

County Health Rankings

Mobilizing Action Toward Community Health

Mobilizing Action Toward Community Health

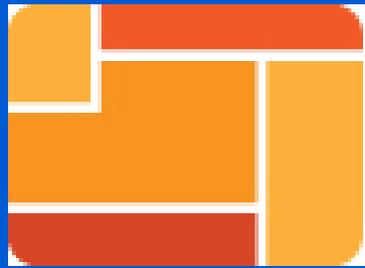
Julie A. Willems Van Dijk RN PhD

June 16, 2010

Sustainability 2010

Little Rock, AR

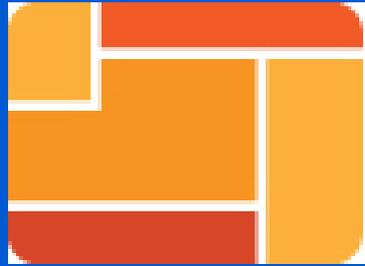




County Health Rankings

Mobilizing Action Toward Community Health

- *Why Rankings?*
- Rankings Model and Methods
- Moving to Action



County Health Rankings

Mobilizing Action Toward Community Health

Why Rankings?

Rankings are everywhere



I.F.O.C.E.
INTERNATIONAL FEDERATION OF COMPETITIVE EATING



Internet Dating Rankings - U.S.A.



• *Hitwise ~ 9/09*

- 1 PlentyofFish
- 2 Match
- 3 Singlesnet
- 4 Yahoo Personals

Newsweek GREEN RANKINGS 2009

GREEN RANKINGS

OUR EXCLUSIVE ENVIRONMENTAL RANKING OF AMERICA'S 500 LARGEST CORPORATIONS.

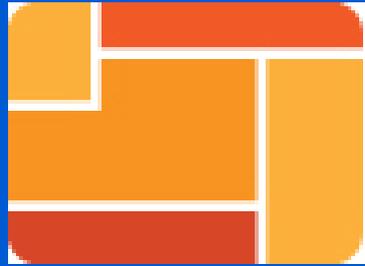
CLICK HERE TO SEE THE LIST →

CLIMATE CHANGE POLICIES

CARBON FOOTPRINT

ENERGY EFFICIENCY

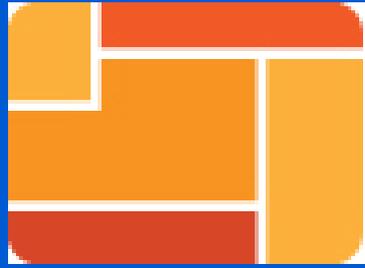
CS



County Health Rankings

Mobilizing Action Toward Community Health

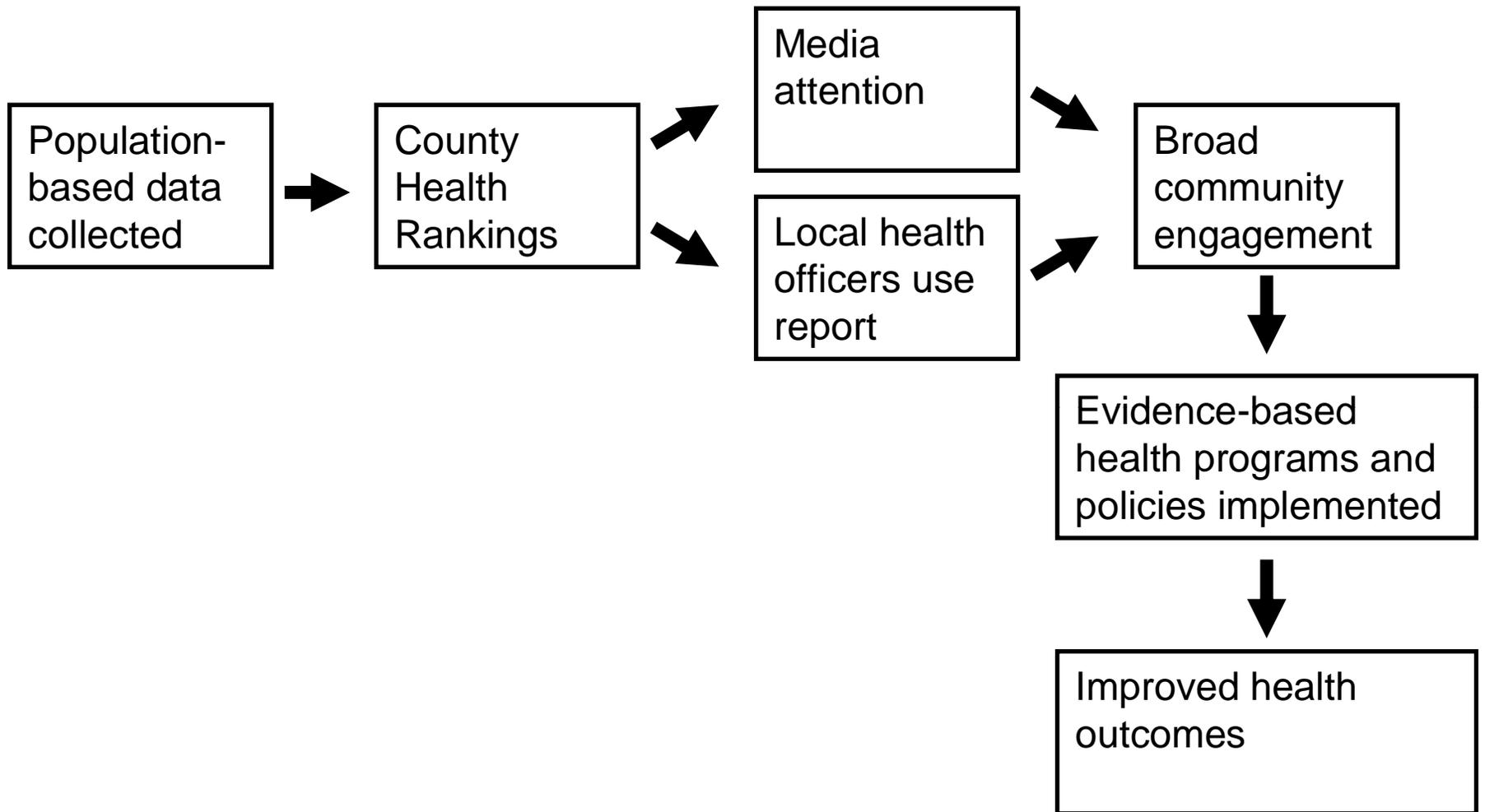
- *Rankings* simplify complex data
- *Rankings* serve as a hook
- The media will cover *Rankings*
- *Rankings* add context
- They are the ENTRY point, not the END point

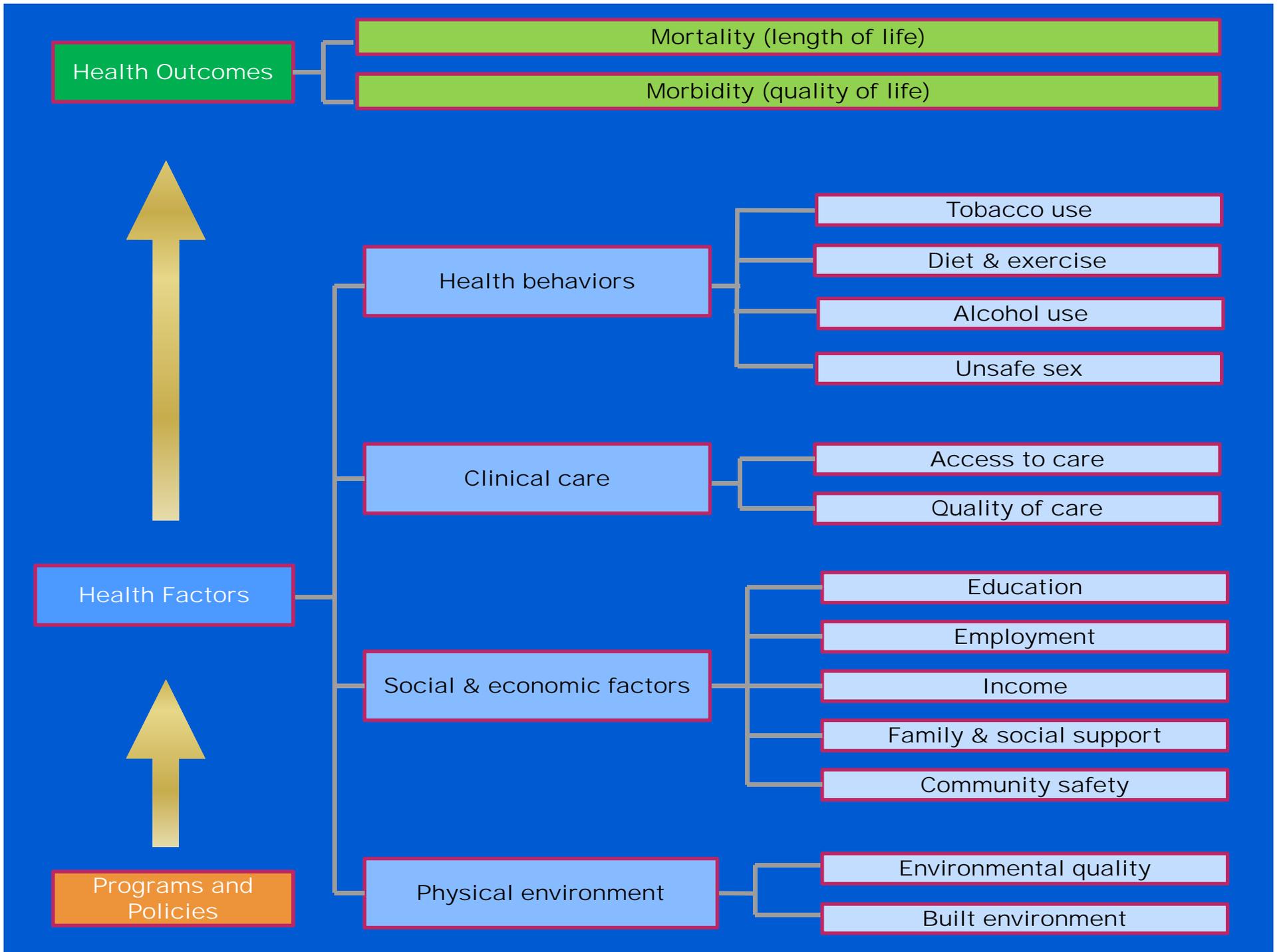


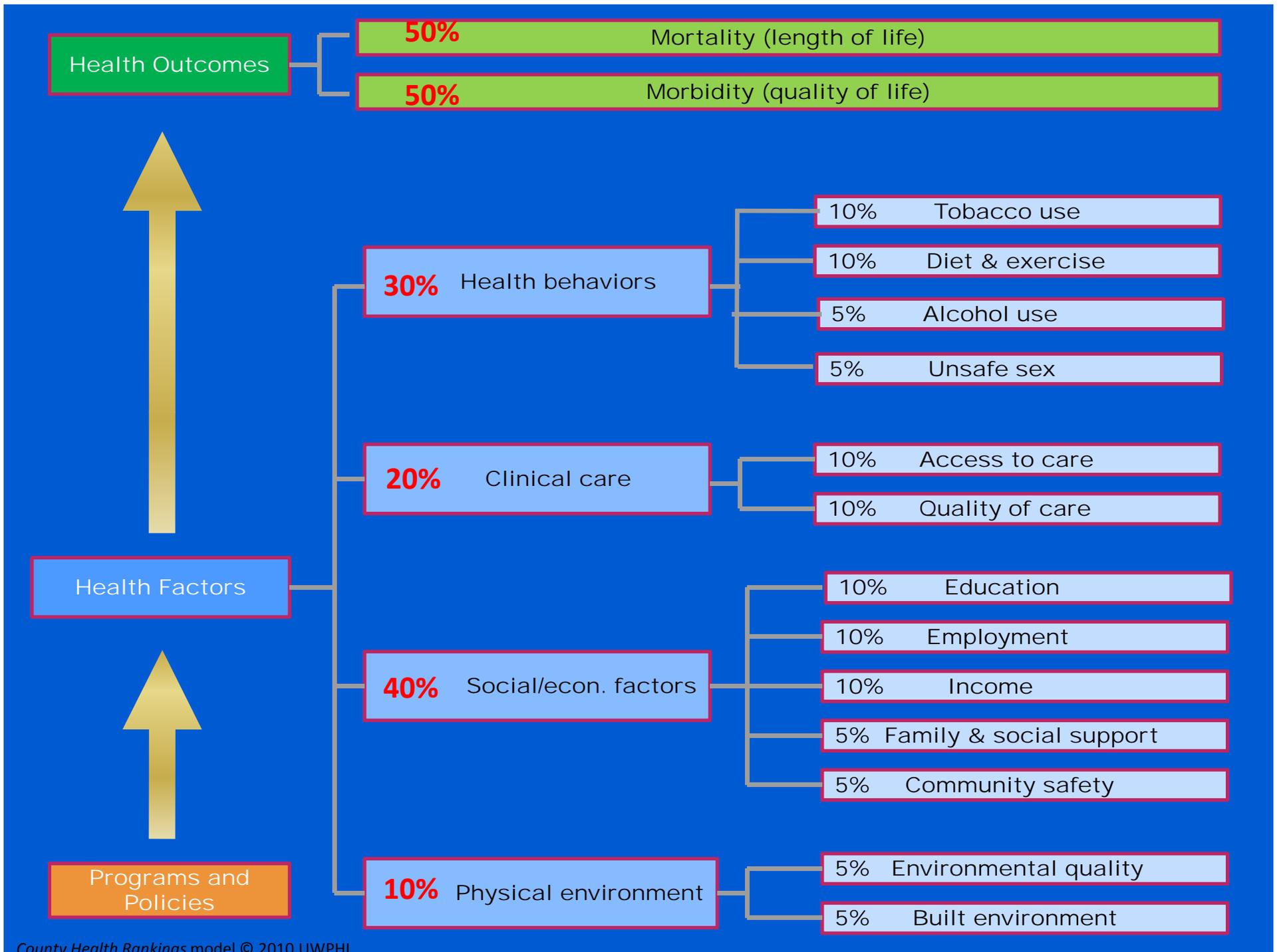
County Health Rankings

Mobilizing Action Toward Community Health

Rankings Model and Methods







How are measures selected for the *County Health Rankings*?

- 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

Measure	Data Source
High School Graduation, 2005-06	National Center for Education Statistics
Preventable Hospital Stays, 2005-06 Diabetic Screening, 2003-06 Hospice Use, 2001-05	Dartmouth Institute: Dartmouth Atlas Project, Medicare Claims Data
Access to Healthy Foods, 2006 Liquor Store Density, 2006	Census County and Zip Code Business Patterns
Children in Poverty, 2007	Small Area Income and Poverty Estimates
Uninsured Adults, 2005 College Degrees, 2005-07 Income Inequality, 2005-07 Single-Parent Households, 2005-07	Decennial Census and American Community Survey, Current Population Survey
Air Pollution – Particulate Matter Days, 2005 Air Pollution – Ozone Days, 2005	CDC Environmental Protection Agency Collaboration
Chlamydia Rate, 2006	National Center for Hepatitis, HIV, STD, and TB Prevention
YPLL, 2004-06 Low Birthweight, 2000-06 Motor Vehicle Crash Death Rate, 2000-06 Teen Birth Rate, 2000-06	National Center for Health Statistics
Poor or Fair Health, 2002-08 Poor Physical Health Days, 2002-08 Poor Mental Health Days, 2002-08 Adult Smoking, 2002-08 Binge Drinking, 2002-08 Inadequate Social Support, 2005-08	Behavioral Risk Factor Surveillance System
Unemployment, 2008	US Bureau of Labor Statistics
Violent Crime, 2005-07	Uniform Crime Reporting, Federal Bureau of Investigation
Primary Care Provider Rate, 2006	Health Resources & Services Administration
Adult Obesity, 2006-2008	National Center for Chronic Disease Prevention and Health Promotion

www.countyhealthrankings.org



County Health Rankings

Mobilizing Action Toward Community Health

[About this Project](#) | [Latest News](#) | [For Media](#)

Health Outcomes

Health Factors

Take Action



Find Health Rankings

By County:

-- OR --

By State:

Spread the Word

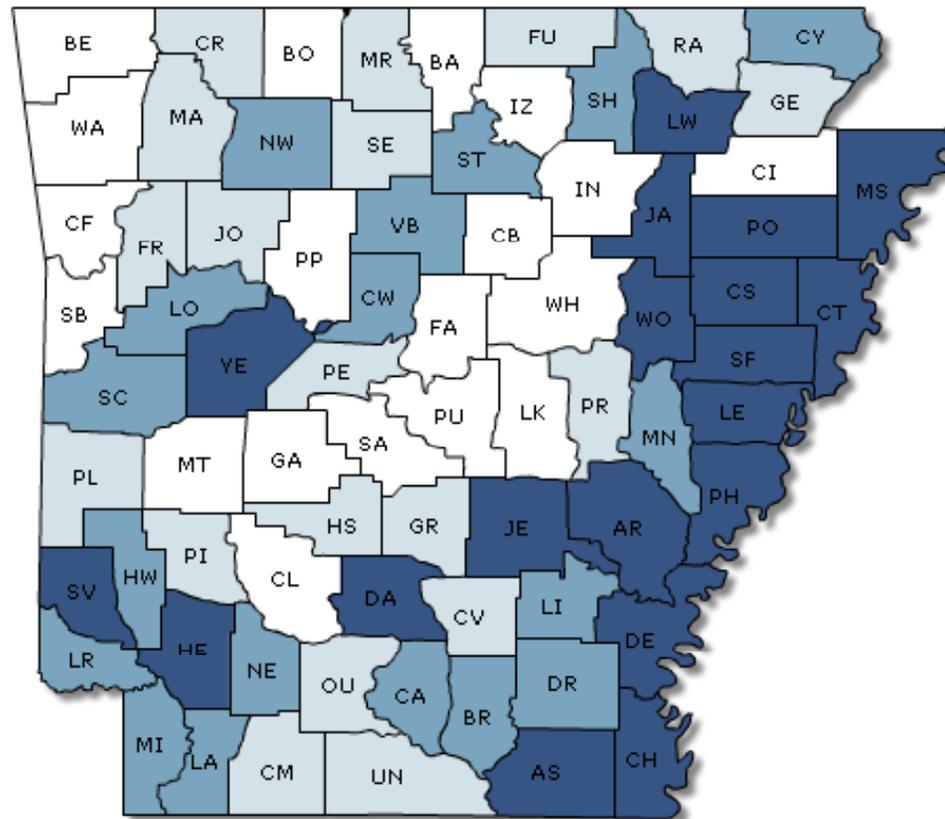
Share this site. Let others know how they can help.

Find us on



Stay Updated

Health Factors Map



Rank 1-19 Rank 20-38 Rank 39-56 Rank 57-75 Not Ranked

Rankings List

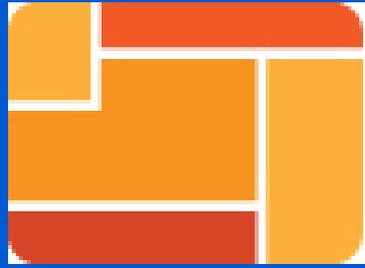
Rank	Health Outcomes	Rank	Health Factors
1	Benton	1	Benton
2	Washington	2	Washington
3	Pope	3	Faulkner
4	Faulkner	4	Saline
5	Newton	5	Sebastian
6	Franklin	6	Craighead
7	Saline	7	Cleburne
8	Baxter	8	Pope
9	Marion	9	Boone
10	Madison	10	White
11	Clark	11	Pulaski
12	Boone	12	Baxter
13	Johnson	13	Crawford
14	Sebastian	14	Clark
15	White	15	Izard
16	Crawford	16	Montgomery
17	Grant	17	Garland
18	Scott	18	Lonoke

County Snapshot

Snapshot 2010: Faulkner

	Faulkner County	Error Margin	Target Value*	Arkansas	Rank (of 75)
Health Outcomes					4
Mortality					4
Premature death	7,649	7,053-8,244	8,223	9,605	
Morbidity					11
Poor or fair health	19%	17-22%	16%	19%	
Poor physical health days	4.0	3.4-4.6	3.4	4.0	
Poor mental health days	3.4	2.8-4.0	2.9	3.7	
Low birthweight	7.2%	6.6-7.7%	6.9%	8.9%	
Health Factors					3
Health Behaviors					6
Adult smoking	19%	16-22%	20%	24%	
Adult obesity	29%	25-34%	27%	29%	
Binge drinking	13%	10-16%	7%	12%	
Motor vehicle crash death rate	24	20-27	22	26	
Chlamydia rate	288		72	354	
Teen birth rate	34	32-36	48	62	

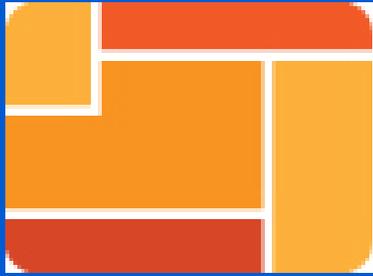
Clinical Care					5
Uninsured adults	20%	18-23%	16%	20%	
Primary care provider rate	87		146	115	
Preventable hospital stays	64	61-68	68	91	
Diabetic screening	82%	79-85%	82%	76%	
Hospice use	37%	31-44%	34%	27%	
Social & Economic Factors					3
High school graduation	80%		100%	80%	
College degrees	25%	24-26%	18%	17%	
Unemployment	4%	4-5%	4%	5%	
Children in poverty	16%	13-19%	22%	25%	
Income inequality	43		43	46	
Inadequate social support	16%	13-20%	16%	21%	
Single-parent households	9%	8-9%	6%	9%	
Homicide rate	4	2-5	3	8	
Physical Environment					47
Air pollution-particulate matter days	8		1	4	
Air pollution-ozone days	0		0	0	
Access to healthy foods	33%		50%	32%	



County Health Rankings

Mobilizing Action Toward Community Health

Moving to Action



County Health Rankings

Mobilizing Action Toward Community Health

- Where we live matters to our health.
- There are great disparities in health based on where we live.
- Many factors contribute to health. Health is more than health care.
- Health is everyone's business.
- We all need to work together.

Mobilizing *through* County Health Rankings



Action

Take Action WORK TOGETHER



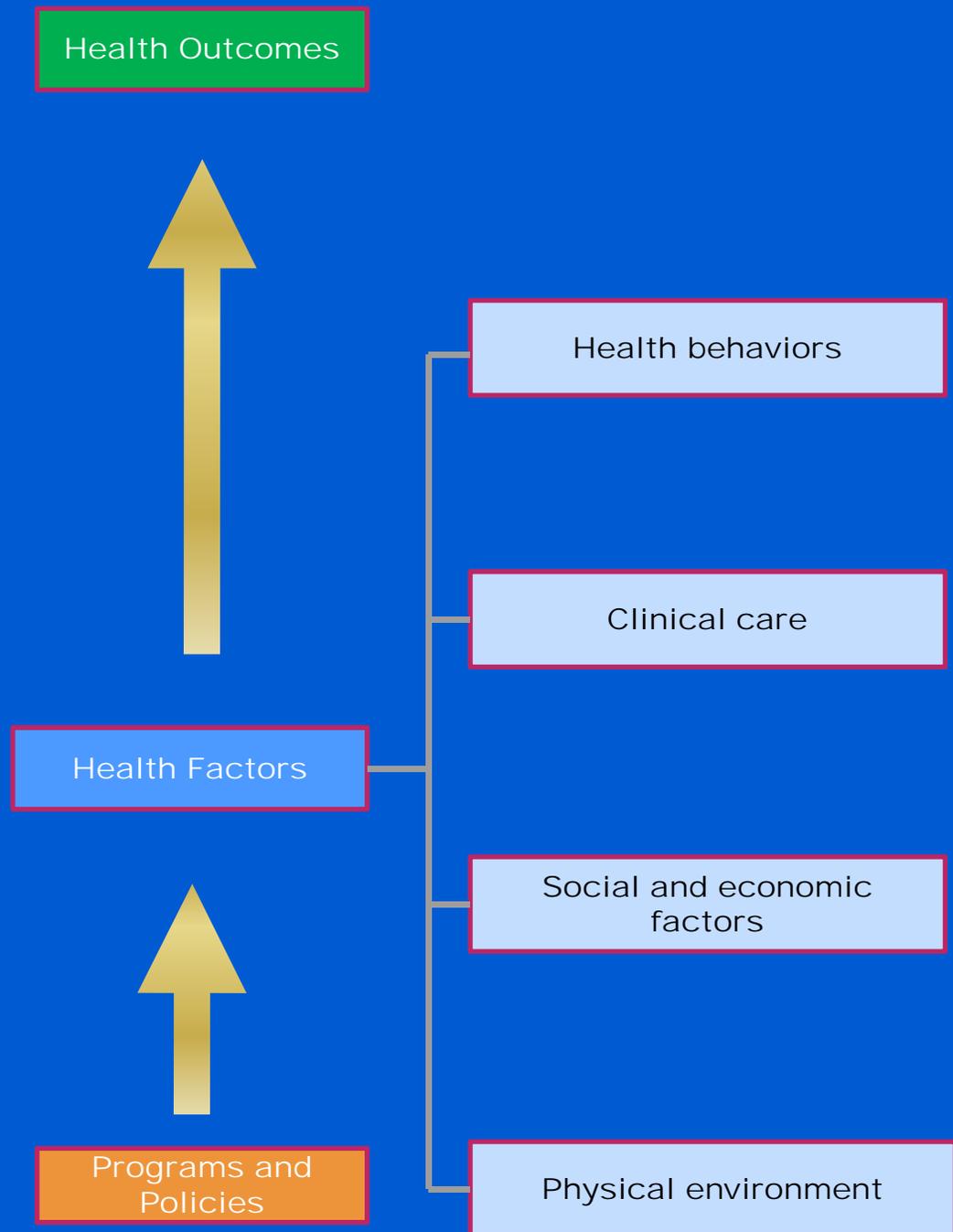
Toward Community Health

Setting goals and
objectives for
overall health

Keeping track
of progress



Mobilize
*through
increasing
awareness, using
tools such as the
County Health
Rankings*



Awareness through Media

Arkansas Democrat  Gazette
Arkansas' *Largest* Newspaper

KAIT 8
Jonesboro, AR 

 **Texarkana Gazette** 

 **El Dorado NEWS-TIMES ONLINE**
111 N Madison Ave. El Dorado, Arkansas 71730

The Sun
jonesborosun.com

twitter

USA TODAY

Serving Terrebonne, Lafourche & St. Mary Parishes
TRI-PARISH TIMES

The Washington Post

KALAMAZOO GAZETTE
BEST LOCAL CONNECTION

StarTribune.com
Minneapolis - St. Paul, Minnesota

n p r

WCSH6.com

How Healthy Is Your County?



facebook

Detroit Free Press

Take Action

WORK TOGETHER



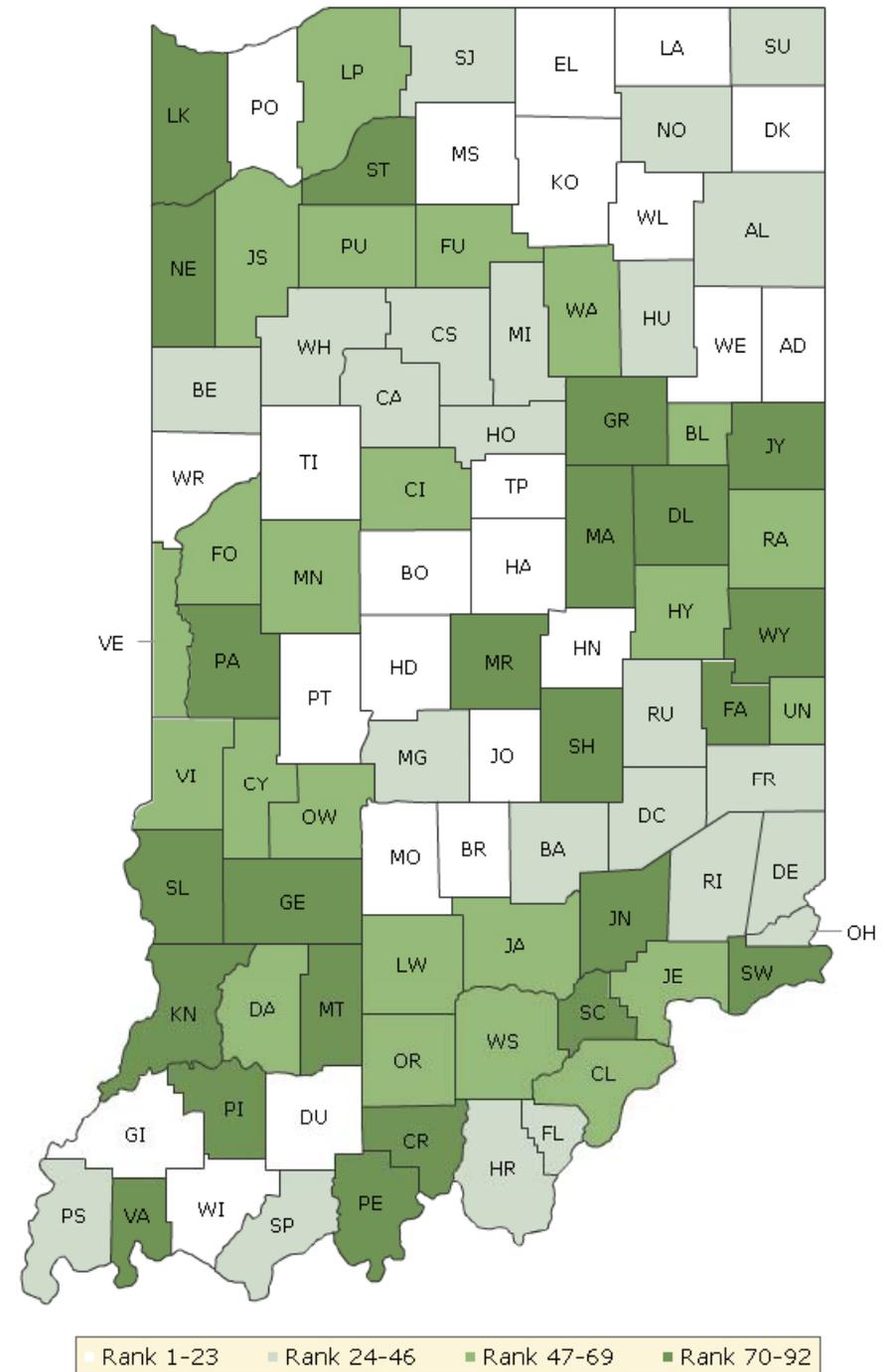
INDIANA

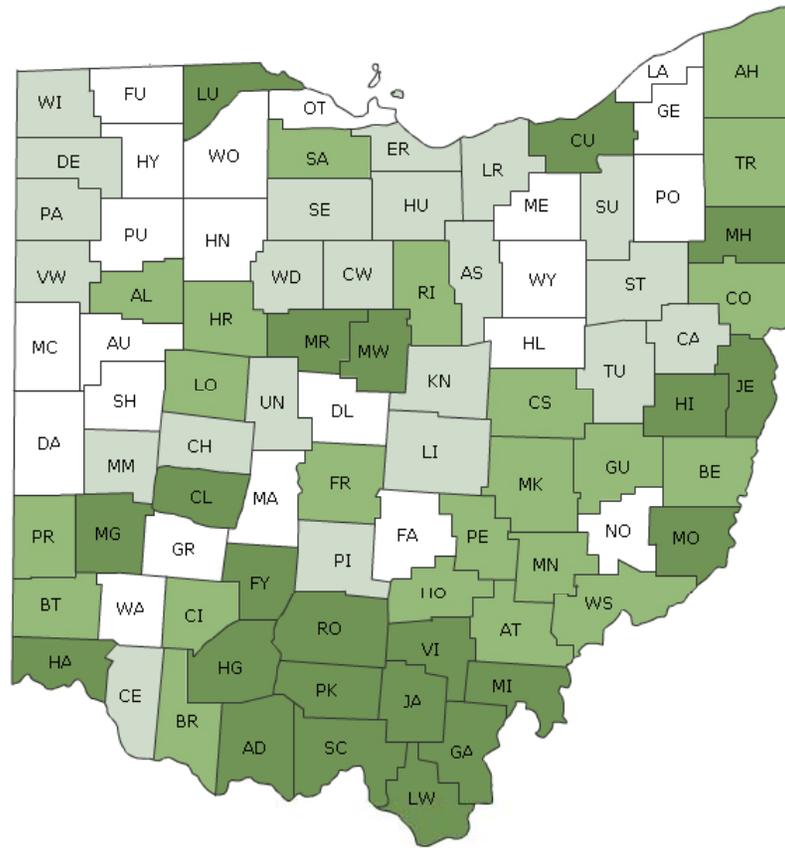
In the Spotlight



Video: Community Health Partnerships - “We Need Everyone at the Table”

In Indiana, CDC's Dr. Judith Monroe formed partnerships with businesses, universities, schools and faith-based groups that have fostered new health programs designed to prevent illness and help everyone in Indiana live a healthier life.





Rank 1-22 Rank 23-44 Rank 45-66 Rank 67-88

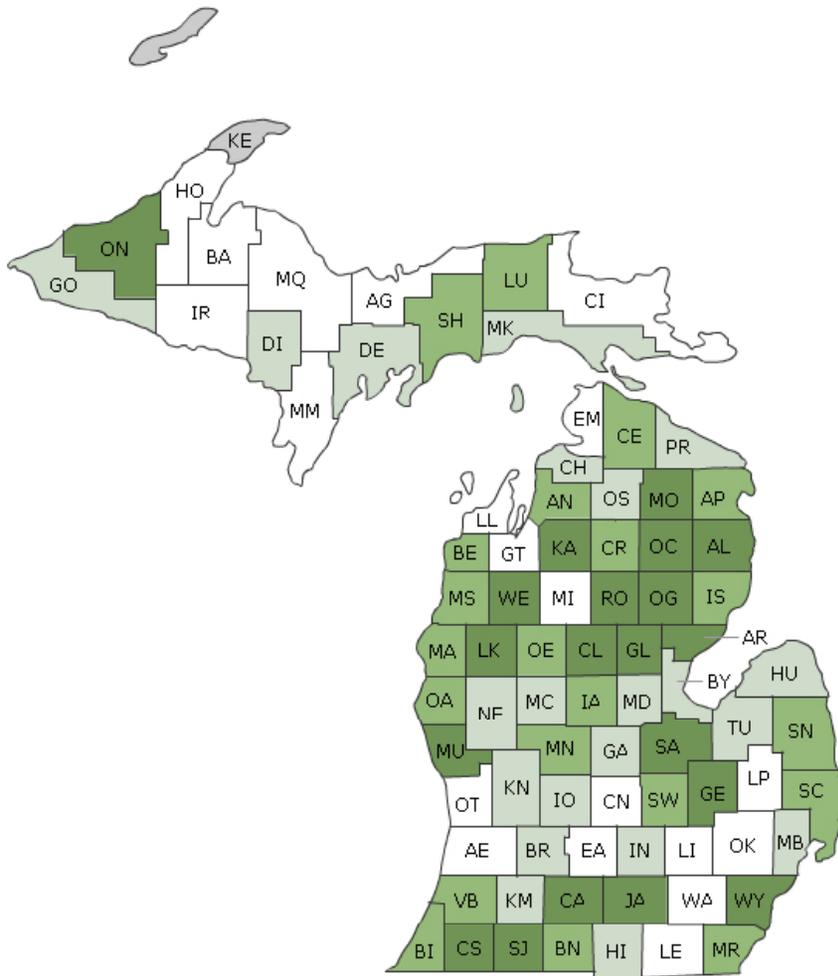
OHIO

county health rankings

data use
workshop
for
community
leaders



MICHIGAN



Rank 1-20 Rank 21-41 Rank 42-62 Rank 63-82 Not Ranked



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.

Other than increased financial resources, what other tools or resources would help your community move forward in health improvement?

What's Next?

- Refining metrics
- Seeking feedback from stakeholders
- Tracking action
- Exploring what works in successful communities

What's Next?

- Expanding the discourse

Essays: <http://www.cdc.gov/pcd/>

Blog:

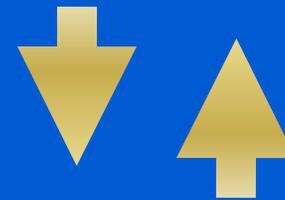
<http://www.improvingpopulationhealth.org/blog/>

- Planning future action

Toward Community Health

*by setting goals
and monitoring
progress over time*

Setting goals and
objectives for
overall health



Keeping track of
progress

For More Information

www.countyhealthrankings.org

Julie Willems Van Dijk

University of WI Population Health Institute

Madison, WI

willemsvandi@wisc.edu

608-263-6731