

**County Health
Rankings & Roadmaps**

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

COUNTY HEALTH RANKINGS & ROADMAPS 101

Ericka Burroughs-Girardi
Community Coach



Support
provided by

Robert Wood Johnson
Foundation



OUTLINE

Why Rankings?



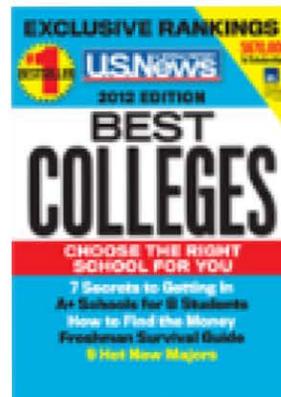
Rankings: Model and Measures

Roadmaps: Moving Forward with Action

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COUNTY HEALTH RANKINGS LOGIC MODEL



OUTLINE

Why Rankings?

Rankings: Model and Measures



Roadmaps: Moving Forward with Action

COUNTY HEALTH RANKINGS: 2 RANKINGS

**Health
Outcomes**

**Today's
Health**

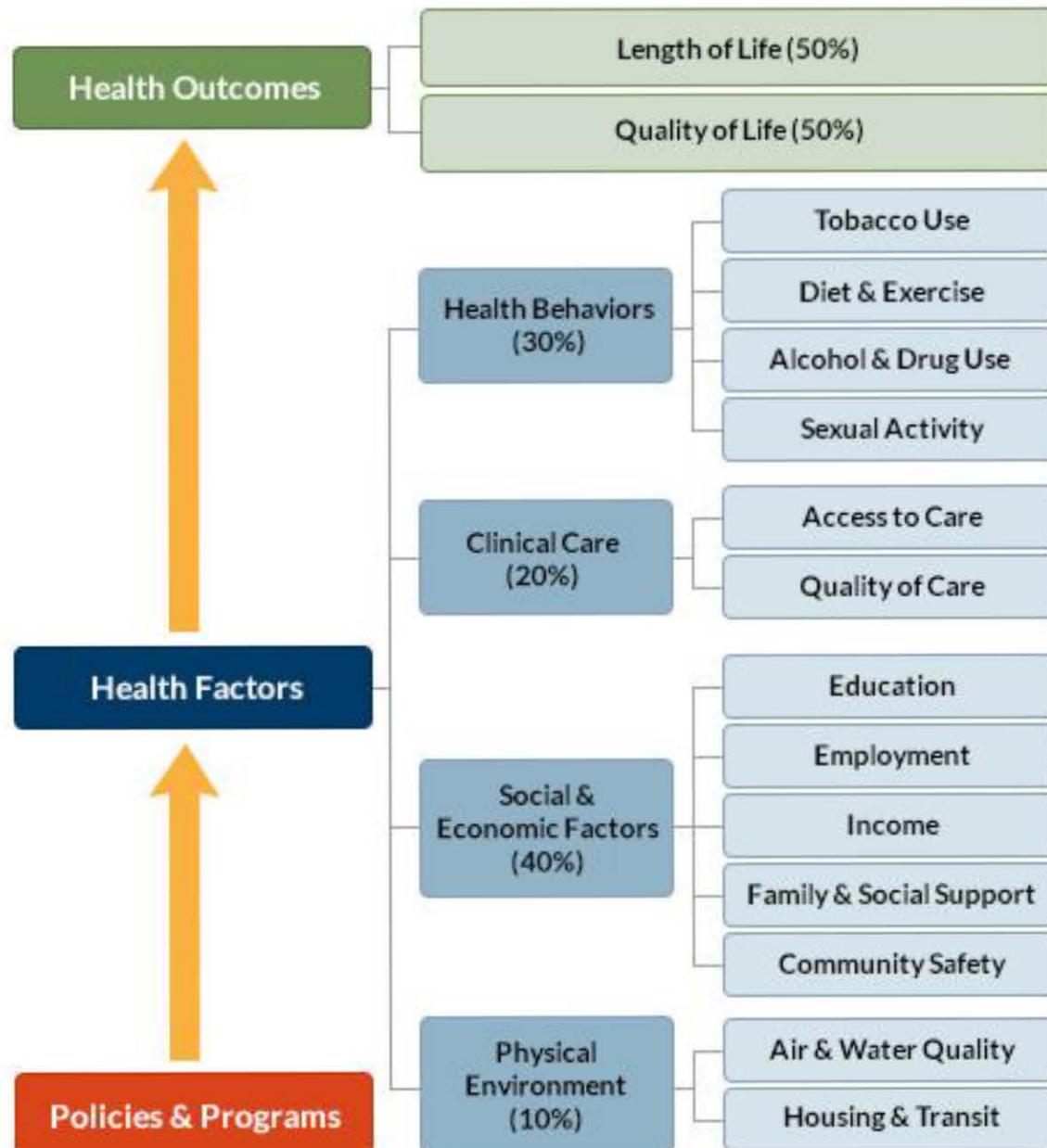
**Health
Factors**

**Tomorrow's
Health**

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County Health Rankings & Roadmaps

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The screenshot shows the homepage of the County Health Rankings & Roadmaps website. At the top is a navigation bar with links for Rankings, Roadmaps, TOOLS & RESOURCES, WEBINARS, BLOG, a search bar, and ABOUT/FAQ. Below the navigation is a large banner featuring a group of diverse children running happily in a grassy field. The banner text reads: "We're celebrating 5 years of working together to make our nation healthier. Learn what's new and join in!" Below the image, it says: "The County Health Rankings show how we're doing and where we can improve on health. The Roadmaps show what we can do to create healthier places to live, learn, work and play." A "Learn More" button is on the right.

Below the banner are three colored boxes with call-to-action text:

- Explore Rankings** (orange box): Use the rankings and data to understand what affects health in your area and where to focus.
- Move Forward with Action** (blue box): Visit the Action Center and get guidance to help improve health in your community.
- Read and Share Stories** (orange box): Learn from other communities and inspire others by sharing stories about your journey toward better health.

The main content area features a map of the United States with a "Choose a state to begin" button. To the right of the map are small boxes for state abbreviations: MA, RI, CT, DE, DC, MD.

At the bottom, there are four links: "Our Approach", "Ranking Methods", "FIND YOUR COUNTY OR STATE" (with a search input field and a location pin icon), "Using the Rankings Data", and "Download Rankings Data".

www.countyhealthrankings.org

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The screenshot shows the website's header with the title "County Health Rankings & Roadmaps" and the tagline "Building a Culture of Health, County by County". A navigation bar includes "Rankings", "Roadmaps", "TOOLS & RESOURCES", "WEBINARS", "BLOG", a search bar, and "ABOUT FAQ". The main content area is split into two columns: "Learn about the data & methods" and "Explore the Rankings data". The left column lists "Our Approach", "Rankings Method", "Using the Rankings Data", and "Measuring Progress". The right column features a search box for "Find your County or State" and a "Download Rankings Data" button. A large banner image shows a woman running in a field with the text "make our nation healthier." and a "Learn More" button.

This section contains three call-to-action boxes. The first is blue and says "Move Forward with Action" with the subtext "Visit the Action Center and get guidance to help improve health in your community". The second is orange and says "Read and Share Stories" with the subtext "Learn from other communities and inspire others by sharing stories about your journey toward better health".

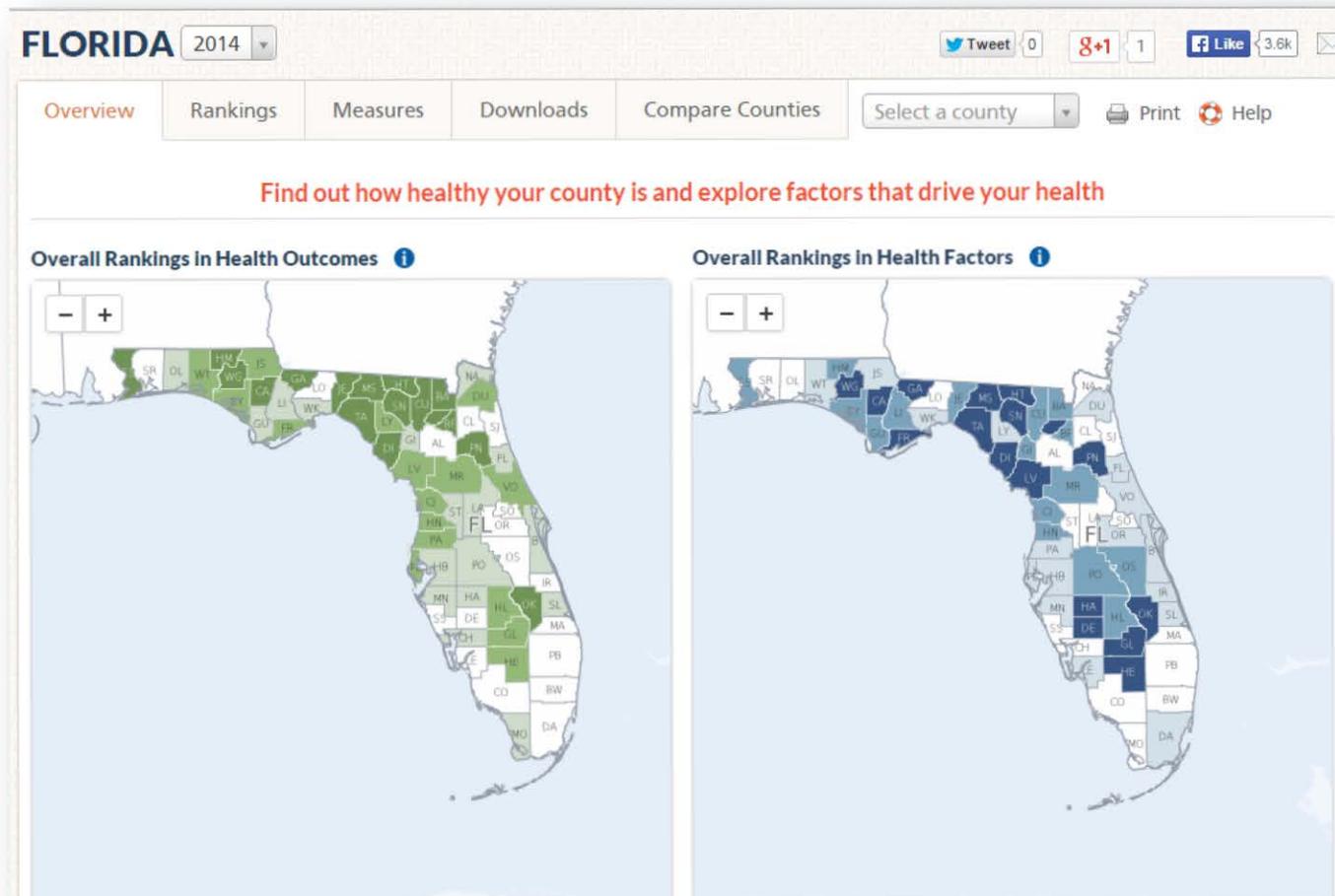
This section features a large blue map of the United States with a white box in the center that says "Choose a state to begin". To the right of the map is a legend with state abbreviations: VT, NH, MA, RI, CT, NJ, DE, MD, and DC. Below the map is a navigation bar with "Our Approach", "Ranking Methods", and "Using the Rankings Data". A central blue box contains the text "FIND YOUR COUNTY OR STATE" and a search input field with a location pin icon. To the right, there are buttons for "Using the Rankings Data" and "Download the Rankings Data".

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Rank ▼ County

Select a Ranking:

Health Outcomes

Overall Rank ⌵

Volusia (VO)

County Snapshot | [Additional Measures](#)

Areas to Explore On Off

Rank	County
1	St. Johns (SJ)
2	Collier (CO)
3	Seminole (SO)
4	Martin (MA)
5	Miami-Dade (DA)
6	Santa Rosa (SR)
7	Clay (CL)
8	Sarasota (SS)
9	Leon (LO)
10	DeSoto (DE)
11	Lee (LE)
12	Orange (OR)
13	Indian River (IR)
14	Broward (BW)
15	Osceola (OS)

	Volusia County	Trend i	Error Margin	Top U.S. Performers*	Florida	Rank (of 67)
Health Outcomes						43
Length of Life						45
Premature death	8,975		8,652-9,298	5,317	7,310	
Quality of Life						47
Poor or fair health	21%		18-25%	10%	16%	
Poor physical health days	4.5		3.8-5.3	2.5	3.7	
Poor mental health days	4.9		4.1-5.8	2.4	3.8	
Low birthweight	8.3%		8.1-8.6%	6.0%	8.7%	
Health Factors						32
Health Behaviors						28
Adult smoking	22%		20-25%	14%	18%	
Adult obesity	26%		23-28%	25%	26%	
Food environment index	7.0			8.7	7.2	

Measures

Two Ranks

Percent of adults aged 20 and over reporting no leisure-time physical activity

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County Data

Top U.S. Performers
 Only 10% of counties nationally do better than the state overall number

Volusia (VO)

Areas to Explore On Off

County Snapshot | [Additional Measures](#)

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Health Behaviors						28
Adult smoking	22%		20-25%	14%	18%	
Adult obesity	26%		23-28%	25%	26%	
Food environment index	7.0			8.7	7.2	
Physical inactivity	26%		24-28%	21%	24%	
Access to exercise opportunities	72%			85%	78%	
Excessive drinking	17%		14-20%	10%	16%	
Alcohol-impaired driving deaths	30%			14%	29%	
Sexually transmitted infections	298			123	399	
Teen births	38		37-40	20	38	
Clinical Care						17
Uninsured	22%		21-24%	11%	25%	
Primary care physicians	1,509:1			1,051:1	1,426:1	
Dentists	2,311:1			1,392:1	1,939:1	

Areas to Explore

OUTLINE

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Rankings: Model and Measures

Roadmaps: Moving Forward with Action



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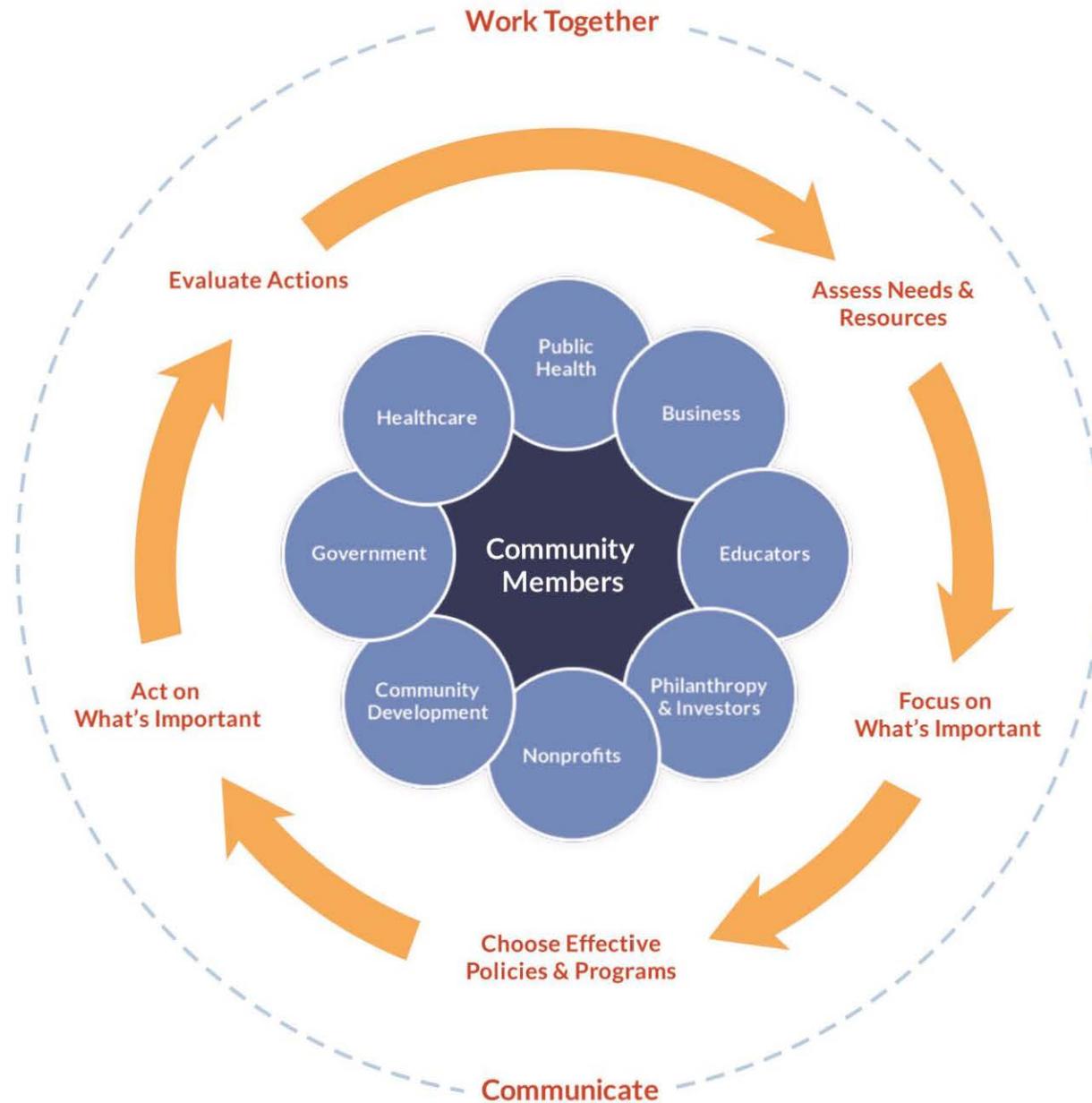
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ACTION CENTER & COMMUNITY COACHES

Action Center

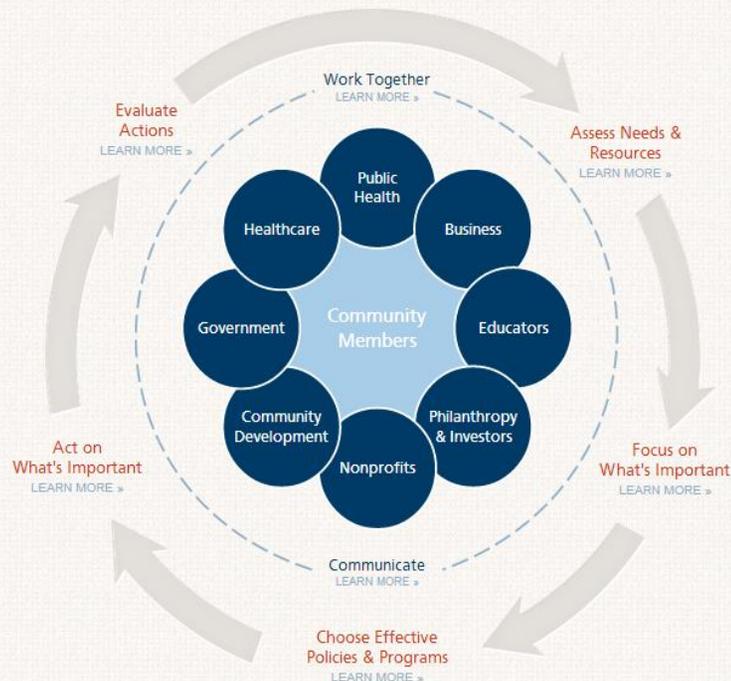
Action step guides

Each step on the Action Cycle is a critical piece of making communities healthier. There is a guide for each step that describes key activities within each step and provides suggested tools, resources, and additional reading. You can start at Assess or enter the cycle at any step. Work Together and Communicate sit inside because they are needed throughout the Cycle.

Guides for community members

At the core of the Action Cycle are people from all walks of life because we know we can make our communities healthier if we all get involved. There is a guide for each of the different types of people in the blue bubbles. These guides provide information on the role that each can play in improving the health of communities along with guidance on what they can do during each action step.

Select an Action Step or community member to learn more



 Ready to take action, but not sure what to do next? Our team offers personalized, free help.

[Get Help >](#)

RWJF CULTURE OF HEALTH PRIZE



- ▶ Annual prize
- ▶ Honoring outstanding community efforts and partnerships
- ▶ Winning communities receive a \$25,000 cash prize
- ▶ 2014 winners to be announced Summer of 2014

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RWJF CULTURE OF HEALTH PRIZE WINNER

“People who have maybe never sat at the same table together have to come together.”

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RWJF CULTURE OF HEALTH PRIZE WINNER

"None of us can do it alone, we have to work together."

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RWJF CULTURE OF HEALTH PRIZE WINNER

“We’re all in this together. We will all rise together.”

POLICIES AND PROGRAMS THAT WORK



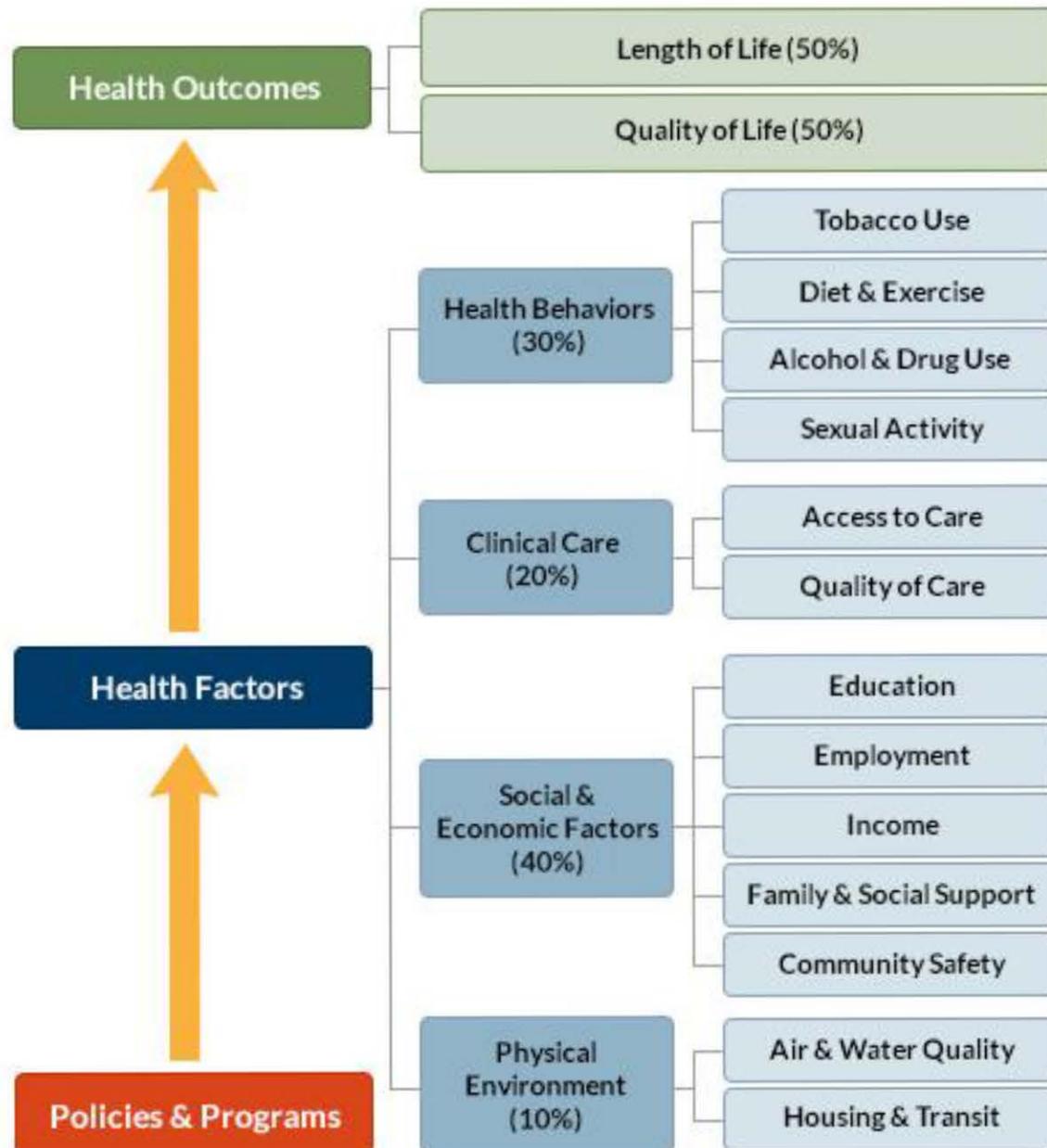
Photo credit: PedNet Coalition



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WHAT WORKS FOR HEALTH

Find effective programs and policies at
www.countyhealthrankings.org/what-works-for-health

What Works for Health

What Works for Health provides communities with information to help select and implement evidence-informed policies, programs, and system changes that will improve the variety of factors we know affect health.

WANT TO LEARN MORE? - View our 4 minute [What Works for Health Tutorial](#).

To learn more about strategies that could work in your community, select a health factor of interest (the light blue boxes on the far right) in the model below.



County Health Rankings model ©2012 UWPHI

EVIDENCE MATTERS

- ▶ Smart investments
- ▶ Inform decisions
- ▶ Inform innovation



SUMMARY

- ▶ Where we live matters to our health.
- ▶ There are great disparities in health based on where we live.
- ▶ Health is more than health care. Many factors contribute to health.
- ▶ We're all in this together. It takes all of us working together to improve the health of a community.
- ▶ You can find data and practical help at www.countyhealthrankings.org.

THANK YOU!

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www.countyhealthrankings.org