INVESTING IN HEALTHY COMMUNITIES:
IDEAS TO ACTION FOR HEALTHY PEOPLE, PLACES, AND PLANET

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County Health Rankings & Roadmaps
Robert Wood Johnson Foundation Culture of Health Prize

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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.

www.countyhealthrankings.org
County Health Rankings & Roadmaps
Building a Culture of Health, County by County

Health Outcomes
- Length of Life (50%)
  - Tobacco Use
  - Diet & Exercise
  - Alcohol & Drug Use
  - Sexual Activity
- Quality of Life (50%)
  - Access to Care
  - Quality of Care

Health Factors
- Health Behaviors (30%)
- Clinical Care (20%)
- Social & Economic Factors (40%)
- Physical Environment (10%)
  - Education
  - Employment
  - Income
  - Family & Social Support
  - Community Safety
  - Air & Water Quality
  - Housing & Transit

Policies & Programs

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WWW.COUNTYHEALTHRANKINGS.ORG
# RURAL-URBAN DIFFERENCES

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition</th>
<th>Total Population</th>
<th>Number of Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large City</td>
<td>Central urban core counties within an MSA with more than 1 million people</td>
<td>96 m</td>
<td>68</td>
</tr>
<tr>
<td>Large Suburban</td>
<td>Non-central fringe counties within an MSA with more than 1 million people</td>
<td>77 m</td>
<td>368</td>
</tr>
<tr>
<td>Smaller City</td>
<td>Counties within an MSA with between 50,000 and 1 million people</td>
<td>94 m</td>
<td>731</td>
</tr>
<tr>
<td>Rural</td>
<td>Non-metropolitan rural counties with less than 50,000 people</td>
<td>46 m</td>
<td>1,974</td>
</tr>
</tbody>
</table>

Adapted from the National Center for Health Statistics’ urban-rural classification based on Metropolitan Statistical Area (MSA) designations.

### Premature Death Trends by Level of Urbanization

*Years of potential life lost under age 75 per 100,000 people*
WISCONSIN HAS SEEN HEALTH GAINS

Since the late 1990s Wisconsin’s premature death rates have improved by more than 16%

Death Trends by Level of Urbanization
Age-adjusted Mortality Rate (per 100,000)

But not everyone is sharing in these health gains
WISCONSIN GAPS IN OPPORTUNITIES TO BE HEALTHY

- **Large Central Metro (C)**
- **Large Suburban Metro (S)**
- **Smaller Metro (M)**
- **Rural (R)**

### Children in poverty
- **Best:** 5%
- **Worst:** 35%

### Some college
- **Best:** 78%
- **Worst:** 58%

### Unemployment
- **Best:** 4.5%
- **Worst:** 7.5%

### Severe housing problems
- **Best:** 13%
- **Worst:** 23%
WHAT IF?.....

How many people could live longer, healthier lives if everyone had the opportunities of those in the best performing counties of Wisconsin?

188,000 fewer adult smokers
96,000 fewer adults who are obese
139,000 fewer adults who drink excessively
99,000 more adults ages 25-44 with education beyond HS
41,000 fewer people who are unemployed
94,000 fewer children in poverty
88,000 fewer households with severe housing problems
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Work Together
- Evaluate Actions
- Assess Needs & Resources
- Focus on What’s Important
- Choose Effective Policies & Programs
- Communicate
- Act on What’s Important
- Community Members
- Public Health
- Business
- Educators
- Philanthropy & Investors
- Nonprofits
- Government
- Community Development
- Healthcare

[Diagram showing the cycle of actions and members involved in community development]

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**WHAT WORKS?**

**Strategies to Improve Rural Health**

**Federally qualified health centers** Increase support for non-profit health care organizations that receive federal funding and deliver comprehensive care to uninsured, underinsured, and vulnerable patients regardless of ability to pay.

**College access programs** Help underrepresented students prepare academically for college, complete applications, and enroll, especially first generation applicants and students from low income families.

**Vocational training for adults** Support acquisition of job-specific skills through education, certification programs, or on-the-job training.

**Low-income housing tax credits** Provide funding via tax credits at the state and local level to develop low-income rental housing.

**Housing rehabilitation loan & grant programs** Provide funding, primarily to low or median income families to repair, improve, or modernize dwellings and remove health or safety hazards.

www.countyhealthrankings.org/rural
WISCONSIN 2015 PRIZE WINNERS

MENOMINEE NATION WI

WAASWAAGANING ANISHINAABEG WI (LAC DU FLAMBEAU TRIBE)

2013 - 2016 Prize Winners
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