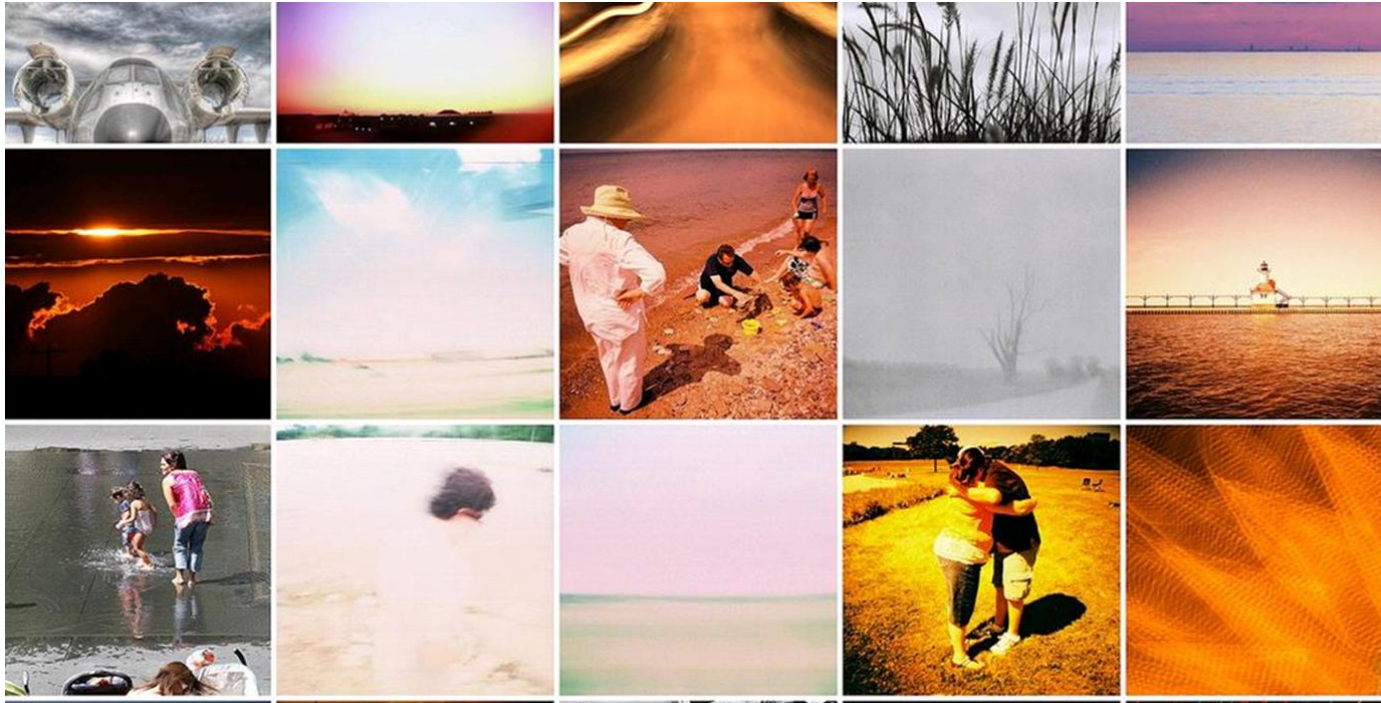


WELCOME!

PICK A PHOTO THAT RESONATES WITH YOU



County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

WHAT WORKS FOR HEALTH: EVIDENCE AT YOUR FINGERTIPS

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April 3, 2019



University of Wisconsin
Population Health Institute
SCHOOL OF MEDICINE AND PUBLIC HEALTH

Support
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County Health Rankings & Roadmaps is a partnership of the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute

What Works for Health began in Wisconsin with the support of the Wisconsin Partnership Program, UW School of Medicine and Public Health



LEARNING OUTCOMES FOR TODAY



Describe What Works for Health.



Describe how to search for potential policies and programs in
What Works for Health.



Describe 2-3 ways you can use What Works for Health to support
your work.

WHAT WE'LL COVER TODAY

County Health
Rankings &
Roadmaps

Why Evidence
Matters

What Works
for Health

Using What
Works for
Health

INTRODUCTIONS

- ▶ Introduce yourself to someone new at your table
- ▶ Share the image you selected
- ▶ Share how the image reflects your work (interventions/strategies) in community





Menominee Nation, WI 2015

WHY WE DO WHAT WE DO

Improve Health Outcomes



Durham, NC 2014

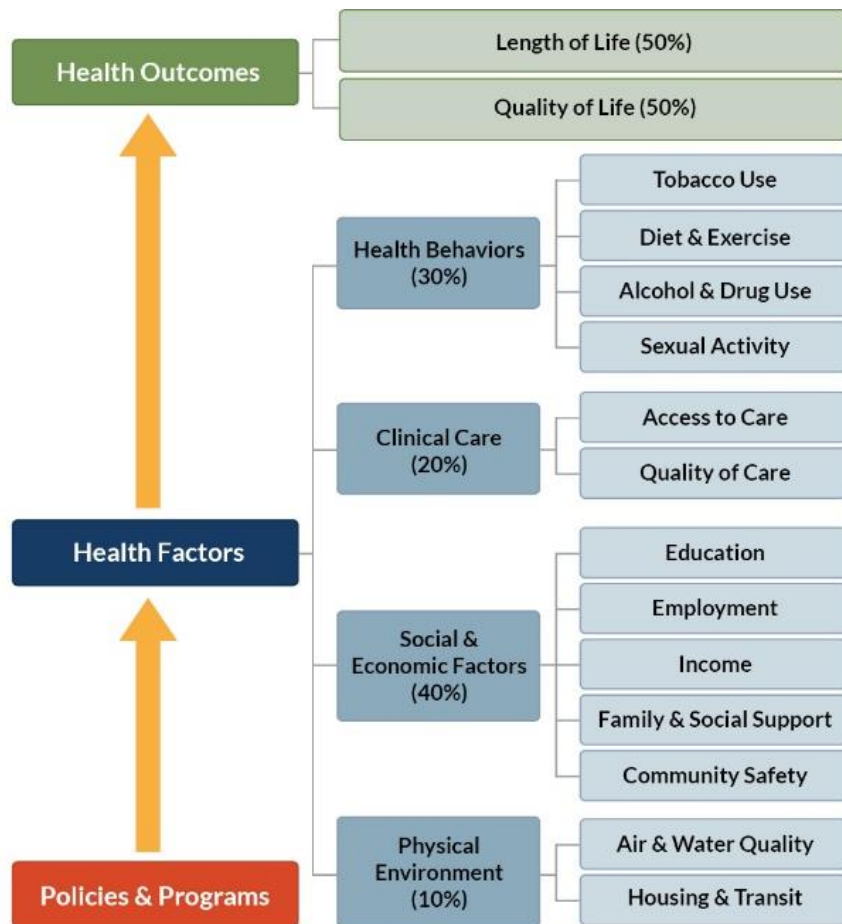
WHY WE DO WHAT WE DO

Increase Health Equity

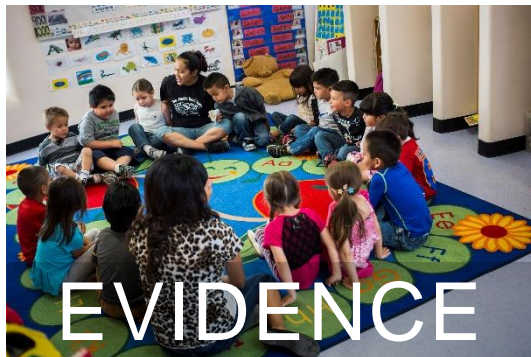
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HOW WE SUPPORT COMMUNITIES



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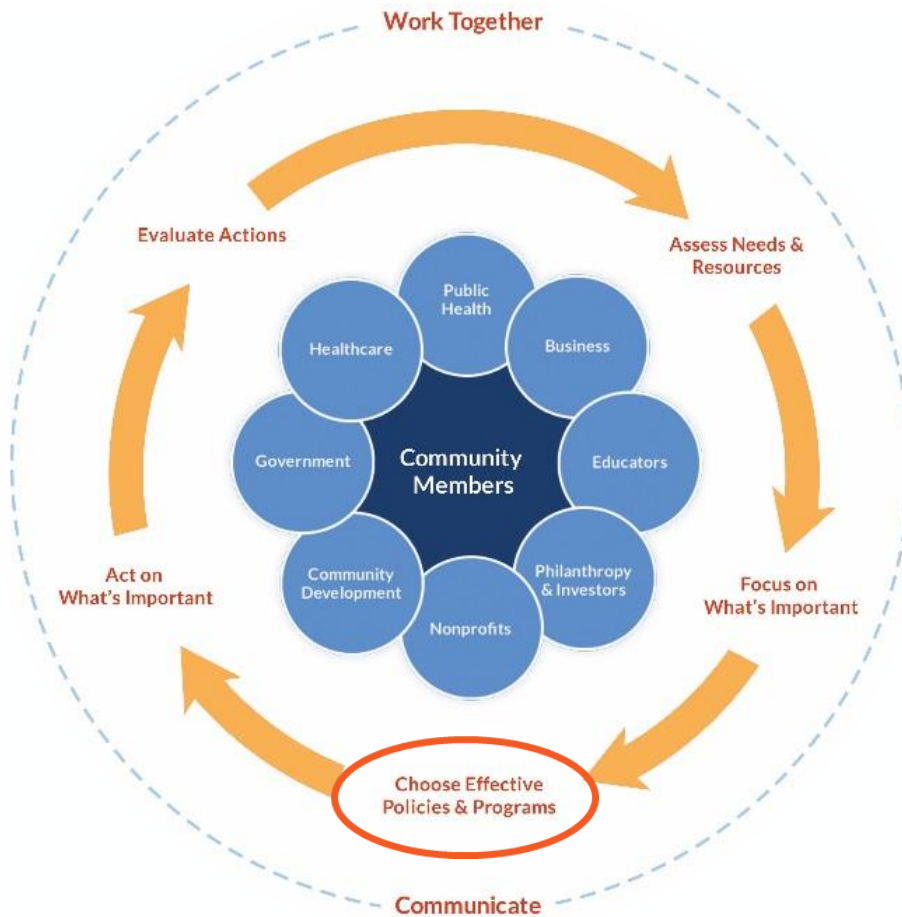




Photo courtesy of UW-Madison University Communications

WHAT IS EVIDENCE?

What criteria would you like your doctor to use in deciding how to treat you?



- ▶ Intuition
- ▶ Word of mouth
- ▶ Past experience
- ▶ Controlled experimental studies 👍
- ▶ Literature from the field 👍

DECISION MAKING

1. We could invent something from scratch, building on what we learned from our stakeholders in assessment and planning.
2. We could do what most others in the field are doing, but maybe not explicitly consider how well it works.
3. We could look for policies and programs that are in use elsewhere that seem to be successful in ways that might work for us.

EVIDENCE MATTERS

- ▶ Smart investments
- ▶ Inform decisions
- ▶ Inform innovation



“Public Health workers... deserve to get somewhere by design,
not just by perseverance.”

McKinlay and Marceau

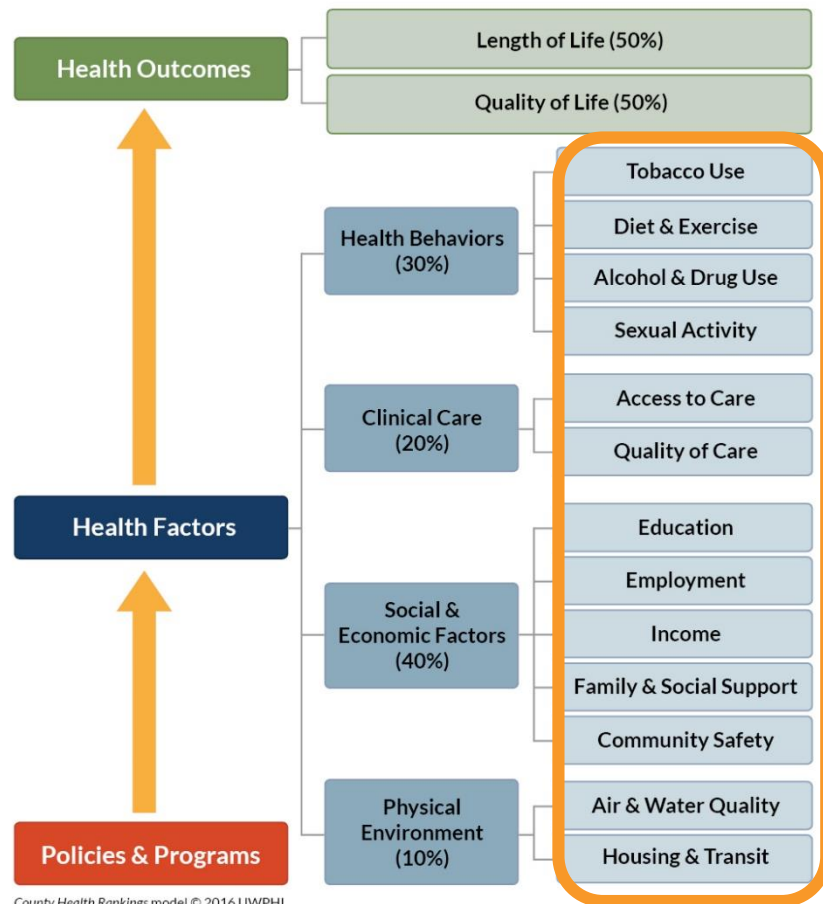


Louisville, KY 2016

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A MENU OF IDEAS

- ▶ Evidence rating
 - Who
 - What
 - Cost
- ▶ Disparity rating
- ▶ Implementation examples & tools



EXAMPLE: SCHOOL BREAKFAST PROGRAMS

Evidence Rating



Scientifically Supported

Health Factors

Education

Diet and Exercise

Decision Makers

Philanthropy and Investors

Educators

Government

Community in Action



Toledo Launches Universal
School Breakfast Program

School breakfast programs offer students a nutritious breakfast, often incorporating healthy and culturally relevant choices. Breakfast can be served in the cafeteria, starts, from grab and go carts in hallways, or in classrooms as the school day begins; schools offer breakfast during a morning break, called second chance breakfast (NKH CBP-School breakfast). Schools that participate in the federal School Breakfast Program receive subsidies for each breakfast served. Students from families with incomes at or below 185 percent of the federal poverty level (FPL) are eligible for free breakfast and children from families with incomes between 130 and 185 percent FPL qualify for reduced-cost breakfasts (FRAC 2015). Schools are reimbursed at higher rates for free and reduced-cost breakfasts (FRAC 2015). Participation in the federal program varies by state and region (Bartfeld 2010). Participating schools offer free breakfast to all students, others only to qualify.

Expected Beneficial Outcomes (Rated)

- Improved cognitive function
- Increased academic achievement
- Increased healthy food consumption

Other Potential Beneficial Outcomes

- Improved nutrition
- Increased food security

EXPLORE A WWFH STRATEGY (7-10 MINUTES)

- ▶ Pair up with someone at your table.
- ▶ Review the strategy on your table.
- ▶ Answer the following questions for your strategy.
 - What is the Evidence of Effectiveness for your strategy?
 - What are the Expected Beneficial Outcomes?
 - What is the anticipated impact on disparities?
 - How many implementation examples and/or resources are available?

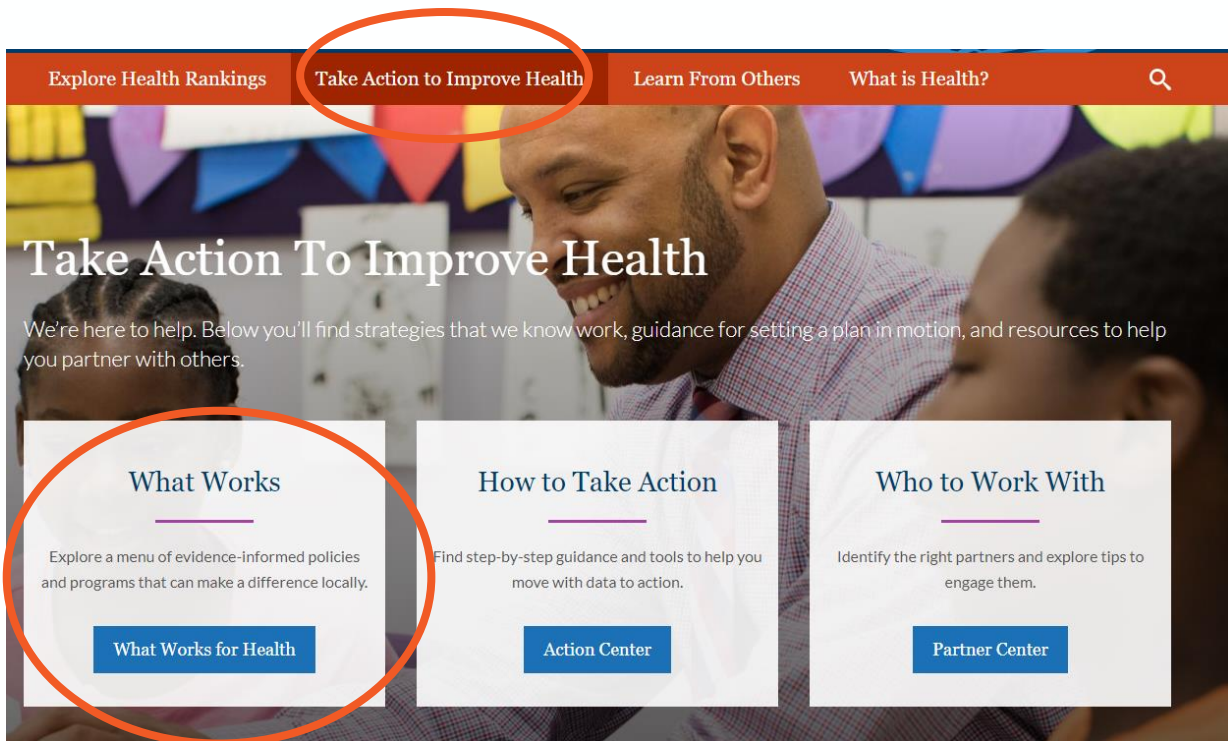
EVIDENCE OF EFFECTIVENESS RATINGS

- ▶ Scientifically Supported
- ▶ Some Evidence
- ▶ Expert Opinion
- ▶ Insufficient Evidence
- ▶ Mixed Evidence
- ▶ Evidence of Ineffectiveness

<http://www.countyhealthrankings.org/take-action-improve-health/what-works-health/our-methods>

HOW CAN WHAT WORKS FOR HEALTH HELP YOU ADDRESS LOCAL PRIORITIES?

<http://www.countyhealthrankings.org/>



www.countyhealthrankings.org/

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What Works for Health Shortcut

Evidence Matters. Choosing policies and programs that have been shown to work in real life and that are a good fit for your community will maximize your chances of success.

But where do you start? *What Works for Health* is our tool to help you find evidence-informed policies, programs, systems, and environmental changes that can make a difference locally.



Step 1: Get Ready

Without focus, all problems can feel equally important, and searching for strategies can be overwhelming. Before you start, think about what you want to accomplish in your community. Ask questions like:

- Is there a specific risk factor or health issue that is a concern?
- Are there groups of residents with worse outcomes than others?
- What do we hope to achieve?



Step 2: Search for Strategies

Go to *What Works for Health*: countyhealthrankings.org/whatworks.

If you have a specific topic (e.g., obesity, mental health, suicide) or strategy (e.g., Telemedicine, Living wage, Rain barrels) in mind use the keyword search. If you know the health factor you want to address (e.g., Tobacco Use), but don't have a specific topic or strategy in mind, select that factor from the *Rankings* model on countyhealthrankings.org/whatworks.



Step 3: Fine-tune Your Search

Look at your list. Are there ideas that make sense for your community? You might need new search terms—synonyms, related words, or root causes. You can also browse relevant health factors on the left of the screen.

Is your list too long? You can narrow by *approach*, *decision maker*, or *evidence rating* on the left of the screen.



Step 4: Explore Strategies

Clicking a strategy title gives more information about the strategy and how likely it is to work. You'll also find examples of the strategy in action, links to studies, and implementation resources. Check out related strategies at the bottom of the screen. These may also be of interest.



Step 5: Prepare to Select a Strategy

Think carefully about what you found. Ask questions like: Does the strategy work? Will it work here? Then, look at the details:

- **Evidence ratings** show the likelihood a strategy will work, based on best available evidence; **expected beneficial outcomes** show for which outcomes. Confirm these outcomes matter to you.
- **Disparity ratings** indicate likely effects on disparities or gaps in expected outcomes.
- Reading the **evidence of effectiveness** summary can help you know if a strategy is likely to work locally—do you see populations like yours? Communities like yours?
- **Implementation examples** include toolkits, model language, and illustrations of how communities have put a strategy into action.

Bring your partners together and get started.



ACTIVITY: EXPLORE WHAT WORKS FOR HEALTH

Take 15 minutes to explore strategies

ACTIVITY: EXPLORE WHAT WORKS FOR HEALTH

- ▶ Select issue – Obesity
- ▶ Search for strategies
 - From the Rankings model - Diet and Exercise
 - Use key word search
 - Narrow your focus
 - ▶ By approach – increase access to healthy food options
 - ▶ By decision maker – Community Development
 - ▶ By Evidence rating – Scientifically Supported



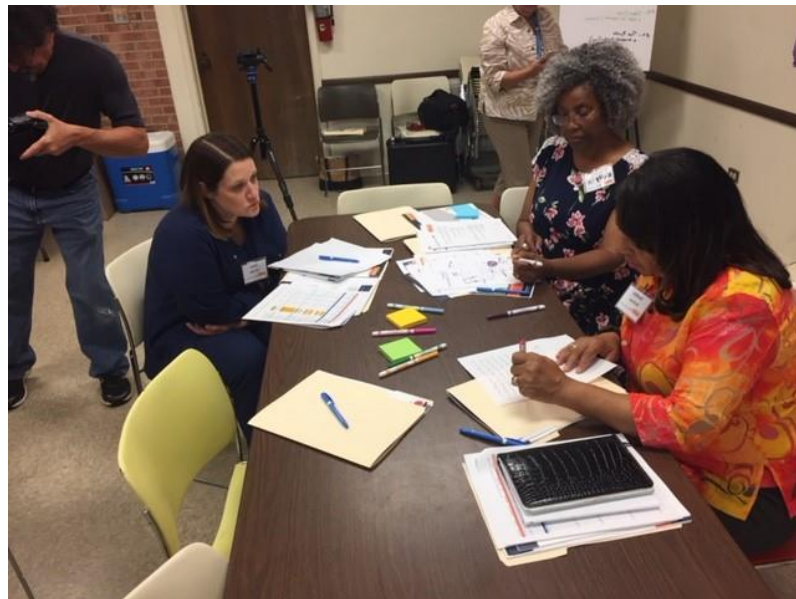


ACTIVITY: EXPLORE WHAT WORKS FOR HEALTH

HOW CAN YOU USE WHAT WORKS FOR HEALTH?

WAYS TO USE WWFH

- ▶ Learn about policies and programs
- ▶ Inventory current approaches
- ▶ Formulate an action strategy



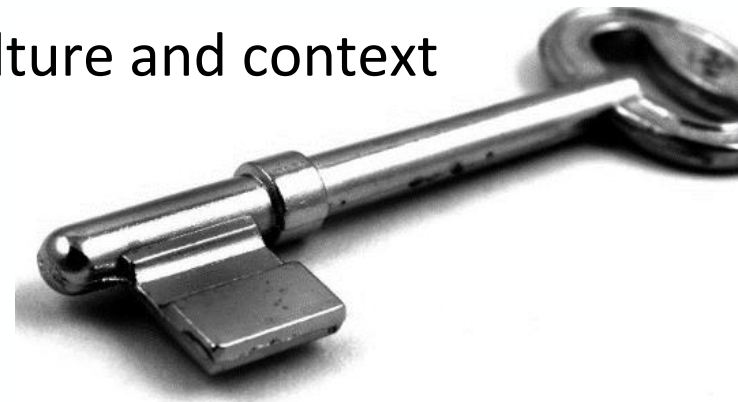
SELECTING A STRATEGY: EVIDENCE PLUS

- Does the strategy work in a way that matters to you?
 - ▶ Evidence ratings + expected beneficial outcomes
- Does the strategy make sense locally?
 - ▶ Evidence of effectiveness summary
 - ▶ Populations like yours? Communities like yours? Cost?
- How might the strategy affect gaps?
- What will it take to implement?



KEY TAKEAWAYS

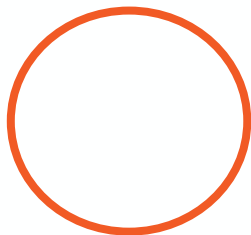
- ▶ Evidence is an important part of decision making (but not the only part)
- ▶ What Works for Health provides information about what works, what might work, and what doesn't work
- ▶ Connect the evidence with your local culture and context



TAKING THIS HOME



What three points do you want to remember?



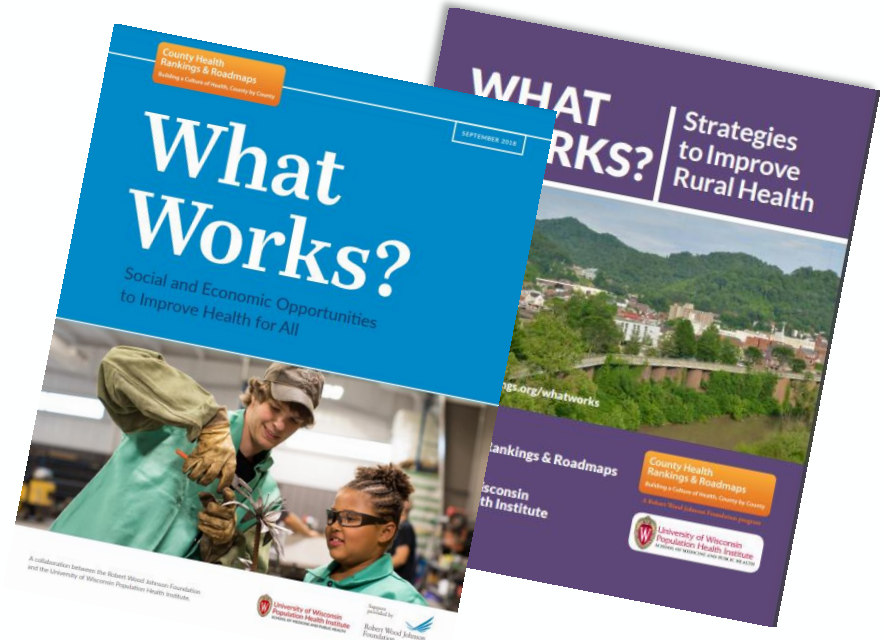
What's circling in your mind?



How does WWFH square with your work?

WHAT WORKS FOR HEALTH REPORTS

- ▶ **Social & Economic Report:** Features specific strategies that
 - Can improve social and economic opportunities and health for all.
 - Are likely to reduce unfair differences in health outcomes are emphasized.
- ▶ **Rural Report:** Highlights strategies that have been tested in rural communities are highlighted throughout the report.





Kansas City, MO 2015

QUESTIONS?

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- Sign up for our newsletter
CountyHealthRankings.org/subscribe



THANK YOU!

Visit us at www.countyhealthrankings.org