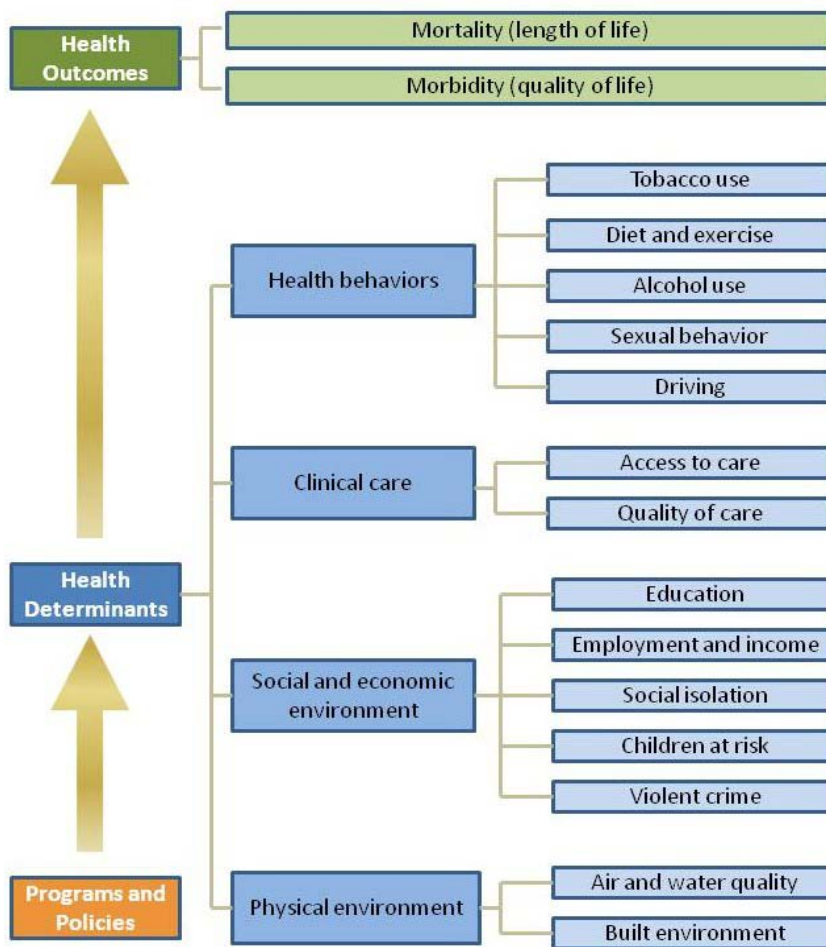


The County Health Rankings: Mobilizing Action Toward Community Health (MATCH)

The *County Health Rankings*, to be released in February 2010, are based on a model of population health that emphasizes the many factors—clinical care access and quality of care, health behaviors, social and economic factors, and the physical environment—that, if improved, can help people lead healthier lives and make communities healthier places to live, work, learn and play. The Robert Wood Johnson Foundation is collaborating with the University of Wisconsin Population Health Institute to develop these *Rankings*.



The *Rankings* are a “Call to Action” for communities to improve their health by developing multi-sector partnerships and innovative strategies to address the broad determinants of health.

This model has been used to rank the health of counties in Wisconsin for the past six years. A similar model has also been recently used in Tennessee, Kansas, and New Mexico. The *Rankings* stimulate discussion and action within communities, regardless of how they are ranked, and can lead to policies, programs and other decisions aimed at improving health. Each state’s counties will be ranked on both health outcomes (today’s health) and health determinants (representing tomorrow’s health).

Ranking counties’ health helps community leaders recognize that good health is everybody’s responsibility and encourages them to work together to help their citizens live longer, healthier lives.