

county health rankings

data use
workshop
for
community
leaders



presented through support from the **Robert Wood Johnson Foundation** and the
National Network of Public Health Institutes

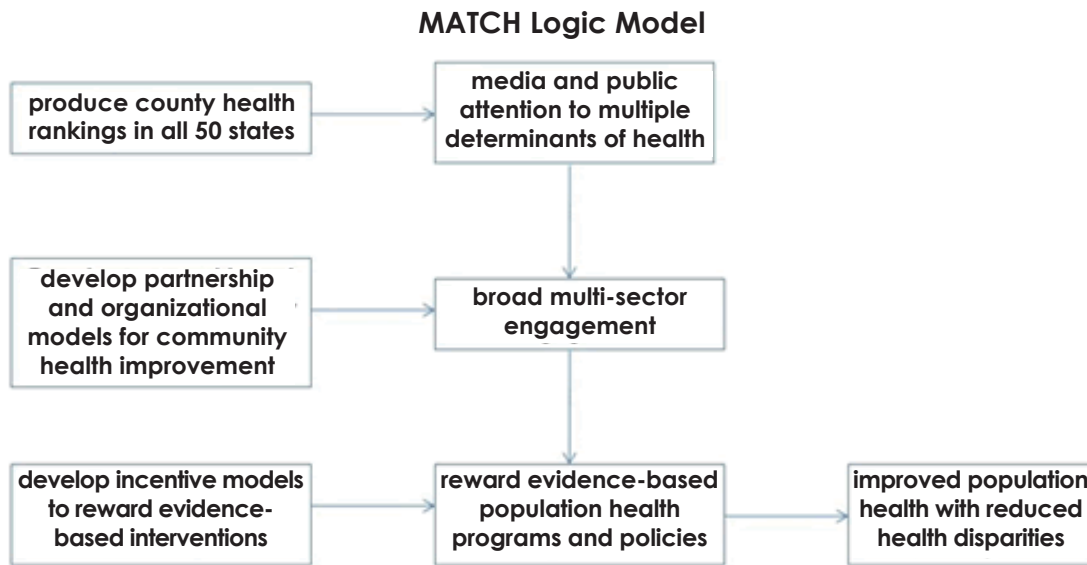
County Health Rankings

<http://www.countyhealthrankings.org/ohio>

- In addition to the actual rankings for each county within the state and the values of the measures used for the rankings, you can find information on methodology, motivation, contributing partners, and uses of the County Health Rankings.
- Under the "Take Action" tab, you'll find resources for public health professionals, community leaders, employers and businesses, health care professionals, and government officials on how to use the Rankings in community health efforts.

Mobilizing Action Toward Community Health

<http://uwphi.pophealth.wisc.edu/pha/match.htm>



- Provides more details on the MATCH project – the parent project of the County Health Rankings. Note plans for RWJF-sponsored follow-up work on the Rankings with regard to best practices and innovative partnership models.

Robert Wood Johnson Foundation

www.rwjf.org

- More information on the work of the sponsor of the County Health Rankings. Includes information on an open application for the Ladder to Leadership program that aims to develop leadership in community health organizations.

What is your particular area of interest? What assumptions, biases, priorities, and resources do you bring to the table?

resources

for background data and research

- **Healthy Ohio, Ohio Department of Health** <http://healthyohioprogram.org/>
Healthy Ohio Community Profiles released in 2008, information on Health Ohio programs and activities, Healthy Ohio reports and data, links to upcoming events, and resources for health lifestyles.
- **Information Warehouse, Ohio Department of Health** <http://dwhouse.odh.ohio.gov/datawarehousev2.htm>
Allows you to search for maps, tables, graphs, and charts of Ohio health data by year and by county (when available).
- **Ohio County Profiles, Ohio Department of Development** <http://www.development.ohio.gov/research/files/s0.htm>
Information by county and by economic development region on a number of measures including population, income, education, land use, housing, business type, employment, tax revenue and liability, federal expenditures, age and racial distribution, poverty, and health care. Also links to the US Census website.
- **County Health Assessments, Local Health Departments statewide**
County and city health departments occasionally conduct county health assessments to provide a more accurate and detailed picture of community health. Contact your local health department to find out more about their most recent assessment.
- **CDC Wonder, Centers for Disease Control and Prevention** <http://wonder.cdc.gov/>
Online database of public use statistics published by the CDC, searchable by topic. Links to other databases (when appropriate), provides links to online reports and other query systems.
- **National Institutes of Health Research Portfolio Online Reporting Tools** <http://report.nih.gov/>
Links to NIH reports, data, spending patterns, funding, tools, and information on NIH and the American Reinvestment and Recovery Act. Through the RePORT system, you're able to search NIH data and NIH projects by topic, by mechanism of collection, by institute or center, and by year; you can even take a tutorial on using RePORT.
- **Bureau of Labor Statistics** <http://www.bls.gov/>
Updated and archived data and graphics on inflation, price index, unemployment, payroll employment, hourly earnings, productivity, pay and benefits, and workplace injuries. Look for the most recent unemployment rates covering January 2010 and the annual report for 2009.
- **US Department of Housing and Urban Development** www.hud.gov
Information on fair housing, fair lending, sustainable and energy efficient housing, and housing research and data (housing market conditions, subsidized households, foreclosure reports).
- **US Department of Health & Human Services** www.hhs.gov
Links to HHS programs and HHS family agencies (including the CDC, Centers for Medicare & Medicaid Services, and the National Institutes of Health).

Other pertinent data sources

assessing needs & resources

What are the greatest areas of need in your community?

What are your community's greatest assets, resources, and accomplishments?

What work is already being done in your community to improve health and wellness? Who could you contact to obtain such information?

Community engagement and publicity

- Advertising your community action plan is an important step in engaging other community leaders and publicizing to community members. This does not to be an expensive endeavor. Use free resources (like those listed below) and the networks of your partners to reach out to various audiences.
- Social networking sites can be a great place to interface with members of your community. Creating (or adding to) a Facebook or Twitter page can help your group communicate, organize, and build a following.
- Healthy Ohio toolkits include a great deal of information on various public health topics that can be used or adapted for use in community settings. <http://healthyohioprogam.org/resources/tools.aspx>
- Call your local media outlet and let them know about your group's plans. Media attention is free advertising.

Contacts

Who have you met here today that you'd like to stay in touch with? Is there anyone that would be an appropriate partner in your community action plan? Do you know others who would be good resources as you develop your plan?

choosing & setting priorities

Areas to celebrate in my community

Areas for improvement in my community

How are these challenges related? Are there common factors underlying these issues? Might there be some common goals and solutions?

What issues are the most ripe for progress and improvement?

policies & programs that work

Existing programs in my community that are making progress

Resources to existing policies and programs

- You can find information on other community action programs at **www.countyhealthrankings.org** > Take Action
 - Includes ideas for starting points relating to tobacco use, diet and exercise, alcohol use, unsafe sex, access to care, quality of care, education, employment, income, family and social support, community safety, environmental quality, and built environment
 - The Guide to Community Preventive Services
 - Cochrane Public Health Group and The Cochrane Library
 - The Campbell Collaboration Library of Systematic Reviews
 - **www.health-evidence.ca**
 - Canadian Best Practices Portal (from the Public Health Agency of Canada)
- Task Force on Community Preventive Services' Guide to Community Preventive Services **www.thecommunityguide.org**
 - A free resource providing evidence-based recommendations about prevention programs and policies that have proven effective in saving lives and increasing quality of life.
- Center for Civic Partnerships (**www.civicpartnerships.org**) – Joan Twiss, Executive Director
 - California Healthy Cities and Communities Program
 - Sustainability Toolkit Overview
- St. Vincent Charity Hospital **www.stvincentcharity.com/programs-services/community-outreach/index.aspx**
 - Project TEMPLE (Teaching, Educating, Mentoring, Preventing, Leading, Empowering)
 - Healthy Heart Program
 - Lupica Towers Initiative
 - Marion Sterling School Community Partnership
 - Advancing Central's Health Together (ACT)
 - Photo Voice
- Case Western Reserve University Center to Reduce Health Disparities **<http://www.case.edu/med/ccrhd/research/>**
 - Closing the Gap
 - Community Advocacy Program
 - Engaging the African-American Community in Reducing Obesity and Its Consequences
 - Interpreters as Advocates
 - Organ Donation Project
 - Project HYPE
 - Project REECH
 - Transplant Navigator Project
 - Community-Based Research Consult Service (contact Ashwini Sehgal, MD)
- Center for Media Literacy **www.medialit.org**
- Project Look Sharp **www.ithaca.edu/looksharp/**

Key concepts upon which successful programs are built

- Community agency, ownership, and engagement with the effort
- Sustainability
- Adaptability
- Transparency
- Compromise
- Trust

implementing strategies

Don't be afraid to try new strategies and contact new people. Who would you like to contact about working with you on a community action plan?

What is already in place in your community that you and your partners could build upon? How might these plans be altered to make them more successful?

What infrastructure could be built to support sustained community improvement efforts?

What organization/sector/actor/group has a great deal of clout and influence in your community?

evaluating efforts

Upon leaving here today, the Health Policy Institute of Ohio asks that you complete the following “homework”:

- Contact new people to engage in this process that will build community agency
- Find out more about existing efforts and how to get those actors to buy in as you move forward
- Divide responsibilities among actors
- Given the goals that your group lays out, think about how you could measure progress towards these goals. Does someone in your group have means to collect data? Who is going to act as the administrative agent for your work?
- Help us evaluate our own efforts in facilitating conversations around a comprehensive population health model by filling out the evaluation of this workshop. It will be emailed to you in the next week.
- Provide HPIO with follow-up information so that we can provide support and publicity to your movement. We will be contacting you via email with a request for information on your plan, who's involved, what challenges you're facing, as well as what you've accomplished.
- The theme for this year's National Public Health Week (April 5-11, www.nphw.org) is “A Healthier America: One Community At A Time”. Submit the story (and pictures) of what you're doing in your community to nations.health@apha.org by Friday, April 23; you may be published in the following issue of *The Nation's Health* newsletter.

