

**County Health
Rankings & Roadmaps**

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

PRACTICAL TOOLS FOR BUILDING A CULTURE OF HEALTH & EQUITY IN YOUR COMMUNITY



***2018 Arkansas Public Health
Association May 9, 2018***

www.countyhealthrankings.org



Support
provided by

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WHO ARE WE

A collaboration between the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation

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WHY WE DO WHAT WE DO

Improve Health Outcomes

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WHY WE DO WHAT WE DO

Increase Health Equity

ROADMAP FOR THIS MORNING

- ▶ Introductions
- ▶ Overview of Health Equity Theory of Change, Terms, Tools
- ▶ Highlight the new Health Equity Guide from HIP
- ▶ Overview Inside/outside Approach
- ▶ Review of CHRR model
- ▶ Review AR State Report





SMALL GROUP ACTIVITY:

- 1. WHO ARE YOUR PEOPLE?**
- 2. HOW & WHY DID THEY END UP LIVING HERE?**
- 3. WHAT DO YOU LOVE ABOUT YOUR COMMUNITY?**
- 4. ONE WISH: YOU HAVE THE POWER TO ENACT 1 POLICY OR PROGRAM TO IMPROVE YOUR COMMUNITY.**



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IMAGINE

PRIVILEGE WALK



<https://www.youtube.com/watch?v=4K5fbQ1-zps>

LET'S HEAR FROM YOU...

Have you ever participated in a Privilege Walk?

What did you learn from it?

What did you learn from watching this?

POWER

- ▶ Power: the potential to shape our lives & the world around us (individual/collective/political power)
- ▶ Power involves influencing decisions, political agendas, worldviews
- ▶ Power is the ability to achieve a purpose. Whether or not it is good or bad depends upon the purpose.”
 -
 - — Dr. Martin Luther King

Local health departments are building power for health equity

After years of struggling to close health disparities, a new movement has taken root: local health departments are using a set of strategic practices to confront the power imbalances and forms of oppression at the root of health inequities, change the conversation about what creates health equity, develop leadership and support innovation, and build a movement for health equity.

INSIDE / OUTSIDE THEORY OF CHANGE

INSIDE

▶ **Build Internal Organizational Infrastructure**

- Mobilize Data
- Build Organizational Capacity
- Change Internal Practices
- Prioritize Upstream Policies
- Allocate Resource

OUTSIDE

▶ **Foster Community Partnerships & Share Power**

- Share Power
- Build Community Alliances
- Engage in Movements

INSIDE / OUTSIDE THEORY OF CHANGE

INSIDE

- ▶ **Become a Champion for Change**
 - Develop Leadership
 - Change the Conversation
 - Confront Root Causes
 - Build a Health Equity Movement

OUTSIDE

- ▶ **Work Across Government Depts**
 - Build Government Alliances
 - Develop a Shared Analysis
 - Broaden Administrative Scope to Advance Health Equity

EXAMPLE OF “INSIDE” ACTIVITIES

- Have an ongoing process of education, structured dialogue, and organizational development that engages all department staff
- Develop organizational infrastructure to support change — for example, establishing “change teams” in every department
- Establish a hiring process that vets candidates of their understanding of root causes of health inequities, willingness to learn, cultural humility & listening skills
- Build capacity at all levels of the organization to develop strong relationships with communities experiencing inequities

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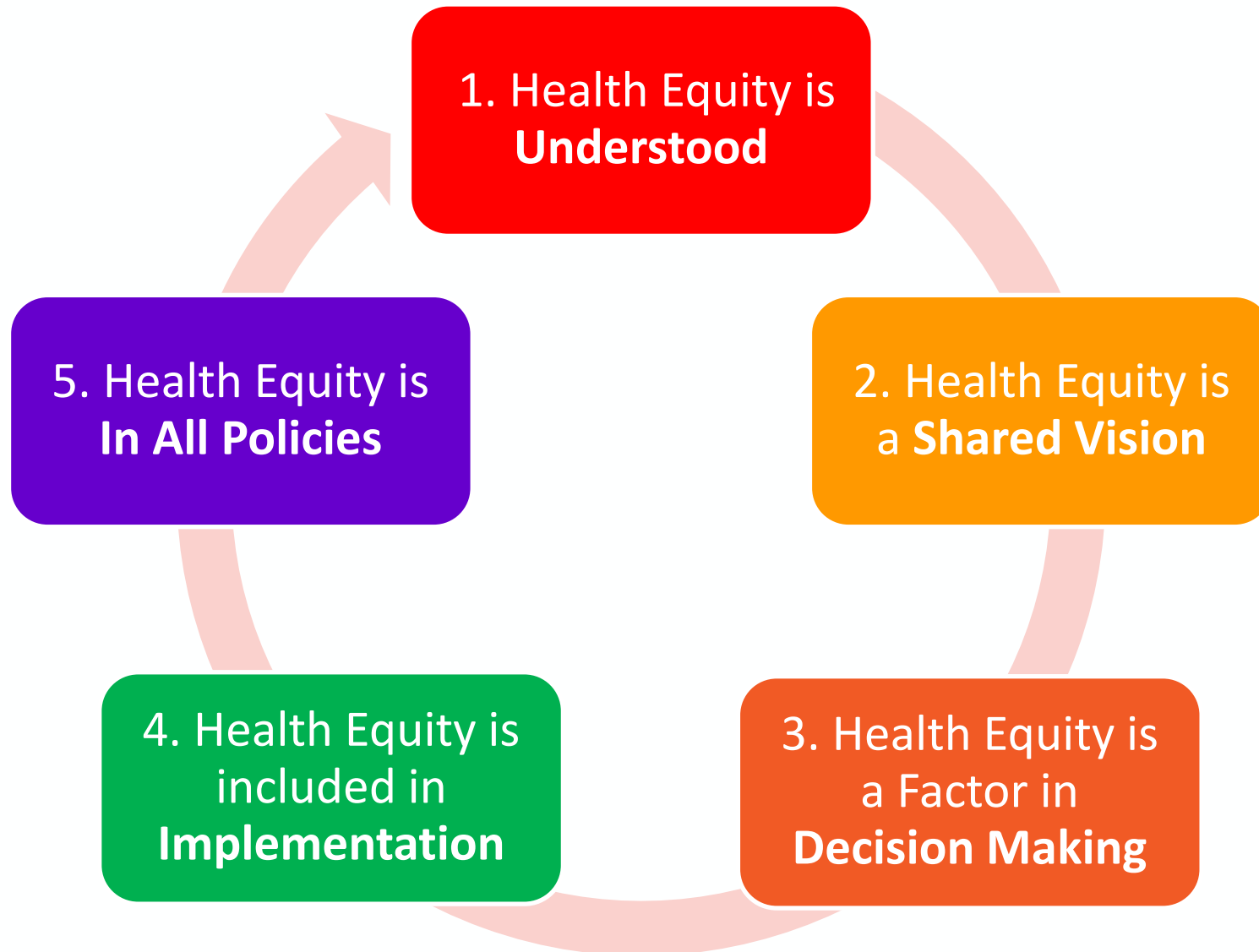
WHAT IS OUR ROLE WITHIN PUBLIC HEALTH TO DISMANTLE HEALTH INEQUITIES?



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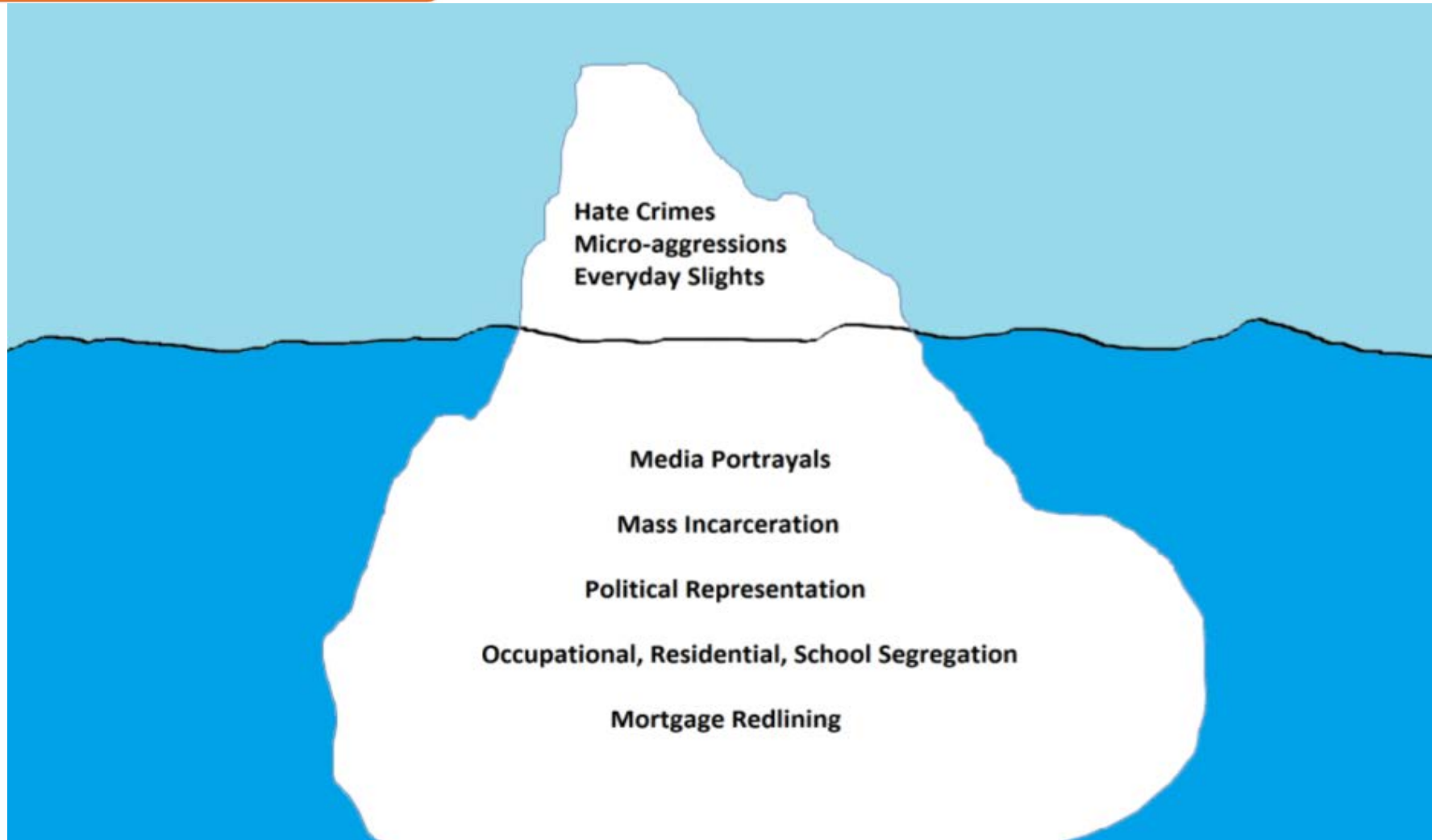
LET'S HEAR FROM YOU...

**How is your organization or community
working on health equity?**

What's been a barrier?

What's a success?

RACISM AND HEALTH



THE RACISM ICEBERG

CREDIT: Gilbert Gee, PhD 2016 as presented at Leveraging the Social Determinants to Build a Culture of Health (adapted from Gee et al., 2007).

WHY IS CHR&R EXPLICIT ABOUT ROLE OF RACISM IN CREATING HEALTH INEQUITIES?

- Our data shows large widespread racial health disparities in almost every jurisdiction.
- This is preventable. It is not inevitable.
- Racial inequities are found within all dimensions of identity — (income, gender, sexuality, education, ability, age, citizenship, & geography)

RACISM AS A SOCIAL DETERMINANT OF HEALTH

How does racism makes people sick?

- Racism may hinder one's educational attainment, impede ability to seek gainful employment, & diminish potential wages. The erosion of these socioeconomic resources & few opportunities contributes to poorer health outcomes.

(Gee, 2016)

- Another mechanism by which racism influences health appears to be stress. (Gee, 2016)

- CREDIT: Gilbert Gee, PhD 2016 as presented at Leveraging the Social Determinants to Build a Culture of Health (adapted from Gee et al., 2007).

RESOURCES FOR GOV'T SECTOR TO EXPLORE

- ▶ Health Impact Partners (HIP): <https://humanimpact.org>
- ▶ Health Equity Guide: <https://healthequityguide.org/>
- ▶ Government Alliance on Health & Equity (GARE)
<https://haasinstitute.berkeley.edu/gare>
- ▶ Race Matters: Organizational Self-Assessment Tool
- ▶ [https://ncwwi.org/files/Cultural Responsiveness Disproportionality/RACE Matters Organizational Self-Assessment.pdf](https://ncwwi.org/files/Cultural_Responsiveness_Disproportionality/RACE_Matters_Organizational_Self-Assessment.pdf)
- ▶ Race Forward: Racial Equity Impact Assessment Toolkit:
[https://www.raceforward.org/sites/default/files/RacialJusticeImpactAssessment v5.pdf](https://www.raceforward.org/sites/default/files/RacialJusticeImpactAssessment_v5.pdf)

BREAK TIME! 10 MINUTES

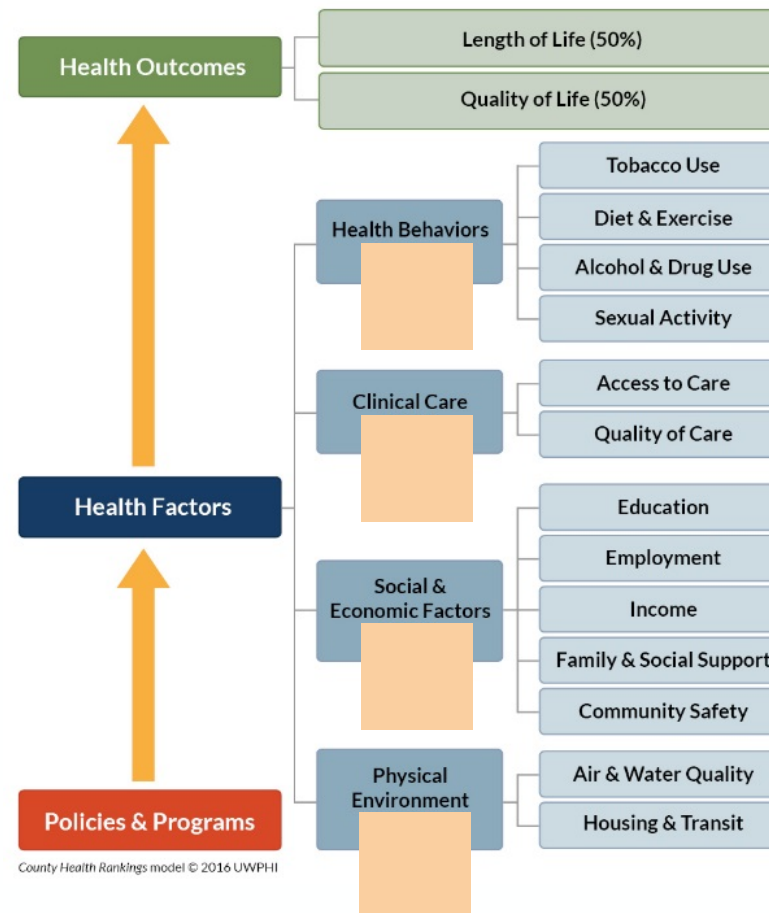
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County Health Rankings:

Defining health in the broadest possible terms



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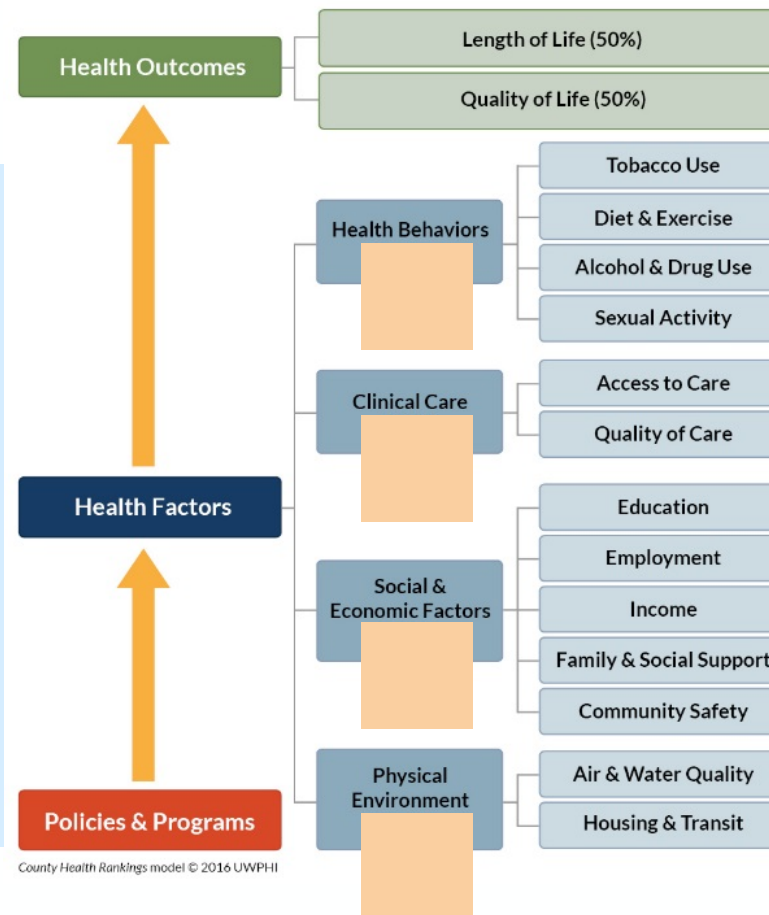
Percentages

Health Behaviors

Clinical Care

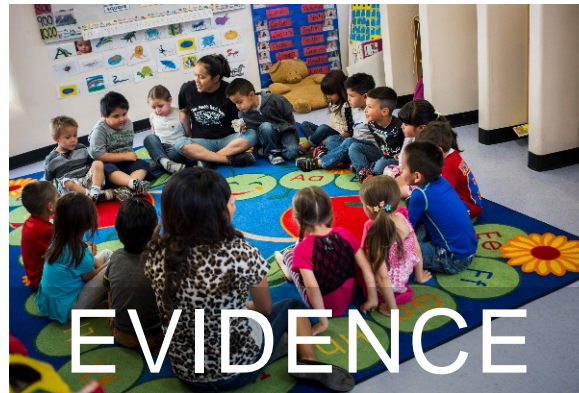
Social & Economic Factors

Physical Environment



County Health Rankings model © 2016 UWPHI

HOW WE SUPPORT COMMUNITIES





DATA



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WWW.COUNTYHEALTHRANKINGS.ORG

HEALTH RANKINGS ▾

ROADMAPS TO HEALTH ▾

RESOURCES ▾

MORE ▾

Search by county, state, or topic



Health Is
Where We Live

How Healthy is Your Community?

The annual *Rankings* provide a revealing snapshot of how health is influenced by where we live, learn, work and play. They provide a starting point for change in communities or choose a state from the map or search below to begin.

Find your state or county:

Search

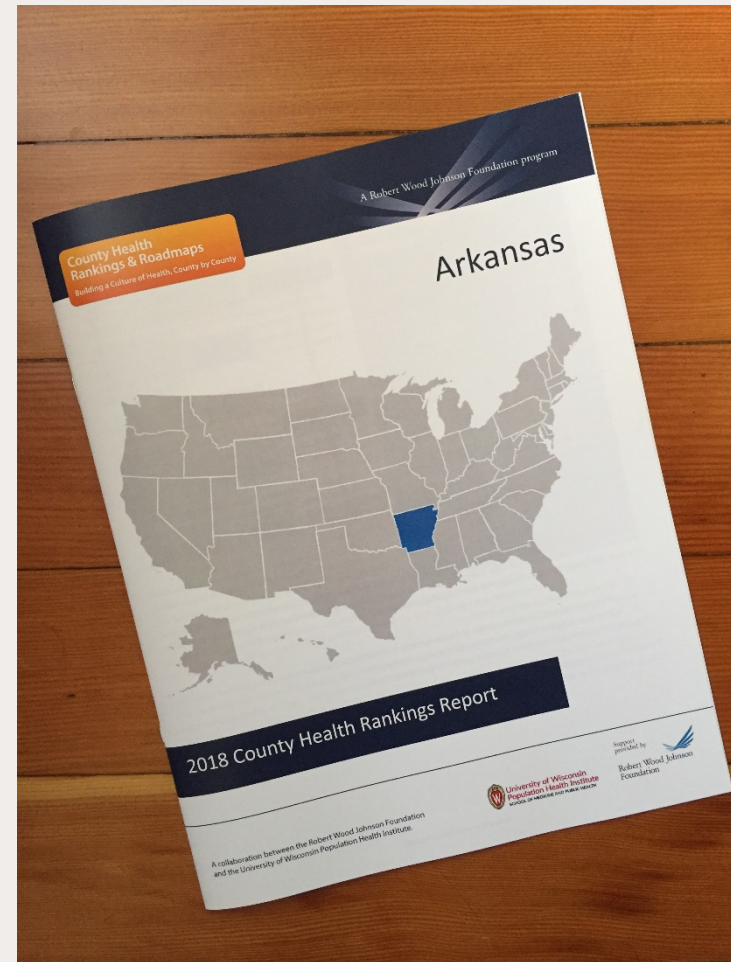


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2018 State Reports

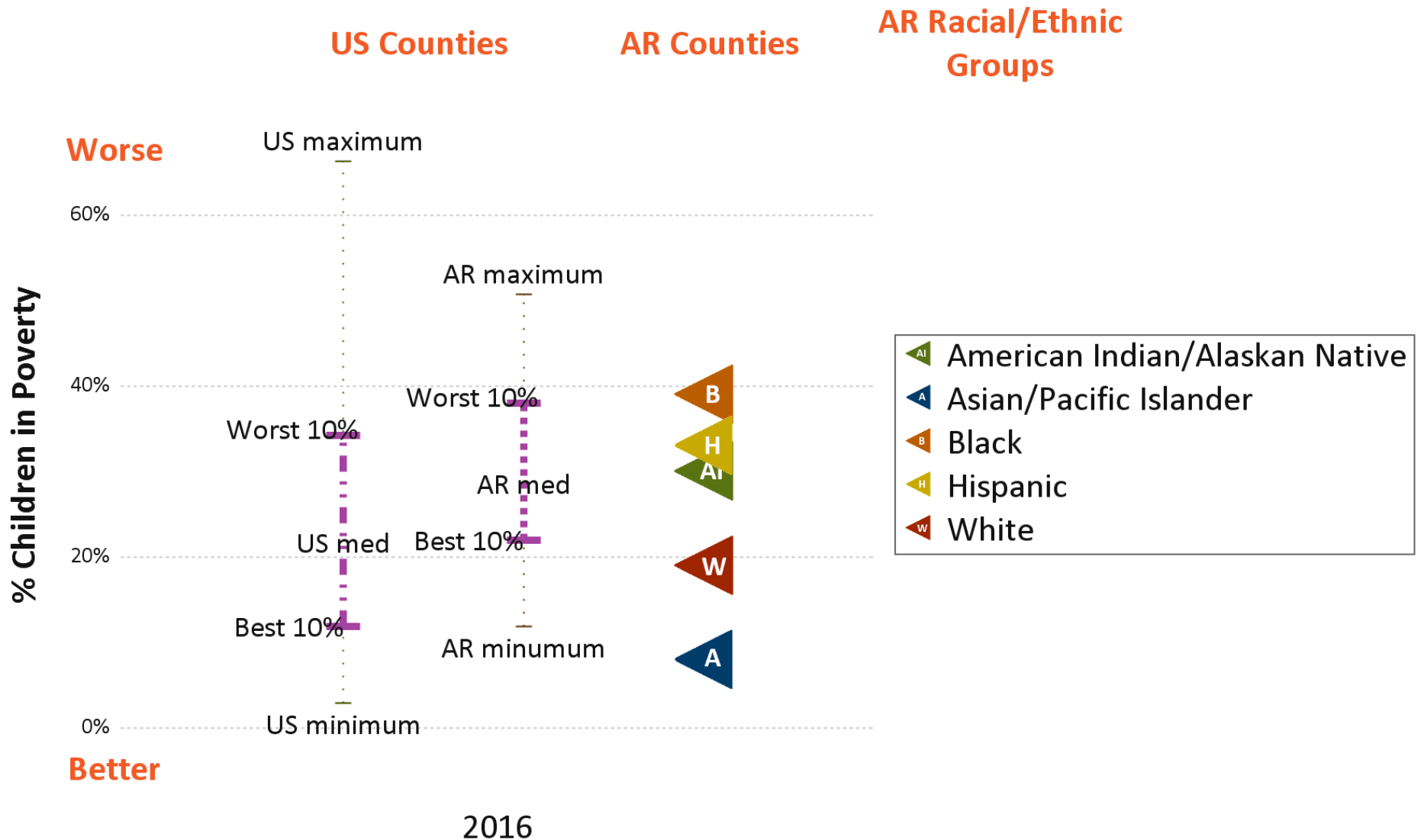


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% Children in Poverty among US and AR Counties, and by Race/Ethnicity in AR



WHAT'S NEXT: QUESTIONS TO CONSIDER

- ▶ What do these data tell you?
- ▶ What surprises you about these data?
- ▶ What questions do these data raise for you?
- ▶ What applications or action ideas do these data inspire?

RACIAL HEALTH DISPARITIES IN ARKANSAS

- ▶ Health inequities in Arkansas are significant and persistent, especially by race
- ▶ Measures of length of life and quality of life indicate that African Americans' health is most similar to those living in the least healthy quartile of counties.
- ▶ Racial Disparities for African Americans are greatest for child poverty, low birth weight, & teen birth rates.



EVIDENCE



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[Using What Works for Health](#)

[Our Ratings](#)

[Our Methods](#)

[Our Sources](#)

[Choosing Your Strategy](#)

[BROWSE ALL POLICIES & PROGRAMS](#)

Keyword Search

GO

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.

A Shortcut to Using What Works for Health

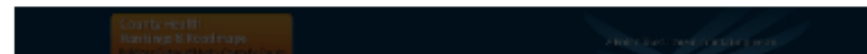


What Works for Health Shortcut

Looking for a shortcut to effectively use *What Works for Health*, our tool to help you find evidence-informed policies, programs, systems,

and environmental changes that can make a difference locally? We've added a new resource to help you do just that.

Want to learn more? View our 4-minute tutorial:



New or Updated Policies & Programs

Attendance interventions for chronically absent students

Scientifically Supported

Clean diesel technology fleet transition programs

Scientifically Supported

Community policing

Scientifically Supported

[BROWSE NEW OR UPDATED POLICIES & PROGRAMS](#)

CIVIC ENGAGEMENT ACTIVITIES

CIVIC ENGAGEMENT STRATEGIES

- ▶ Write letters to the editor
- ▶ Write an op-ed with others in your field/area of interest
- ▶ Promote/facilitate voter registration
- ▶ Become a precinct volunteer
- ▶ Hold a health-focused candidate forum
- ▶ Present your issues to Lions, Elks, Kiwanis
- ▶ Join a neighborhood association
- ▶ Attend meetings of school boards, zoning boards, city councils, county commissions, chamber of commerce, non-profits, etc.
- ▶ Do editorial board visits
- ▶ Go on talk radio shows
- ▶ Establish online community bulletin boards, blog
- ▶ Tap into other orgs' communication infrastructures (like church bulletins)
- ▶ Attend town halls with state and federal legislators
- ▶ Create Instagram & Facebook posts & tweet about importance of voting; voter reg deadlines; GOTV; volunteer oppt's



GUIDANCE

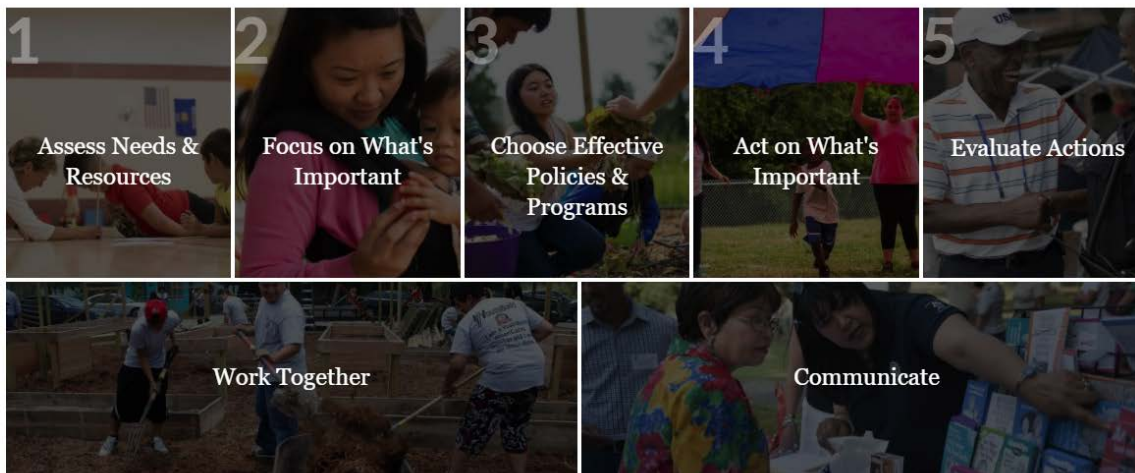




HOW TO TAKE ACTION: ACTION CENTER

Steps to Move Your Community Forward

The steps below provide a path to help your community move with data to action. In each you will find key activities and suggested tools to guide your progress. Keep in mind: action isn't always linear. Revisit these steps to find the right resources when you need them.



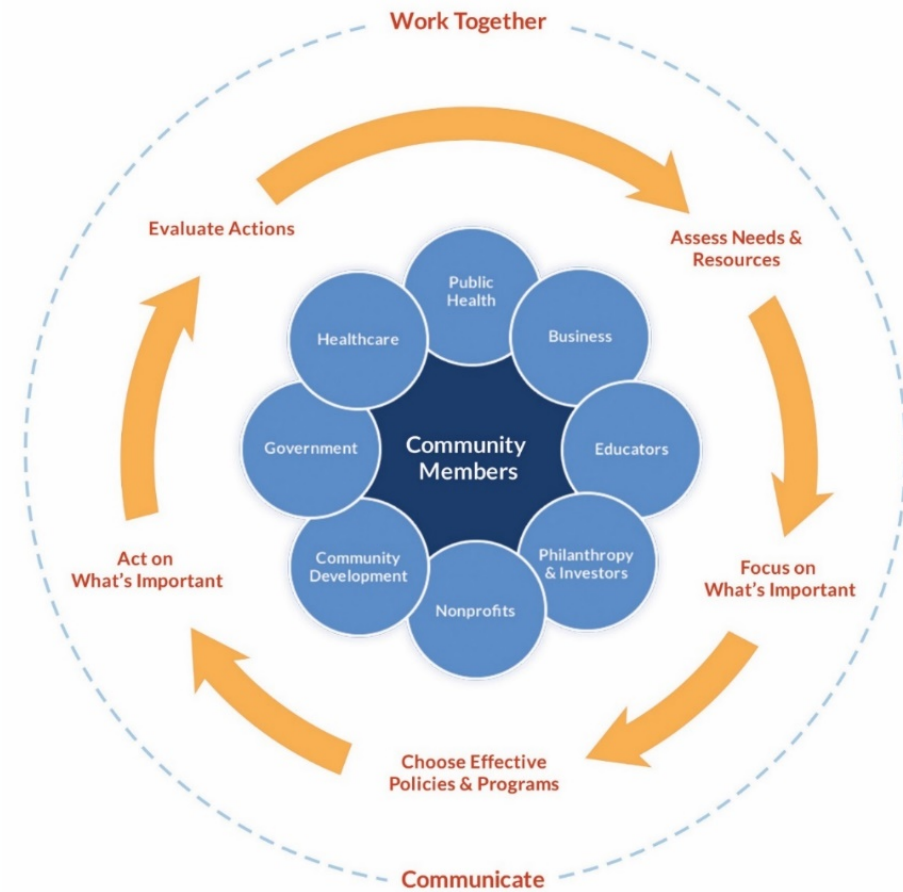
- ▶ Step-by-step guidance and tools
- ▶ Seven Action Steps
- ▶ Key Activities and suggested tools to guide your progress
- ★ **TIP:** Set the Action Center as a favorite in your browser. Come back often to find the right resources when you need them.

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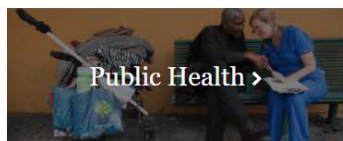
Roadmaps to Health:
Harnessing the collective power of leaders, partners & community



WHO TO WORK WITH: PARTNER CENTER

What roles do you play in your community?
Who do you want to partner with?

Think about the people in your community who make positive changes happen. Call them leaders, changemakers, or stakeholders - these are the people with whom you want to partner. This section is all about joining with others to make lasting change in your community.



- ▶ Provides guidance around:
 - Why different sectors might care about creating healthy communities
 - What they can do
 - How to engage them
- ★ **TIP:** If you don't see yourself in any of the sectors listed in the Partner Center, start with Community Members.



ESSENTIAL PARTNER: COMMUNITY MEMBERS



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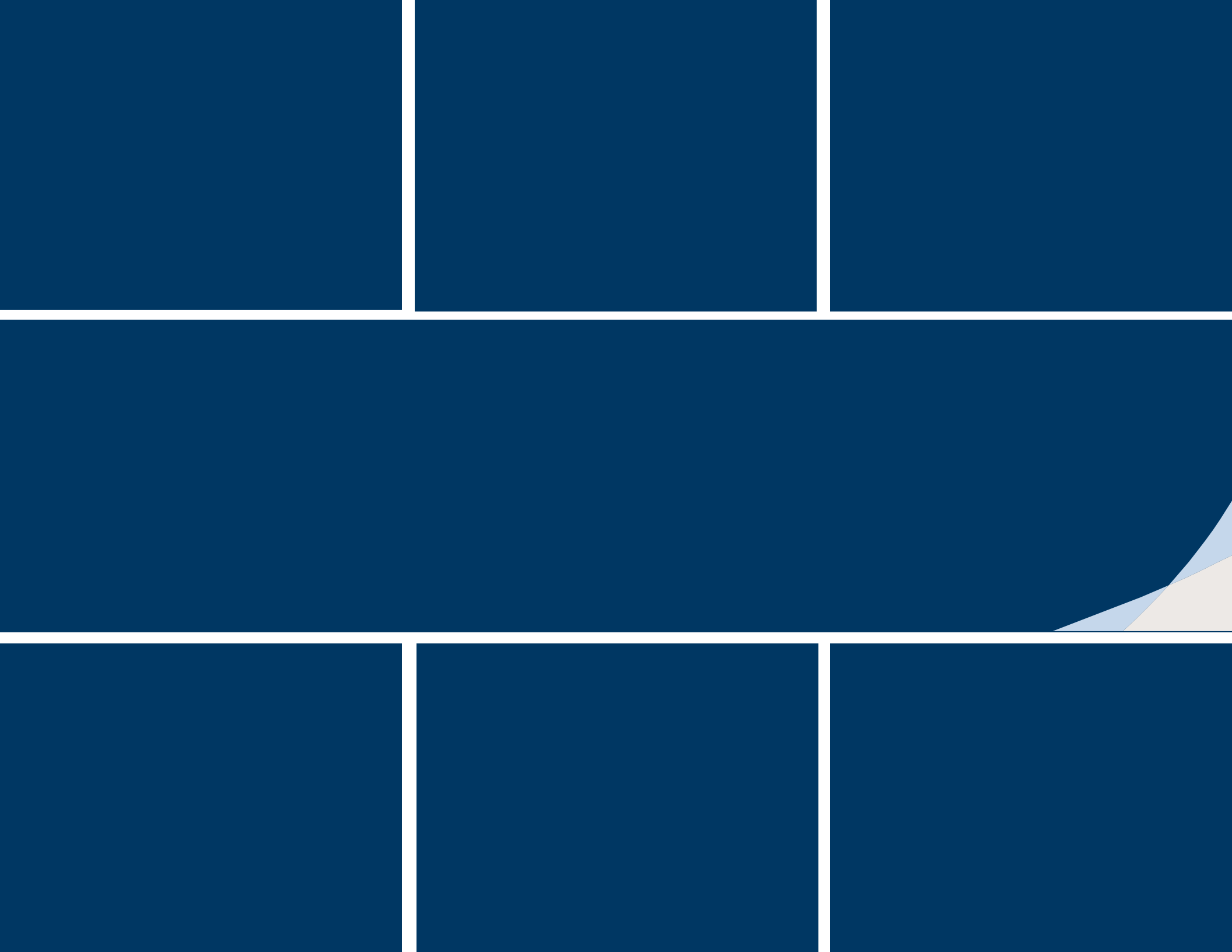
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THANK YOU!

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HEALTH EQUITY TOWN HALL: BUILDING A HEALTH EQUITY MOVEMENT LOCALLY



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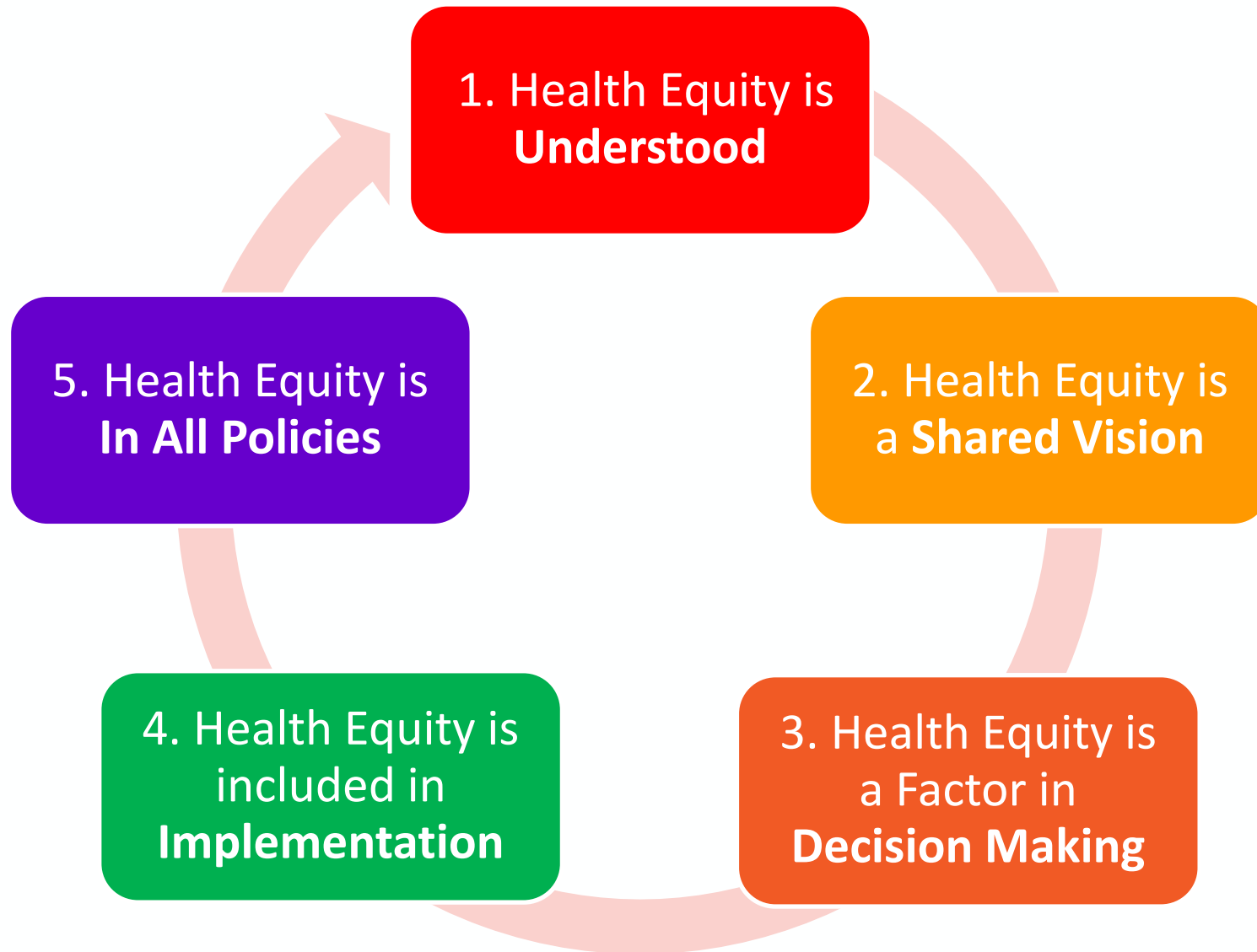
HEALTH EQUITY – A DEFINITION

Health equity means that everyone has a fair and just opportunity to be healthy. This requires removing obstacles to health such as poverty and discrimination while creating access to good jobs with fair pay, safe environments, and quality education, housing, & healthcare.

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NOW LET'S TALK...

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INSIDE

- ▶ **Build Internal Organizational Infrastructure**
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OUTSIDE

- ▶ **Foster Community Partnerships & Share Power**
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TOWN HALL DISCUSSION

- ▶ What scares you the most about health equity?
- ▶ Where are you getting stuck?
- ▶ Where do you need more support?



STAYING CONNECTED

- ▶ Follow @CHRankings
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chr@match.wisc.edu to
subscribe



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THANK YOU!

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