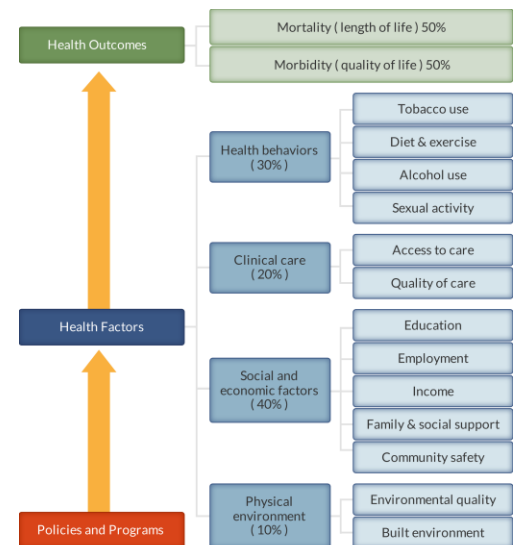




We know that much of what influences our health happens outside of the doctor's office – in our schools, workplaces and neighborhoods. The *County Health Rankings & Roadmaps* program, a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute, provides data, tools, and support to make it easier for people to be healthy in their own communities. Ranking the health of nearly every county across the nation, the *County Health Rankings* illustrate **what we know** when it comes to what is making communities sick or healthy. The *County Health Roadmaps* show **what we can do** to create healthier places to live, learn, work and play.

WHAT ARE THE COUNTY HEALTH RANKINGS?

The *County Health Rankings* are released annually and provide a snapshot of the overall health of counties in every state across the nation. Counties receive two within-state summary ranks, Health Outcomes and Health Factors, along with specific data for each measure. Health Outcomes describe quality of and length of life and represent the current health of a county. Health Factors describe the health behaviors, clinical care, social and economic factors, and physical environment and represent what influences the future health of the county.



County Health Rankings model ©2012 UWPHI

HOW DO WE USE THE RANKINGS TO TAKE ACTION?

It is hard to lead a healthy life if you don't live in a healthy community. The *County Health Rankings* help community leaders identify what is going well in their community and where there are opportunities for improvement. The *County Health Roadmaps* provides tools, guidance, and support to assist community leaders to work together and take action to implement evidence-informed policies and programs in their communities, such as supporting early childhood education, providing more walking paths, promoting access to affordable healthier foods, or enacting smoke-free laws.

For more information on *County Health Rankings & Roadmaps* visit our website: www.countyhealthrankings.org





USING THE RANKINGS DATA

Learn more about interpreting your *Rankings* data, using your snapshot and finding more data in our [Using the Rankings Data](#) section of the website.

ACTION CENTER

Visit the *Roadmaps to Health* Action Center (www.countyhealthrankings.org/roadmaps/action-center) to find guides focused on each step in the cycle.

- **[Work Together](#)**. With a shared vision and commitment to improved health, working together yields better results than working alone. Work Together cuts across the Take Action Cycle.
- **[Communicate](#)**. Effective and continuous communication between leaders and members of your multi-sector team and with stakeholders, media and decision makers is essential for your efforts to be successful.
- **[Assess Needs & Resources](#)**. One of the first steps is to take stock of your community's needs, resources, strengths, and assets.
- **[Focus on What's Important](#)**. Without focus, all issues seem equally important. Taking time to set priorities will ensure that you direct your community's valuable and limited resources to the most important issues.
- **[Choose Effective Policies & Programs](#)**. Choosing effective policies and programs that work in real life will maximize your chances of success.
- **[Act on What's Important](#)**. Take action—ensure that selected policies and programs are adopted, implemented, improved, and maintained in order to achieve intended results.
- **[Evaluate Actions](#)**. Evaluate to be sure that what you are doing is working in the way you intended and that your efforts are as effective and efficient as possible. Evaluation Actions cuts across the Take Action Cycle.

WEBINARS

We've recently started three series of webinars which will continue throughout the year.

Two **brand new** series will focus on **Breaking Down the Rankings Model** and **Partnership**.

The **Take Action** webinar series, which features each step in the Take Action Cycle, will also be offered again this year. Register for upcoming webinars and find recordings at

www.countyhealthrankings.org/webinars

COMMUNITY COACHES

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WHAT WORKS FOR HEALTH

When it comes to developing and implementing solutions to problems that affect our communities, evidence matters. Strategies that are tested and shown to work are smart investments that can stretch the impact of scarce dollars. But how do you know which strategies are effective? What policy, program or system change should you implement in your community to improve health?

Developed by experts at the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation, *What Works for Health* is an interactive online resource that you can use to find effective strategies that have been shown to improve community health.

***What Works for Health* is an easy-to-use, searchable menu of policies and programs focusing on the factors that we know make communities healthier places to live, learn, work and play.** Community leaders can choose a health factor of interest (e.g., tobacco use, employment, access to health care, environmental quality) and browse through the evidence ratings for particular programs, policies or system changes that address the particular health factor of interest.

With the combined power of the *County Health Rankings & Roadmaps* and *What Works for Health*, you now have a health profile of your county's health AND information on strategies that can make your community a healthier place to live, learn, work and play.

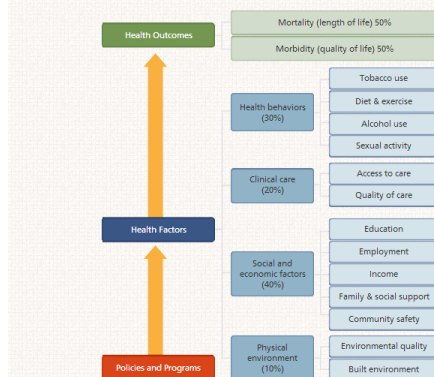
For more information on the *County Health Rankings & Roadmaps* and *What Works for Health* please visit www.countyhealthrankings.org.

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.



Find strategies that are shown to work to make communities healthier places to live, learn, work and play at:

www.countyhealthroadmaps.org/roadmaps/what-works-for-health