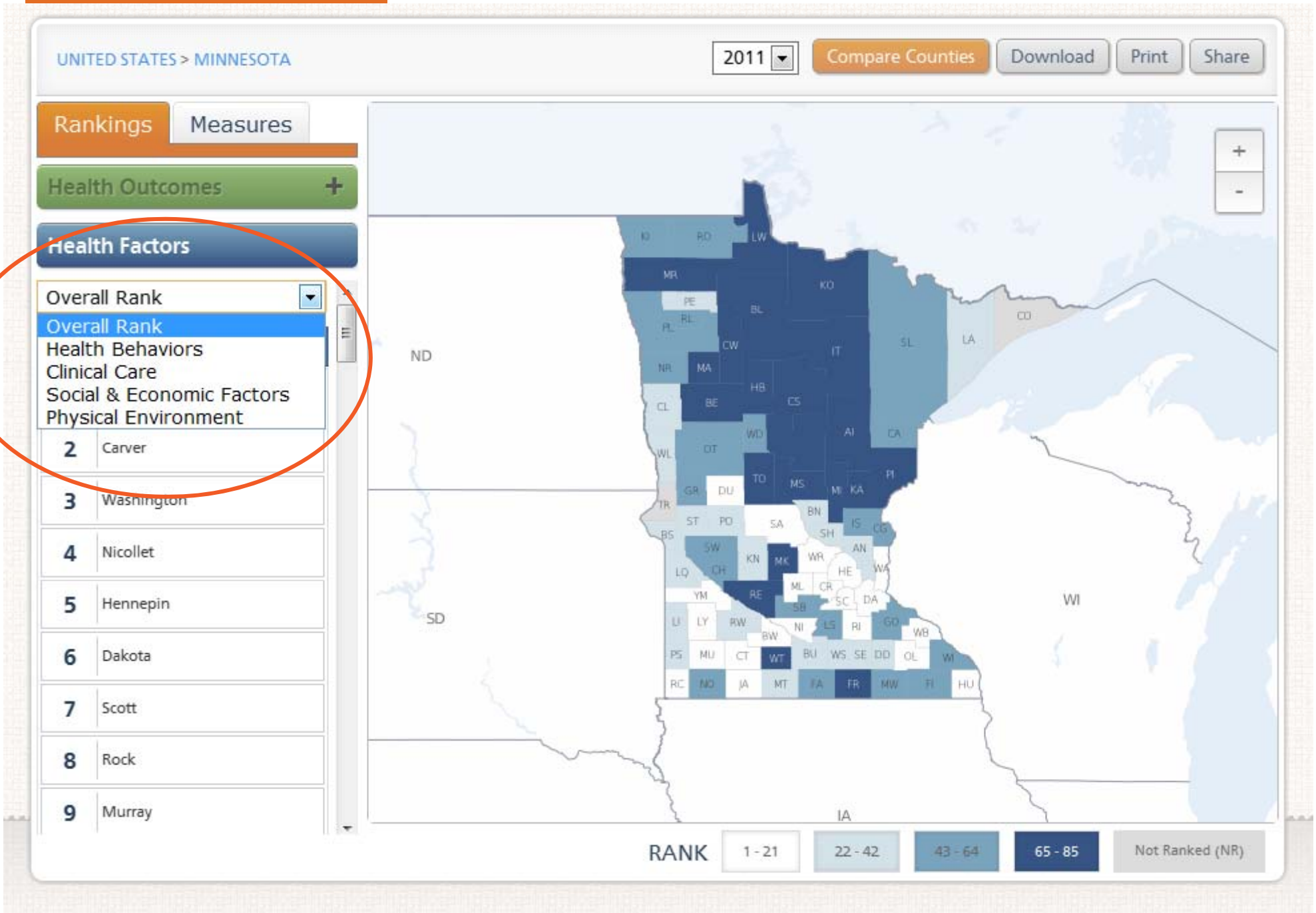
- Redesigned website
- New data
  - *Rankings* - Uninsured; Physical Inactivity; High School Graduation; Limited Access to Healthy Foods; Fast Food Restaurants
  - Additional Measures
  - Feb. 14th and March 13th webinars on new data archived at www.countyhealthrankings.org/news/webinars
- *County Health Roadmaps* project

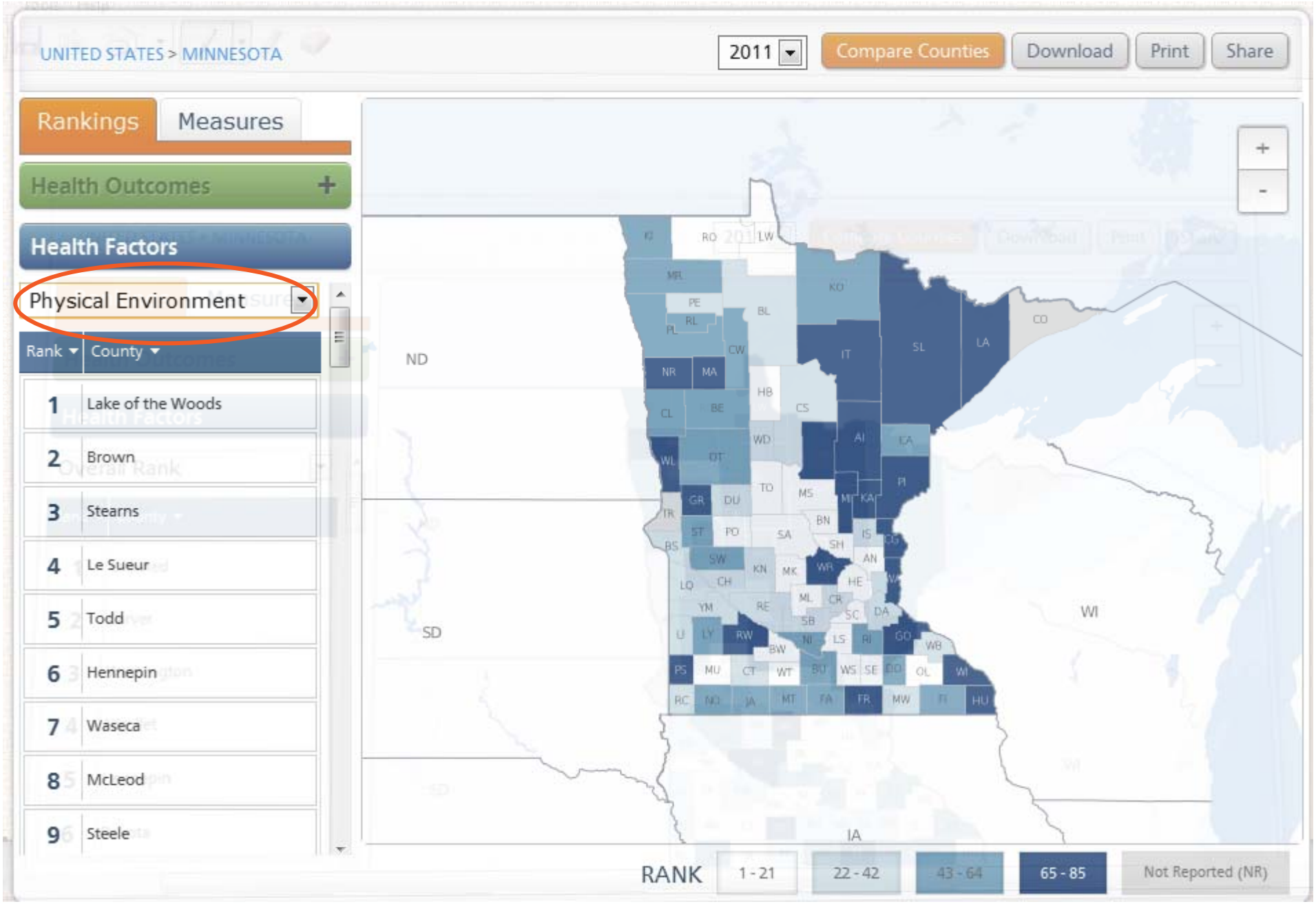

About Contact Us FAQs Site Search For Media Webinars & Resources
Subscribe Blog
County Health Rankings & Roadmaps
A Healthier Nation, County by County
Rankings
Roadmaps
Search for Your County
Learn about the Data & Methods >
SELECT A STATE TO ACTIVATE COUNTIES
zoom
+
-
WA
OR
CA
ID
NV
MT
WY
UT
AZ
CO
NM
ND
SD
NE
KS
OK
TX
MN
IA
MO
AR
LA
WI
IL
MS
MI
IN
KY
TN
AL
OH
WV
GA
FL
SC
NC
VA
PA
NY
ME
VT
NH
MA
CT
RI
NJ
DE
MD

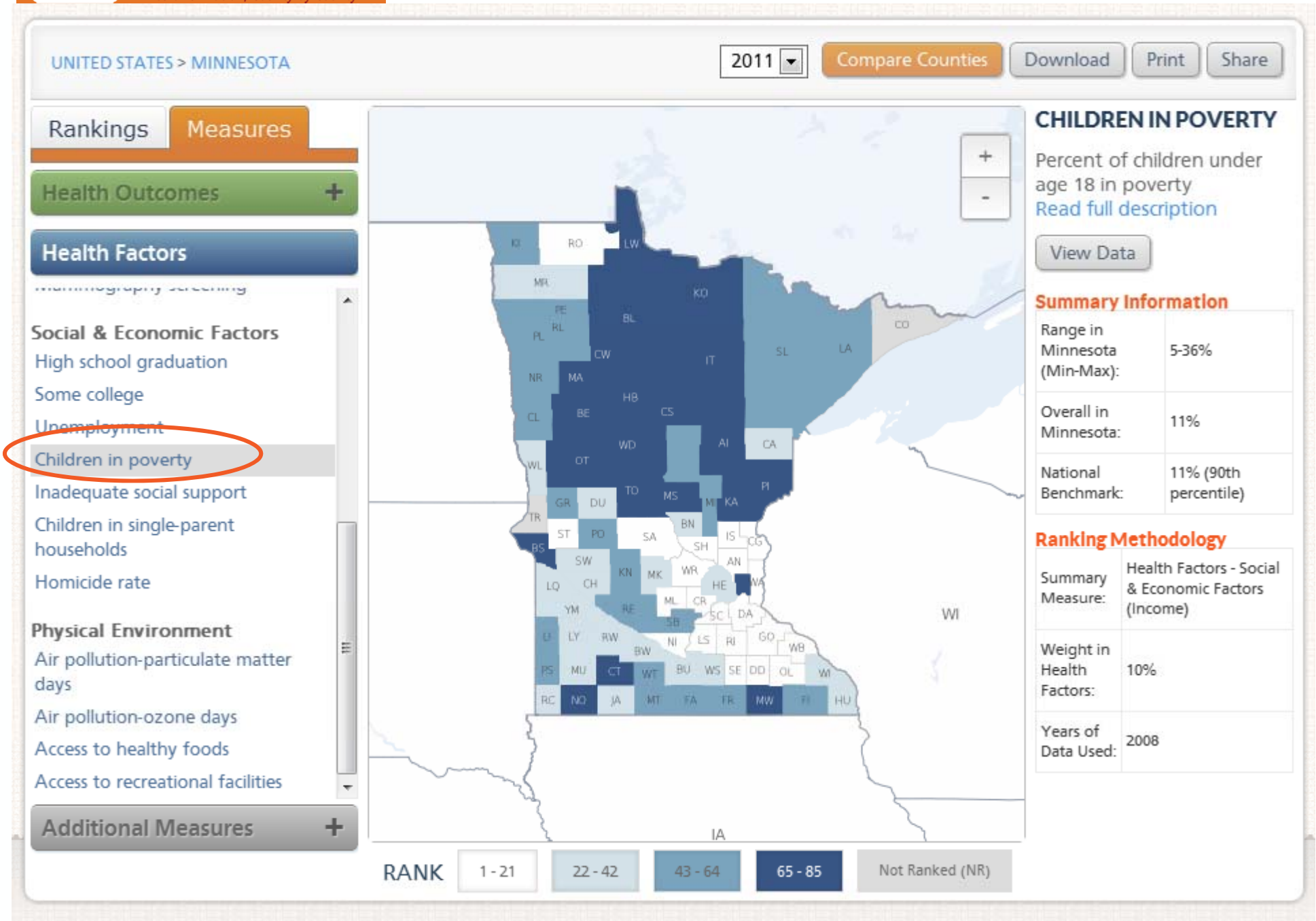

About Contact Us FAQs Site Search For Media Webinars & Resources
Subscribe Blog
County Health Rankings & Roadmaps
A Healthier Nation, County by County
Rankings
Roadmaps
Search for Your County
Learn about the Data & Methods >
SELECT A STATE TO ACTIVATE COUNTIES
zoom
+
-
WA
OR
CA
ID
NV
MT
WY
UT
AZ
CO
NM
ND
SD
NE
KS
OK
TX
MN
IA
MO
AR
LA
WI
IL
MS
MI
IN
KY
TN
AL
OH
WV
GA
FL
SC
NC
VA
PA
NY
ME
VT
NH
MA
CT
NJ
DE
MD

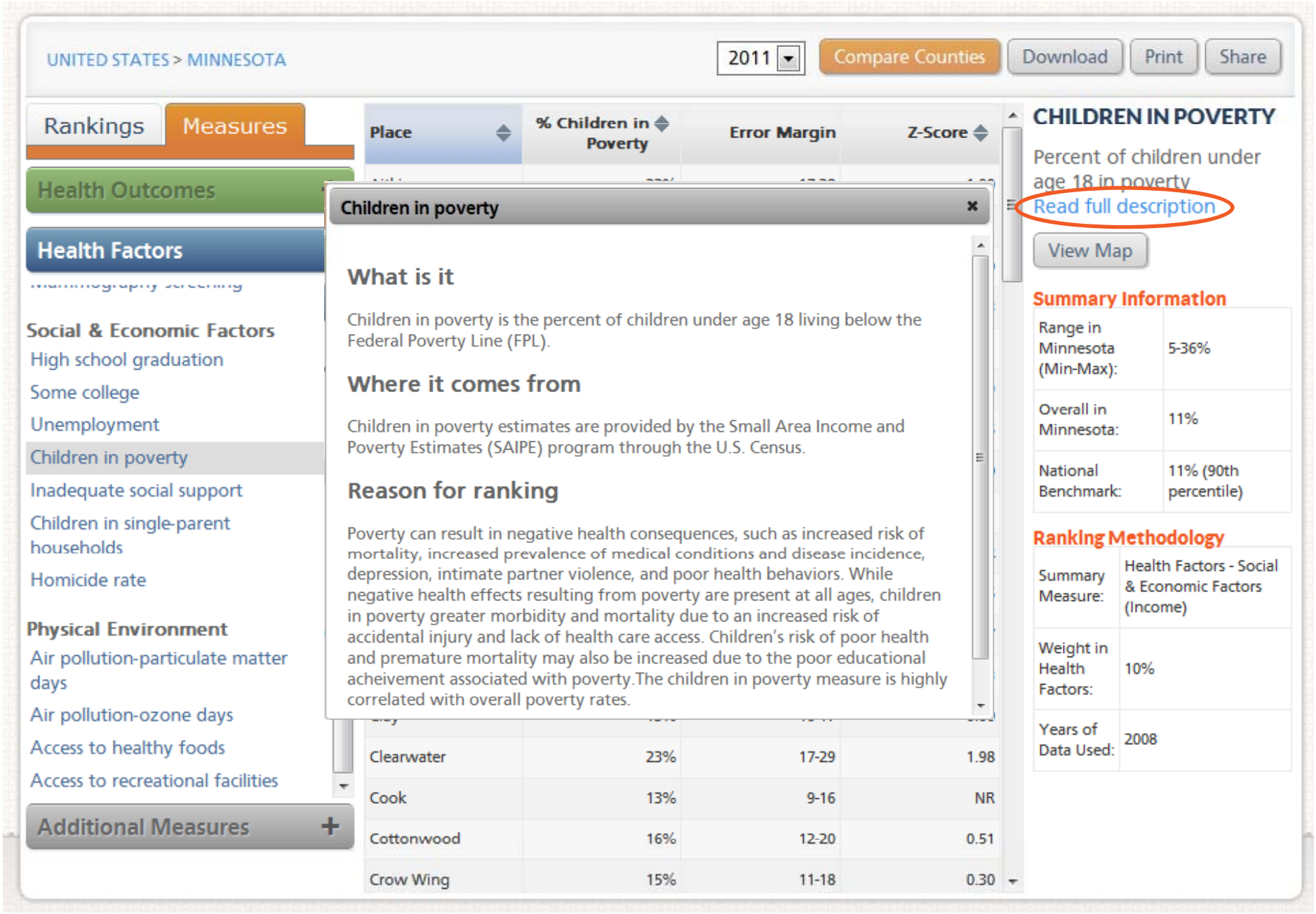

UNITED STATES > MINNESOTA
2012
Compare Counties
Download
Print
Share
Rankings
Measures
Health Outcomes
Overall Rank
Rank
County
1 Steele
2 Carver
3 McLeod
4 Douglas
5 Fillmore
6 Jackson
7 Washington
8 Dakota
9 Le Sueur
10 Scott
11 Marshall
Health Factors
ND
SD
WI
IA
RANK
1 - 21
22 - 42
43 - 63
64 - 84
Not Ranked (NR)

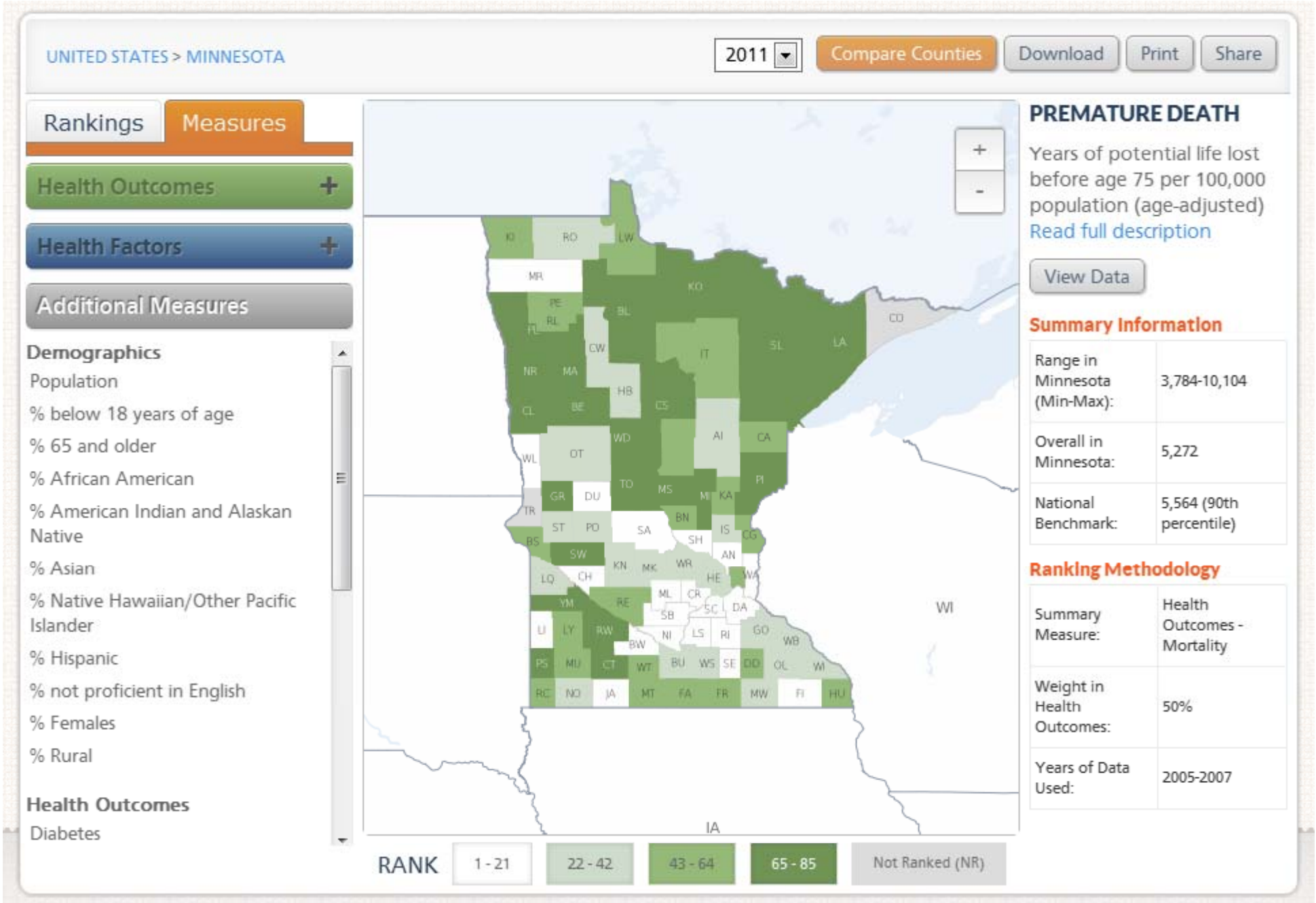

UNITED STATES > MINNESOTA
2012
Compare Counties
Download
Print
Share
Rankings
Measures
Health Outcomes
Health Factors
Overall Rank
Rank
County
1 Olmsted
2 Carver
3 Washington
4 Nicollet
5 Scott
6 Big Stone
7 Jackson
8 Dakota
9 Wabasha
10 Pope
11 Rock
ND
SD
WI
IA
RANK
1 - 21
22 - 42
43 - 63
64 - 84
Not Ranked (NR)

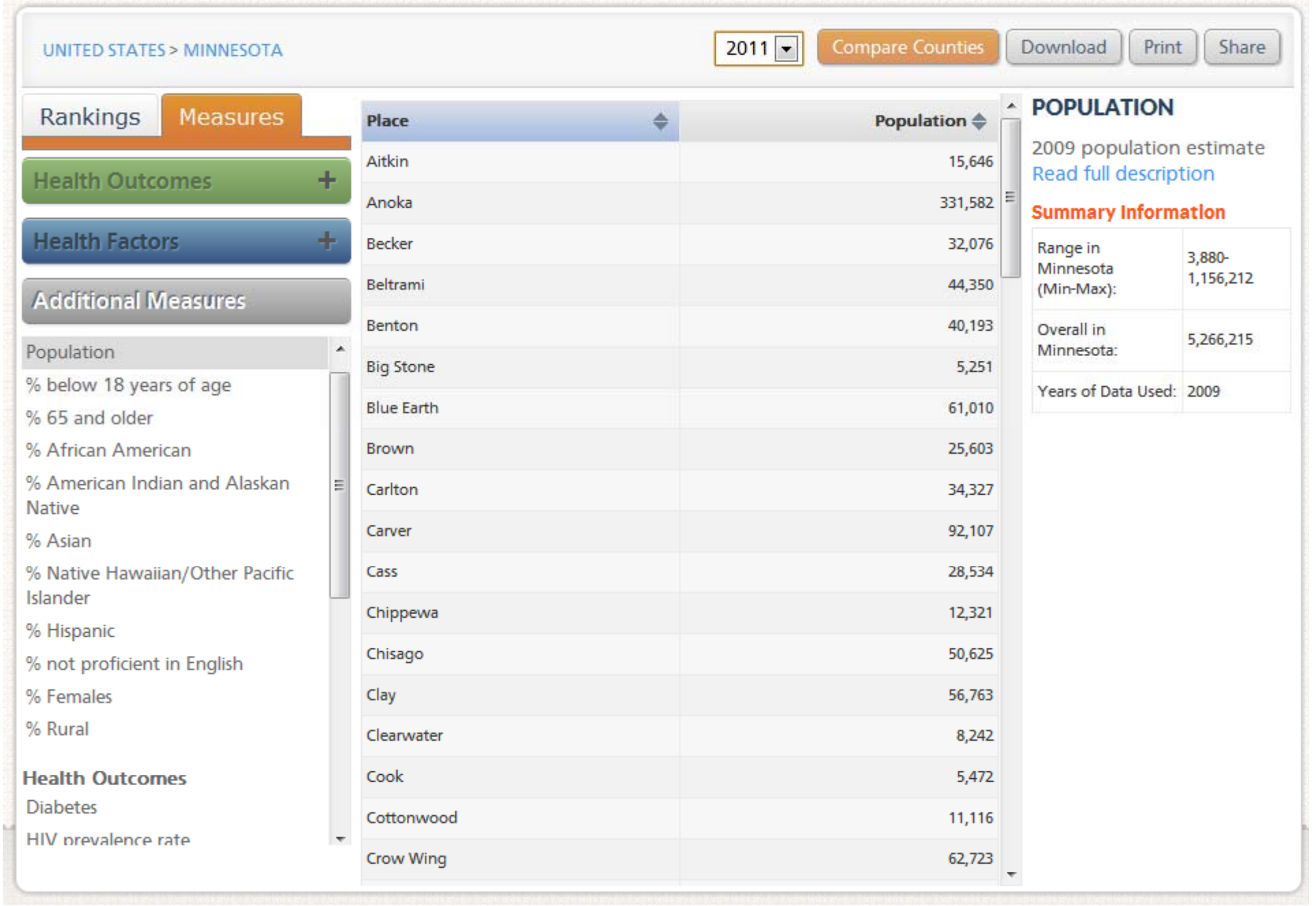

UNITED STATES > MINNESOTA
2011
Compare Counties
Download
Print
Share
Rankings
Measures
Health Outcomes
Health Factors
Overall Rank
Overall Rank
Health Behaviors
Clinical Care
Social & Economic Factors
Physical Environment
2 Carver
3 Washington
4 Nicollet
5 Hennepin
6 Dakota
7 Scott
8 Rock
9 Murray
ND
SD
WI
IA
RANK
1 - 21
22 - 42
43 - 64
65 - 85
Not Ranked (NR)

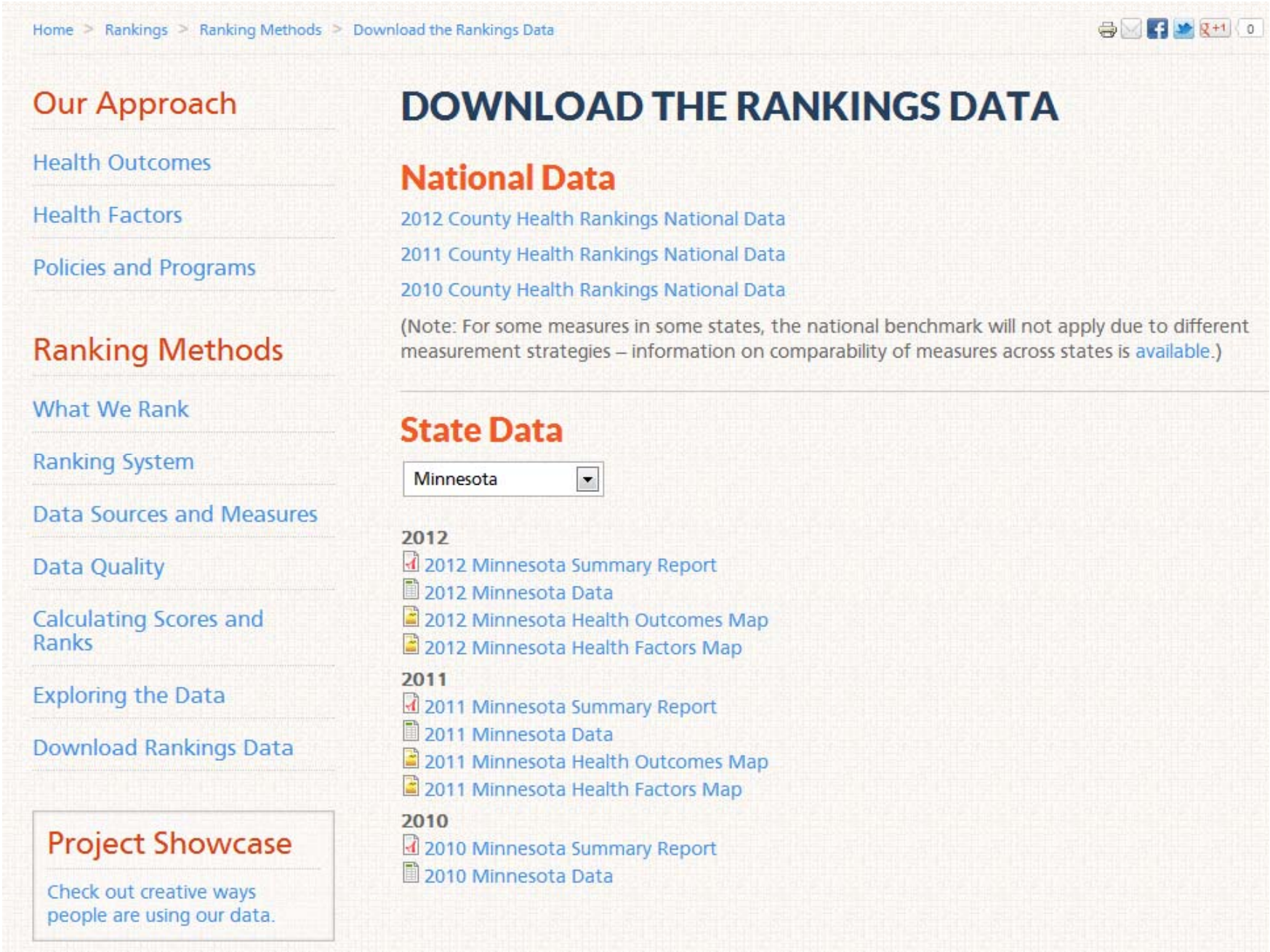

UNITED STATES > MINNESOTA
2011
Compare Counties
Download
Print
Share
Rankings
Measures
Health Outcomes
Health Factors
Physical Environment
Rank
County
1 Lake of the Woods
2 Brown
3 Stearns
4 Le Sueur
5 Todd
6 Hennepin
7 Waseca
8 McLeod
9 Steele
ND
SD
WI
IA
RANK
1 - 21
22 - 42
43 - 64
65 - 85
Not Reported (NR)


UNITED STATES > MINNESOTA
2011
Compare Counties
Download
Print
Share
Rankings
Measures
Health Outcomes
Health Factors
Social & Economic Factors
High school graduation
Some college
Unemployment
Children in poverty
Inadequate social support
Children in single-parent households
Homicide rate
Physical Environment
Air pollution-particulate matter days
Air pollution-ozone days
Access to healthy foods
Access to recreational facilities
Additional Measures
CHILDREN IN POVERTY
Percent of children under age 18 in poverty
Read full description
View Data
Summary Information
Range in Minnesota (Min-Max): 5-36%
Overall in Minnesota: 11%
National Benchmark: 11% (90th percentile)
Ranking Methodology
Summary Measure: Health Factors - Social & Economic Factors (Income)
Weight in Health Factors: 10%
Years of Data Used: 2008
WI
IA
RANK
1 - 21
22 - 42
43 - 64
65 - 85
Not Ranked (NR)


UNITED STATES > MINNESOTA
2011
Compare Counties
Download
Print
Share
Rankings
Measures
Health Outcomes
Health Factors
Social & Economic Factors
High school graduation
Some college
Unemployment
Children in poverty
Inadequate social support
Children in single-parent households
Homicide rate
Physical Environment
Air pollution-particulate matter days
Air pollution-ozone days
Access to healthy foods
Access to recreational facilities
Additional Measures
Children in poverty
What is it
Children in poverty is the percent of children under age 18 living below the Federal Poverty Line (FPL).
Where it comes from
Children in poverty estimates are provided by the Small Area Income and Poverty Estimates (SAIPE) program through the U.S. Census.
Reason for ranking
Poverty can result in negative health consequences, such as increased risk of mortality, increased prevalence of medical conditions and disease incidence, depression, intimate partner violence, and poor health behaviors. While negative health effects resulting from poverty are present at all ages, children in poverty greater morbidity and mortality due to an increased risk of accidental injury and lack of health care access. Children's risk of poor health and premature mortality may also be increased due to the poor educational acheivement associated with poverty.The children in poverty measure is highly correlated with overall poverty rates.
Place
% Children in Poverty
Error Margin
Z-Score
Clearwater 23% 17-29 1.98
Cook 13% 9-16 NR
Cottonwood 16% 12-20 0.51
Crow Wing 15% 11-18 0.30
CHILDREN IN POVERTY
Percent of children under age 18 in poverty
Read full description
View Map
Summary Information
Range in Minnesota (Min-Max): 5-36%
Overall in Minnesota: 11%
National Benchmark: 11% (90th percentile)
Ranking Methodology
Summary Measure: Health Factors - Social & Economic Factors (Income)
Weight in Health Factors: 10%
Years of Data Used: 2008


UNITED STATES > MINNESOTA
2011
Compare Counties
Download
Print
Share
Rankings
Measures
Health Outcomes +
Health Factors +
Additional Measures
Demographics
Population
% below 18 years of age
% 65 and older
% African American
% American Indian and Alaskan Native
% Asian
% Native Hawaiian/Other Pacific Islander
% Hispanic
% not proficient in English
% Females
% Rural
Health Outcomes
Diabetes
WI
IA
RANK
1 - 21
22 - 42
43 - 64
65 - 85
Not Ranked (NR)
PREMATURE DEATH
Years of potential life lost before age 75 per 100,000 population (age-adjusted)
Read full description
View Data
Summary Information
Range in Minnesota (Min-Max): 3,784-10,104
Overall in Minnesota: 5,272
National Benchmark: 5,564 (90th percentile)
Ranking Methodology
Summary Measure: Health Outcomes - Mortality
Weight in Health Outcomes: 50%
Years of Data Used: 2005-2007


UNITED STATES > MINNESOTA
2011
Compare Counties
Download
Print
Share
Rankings
Measures
Health Outcomes +
Health Factors +
Additional Measures
Population
% below 18 years of age
% 65 and older
% African American
% American Indian and Alaskan Native
% Asian
% Native Hawaiian/Other Pacific Islander
% Hispanic
% not proficient in English
% Females
% Rural
Health Outcomes
Diabetes
HIV prevalence rate
Place
Population
Aitkin 15,646
Anoka 331,582
Becker 32,076
Beltrami 44,350
Benton 40,193
Big Stone 5,251
Blue Earth 61,010
Brown 25,603
Carlton 34,327
Carver 92,107
Cass 28,534
Chippewa 12,321
Chisago 50,625
Clay 56,763
Clearwater 8,242
Cook 5,472
Cottonwood 11,116
Crow Wing 62,723
POPULATION
2009 population estimate
Read full description
Summary Information
Range in Minnesota (Min-Max): 3,880-1,156,212
Overall in Minnesota: 5,266,215
Years of Data Used: 2009



Home > Rankings > Ranking Methods > Download the Rankings Data

Our Approach
Health Outcomes
Health Factors
Policies and Programs

Ranking Methods
What We Rank
Ranking System
Data Sources and Measures
Data Quality
Calculating Scores and Ranks
Exploring the Data
Download Rankings Data

Project Showcase
Check out creative ways people are using our data.

# DOWNLOAD THE RANKINGS DATA

## National Data

2012 County Health Rankings National Data
2011 County Health Rankings National Data
2010 County Health Rankings National Data

(Note: For some measures in some states, the national benchmark will not apply due to different measurement strategies – information on comparability of measures across states is available.)

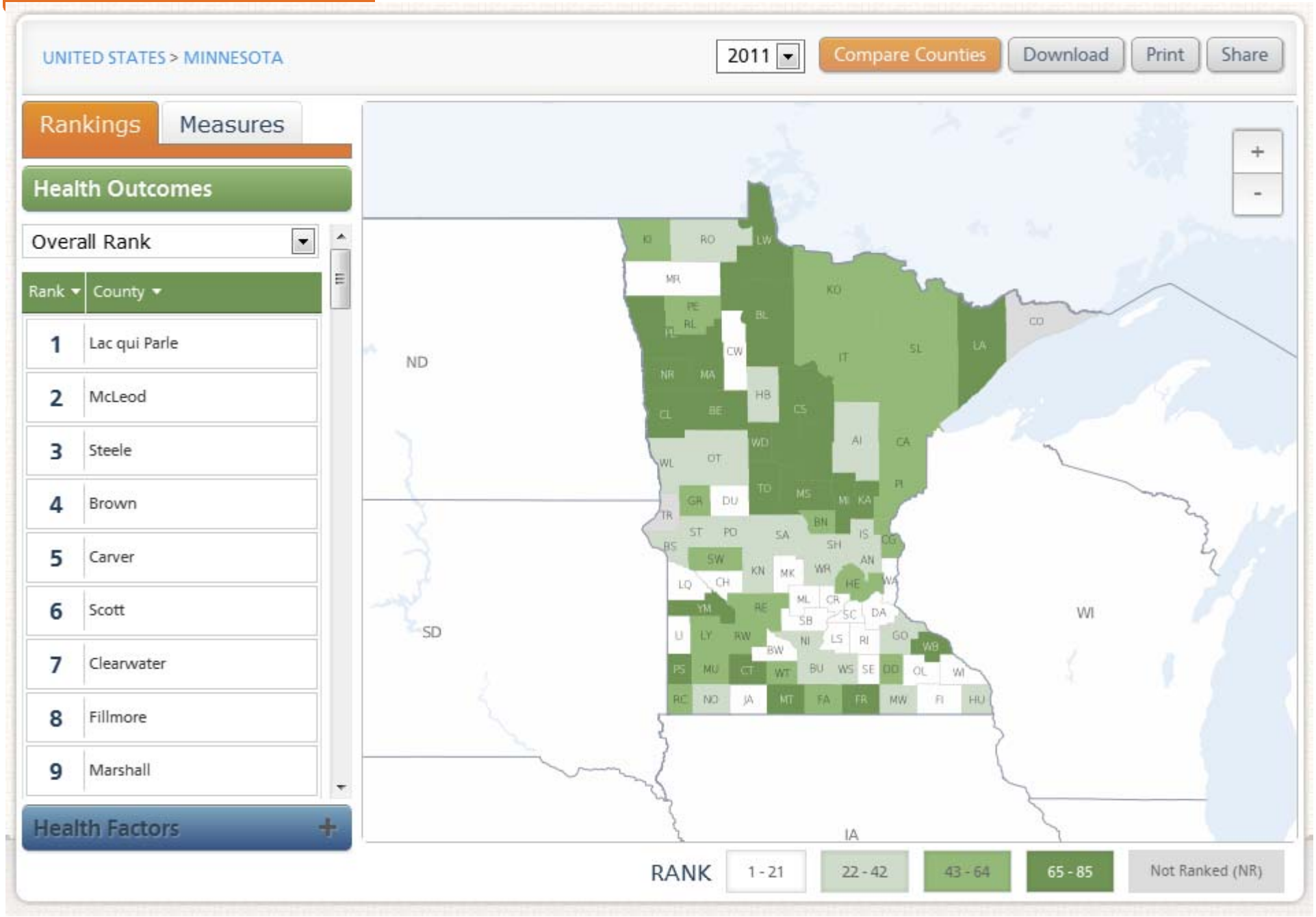
## State Data

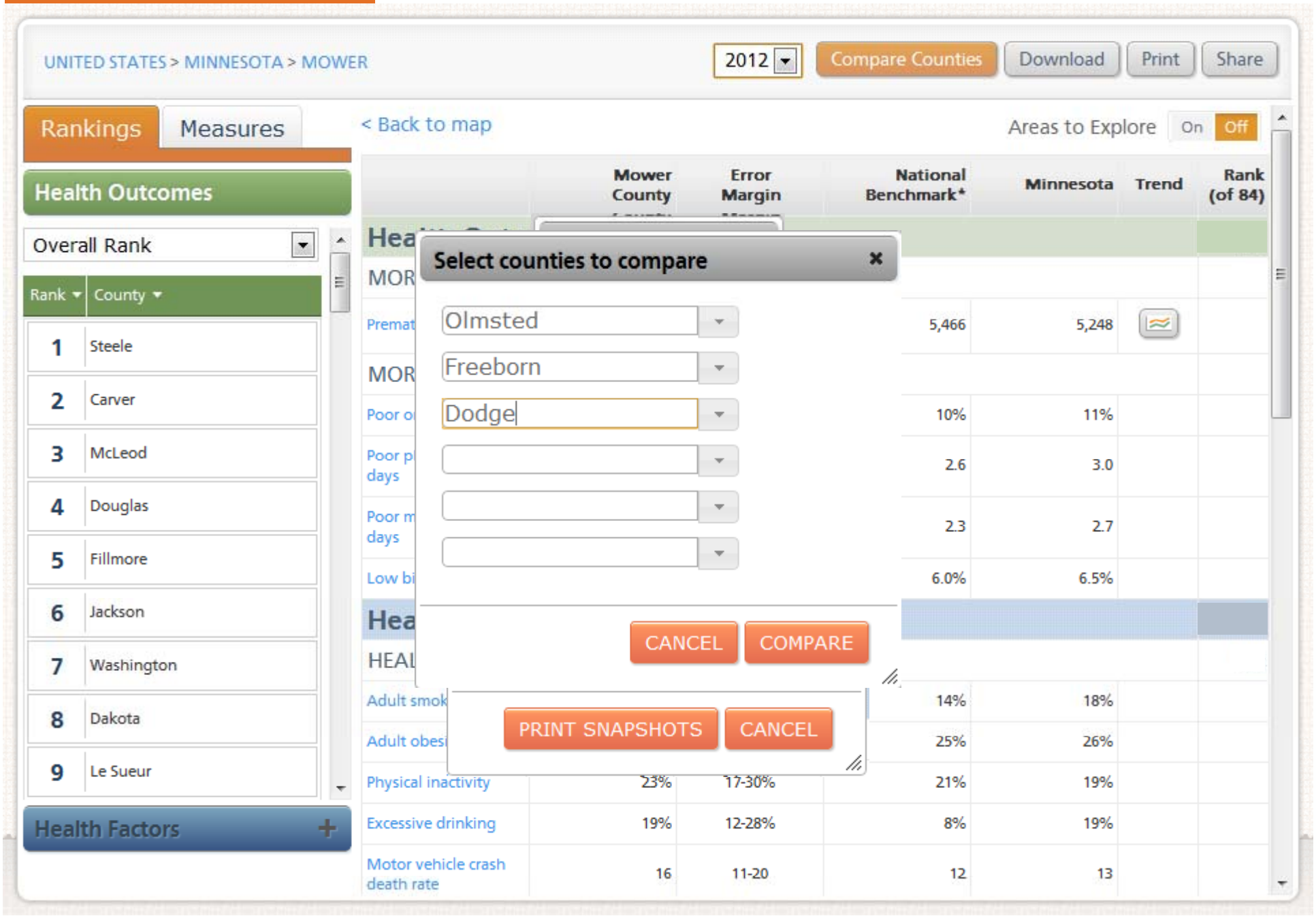
Minnesota

**2012**
2012 Minnesota Summary Report
2012 Minnesota Data
2012 Minnesota Health Outcomes Map
2012 Minnesota Health Factors Map

**2011**
2011 Minnesota Summary Report
2011 Minnesota Data
2011 Minnesota Health Outcomes Map
2011 Minnesota Health Factors Map

**2010**
2010 Minnesota Summary Report
2010 Minnesota Data


UNITED STATES > MINNESOTA
2011
Compare Counties
Download
Print
Share
Rankings
Measures
Health Outcomes
Overall Rank
Rank
County
1 Lac qui Parle
2 McLeod
3 Steele
4 Brown
5 Carver
6 Scott
7 Clearwater
8 Fillmore
9 Marshall
Health Factors
ND
SD
IA
WI
RANK
1 - 21
22 - 42
43 - 64
65 - 85
Not Ranked (NR)


UNITED STATES > MINNESOTA > MOWER
2012
Compare Counties
Download
Print
Share
Rankings
Measures
< Back to map
Areas to Explore On Off
Health Outcomes
Overall Rank
Rank
County
1 Steele
2 Carver
3 McLeod
4 Douglas
5 Fillmore
6 Jackson
7 Washington
8 Dakota
9 Le Sueur
Health Factors
Mower County
Error Margin
National Benchmark*
Minnesota
Trend
Rank (of 84)
Premat
5,466
5,248
Poor o
10%
11%
Poor p days
2.6
3.0
Poor m days
2.3
2.7
Low bi
6.0%
6.5%
Adult smok
14%
18%
Adult obesi
25%
26%
Physical inactivity
23%
17-30%
21%
19%
Excessive drinking
19%
12-28%
8%
19%
Motor vehicle crash death rate
16
11-20
12
13
Select counties to compare
Olmsted
Freeborn
Dodge
CANCEL
COMPARE
PRINT SNAPSHOTS
CANCEL

UNITED STATES > MINNESOTA > MOWER

2012 | Compare Counties | Download | Print | Share

Rankings | Measures

< Back to map

Areas to Explore On Off

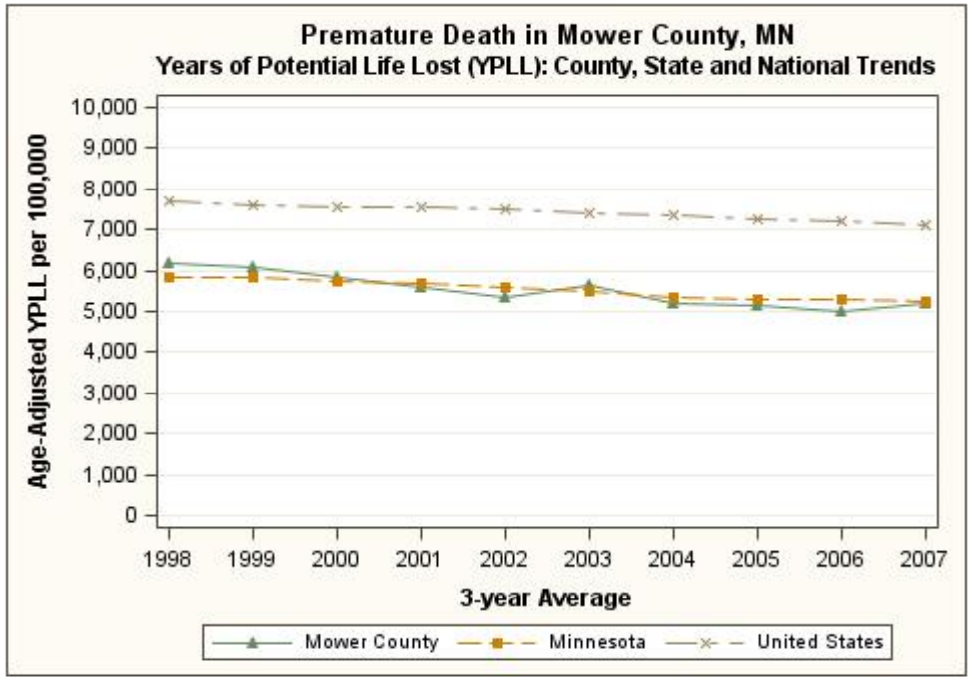
Health Outcomes

Overall Rank

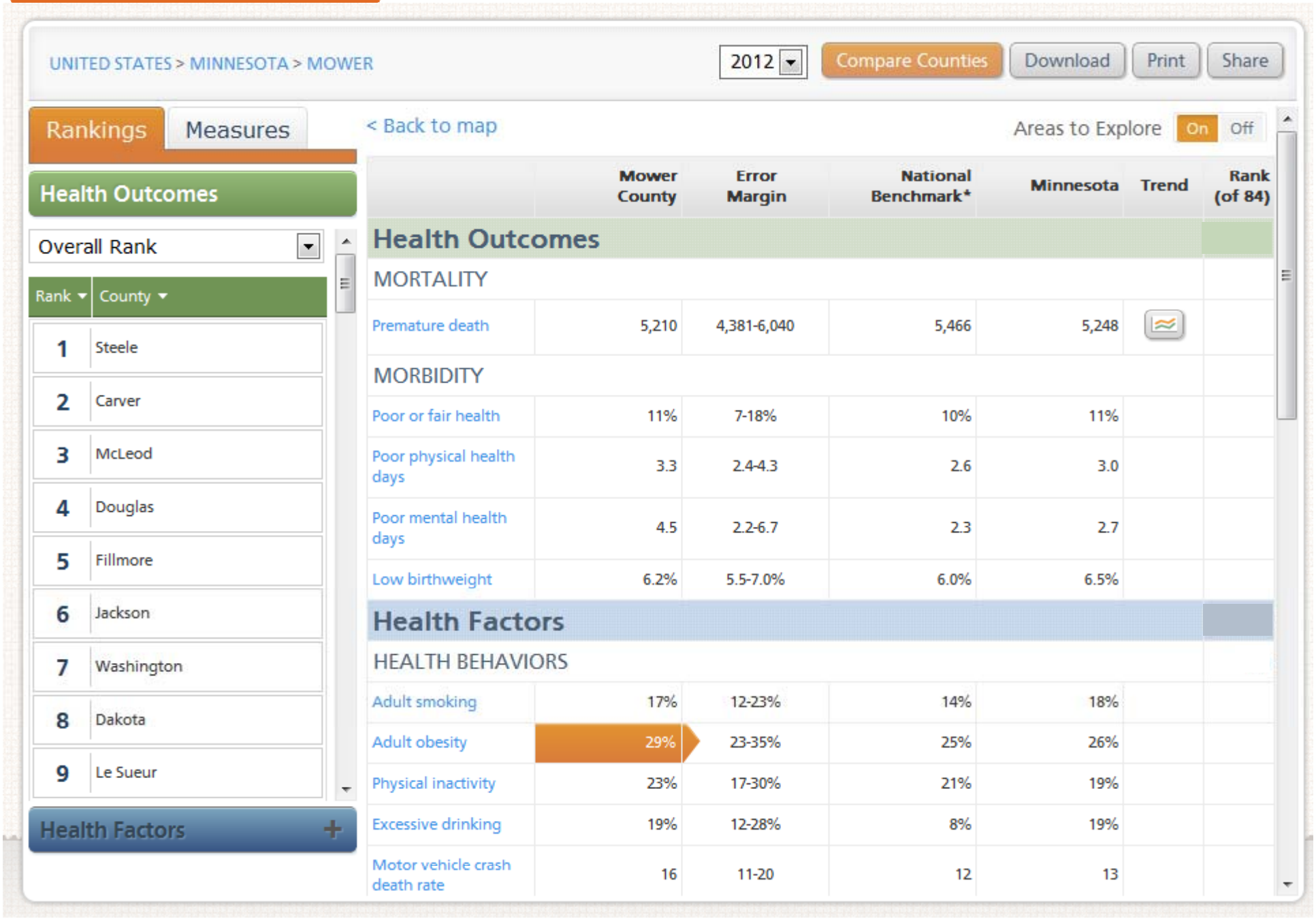
| Rank | County |
|---|---|
| 1 | Steele |
| 2 | Carver |
| 3 | McLeod |
| 4 | Douglas |
| 5 | Fillmore |
| 6 | Jackson |
| 7 | Washington |
| 8 | Dakota |
| 9 | Le Sueur |

Health Factors

Trends

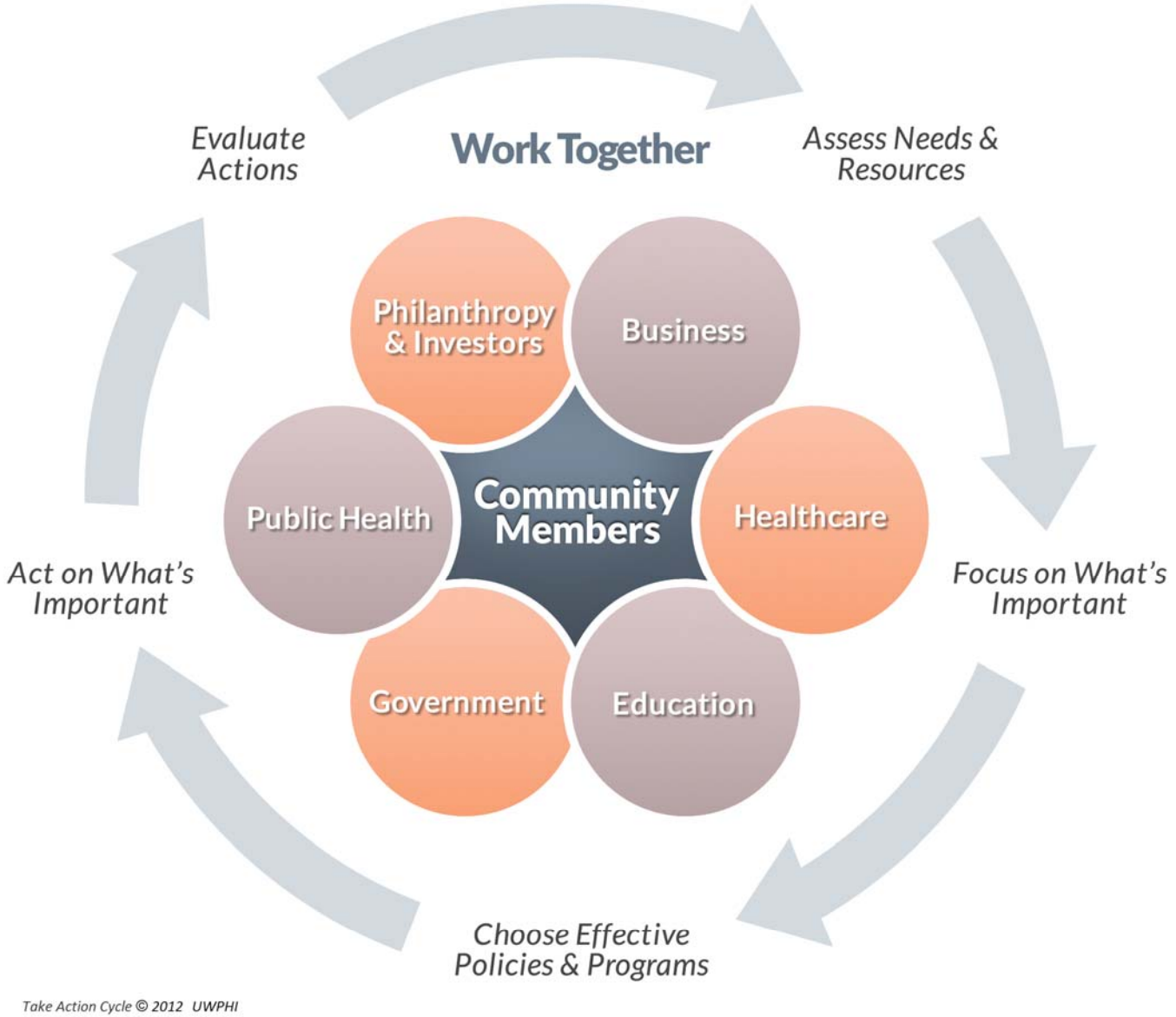



| | Mower County | Error Margin | National Benchmark* | Minnesota | Trend | Rank (of 84) |
|---|---|---|---|---|---|---|
| **Health Outcomes** | | | | | | |
| | | | | 5,248 | | |
| | | | | 11% | | |
| | | | | 3.0 | | |
| | | | | 2.7 | | |
| | | | | 6.5% | | |
| | | | | | | |
| | | | | 18% | | |
| | | | | 26% | | |
| | | | | 19% | | |
| | | | | 19% | | |
| Motor vehicle crash death rate | 16 | 11-20 | 12 | 13 | | |


UNITED STATES > MINNESOTA > MOWER
2012
Compare Counties
Download
Print
Share
Rankings
Measures
< Back to map
Areas to Explore On Off
Health Outcomes
Overall Rank
Rank
County
1 Steele
2 Carver
3 McLeod
4 Douglas
5 Fillmore
6 Jackson
7 Washington
8 Dakota
9 Le Sueur
Health Factors
Mower County
Error Margin
National Benchmark*
Minnesota
Trend
Rank (of 84)
Health Outcomes
MORTALITY
Premature death 5,210 4,381-6,040 5,466 5,248
MORBIDITY
Poor or fair health 11% 7-18% 10% 11%
Poor physical health days 3.3 2.4-4.3 2.6 3.0
Poor mental health days 4.5 2.2-6.7 2.3 2.7
Low birthweight 6.2% 5.5-7.0% 6.0% 6.5%
Health Factors
HEALTH BEHAVIORS
Adult smoking 17% 12-23% 14% 18%
Adult obesity 29% 23-35% 25% 26%
Physical inactivity 23% 17-30% 21% 19%
Excessive drinking 19% 12-28% 8% 19%
Motor vehicle crash death rate 16 11-20 12 13

6 Jackson
7 Washington
8 Dakota
9 Le Sueur
Health Factors
Adult smoking 17% 12-23% 14% 18%
Adult obesity 29% 23-35% 25% 26%
Physical inactivity 23% 17-30% 21% 19%
Excessive drinking 19% 12-28% 8% 19%
Motor vehicle crash death rate 16 11-20 12 13
Sexually transmitted infections 277 84 272
ROADMAPS to HEALTH
Building your roadmap will provide you with the tools and resources to help make your community a healthier place to live, learn, work, and play.
BUILD YOUR ROADMAP
Sign up for E-news
COUNTY-BY-COUNTY
BLOG
WHAT WE KNOW
Programs and Policies ›
Effective local, state, and federal policies and programs can improve a variety of factors that, in turn, shape the health of communities across the nation.
Health Factors ›
Many health factors shape our communities' health outcomes. We look at health behaviors, clinical care, social and economic, and the physical environment.
WHAT YOU CAN DO
Visit the Action Center
Ways you can take action to make your community healthier
Find Opportunities
Find funding and resources to support your actions
Make Connections
Read about other successes and connect with others
April 3, 2012: County Health Rankings 2012 Release Day
Mar 22, 2012
It's almost time! The 2012 County Health Rankings will be released on April 3, 2012. For the...
New County Health Calculator Arrives April 3
Mar 21, 2012
The 2012 County Health Rankings explain "what we know" about county health, and with...

# TAKE ACTION




Take Action Cycle © 2012 UWPHI

# COUNTY HEALTH ROADMAPS

## Roadmaps to Health

The *County Health Rankings* illustrate what we know when it comes to what's making people sick or healthy, but understanding your county's rankings is only one component of improving your community's health. The *County Health Roadmaps* show what we can do to create healthier places to live, learn, work, and play.

## Build a Roadmap

for your community

- Select -

NEXT PAGE >>

## Visit the Action Center

The *Roadmaps to Health* Action Center provides tools to help groups working together to create healthier places to live, learn, work and play.

Improving community health requires people from multiple fields to work collaboratively on an ongoing cycle of activities. Communities may be at different points in this process. Click on various components of our action cycle for additional, tailored resources and materials.

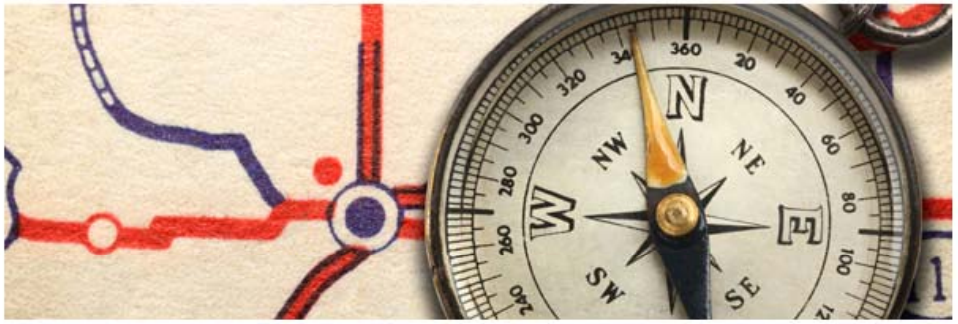
Not sure where to begin? Answer a few questions about your community to find the most relevant tools and resources.

GET HELP FROM THE RANKINGS & ROADMAPS TEAM

# COUNTY HEALTH ROADMAPS

## Roadmaps to Health

The *County Health Rankings* illustrate what we know when it comes to what's making people sick or healthy, but understanding your county's rankings is only one component of improving your community's health. The *County Health Roadmaps* show what we can do to create healthier places to live, learn, work, and play.



## Build a Roadmap

for your community

- Select -
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Nebraska
Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island

## Visit the Action Center

The *Roadmaps to Health* Action Center provides tools to help groups working togethe to live, learn, work and play.

Improving community health requires people from multiple fields to work collaborative activities. Communities may be at different points in this process. Click on various comp for additional, tailored resources and materials.

Not sure where to begin? Answer a few questions about your community to find the most relevant tools and resources.

GET HEL & ROAD

# COUNTY HEALTH ROADMAPS

## Build a Roadmap

2/3

### What can you do?

**Learn:**

- [x] Understand my community's Rankings
- [ ] Explore ways we can improve our health

**Communicate:**

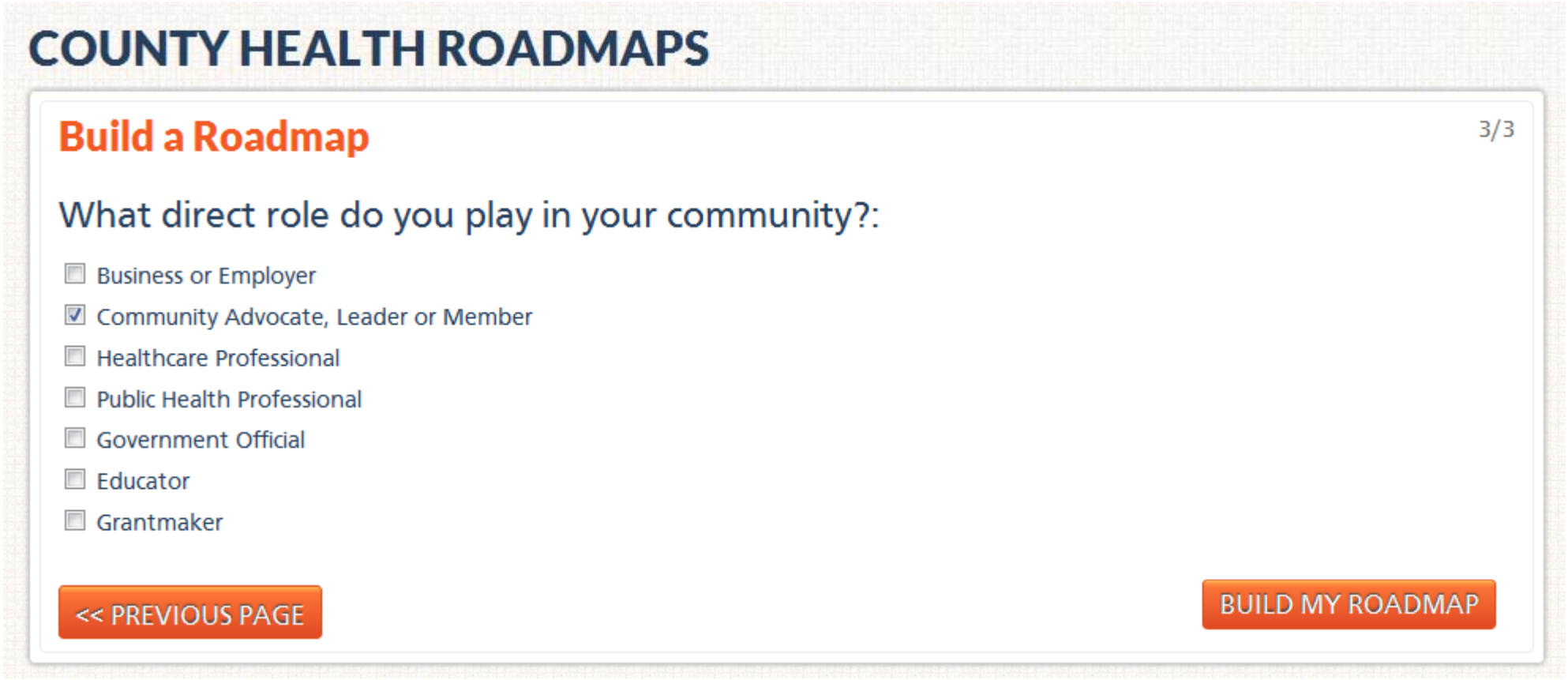
- [ ] Talk to my family, friends and colleagues
- [x] Write something, like an op-ed, article or blog post
- [ ] Present at a meeting
- [ ] Tell my community's story

**Organize:**

- [ ] Get involved with what's already happening in my community
- [ ] Organize a group to take action together
- [x] Find funding opportunities
- [ ] Work with local policymakers to improve my community's health

<< PREVIOUS PAGE

NEXT PAGE >>


COUNTY HEALTH ROADMAPS
Build a Roadmap
3/3
What direct role do you play in your community?:
Business or Employer
Community Advocate, Leader or Member
Healthcare Professional
Public Health Professional
Government Official
Educator
Grantmaker
<< PREVIOUS PAGE
BUILD MY ROADMAP

# HERE'S YOUR ROADMAP!

You're ready to start taking action in your community. Use the information below to learn more about the Rankings, communicate with others about your county's health, and get organized to improve health in your community.

SEND THIS TO ME!

## ACTIONS

Find and Review Your County Snapshot
Find Programs and Policies that work

Review the Action Cycle

## Guides & Tools

Data Drilldown

County Health Rankings & Roadmaps Key Messages

Writing a County Health Rankings & Roadmaps Op-Ed

Writing About the County Health Rankings & Roadmaps

READY FOR THE NEXT STEP? VISIT THE ACTION CENTER

## Share your Roadmap

## About Minnesota

**State Rankings Contact:**
Debra Burns
Director, Office of Public Health Practice
Minnesota Department of Health
debra.burns@state.mn.us
651-201-3873

Julie Ring
Director
Local Public Health Association
ring@mncounties.org
651-789-4354

Download the Rankings Data

Get Help from the Rankings & Roadmaps team

# *ROADMAPS TO HEALTH* ACTION CENTER

## LEARN

*County Health Rankings* Data Drilldown
Exploring the Data
*County Health Rankings & Roadmaps* Webinar

## COMMUNICATE

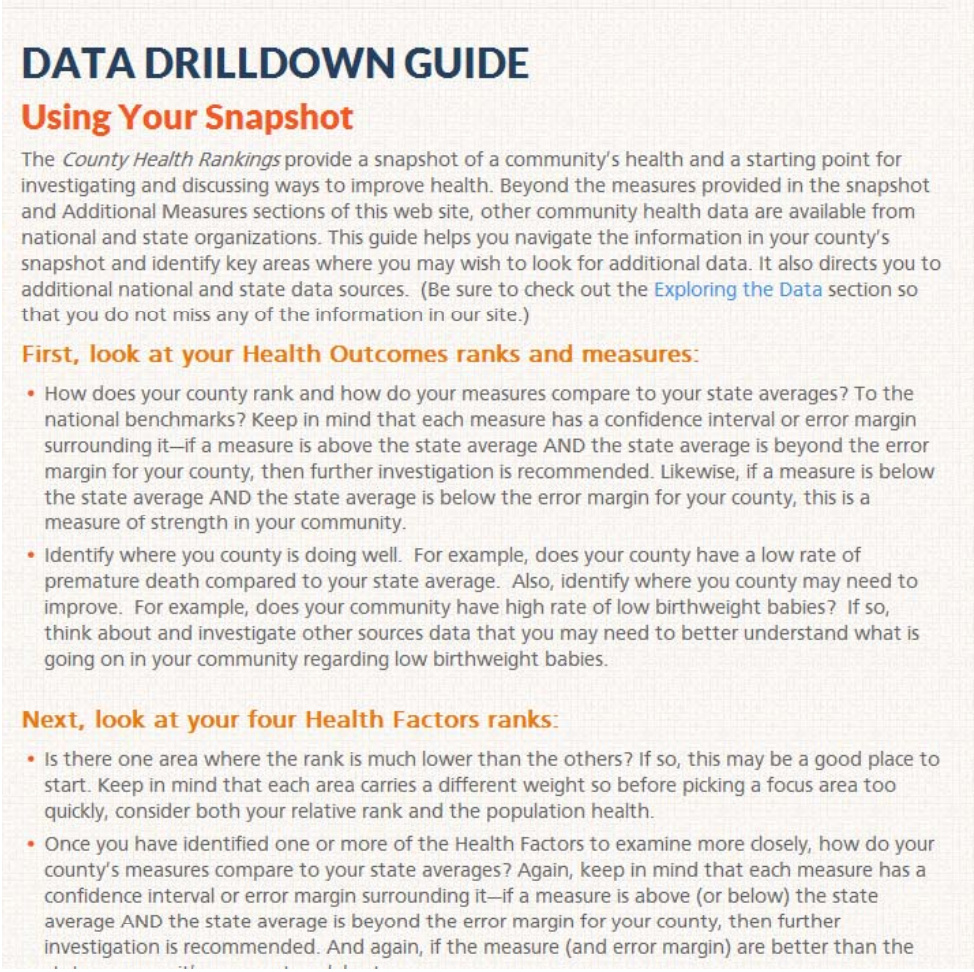
*County Health Rankings & Roadmaps* for Key Messages
Writing About the *County Health Rankings & Roadmaps*
Writing a *County Health Rankings & Roadmaps Op-Ed*
*County Health Rankings & Roadmaps Presentation*

## ORGANIZE

*County Health Rankings & Roadmaps* Guide to Funding Your Community Health Initiative
Work Together Guide

# DATA DRILLDOWN GUIDE

- Using Your Snapshot
- Digging Deeper
- Finding More Data



## DATA DRILLDOWN GUIDE

### Using Your Snapshot

The *County Health Rankings* provide a snapshot of a community's health and a starting point for investigating and discussing ways to improve health. Beyond the measures provided in the snapshot and Additional Measures sections of this web site, other community health data are available from national and state organizations. This guide helps you navigate the information in your county's snapshot and identify key areas where you may wish to look for additional data. It also directs you to additional national and state data sources. (Be sure to check out the Exploring the Data section so that you do not miss any of the information in our site.)

**First, look at your Health Outcomes ranks and measures:**

- How does your county rank and how do your measures compare to your state averages? To the national benchmarks? Keep in mind that each measure has a confidence interval or error margin surrounding it—if a measure is above the state average AND the state average is beyond the error margin for your county, then further investigation is recommended. Likewise, if a measure is below the state average AND the state average is below the error margin for your county, this is a measure of strength in your community.
- Identify where you county is doing well. For example, does your county have a low rate of premature death compared to your state average. Also, identify where you county may need to improve. For example, does your community have high rate of low birthweight babies? If so, think about and investigate other sources data that you may need to better understand what is going on in your community regarding low birthweight babies.

**Next, look at your four Health Factors ranks:**

- Is there one area where the rank is much lower than the others? If so, this may be a good place to start. Keep in mind that each area carries a different weight so before picking a focus area too quickly, consider both your relative rank and the population health.
- Once you have identified one or more of the Health Factors to examine more closely, how do your county's measures compare to your state averages? Again, keep in mind that each measure has a confidence interval or error margin surrounding it—if a measure is above (or below) the state average AND the state average is beyond the error margin for your county, then further investigation is recommended. And again, if the measure (and error margin) are better than the

# *ROADMAPS TO HEALTH* ACTION CENTER

## LEARN

*County Health Rankings* Data Drilldown
Exploring the Data
*County Health Rankings & Roadmaps* Webinar

## COMMUNICATE

*County Health Rankings & Roadmaps* for Key Messages
Writing About the *County Health Rankings & Roadmaps*
Writing a *County Health Rankings & Roadmaps Op-Ed*
*County Health Rankings & Roadmaps Presentation*

## ORGANIZE

*County Health Rankings & Roadmaps* Guide to Funding Your Community Health Initiative
Work Together Guide

# ASSESS NEEDS & RESOURCES

One of the first steps in local health improvement is to take stock of your community's needs, resources, strengths, and assets. You will want to understand what helps as well as what hinders progress toward improving your community's health.

## Purpose

Understand current community strengths, resources, needs and gaps to help you decide where to focus your efforts.

## Who to Involve

Multi-sector team of partners (including leaders and stakeholders from business, healthcare, education, government, public health, funders, and community organizations) as well as anyone who cares about or is affected by health issues in your community

## What to Do

Review the descriptions below and expand the most relevant sections to find the activities and tools for your community.

**+ Start**
We need to collect data, but we aren't sure where or how to start.

**+ Act**
We are collecting a variety of data, but we could use some help interpreting what it means and moving forward.

Previous Step
Review activities, tools and resources from WORK TOGETHER.

Next Step
Now that you've assessed your needs and resources, it's time to start thinking about how you will FOCUS ON WHAT'S IMPORTANT.

## - Start

We need to collect data, but we aren't sure where or how to start.

### Key Activities

- Review your *County Health Rankings* snapshot
- Define your community
- Generate questions about your community
- Identify measures and sources of data that will help you answer questions about your community
- What's missing? Identify any additional qualitative and quantitative sources of data that will help answer your questions (e.g., focus groups, community surveys)
- Collect information

### Tools

- *County Health Rankings & Roadmaps* Data Drilldown
- A Handbook for Participatory Community Assessments (PDF from the Alameda County Public Health Department)
- Developing a Plan for Identifying Local Needs & Resources (from the Community Tool Box)
- Assessing Community Needs and Resources (from the Community Tool Box)
- Community Assessment Tools (PDF from Rotary International)

Find more tools in the Assess Needs & Resources: Start Guide

Get Help from the *Rankings & Roadmaps* team

# ASSESS NEEDS & RESOURCES: START GUIDE

## Key Activities

- Review your *County Health Rankings* snapshot
- Define your community
- Generate questions about your community
- Identify measures and sources of data that will help you answer questions about your community
- What's missing? Identify any additional qualitative and quantitative sources of data that will help answer your questions (e.g., focus groups, community surveys)
- Collect information

## Review your *County Health Rankings* snapshot

The *County Health Rankings* provide a snapshot of a community's health and a starting point for investigating and discussing ways to improve health. Start by reviewing your county snapshot along with the *County Health Rankings* Data Drilldown Guide.

To find your county snapshot, go to www.countyhealthrankings.org and select your state from the map, then your county (or enter your county name in the Search box). From your snapshot, you'll be able to review data used to calculate your county's current *Rankings*. Snapshots also include Additional Measures with data that is not used to calculate your county's rank but is useful to further understand your community.

The *County Health Rankings* Data Drilldown Guide will help you interpret the data included in your snapshot and think about additional questions and sources of data.

**Suggested tools:**

- *County Health Rankings* Data Drilldown Guide provides suggestions for finding more detailed information about key areas in your community's rankings.

# COMING ATTRACTIONS

- Expanded webinar series focusing on action
- Searchable database of evidence-informed policies and programs organized around the *County Health Rankings* model—coming June 2012

County Health Rankings & Roadmaps
A Healthier Nation, County by County

Rankings | Roadmaps

Home
Build Your Roadmap

Opportunities
Find Funding and Resources

Action Center
How You Can Help

Connections
Connect and Collaborate

Home

# COUNTY HEALTH ROADMAPS

## Roadmaps to Health

The *County Health Rankings* illustrate what we know when it comes to what's making people sick or healthy, but understanding your county's rankings is only one component of improving your community's health. The *County Health Roadmaps* show what we can do to create healthier places to live, learn, work, and play.

## Build a Roadmap

for your community

- Select -

NEXT PAGE >>

## Visit the Action Center

The *Roadmaps to Health* Action Center provides tools to help groups working together to create healthier places to live, learn, work and play.

Improving community health requires people from multiple fields to work collaboratively on an ongoing cycle of activities. Communities may be at different points in this process. Click on various components of our action cycle for

# ROADMAPS TO HEALTH PRIZE

**Honoring the efforts and accomplishments of U.S. communities working at the forefront of health improvement**

**Up to six $25,000 winning communities to be announced in early 2013!**

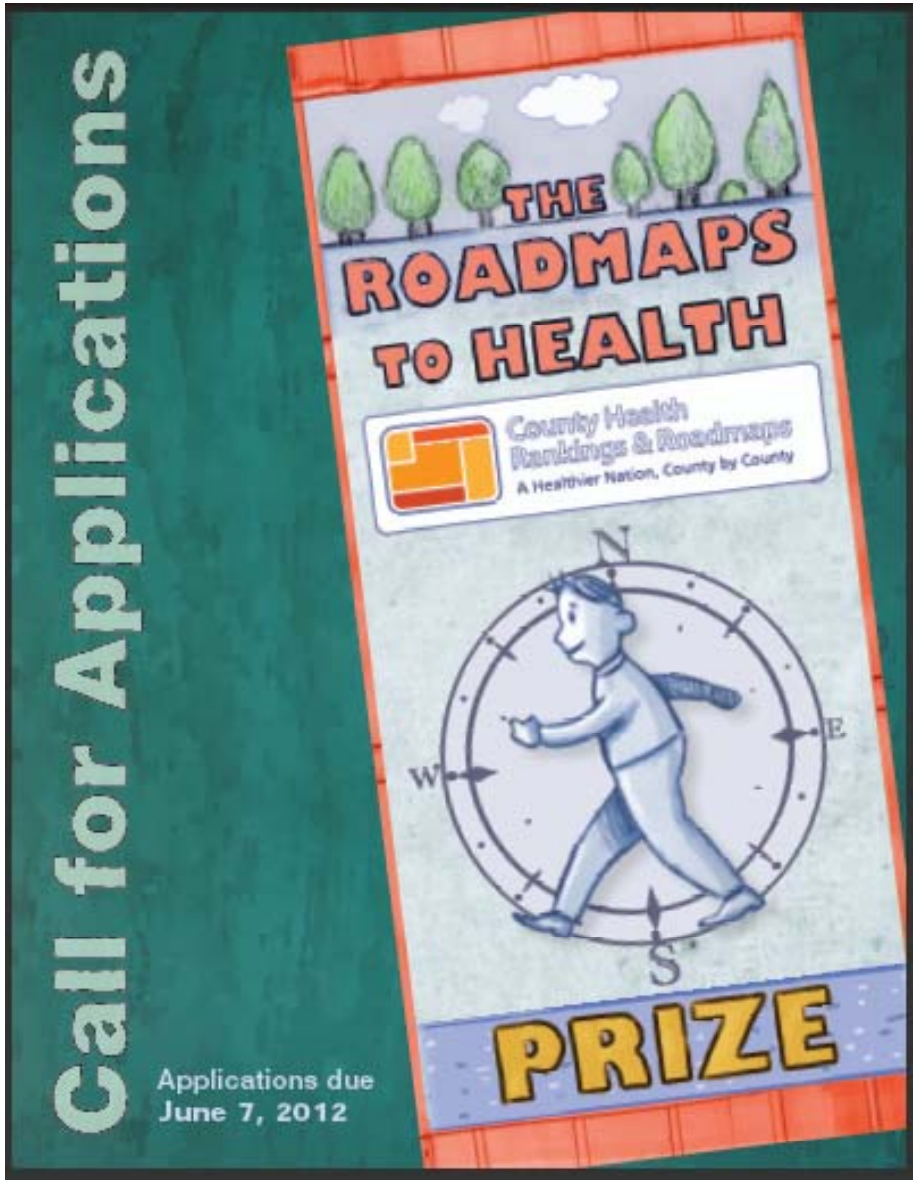
# www.countyhealthroadmaps/prize

*Short notice of intent due by 5/31/12*

*Applications due 6/7/12*

*Written application includes*

- *Community Description*
- *Four health accomplishments*
- *Optional multi-media presentation (4 minute maximum)*



# www.countyhealthroadmaps/community-grants

## ROADMAPS TO HEALTH COMMUNITY GRANTS

The Request for Proposals for the second round of *Roadmaps to Health* Community Grants is now available.

The *Roadmaps to Health* Community Grants, which support two-year state and local efforts among policymakers, business, education, health care, public health and community organizations, are managed by Community Catalyst, a national consumer health advocacy organization.

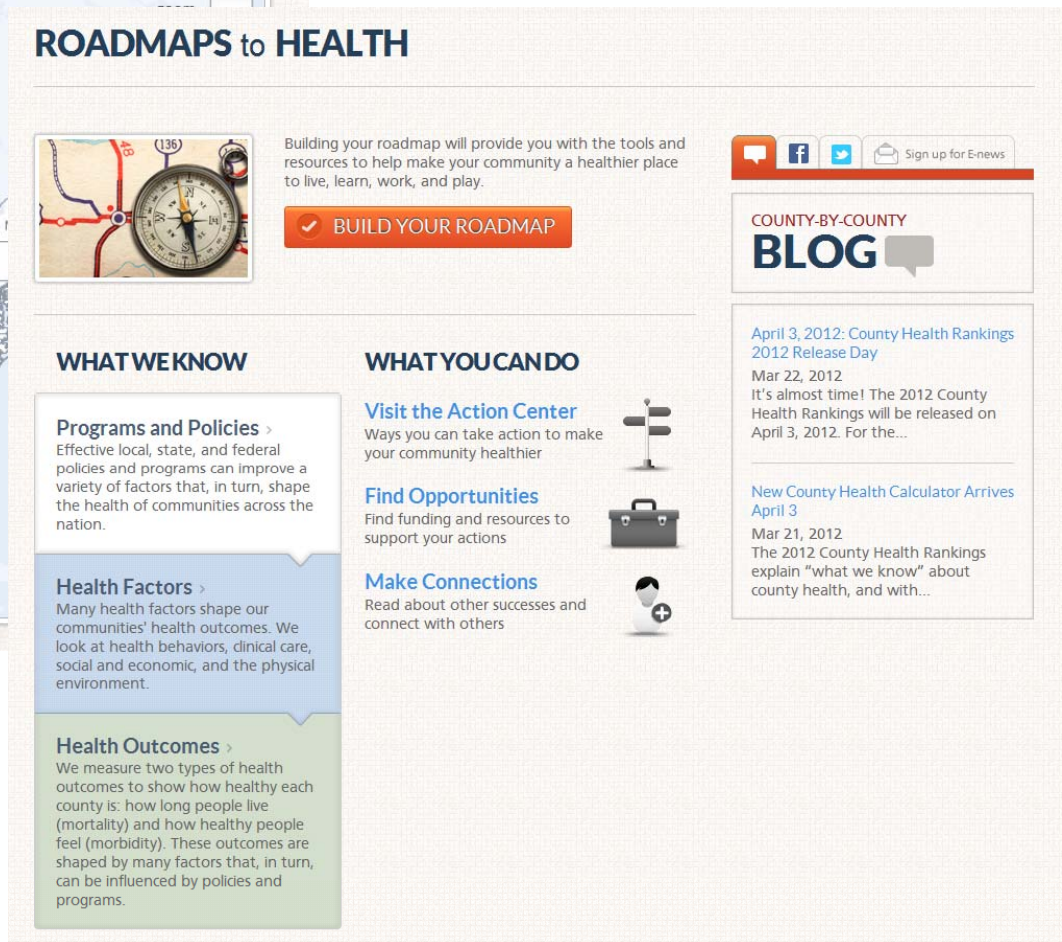
These grantees are working to create positive policy or systems changes that address the social and economic factors that impact the health of people in their community.

The grantees will build on the RWJF/UWPHI *County Health Rankings* model, which highlights the critical role that factors such as education, jobs, income, and our environment play in influencing how healthy people are and how long they live. The *Roadmaps to Health* community grantees are working to create healthier places to live, learn, work and play.

*Brief proposals due 5/2/12*

$200,000 for up to 24 months AND $200,000 in matching funds (at least 50% cash; balance in-kind)

About Contact Us FAQs Site Search For Media Webinars & Resources
Subscribe Blog
County Health Rankings & Roadmaps
A Healthier Nation, County by County
Rankings
Roadmaps
Search for Your County
Learn about the Data & Methods >
SELECT A STATE TO ACTIVATE COUNTIES
WA
OR
CA
ID
NV
MT
WY
UT
AZ
CO
NM
ND
SD
NE
KS
OK
TX
MN
IA
MO
AR
LA
WI
IL
MS
MI
IN
KY
TN
AL
OH
WV
GA
FL
SC
NC
VA
PA


ROADMAPS to HEALTH
Building your roadmap will provide you with the tools and resources to help make your community a healthier place to live, learn, work, and play.
BUILD YOUR ROADMAP
Sign up for E-news
COUNTY-BY-COUNTY
BLOG
WHAT WE KNOW
Programs and Policies ›
Effective local, state, and federal policies and programs can improve a variety of factors that, in turn, shape the health of communities across the nation.
Health Factors ›
Many health factors shape our communities' health outcomes. We look at health behaviors, clinical care, social and economic, and the physical environment.
Health Outcomes ›
We measure two types of health outcomes to show how healthy each county is: how long people live (mortality) and how healthy people feel (morbidity). These outcomes are shaped by many factors that, in turn, can be influenced by policies and programs.
WHAT YOU CAN DO
Visit the Action Center
Ways you can take action to make your community healthier
Find Opportunities
Find funding and resources to support your actions
Make Connections
Read about other successes and connect with others
April 3, 2012: County Health Rankings 2012 Release Day
Mar 22, 2012
It's almost time! The 2012 County Health Rankings will be released on April 3, 2012. For the...
New County Health Calculator Arrives April 3
Mar 21, 2012
The 2012 County Health Rankings explain "what we know" about county health, and with...

# WHAT CAN YOU DO AS A FUNDER?

- Convene
- Drilldown
- Educate
- Foster multi-sector partnerships
- Act
- Collect Data
- Incentivize
- Disseminate

# OPPORTUNITIES

- ***Roadmaps to Health* Community Grants CFP**
  Brief proposals due: May 2, 2012
- ***Roadmaps to Health* Prize**
  Applications due: June 7, 2012
- **Feedback, discussion, opportunities for collaboration**
  Ongoing

# STAYING CONNECTED

**e-Newsletter: chr@match.wisc.edu**

# ACKNOWLEDGEMENTS

- Wisconsin *County Health Rankings & Roadmaps* Team
  - Including Patrick Remington, Bridget Catlin, David Kindig, Amanda Jovaag, Julie Willems Van Dijk, Angela Russell, Kirstin Siemering, Jan O'Neill (206) 682-1812
- Robert Wood Johnson Foundation
  - Including Abbey Cofsky, Brenda Henry, Michelle Larkin, Jim Marks, Joe Marx
- Our Partners
  - Including Burness Communications, Community Catalyst, United Way Worldwide, ASTHO, NACCHO, NNPHI, Dartmouth Institute, CDC, NCHS

# THANK YOU

Abbey Cofsky
Program Officer
Robert Wood Johnson Foundation
acofsky@rwjf.org
T. 609 627-7647