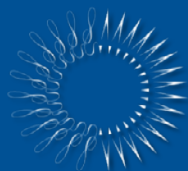


Discussion Hour: Harnessing the Power of the Evidence Base to Make Informed Decisions about Behavioral Health & Equity

Karen Lyons, MPA, The Pew Charitable Trusts
Jessica Rubenstein, MPA, MPH, County Health Rankings and Roadmaps

Monday, March 6
10:30-11:30
Esplanade 1



THE
PEW
CHARITABLE TRUSTS

MacArthur
Foundation

Results First Clearinghouse Database

Karen Lyons, Manager

klyons@pewtrusts.org

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



Jessica Rubenstein, MPA, MPH

What Works for Health Senior Evidence Analyst



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

Support
provided by



Robert Wood Johnson
Foundation



County Health Rankings & Roadmaps is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.



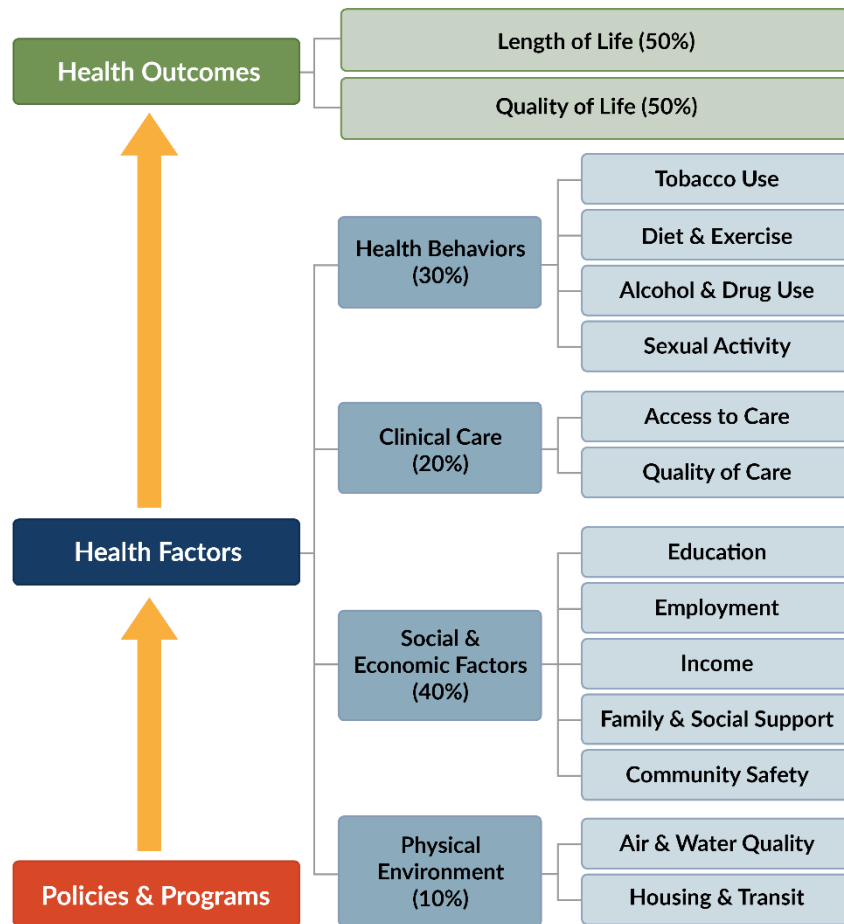
WHY WE DO WHAT WE DO

Improve Health Outcomes and Increase Health Equity

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

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HOW WE SUPPORT COMMUNITIES





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 👍

EVIDENCE MATTERS

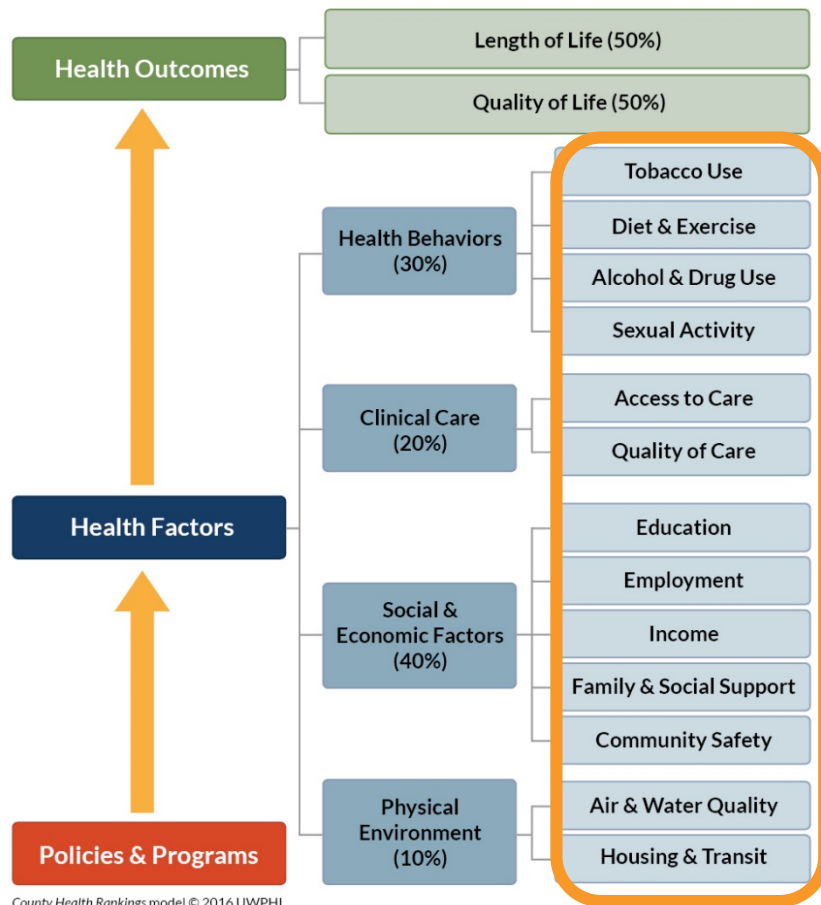
- ▶ Smart investments
- ▶ Inform decisions
- ▶ Inform innovation



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A MENU OF IDEAS

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

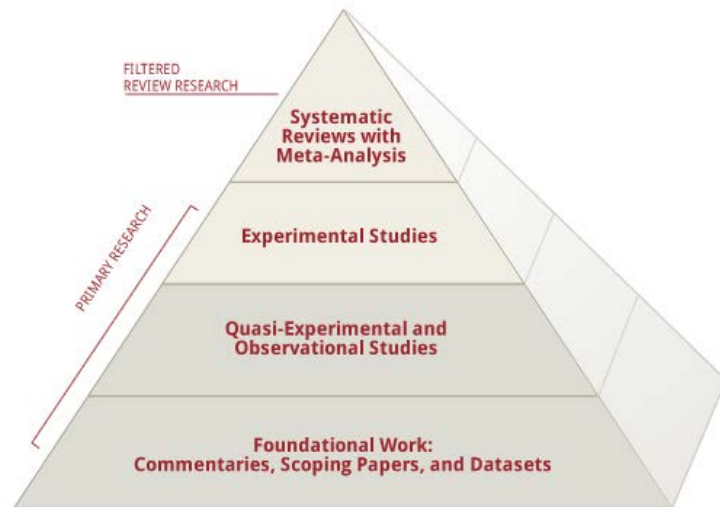


WWFH EVIDENCE OF EFFECTIVENESS RATINGS

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

ASSIGNING EVIDENCE RATINGS

- ▶ Key considerations
 - Type of studies
 - Quality of studies
 - Number of studies



Graphic: Public Health Law Research (PHLR)

For more information on how ratings are assigned, visit:

<http://www.countyhealthrankings.org/roadmaps/what-works-for-health/our-methods>

WHY DISPARITY RATINGS

► Health equity and disparities

“**Health equity** means that everyone has a fair and just opportunity to be healthy.”

“For the purposes of measurement, health equity means reducing and ultimately eliminating **disparities in health and its determinants** that adversely affect excluded or marginalized groups.”

EQUITY LENS: Which interventions can decrease disparities?

WWFH DISPARITY RATINGS

- ▶ **Likely to decrease disparities:** Strategies are likely to reduce differences in health-related outcomes (i.e., close a gap)
- ▶ **No impact on disparities likely:** Strategies generally benefit entire populations
- ▶ **Likely to increase disparities:** Strategies are likely to exacerbate differences

WWFH DISPARITY RATINGS

- ▶ We currently consider disparities among
 - Racial or ethnic groups
 - Socio-economic groups (high and low SES)
 - Geographic areas (urban, suburban and rural)

DISPARITY RATING KEY QUESTIONS

- ▶ What is known about a strategy's design and the population it targets?
- ▶ What is known about how a strategy is implemented?
 - Does it reach the targeted population?
 - Is there empirical evidence indicating implementation fidelity issues?
- ▶ Is there empirical evidence or prevailing expert opinion indicating differential effects, reach, or take-up across population groups?

RATING RELIABILITY AND VALIDITY

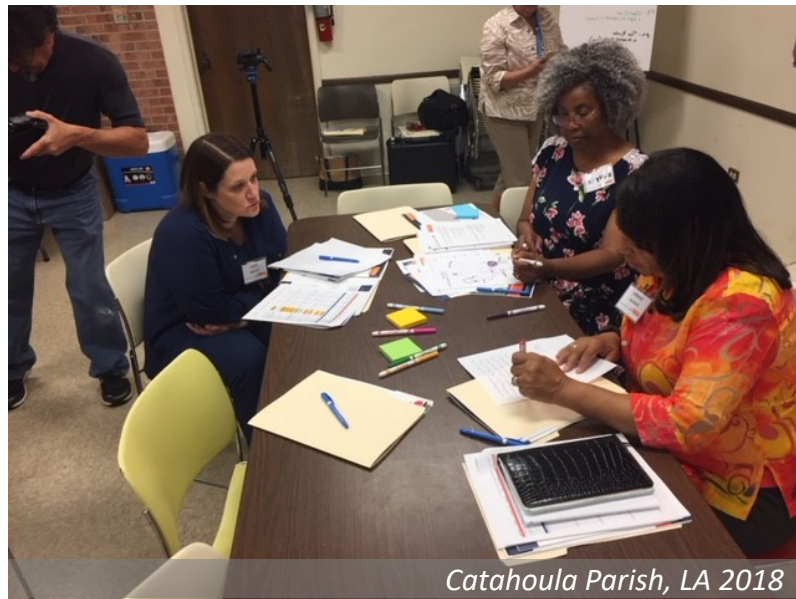
- ▶ Standard dual-analyst approach
- ▶ Full team discussion for complex entries
 - Maintain inter-rater reliability across content areas
- ▶ Feedback from external content experts
- ▶ Incorporate emerging empirical evidence as entries are revised

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

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

COMMUNITIES USE WWFH IN MANY WAYS

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



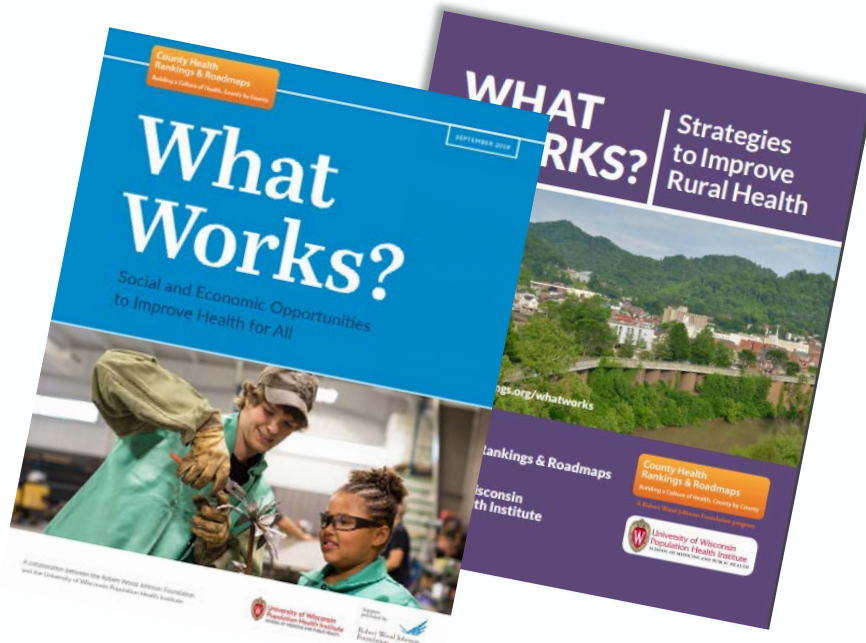
Catahoula Parish, LA 2018

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
- ▶ How might the strategy affect gaps?
- ▶ How do you know what it really takes to implement?

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
- ▶ **Rural Report:** Highlights strategies that have been tested in rural communities throughout the report



www.countyhealthrankings.org/whatworks

2018 STATE REPORTS

- ▶ Health equity
- ▶ Differences by place and race
- ▶ Call to action to create opportunity and health for all

Find your state's report at:

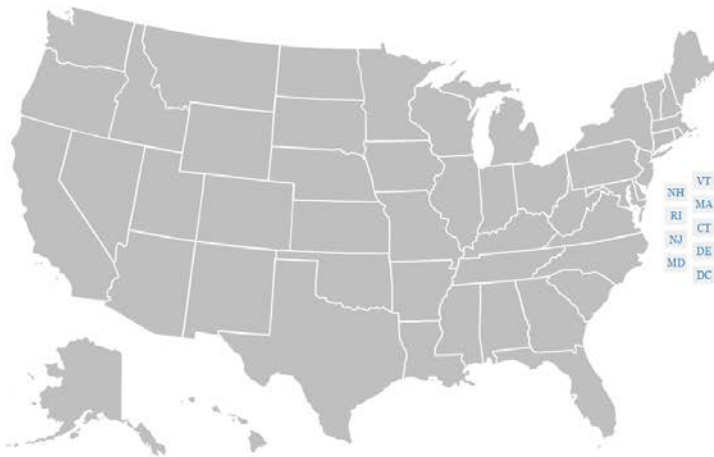
www.countyhealthrankings.org/state-reports



FINDING YOUR COUNTY'S DATA: SNAPSHOTS

How Healthy is Your Community?

The annual Rankings provide a revealing snapshot of how health is influenced by where we live, learn, work and play. They provide a starting point for change in communities. Choose a state from the map or search below to begin.



www.countyhealthrankings.org

Hillsborough (HB)

County Demographics +

Hillsborough County	Trend	Error Margin	Top U.S. Performers	Florida	Rank (of 67)
					25

Health Outcomes

Length of Life					17
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Premature death

6,900	6,700-7,000	5,300	6,800	32
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Quality of Life

Poor or fair health	19%	18-19%	12%	19%
Poor physical health days	3.9	3.8-4.0	3.0	3.8
Poor mental health days	4.0	3.9-4.1	3.1	3.8
Low birthweight	9%	9-9%	6%	9%

Additional Health Outcomes (not included in overall ranking) +

Health Factors

Health Behaviors

Adult smoking	17%	16-17%	14%	15%
Adult obesity	27%	25-30%	26%	26%
Food environment index	7.4	8.6	6.7	6.7
	23%	21-25%	20%	24%
				87%

TAKING ACTION TO IMPROVE HEALTH

► Action Center: How to take action

- Step-by-step guidance and tools
- Seven Action Steps
- Key Activities and suggested tools to guide your progress

www.countyhealthrankings.org/actioncenter

► Partner Center: Who to work with

- Why different sectors might care about creating healthy communities
- What they can do
- How to engage them

www.countyhealthrankings.org/partner

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
- ▶ More research and evaluation is needed on interventions that affect disparities





Brownsville, TX 2014

THANK YOU!

Visit us at www.countyhealthrankings.org



Kansas City, MO 2015

QUESTIONS?