



County Health Rankings

Mobilizing Action Toward Community Health

Panel #3: Data Platform: Scope & Transparency

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Population Health Institute

Translating Research into Policy and Practice

www.countyhealthrankings.org

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**County Health Rankings**
Mobilizing Action Toward Community Health

**OUR APPROACH**

**RANKING METHODS**

**ACTION STEPS**

**YOUR STORIES**

Find Health Rankings:
Enter a County or State



OUR APPROACH [View Full Rankings Model](#)

Programs and Policies

- Our County Health Rankings model is grounded in the belief that programs and policies implemented at the local, state, and federal levels have an impact on the variety of factors that, in turn, determine the health outcomes for communities across the nation.

Health Factors

- A number of different health factors shape a community's health outcomes. Our County Health Rankings model includes four types of health factors: health behaviors, clinical care, social and economic, and the physical environment.

Health Outcomes

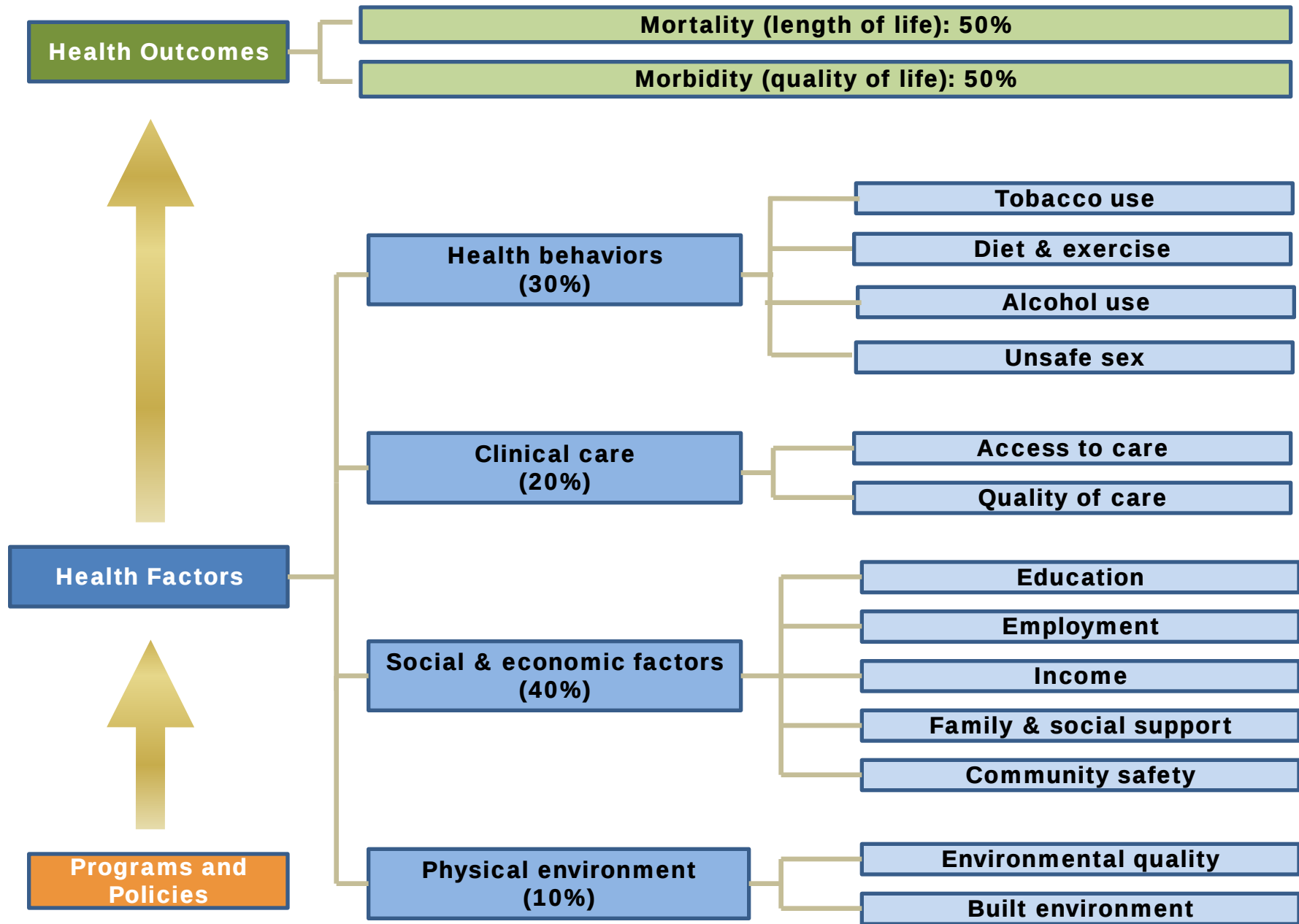
- We measure two types of health outcomes to represent how healthy each county is: how long people live (mortality) and how healthy people feel (morbidity). These outcomes are the result of a collection of health factors and are influenced by programs and policies at the local, state, and federal levels.

IN THE SPOTLIGHT [View All](#)

News March 25, 2011
County Health CALCULATOR

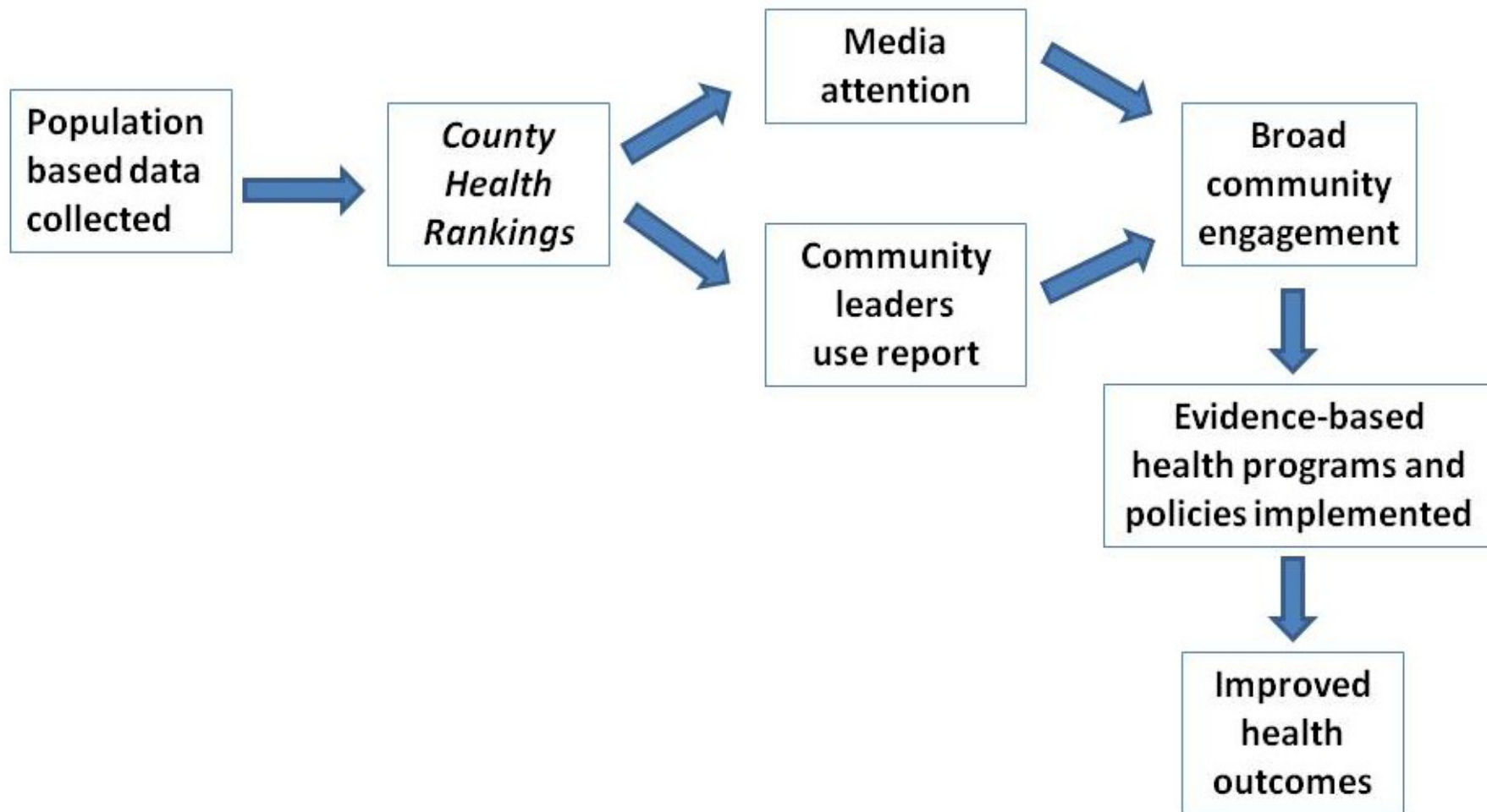
News March 29, 2011
Improving Access to Healthy Food

News March 25, 2011
2/20: How healthy is



Logic Model

Logic Model for the *County Health Rankings*





County Health Rankings

Mobilizing Action Toward Community Health



OUR
APPROACH



RANKING
METHODS



ACTION
STEPS



YOUR
STORIES

Find Health Rankings:

Enter a County or State



[Home](#) >



ACTION STEPS

> I AM A...



Business or
Employer



Community
Advocate, Leader
or Member



Healthcare
Professional



Educator



Government
Official



Public Health
Professional



Grantmaker

> TAKE STEPS TO...

> Work Together

> Assess Needs and Resources

> Find Programs and Policies that Work

> Evaluate Efforts

> Implement Strategies

> Pick Priorities

TAKE ACTION

WORK TOGETHER



Action Steps

Improving community health requires people from multiple fields to work collaboratively on an ongoing cycle of activities. Communities may be at different points in this process. Click on various components of our action cycle model for additional, tailored resources and materials.

Our Guides

[Funding Your Community Health Initiative](#)

Suggestions for identifying funding sources to tackle issues raised in your community's rankings.

[Data Drilldown](#)

Suggestions for finding more detailed information about key areas in your community's rankings.

DATA DRILLDOWN GUIDE

Finding Out More About Your Community's Health

The *County Health Rankings* provides a snapshot of a community's health and a starting point for investigating and discussing ways to improve health. Beyond the measures provided in the Snapshot and Additional Measures sections of this web site, other community health data are available from national and state organizations. We recommend reviewing the information in your community's snapshot and then identifying key areas where you may wish to look for additional data. (Be sure to check out the [Exploring the Data](#) section so that you do not miss any of the information in our site.)

Download a PDF version of this guide [here](#).

On the *County Health Rankings* Site:

1. Look at your Health Outcomes ranks and measures:

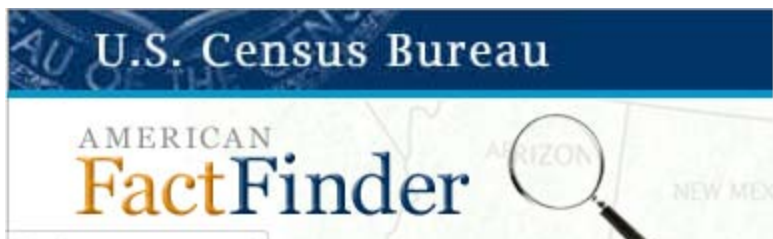
- How does your county rank and how do your measures compare to your state? To the national benchmarks? Keep in mind that each measure has a confidence interval or error margin surrounding it—if a measure is above the state average AND the state average is beyond the error margin for your county, then further investigation is recommended.

2. Next, look at your four Health Factors ranks:

- Is there one area where the rank is much lower than the others? If so, this may be a good place to start. Keep in mind that each area carries a different [weight](#) so before picking a focus area too quickly, consider both your relative rank and the contribution of each factor in [our model of population health](#).
- Once you have identified one or more of the health factors to examine more closely, how do your county's measures compare to your state averages? Again, keep in mind that each measure has a confidence interval or

National Data Sources

National Data Sources	Types of Data Available	Specificity of Data Available	Factors/Focus Areas and Examples of Indicators Available
American FactFinder: The website serves as a clearinghouse for information on social, economic, and housing characteristics, as well as the most recent demographic estimates from the American Community Survey.	Public use data sets including demographic information from the Census, the American Community Survey, Other annual economic surveys.	Data are available by state, county, ZIP code, city/town, combined statistical area, congressional district, public use microdata sample, and county subdivisions (cities, towns, villages, etc). Select indicators are available by race, ethnic, and ancestry groups at the county level.	General demographics • Average household size • Foreign born population Social and economic factors • Median household income • Population age 16 and over in labor force Built environment • Mean travel time to work • Vacant housing units



<http://factfinder2.census.gov>

National Data Sources

National Data Sources	Types of Data Available	Specificity of Data Available	Factors/Focus Areas and Examples of Indicators Available
CDC Wonder, developed by the Centers for Disease Control and Prevention (CDC), is an integrated information and communication system for public health. WONDER allows users to access statistical research data published by CDC, as well as reference materials, reports and guidelines on health-related topics.	Public-use data sets about mortality (deaths), cancer incidence, HIV and AIDS, tuberculosis, vaccinations, natality (births), census data and many other topics are available for query	Data are available by state and county. Mortality and birth data can be examined by gender, age, race and ethnicity. Mortality data can also be broken out by cause of death.	Health outcomes • Cause-specific mortality rates • Leading causes of death for different age groups



<http://wonder.cdc.gov/>

National Data Sources

National Data Sources

Community Health Status Indicators (CHSI), developed by the Human Resources Service Administration (HRSA), provides over 200 health indicators at the county level. CHSI allows users to select a county and view a range of data published by different federal agencies. The site also suggests 'peer counties' that have similar demographic characteristics.

Types of Data Available

Summary tables showing demographics, summary measures of health, leading causes of death, measures of birth and death, relative health importance, vulnerable populations, environmental health, preventive services use, risk factors for premature death, and access to care.

Specificity of Data Available

Data are available by county. Infant mortality data are available for race/ethnic groups and leading causes of death data are available for race/ethnic groups and by age.

Factors/Focus Areas and Examples of Indicators Available

- General demographics
 - Peer counties with similar demographic characteristics
 - Age distribution for youth, working , and retired population
- Social and economic factors
 - Size of vulnerable populations (e.g. unemployed, disabled, no high school diploma)
 - Uninsured individuals
- Environmental quality
 - Infectious disease cases reported (e.g. E. coli, salmonella)
 - Air quality indicators
- Clinical care
 - Presence of community/migrant health centers
 - County designation as health professional shortage area



www.communityhealth.hhs.gov/

National Data Sources

National Data Sources

The [Food Environment Atlas](#) provides access to food environment indicators and gives users a spatial overview of communities' ability to access healthy food using data from the Census Bureau, USDA, Department of Commerce, and other federal and local agencies.

Types of Data Available

Public use datasets and maps showing county-level access and proximity to grocery stores, availability of restaurants, health indicators (e.g. obesity and diabetes rates), local farm characteristics, and socioeconomic characteristics

Specificity of Data Available

Data and maps are available by state, county, FIPS code, region (Nielson) for different indicators. Maps are user-adjustable to show different regions from country-level to zip code. Racial and ethnic information is limited to county-level demographics.

Factors/Focus Areas and Examples of Indicators Available

General demographics

- Population loss counties
- Persistent child poverty counties

Social and economic factors

- Household and child food insecurity
- Food taxes

Environmental quality

- Vegetable acres harvested
- Natural amenity index

Built environment

- Presence of fast food restaurants
- Presence of farmers' markets



Your Food Environment Atlas

Get a spatial overview of a community's ability to access healthy food and its success in doing so.

Assemble county-level statistics on:

- ✓ Food choices
- ✓ Health and well-being
- ✓ Community characteristics

[Enter Atlas](#)

 U.S. Department of Agriculture
Economic Research Service

www.ers.usda.gov/FoodAtlas/

National Data Sources

National Data Sources	Types of Data Available	Specificity of Data Available	Factors/Focus Areas and Examples of Indicators Available
Kids Count, produced by the Annie E. Casey Foundation, tracks a range of demographic, health, and economic data on children and families and ranks states on the well-being of children. Kids Count allows users to view data within a state by county or compare ranks and indicators across states.	Summary tables by county featuring children-focused data on demographics, education, economic well-being, family and community, health, safety and risk behavior, and others.	Data are available by state and county. Racial and ethnic information is limited to county-level demographics.	General demographics • Children living in poverty Social and economic factors • Renters unable to afford fair market housing Health Behaviors • Births to teen mothers • Births to mothers who smoked during pregnancy Built environment • Licensed child care slots available

The Annie E. Casey Foundation *Helping vulnerable kids & families succeed* [Major Initiatives](#) > [KIDS COUNT](#) > Data Center

KIDS COUNT DATA CENTER

[HOME](#) | [DATA BY STATE](#) | [DATA ACROSS STATES](#) | [DATA BOOK/REPORTS](#) | [HOW-TO](#)

Access hundreds of measures of child well-being, including all those regularly used in our popular *Data Book* and *The Right Start for America's Newborns*, and local data from our 53 grantees (formerly CLIKS).

Data By State ▶

- Data within the bounds of a single state or territory
- Includes community-level data
- Search by location or topic
- Create profiles, maps, rankings, line graphs, or raw data

Data Across States ▶

- Data spanning the U.S.
- Compare states or cities
- Search by topic
- Create maps, rankings, line graphs, or raw data

<http://datacenter.kidscount.org/>

National Data Sources

National Data Sources

The [Health Indicators Warehouse](#), maintained by the CDC's National Center for Health Statistics, provides access to national, state, and community health indicators collected from many sources including Healthy People 2020, the County Health Rankings, Community Health Status Indicators, and the Centers for Medicare and Medicaid Services.

Types of Data Available

Aggregated data, tables, trend charts, and maps from nearly 200 sources including national surveillance systems and surveys.

Specificity of Data Available

Depending on the indicator, data are available by race, ethnicity, gender, school grade, age, state, county, and other characteristics. Many indicators are available for multiple years.

Factors/Focus Areas and Examples of Indicators Available

Over a thousand indicators covering all outcomes and many factors and focus areas.



www.healthindicators.gov/



Key Points

- *County Health Rankings* are a good starting point
- Other sources of quantitative data are available but ...
 - many data elements only available at state-wide level, making real time assessment more limited
 - ability to obtain **current** data may be limited
- Also should gather qualitative data to get community input on strengths and weaknesses
 - Key informant interviews, focus groups and/or surveys (paper, telephone, or online)

TAKE ACTION

WORK TOGETHER



Finding specific programs and policies

When you have decided on priority areas to focus on in your community, you can look below for examples of programs and policies that have been shown to be effective in addressing specific health factors and focus areas. These examples of actions have been found to be effective--they are programs and policies that you might consider as possible strategies for improving health in your community. However, they may or may not be appropriate for your community. They are offered as a starting point and as possible ideas not as recommended strategies.

If you have a particular program and policy in mind that is not listed here, you can use one or more of the general sources of evidence listed under the Materials to Help tab to search for other programs and policies.

Health behaviors

- ▶ Tobacco use
- ▶ Diet and exercise
- ▶ Alcohol use
- ▶ Unsafe sex

Social and economic factors

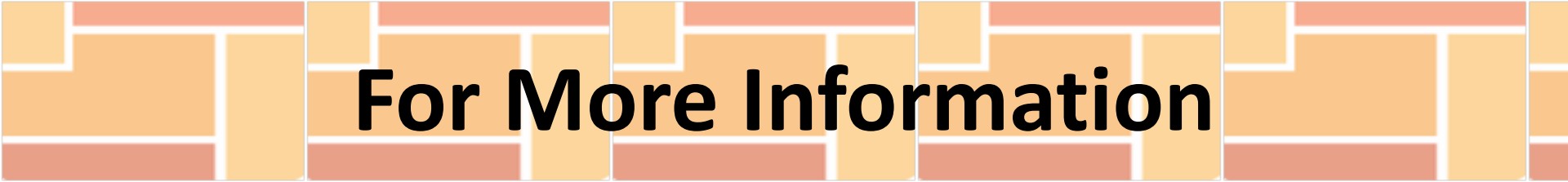
▼ Education

- Expand early childhood development programs, e.g., HeadStart, SmartStart, Child-Parent Centers, High/Scope Perry Preschool, Incredible Years, HIPPPY (Home Instruction Program for Preschool Youngsters), universal pre-kindergarten, and DARE to Be You.
- Comprehensive K-12 school reform to improve achievement
- Youth development programs to improve high school graduation rates: broad programs that work to improve youth outcomes, including graduation rates, through a collaboration of school, home, and community approaches.
- Career Academies--small learning communities within large high schools in low-income, urban areas that usually focus on a specific field and provide preparatory, technical, and occupational courses to connect coursework to job opportunities.
- Mentorship-model programs to improve high school graduation rates, e.g., Check and Connect and the Valued Youth Program (VYP): Check and Connect is a dropout prevention program for high school students with learning, emotional, and/or behavioral disabilities. Students are assigned a "monitor" who works with them year-round as a mentor, advisor, and service coordinator. Through VYP, students gain experience and skills as a mentor to younger students.
- Programs to help dropouts attain GED certificates
- Targeted programs to improve college enrollment

► Employment

The County Health Rankings Team

- **UW Population Health Institute**
 - Including Patrick Remington, David Kindig, Julie Willems Van Dijk, Jessica Athens, Angela Russell
- **Robert Wood Johnson Foundation**
 - Including Brenda Henry, Michelle Larkin, Jim Marks, Joe Marx, Abbey Cofsky
- **Our Partners**
 - Including CDC, NCHS, ASTHO, NACCHO, NNPHI, Dartmouth Institute



For More Information

www.countyhealthrankings.org

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