County Health Rankings
2011

Julie A. Willems Van Dijk RN PhD
Community Engagement Director/Associate Scientist

March 11, 2011

Robert Wood Johnson Foundation

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

Rankings Methods & Metrics

Key Messages

Moving to Action
Rankings are everywhere

Green Rankings 2010
Our exclusive environmental ranking of the 500 largest U.S. companies and the 100 biggest global corporations.

Internet Dating Rankings - U.S.A.

- Experian Hitwise ~ 10/10

1. PlentyofFish
2. Match
3. Singlesnet
4. Zoosk
Why Rankings?

- *Rankings* simplify complex data
- *Rankings* serve as a hook
- The media will cover *Rankings*
- *Rankings* add context
- They are the ENTRY point, not the END point
Logic Model for the *County Health Rankings*

- Population based data collected
- *County Health Rankings*
- Media attention
- Local health officers and others use report
- Broad community engagement
- Evidence-based health programs and policies implemented
- Improved health outcomes
How are measures selected?

• Reflect important aspects of population health that can be improved
• Valid, reliable, recognized and used by others
• Available at the county-level
• Available for free or low cost
• As up-to-date as possible
• Fewer measures better than more
# Health Outcomes

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Measure</th>
<th>Data Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mortality (50%)</td>
<td>Premature Death (Year of Potential Life Lost), 2005-07</td>
<td>National Center for Health Statistics</td>
</tr>
<tr>
<td>Morbidity (50%)</td>
<td>Low Birthweight, 2001-07</td>
<td>National Center for Health Statistics</td>
</tr>
<tr>
<td></td>
<td>Poor or Fair Health, 2003-2009</td>
<td>Behavioral Risk Factor Surveillance System</td>
</tr>
<tr>
<td></td>
<td>Poor Physical Health Days, 2003-2009</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Poor Mental Health Days, 2003-2009</td>
<td></td>
</tr>
</tbody>
</table>
## Health Behaviors

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Measure</th>
<th>Data Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tobacco use (10%)</td>
<td>Adult Smoking, 2003-09</td>
<td>Behavioral Risk Factor Surveillance System</td>
</tr>
<tr>
<td>Diet and exercise (10%)</td>
<td>Adult Obesity, 2008</td>
<td>National Center for Chronic Disease Prevention and Health Promotion</td>
</tr>
<tr>
<td>Alcohol Use (5%)</td>
<td>Excessive Drinking, 2003-2009</td>
<td>Behavioral Risk Factor Surveillance System</td>
</tr>
<tr>
<td></td>
<td>Motor Vehicle Crash Death Rate, 2001-2007</td>
<td>National Center for Health Statistics</td>
</tr>
<tr>
<td>Unsafe sex (5%)</td>
<td>Teen Birth Rate, 2001-2007</td>
<td>National Center for Health Statistics</td>
</tr>
<tr>
<td></td>
<td>Sexually Transmitted Infections (Chlamydia Rate), 2008</td>
<td>National Center for Hepatitis, HIV, STD, and TB Prevention</td>
</tr>
</tbody>
</table>
## Clinical Care

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Measure</th>
<th>Data Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to Care (10%)</td>
<td>Uninsured Adults, 2007</td>
<td>Small Area Health Insurance Estimates</td>
</tr>
<tr>
<td></td>
<td>Primary Care Providers, 2008</td>
<td>Health Resources &amp; Services Administration</td>
</tr>
<tr>
<td>Quality of Care (10%)</td>
<td>Preventable Hospital Stays, 2006-2007</td>
<td>Dartmouth Institute: Dartmouth Atlas Project, Medicare Claims Data</td>
</tr>
<tr>
<td></td>
<td>Diabetic Screening, 2006-07</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mammography Screening, 2006-2007</td>
<td></td>
</tr>
</tbody>
</table>
# Social and economic factors

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Measure</th>
<th>Data Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education (10%)</td>
<td>High School Graduation, 2006-07</td>
<td>National Center for Education Statistics</td>
</tr>
<tr>
<td></td>
<td>Some College, 2005-2009</td>
<td>American Community Survey</td>
</tr>
<tr>
<td>Employment (10%)</td>
<td>Unemployment, 2009</td>
<td>US Bureau of Labor Statistics</td>
</tr>
<tr>
<td>Income (10%)</td>
<td>Children in Poverty, 2007</td>
<td>Small Area Income and Poverty Estimates</td>
</tr>
<tr>
<td>Family and social support (5%)</td>
<td>Inadequate Social Support, 2005-2009</td>
<td>Behavioral Risk Factor Surveillance System</td>
</tr>
<tr>
<td></td>
<td>Single-Parent Households, 2005-2009</td>
<td>American Community Survey</td>
</tr>
<tr>
<td>Community safety (5%)</td>
<td>Violent Crime, 2006-2008 or Homicide Rate, 2001-2007</td>
<td>Uniform Crime Reporting, Federal Bureau of Investigation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>National Center for Health Statistics</td>
</tr>
</tbody>
</table>
## Environment

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Measure</th>
<th>Data Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental quality (5%)</td>
<td>Air Pollution – Particulate Matter Days, 2006</td>
<td>CDC Environmental Protection Agency Collaboration</td>
</tr>
<tr>
<td></td>
<td>Air Pollution – Ozone Days, 2006</td>
<td></td>
</tr>
<tr>
<td>Built environment (5%)</td>
<td>Access to Healthy Foods, 2008</td>
<td>Zip Code Business Patterns</td>
</tr>
<tr>
<td></td>
<td>Access to Recreational Facilities, 2008</td>
<td>County Business Patterns</td>
</tr>
</tbody>
</table>
www.countyhealthrankings.org
Outline

*Rankings Methods & Metrics*

Key Messages

Moving to Action
Mobilizing through County Health Rankings

- Health Outcomes
  - Behavioral
  - Clinical
  - Social and economic
  - Environmental

Action

- Take Action
  - Work Together
  - Evaluate Efforts
  - Asses Needs & Resources
  - Pick Priorities
  - Find Programs & Policies that Work
  - Implement Strategies
  - Government Officials
  - Public Health Professionals
  - Health Care Professionals
  - Community Leaders

Toward Community Health

- Setting goals and objectives for overall health
- Keeping track of progress
Mobilize through increasing awareness, using tools such as the County Health Rankings
• Where we live, learn, work and play matters to our health.

• Much of what influences our health happens outside of the doctor’s office.

• The Rankings helps counties see where they are doing well and where they are not so they can make changes to improve health.
• And change begins by bringing together community leaders to identify what steps need to be taken to build a healthier community.

• The Rankings are not about a race to the top. It’s a tool for improvement. And even the healthiest counties can improve in some areas.
Communications Strategies

• Develop a strategy for broad outreach around the *Rankings* in your community

• Importance of telling the story
Getting Ready

• Communications Toolkit
• Embargoed Pre-release Data

Will be communicated via state public health team leads
Outline

*Rankings Methods & Metrics*

*Key Messages*

*Moving to Action*
Take Action
WORK TOGETHER

Evaluate Efforts
Assess Needs & Resources
Implement Strategies
Pick Priorities
Find Programs & Policies that Work

Employers and Businesses
Public Health Professionals
Health Care Professionals
Government Officials
Community Leaders
MICHIGAN

Central Michigan District Health Department
PUBLIC HEALTH SUMMIT

Wednesday, March 10, 2010
Doherty Hotel & Conference Center
604 N. McEwan Street, Clare
9:00 a.m. - 2:00 p.m.

A presentation will take place on the County Health Rankings released on February 17th, 2010 by the University of Wisconsin Population Health Institute. The goal of the Summit will be to develop plans to improve the rankings on community health data throughout the CMDHD jurisdiction.

Lunch will be provided.

RSVP to Allison at (989) 773-5921 ext. 8413
or abradac@cmdhd.org by February 26th.
KANSAS
WASHINGTON
Toward Community Health

by setting goals and monitoring progress over time

Setting goals and objectives for overall health

Keeping track of progress
Acknowledgements

• The Wisconsin MATCH Team
  – Including Patrick Remington, Bridget Booske, David Kindig, and Jessica Athens

• Robert Wood Johnson Foundation
  – Including 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
Thank You

www.countyhealthrankings.org

Julie A. Willems Van Dijk RN, PhD
Community Engagement Lead and Associate Scientist
University of Wisconsin Population Health Institute
willemsvandi@wisc.edu
608-263-6731

County Health Rankings
Mobilizing Action Toward Community Health

Robert Wood Johnson Foundation

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