




Multisectoral Perspectives on Using County Health Rankings to Mobilize Community Action

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Caitlin McMurtry
Kansas Health Institute

Joe Connor
Unified Government Public Health Department

Mayor Joe Reardon
Unified Government of Wyandotte County / Kansas City, Kansas




PRESENTER DISCLOSURES

Caitlin McMurtry, Joe Connor, and Joe Reardon


The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose




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PRESENTATION ROADMAP


- Background Information
 - Wyandotte County, Kansas
 - Healthy Communities Wyandotte
- Perspectives and lessons learned from:
 - A research organization
 - Kansas Health Institute
 - The local health department
 - UG Public Health Department
 - Government leadership
 - Mayor Joe Reardon



BACKGROUND INFO Wyandotte County, Kansas


2011 County Health Rankings data

Additional Measures			County Health Profile		
Indicator	Wyandotte	Kansas	Indicator	Wyandotte	Kansas
Population	155,085	2.8 M	Homicide rate	22	4
% below 18 years of age	28	25	Air pollution – ozone days	10	2
% African American	26	6	Sexually transmitted infections	735	332
% Hispanic	23	9	Teen birth	86	42
Median household income	\$39,208	\$50,174	Children in poverty	26	15
% of children eligible for free lunch	61	40	High school graduation	60	79
% illiterate	15.4	7.8	Some college	42	65
			Children in poverty	26	15
			Unemployment	10.3	6.7
			Adult smoking	26	19



BACKGROUND INFO Healthy Communities Wyandotte

- **2009: Getting the Ball Rolling**
 - Mayor Reardon starts the initiative after reading the KS County Health Rankings (105/105).
 - Conducted an environmental scan through 20 stakeholder interviews.
- **2010: Building the Coalition**
 - Held community forums to review data, listen to concerns, establish priorities.
 - Formed a multisectoral Task Force (design team) and Steering Committee (decision-making body).
 - Reviewed evidence-based practice and policy to determine a course of action.



BACKGROUND INFO

Healthy Communities Wyandotte


- **2011: Planning for Action**
 - Created five Action Teams:
 1. Communication
 2. Education
 3. Built environment
 4. Nutrition
 5. Health services
 - Reviewed evidence-based practices and policies.
 - Brought local experts, practitioners, and residents together to discuss improvement plans.
 - Released a comprehensive set of recommendations at two community meetings, and gained feedback from residents.



RESEARCH ORGANIZATION

Overall Perspective

CHALLENGES	SUCCESES
<ul style="list-style-type: none"> ▪ Resistance to data and change. ▪ Gaining buy-in and participation from residents. ▪ Parochialism. ▪ Language: <ul style="list-style-type: none"> ▪ English v. non-English ▪ Research v. lay audience 	<ul style="list-style-type: none"> ▪ Excellent buy-in from local stakeholders. ▪ Health in All Policies – in action! ▪ Comprehensive, evidence-based, participatory recommendations.



LOCAL HEALTH DEPT

Overall Perspective

- **Unique position in Wyandotte County**
 - Part of the Unified Government – the largest government entity in the city or county.
 - Interact with health and health care agencies.
 - Work closely with our local partner, the University of Kansas Medical Center.
- **Framing “health improvement”**
 - Important to differentiate between community health and health care.
 - Must stress that long-term, focused efforts will lead to success.
 - Crucial to communicate that planning is key.



LOCAL HEALTH DEPT

Actions

- **Engaging the community**
 - Planning is key!
 - Important to establish framework, expectations with local government officials
 - Helped to ensure diversity in all levels of work groups – from top to bottom
- **Facilitating the coalition's work**
 - Transition from local government led initiative to a community process
 - Local Public Health Department in an advantageous role



GOVERNMENT LEADERSHIP

Initial Impressions

- **Approaching the Health Rankings:**
 - Coming to terms with the data,
 - Dealing with the implications,
 - Owning the rankings.



GOVERNMENT LEADERSHIP

Organizing the Coalition

- **Developing a long-term community engagement strategy.**
 - Partnership with the Public Health Department Director,
 - Bring the right people/entities to the table,
 - Listen carefully to the public and engage in a citizen-driven process,
 - Develop a pipeline of tangible progress.



GOVERNMENT LEADERSHIP
Gaining Momentum

- Connecting health to the growth potential of the city
 - Retooling policy to focus on health conditions
 - Complete Streets
 - Urban grocery stores
 - Articulating the health of the community as critical to its economic development prospects
 - Forming lasting partnerships that lead to sustained results (school districts)



GOVERNMENT LEADERSHIP
Moving it Forward

- Formula for long term success
 - Maintaining a true collaborative
 - Show evidence of tangible progress along the way
 - Implement evidence-based programs
 - Stay connected to community
 - Provide a clear, coordinated direction for funders and others wanting to engage in the process.
