



Health Happens In Libraries

 Launching Community Conversations with
Local Health Data

June 11, 2015

Discover New Resources!



- 📍 **Library guides** with actions and reflection questions to support health-related services
- 📍 **Media kit** with Communications Guide and free Health Happens in Libraries image files
- 📍 **Profiles** of state and public libraries taking action on community health
- 📍 **Poster session** at ALA: Sun. 6/28 – 12:30 – 2 PM

<http://oc.lc/ehealth>

Today's Presenters



Kate Konkle
Community Coach,
County Health
Rankings & Roadmaps



Renée Masters
Information
Services/Outreach
Librarian, Buffalo &
Erie County Public
Library

**County Health
Rankings & Roadmaps**

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

COUNTY HEALTH RANKINGS & ROADMAPS 101



Kate Konkle
Community Coach

June 11, 2015

www.countyhealthrankings.org



Support
provided by

Robert Wood Johnson
Foundation



County Health Rankings & Roadmaps

Building a Culture of Health, County by County

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

www.countyhealthrankings.org

ACKNOWLEDGEMENTS

- ▶ Robert Wood Johnson Foundation
 - Including Jamie Bussel, Abbey Cofsky, Andrea Ducas, Michelle Larkin, Jim Marks, Joe Marx, Don Schwarz, Katie Wehr
- ▶ Wisconsin County Health Rankings & Roadmaps Team
 - Including Bridget Catlin, Julie Willems Van Dijk, Kitty Jerome, Carrie Carroll, Amanda Jovaag, Alison Bergum, Astra Iheukumere
- ▶ Our Partners
 - Including Active Living by Design, Burness, CDC, Dartmouth Institute, National Association of Counties, United Way Worldwide

OUTLINE

County Health Rankings & Roadmaps Program Overview

Explore the *Rankings* Data

Tools for Taking Action

Q & A

REFLECTION QUESTIONS

- ▶ Who else do you need to share this information with?
- ▶ What is one idea for action that you're taking from this webinar?
- ▶ What else do you need to know to take action/use this information?



County Health Rankings & Roadmaps

Building a Culture of Health, County by County

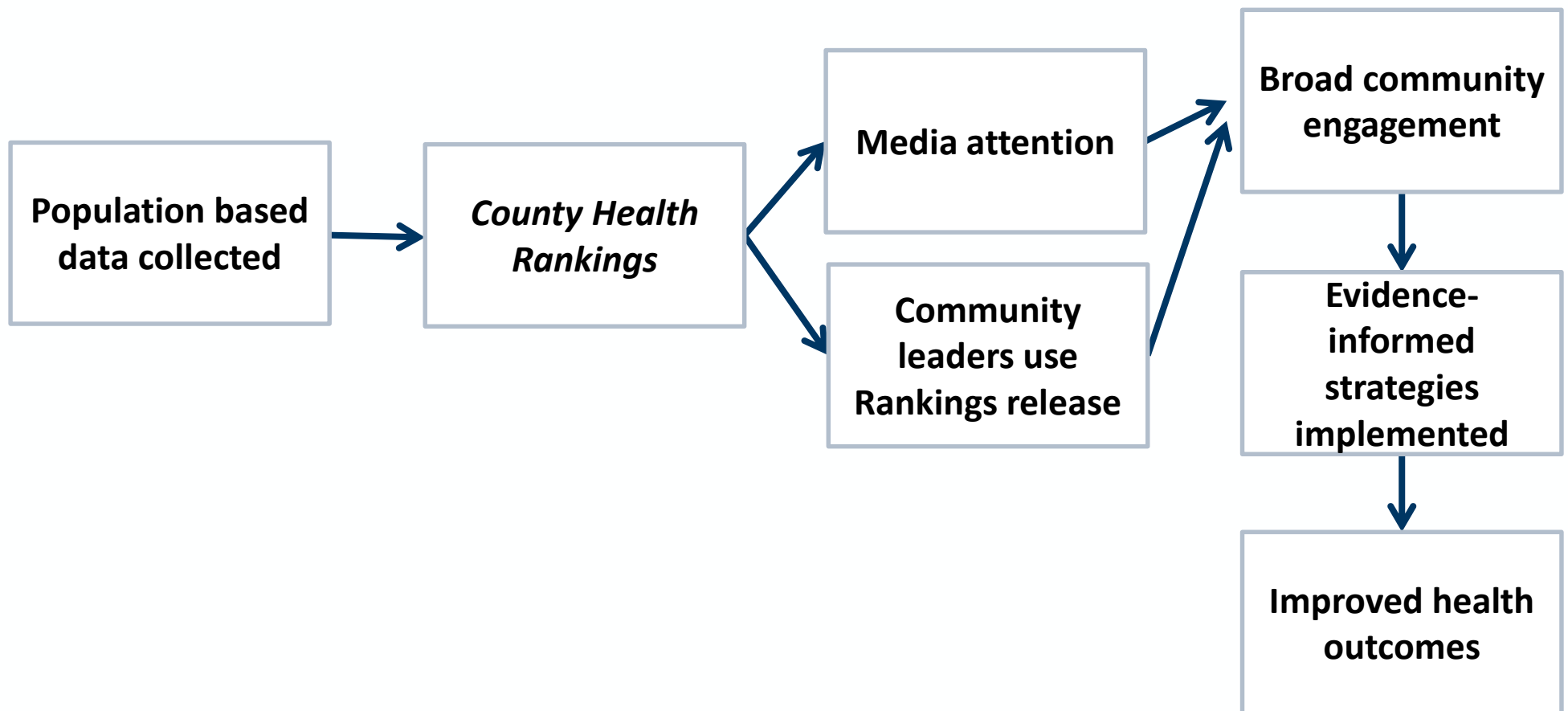
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GUIDING QUESTION

How can *County Health Rankings & Roadmaps* help us build a culture of health?

COUNTY HEALTH RANKINGS LOGIC MODEL



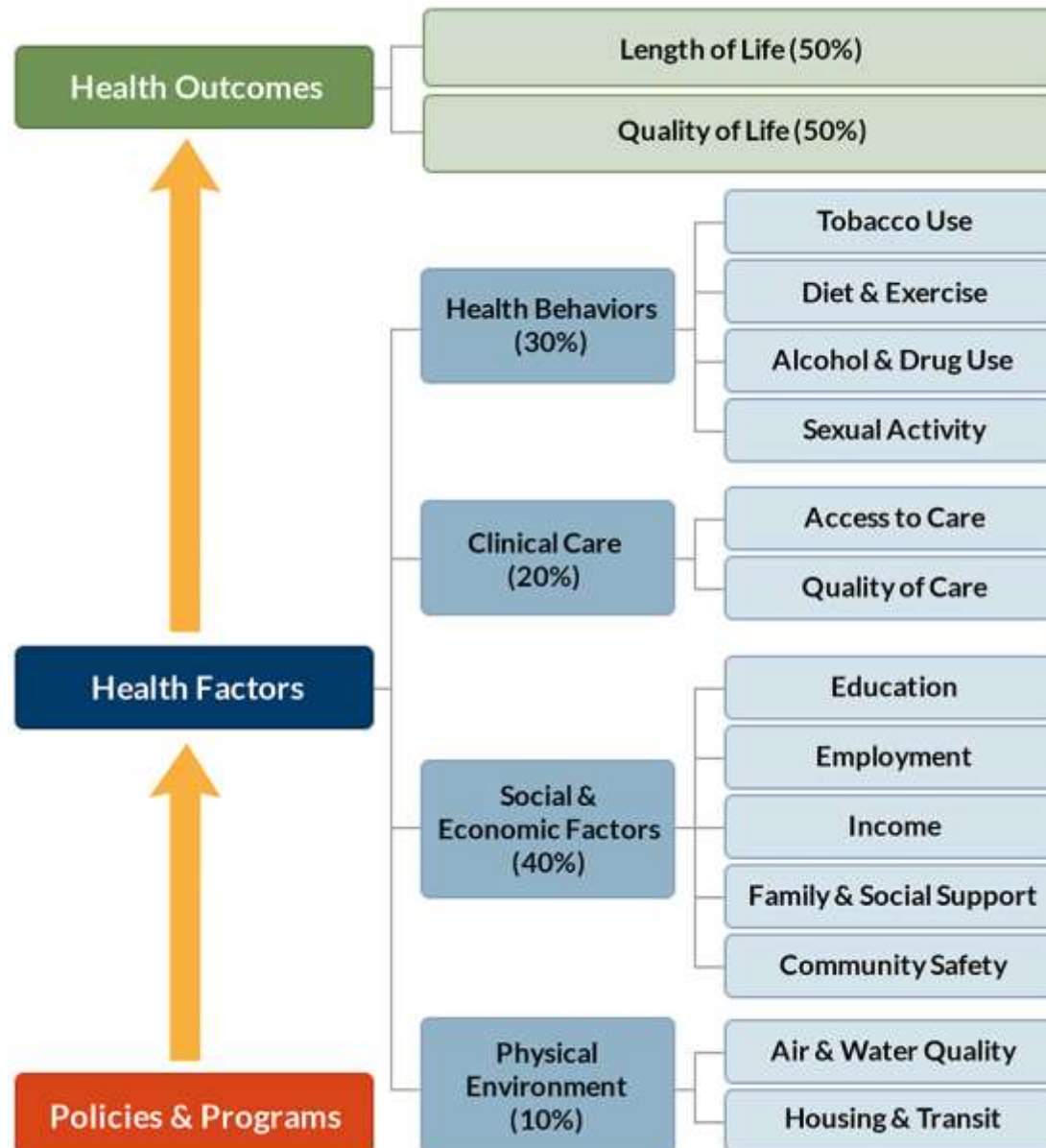
COUNTY HEALTH RANKINGS LOGIC MODEL



County Health Rankings & Roadmaps

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County Health Rankings & Roadmaps

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HEALTH RANKINGS ▾

ROADMAPS TO HEALTH ▾

RWJF CULTURE OF HEALTH PRIZE ▾

MORE ▾

Search



HOW HEALTHY IS YOUR COMMUNITY?

Search by county or select a state

SEARCH



See what affects health

Select a Measure ▾

Select your State ▾

GO

HOW CAN ROADMAPS TO HEALTH HELP YOU?



GET STEP-BY-STEP GUIDANCE FROM THE ACTION CENTER

RWJF CULTURE OF HEALTH PRIZE



LEARN MORE

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HOW HEALTHY IS YOUR COMMUNITY?

Search by county or select a state

SEARCH



See what affects health

Select a Measure

Select your State

GO

TOOLS & RESOURCES

WEBINARS

BLOG

Dane



ABOUT

FAQ



Search

Dane

SEARCH

4 results found matching "Dane"

Dane, WI: County Snapshot

Rankings Data · <http://dev.chr.forumone.com/app/wisconsin/2014/rankings/dane/county/outcomes/overall/snapshot>

Public-Private Partnerships: A Commitment to Improve Health

Public-private partnerships play a critical role in mobilizing community health through building, enhancing, and sustaining county policies and programs. During a panel discussion at the National Association of Counties (NACo) Roadmaps to Health...

Even When Your County is Healthy, a Check-Up Can Help

Dane County [1], Wisconsin is, for the most part, a pretty healthy place to live. I should know. I'm one of the developers of the /County Health Rankings/ [2]. The report - produced by the University of Wisconsin Population Health Institute and the...

Literacy Network Improves Adults' Health Care Knowledge in WI

Literacy skills are a key predictor of an individual's health status. After attending the 2009 Health Literacy Summit in Madison, WI, Literacy Network of Dane County [1] developed /English for Health/ [2], an award-winning program that helps adults...

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WISCONSIN 2015

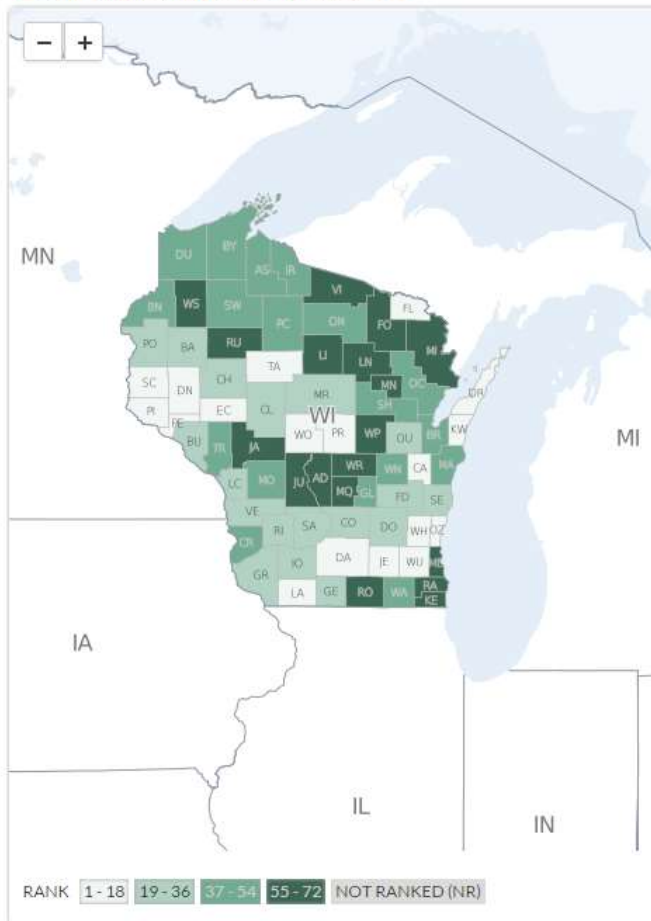
Tweet 0 +1 0 Like 0

Overview Rankings Measures Downloads Compare Counties

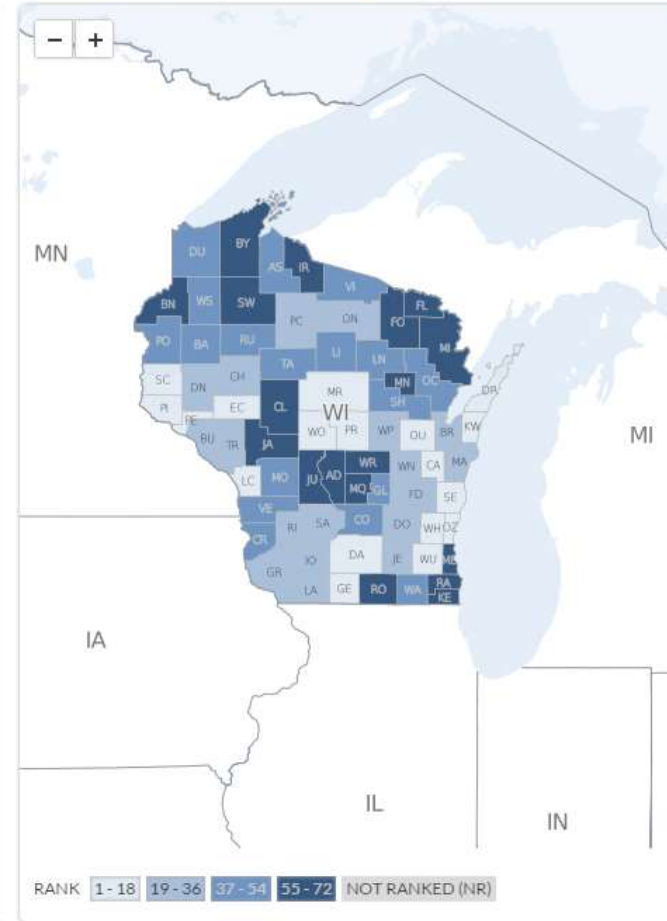
Select a county Print Help

Find out how healthy your county is and explore factors that drive your health

Overall Rankings in Health Outcomes



Overall Rankings in Health Factors



County Health Rankings & Roadmaps

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Overview **Rankings** Measures Downloads Compare Counties Print Help

[← Back To Map](#)

Select a Ranking:

HEALTH OUTCOMES

OVERALL RANK

Dane (DA) Areas to Explore ON OFF

County Snapshot | [Additional Measures](#)

Rank	County	Dane County	Trend	Error Margin	Top U.S. Performers*	Wisconsin	Rank (of 72)
1	Ozaukee (OZ)						
2	Pepin (PE)						
3	Calumet (CA)						
4	Florence (FL)						
5	Kewaunee (KW)						
6	Pierce (PI)						
7	Portage (PR)						
8	Door (DR)						
9	St. Croix (SC)						
10	Jefferson (JE)						
11	Taylor (TA)						
12	Washington (WH)						
13	Eau Claire (EC)						
14	Waukesha (WU)						
15	Dane (DA)						
16	Wood (WO)						
17	Dunn (DN)						
18	Lafayette (LA)						
19	La Crosse (LC)						
20	Grant (GR)						
21	Chippewa (CH)						

	Dane County	Trend	Error Margin	Top U.S. Performers*	Wisconsin	Rank (of 72)
Health Outcomes						15
Length of Life						10
Premature death	4,762		4,546-4,978	5,200	5,881	
Quality of Life						38
Poor or fair health	9%		7-11%	10%	12%	
Poor physical health days	3.1		2.6-3.6	2.5	3.2	
Poor mental health days	3.0		2.5-3.5	2.3	3.0	
Low birthweight	6.4%		6.1-6.6%	5.9%	7.0%	
Health Factors						2
Health Behaviors						1
Adult smoking	14%		11-17%	14%	18%	
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Alcohol-impaired driving deaths	43%			14%	39%	
Sexually transmitted infections	380			138	414	
Teen births	17		16-18	20	27	

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

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Dane (DA)

Areas to Explore ON OFF

County Snapshot | [Additional Measures](#)

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Measures

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Two Ranks

County Health Rankings & Roadmaps

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→ **County Data**

Dane (DA)

County Snapshot | [Additional Measures](#)

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→ Trend

Dane (DA)

County Snapshot | [Additional Measures](#)

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County Health Rankings & Roadmaps

Building a Culture of Health, County by County

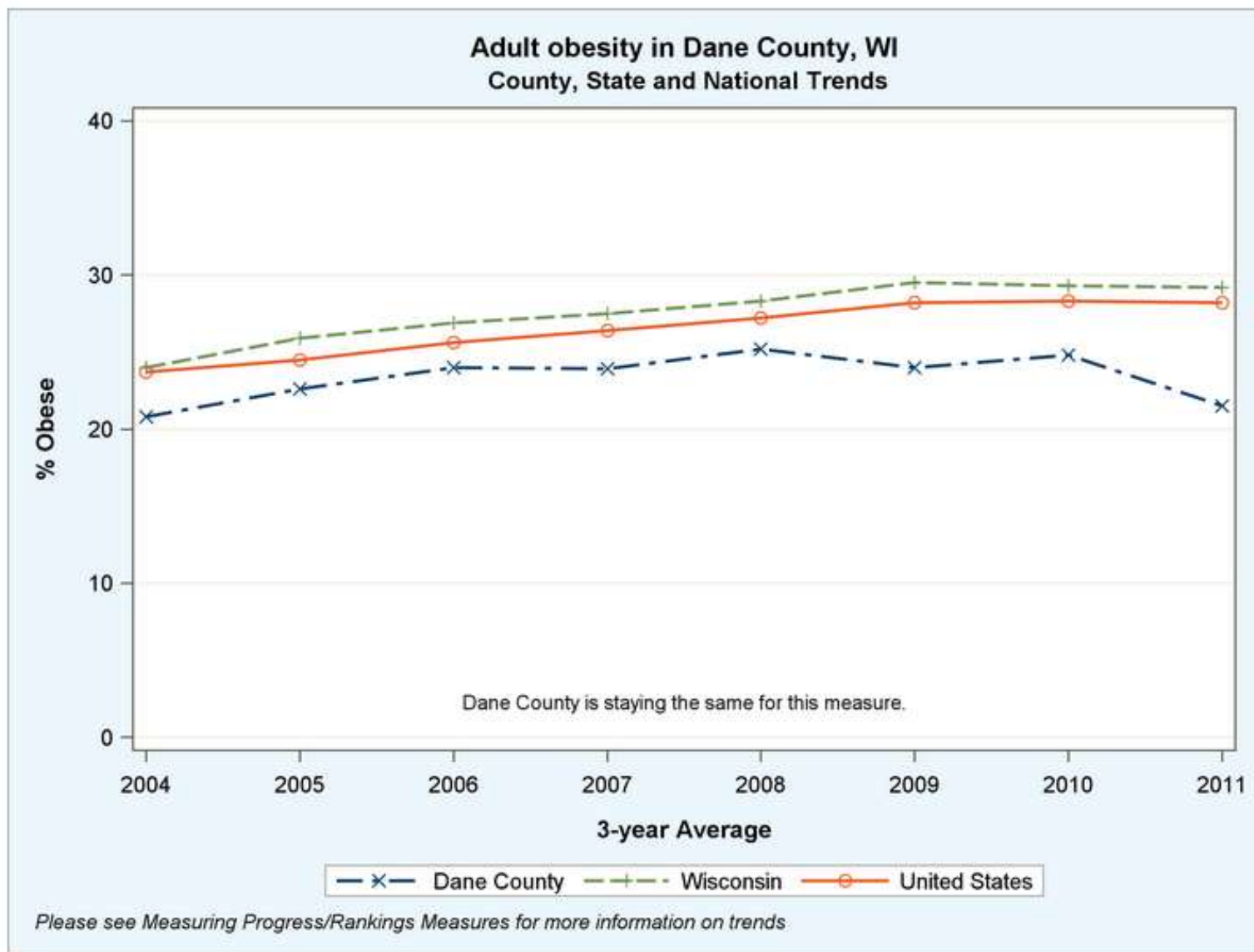
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Trend

Dane (D)

County Snaps

- Health Ou
- Length of
- Premature dea
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- Poor or fair hea
- Poor physical f
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- Health Fa
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- Adult smoking
- Adult obesity
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- Excessive drink
- Alcohol-impair
- Sexually transr
- Teen births



County Health Rankings & Roadmaps

Building a Culture of Health, County by County

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Dane (DA)

County Snapshot | [Additional Measures](#)

Areas to Explore ON OFF

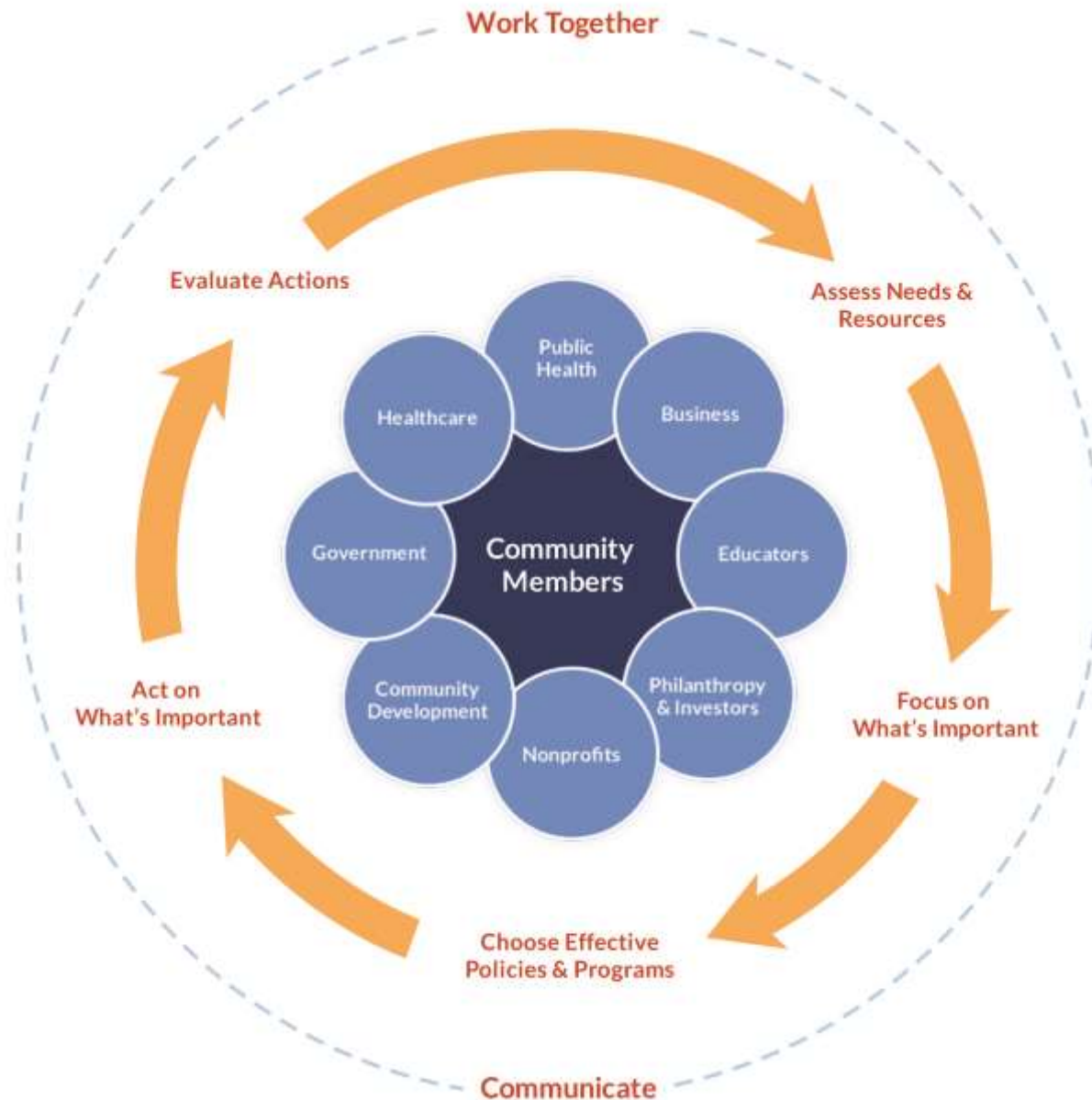
→ Areas to Explore

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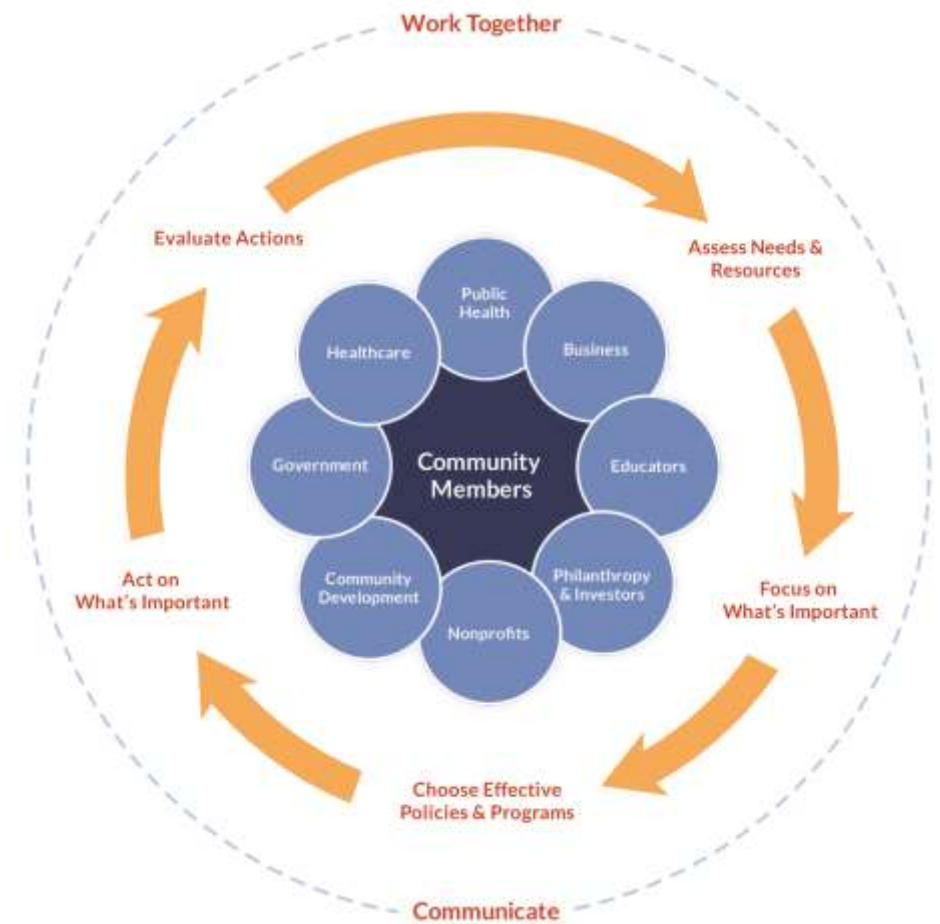
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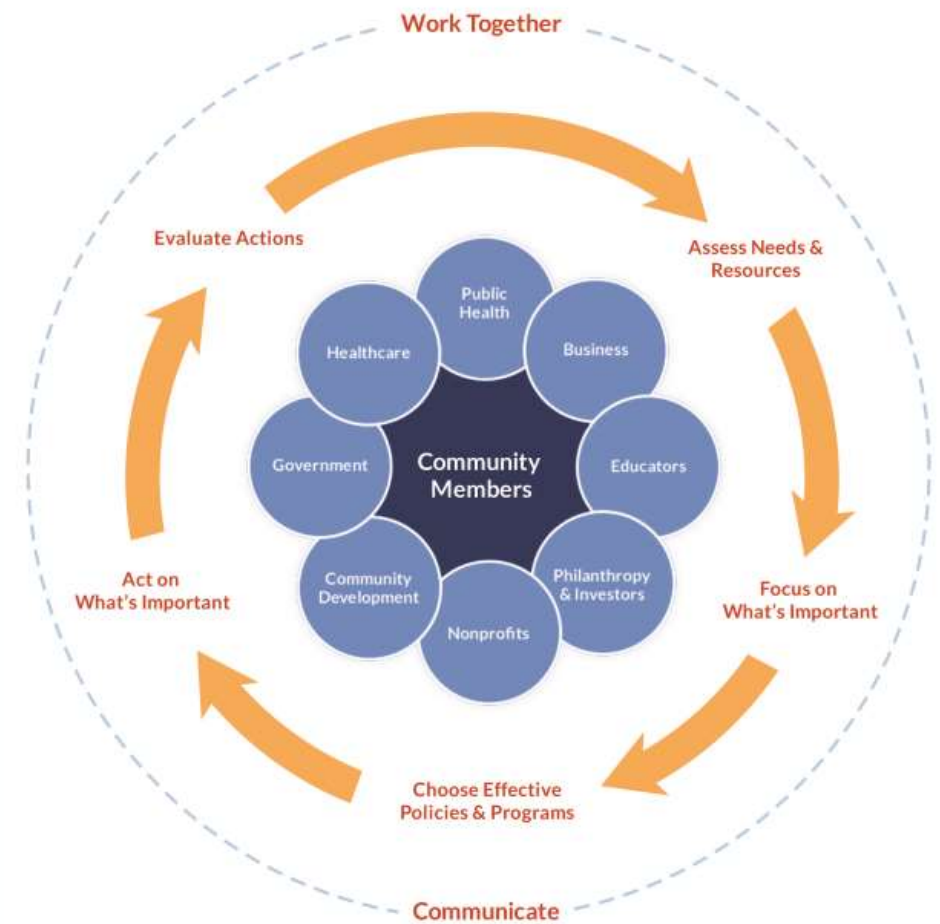


FOUNDATION OF ROADMAPS



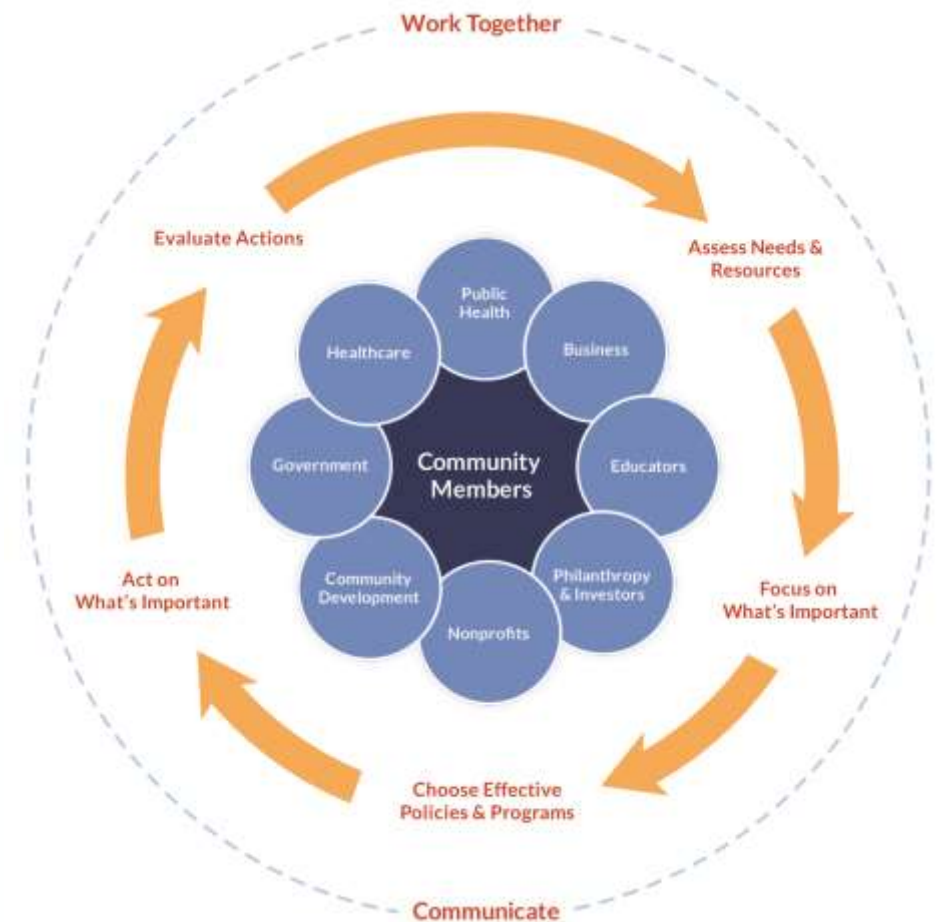
FOUNDATION OF ROADMAPS

- ▶ It takes everyone



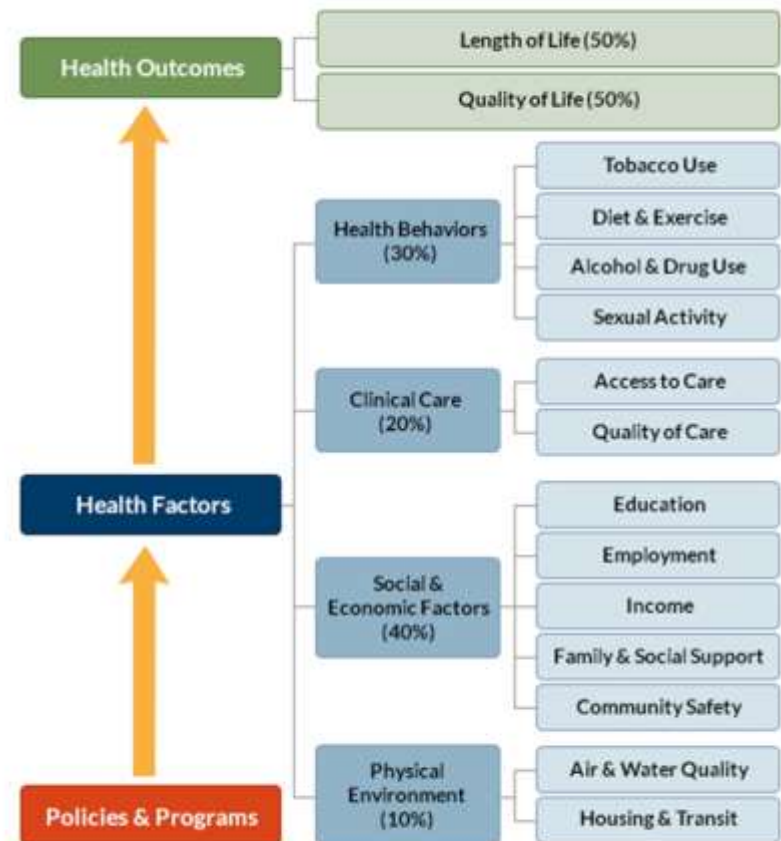
FOUNDATION OF ROADMAPS

- ▶ It takes everyone
- ▶ Move from data to evidence-informed action



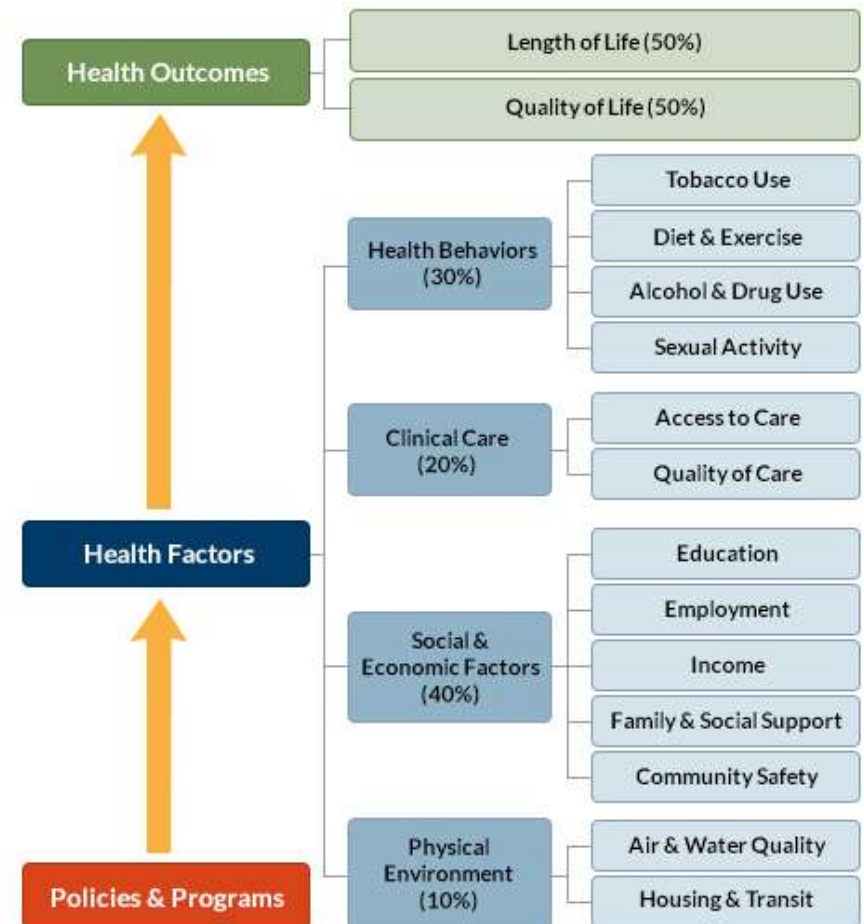
FOUNDATION OF ROADMAPS

- ▶ It takes everyone
- ▶ Move from data to evidence-informed action
- ▶ Focus across the health factors—including social and economic factors



FOUNDATION OF ROADMAPS

- ▶ It takes everyone
- ▶ Move from data to evidence-informed action
- ▶ Focus across the health factors—including social and economic factors
- ▶ Policy, systems, and environmental change



County Health Rankings & Roadmaps

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Ready to take action, but not sure what to do next?

[GET HELP](#)

- ### Action Steps
- [Work Together](#)
 - [Assess Needs & Resources](#)
 - [Focus On What's Important](#)
 - [Choose Effective Policies & Programs](#)
 - [Act on What's Important](#)
 - [Evaluate Actions](#)
 - [Communicate](#)

Action Center

Each step on the Action Cycle is a critical piece of making communities healthier. There is a guide for each step that describes key activities within each step and provides suggested tools, resources, and additional reading. You can start at Assess or enter the cycle at any step. Work Together and Communicate sit inside because they are needed throughout the Cycle.

At the core of the Action Cycle are people from all walks of life because we know we can make our communities healthier if we all get involved.

Select an Action Step or community member to learn more.

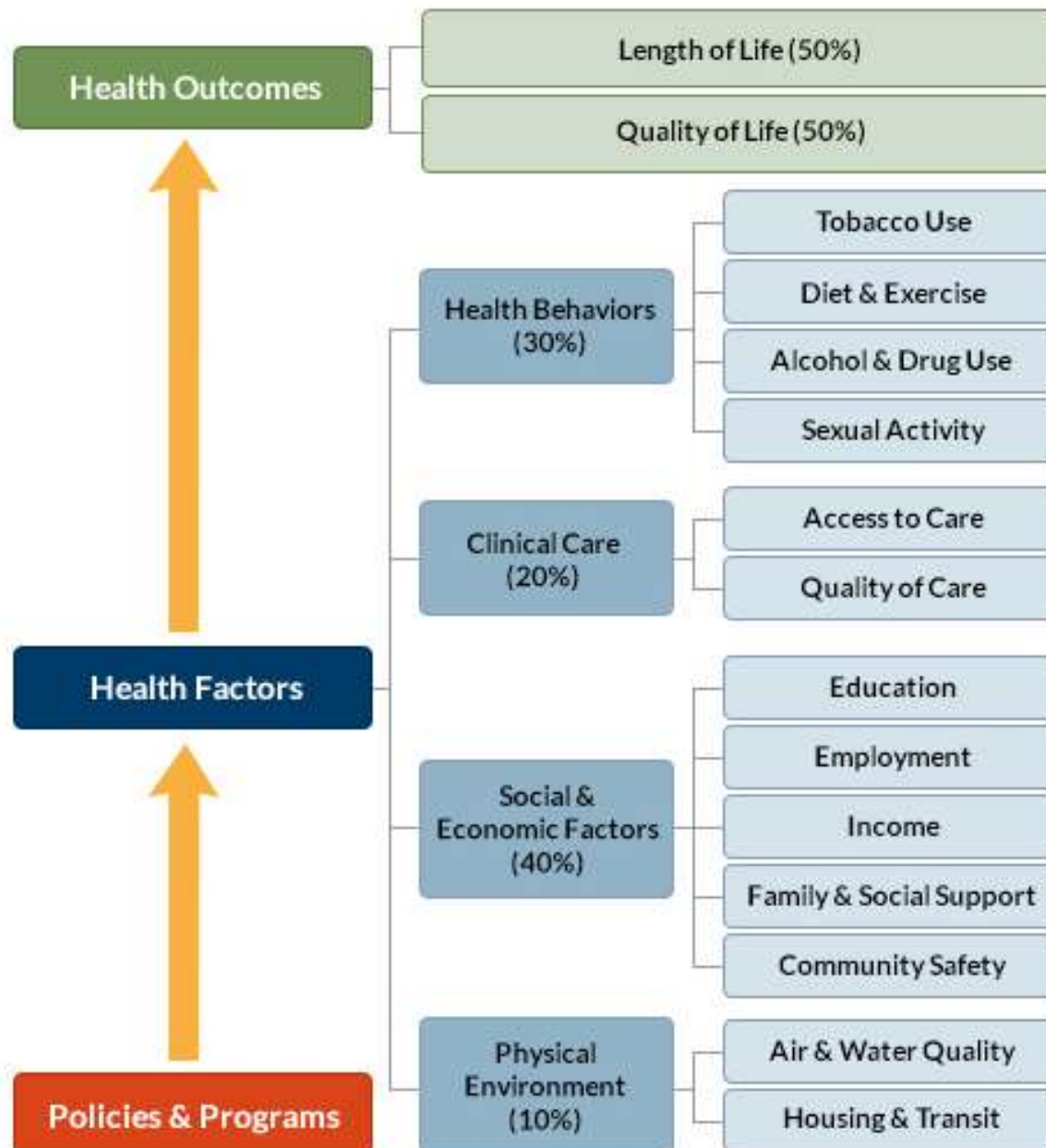


www.countyhealthrankings.org/roadmaps/action-center

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EVIDENCE MATTERS

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



WHAT WORKS FOR HEALTH

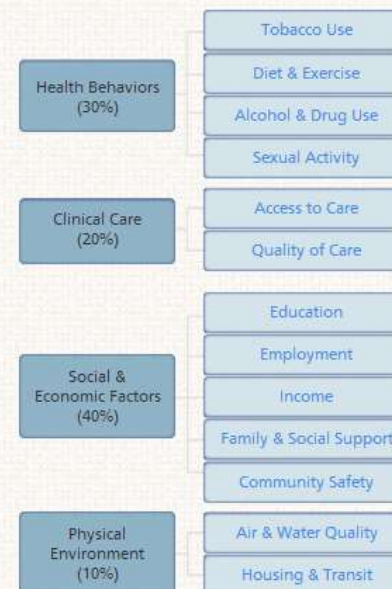
Find effective programs and policies at
www.countyhealthrankings.org/roadmaps/what-works-for-health

What Works for Health

What Works for Health provides communities with information to help select and implement evidence-informed policies, programs, and system changes that will improve the variety of factors we know affect health.

WANT TO LEARN MORE? - View our 4 minute [What Works for Health Tutorial](#).

To learn more about strategies that could work in your community, select a health factor of interest (the light blue boxes on the far right) in the model below.



County Health Rankings model ©2012 UWPHI

About

[The Team](#)

[Rankings Background](#)

[Selected Publications](#)

[Roadmaps to Health Coaching](#)

[Archive](#)

[For the Media](#)

[Contact](#)

Roadmaps to Health Coaching

Roadmaps to Health Coaching provides local leaders with direct support from community coaches to strengthen their capacity to advance efforts to build a Culture of Health in their communities. The *Roadmaps to Health Action Center* is an online platform with access to coaches which provides practical help for communities working collectively to improve their health. It provides guidance and tools to understand the data and strategies that communities can use to take action. Coaches bring expertise from a variety of disciplines—from public health to law to social work to urban planning to hospital community benefits—to support leaders in using Action Center tools and guidance to advance health.

Roadmaps to Health Coaching offers community leaders the opportunity to:

- Strengthen and/or rejuvenate multi-sector partnerships so they are better poised to advance work that builds a Culture of Health;
- Enhance community capacity in at least one area in the [Poised for Progress](#) tool (a self-assessment of the critical skills necessary to create health in communities);
- Build direction, alignment and commitment to implement and sustain specific strategies to enhance health outcomes; and
- Connect with other community leaders or national experts who are building a Culture of Health.

What is required to work with a community coach?

Community coaches work with anyone who requests assistance. The most common way coaches begin to work with community members is through a short-term interaction of one to three emails or telephone contacts to address a particular question or request to learn more about the *County Health Rankings* or the tools and guidance available in the *Roadmaps to Health Action Center*.



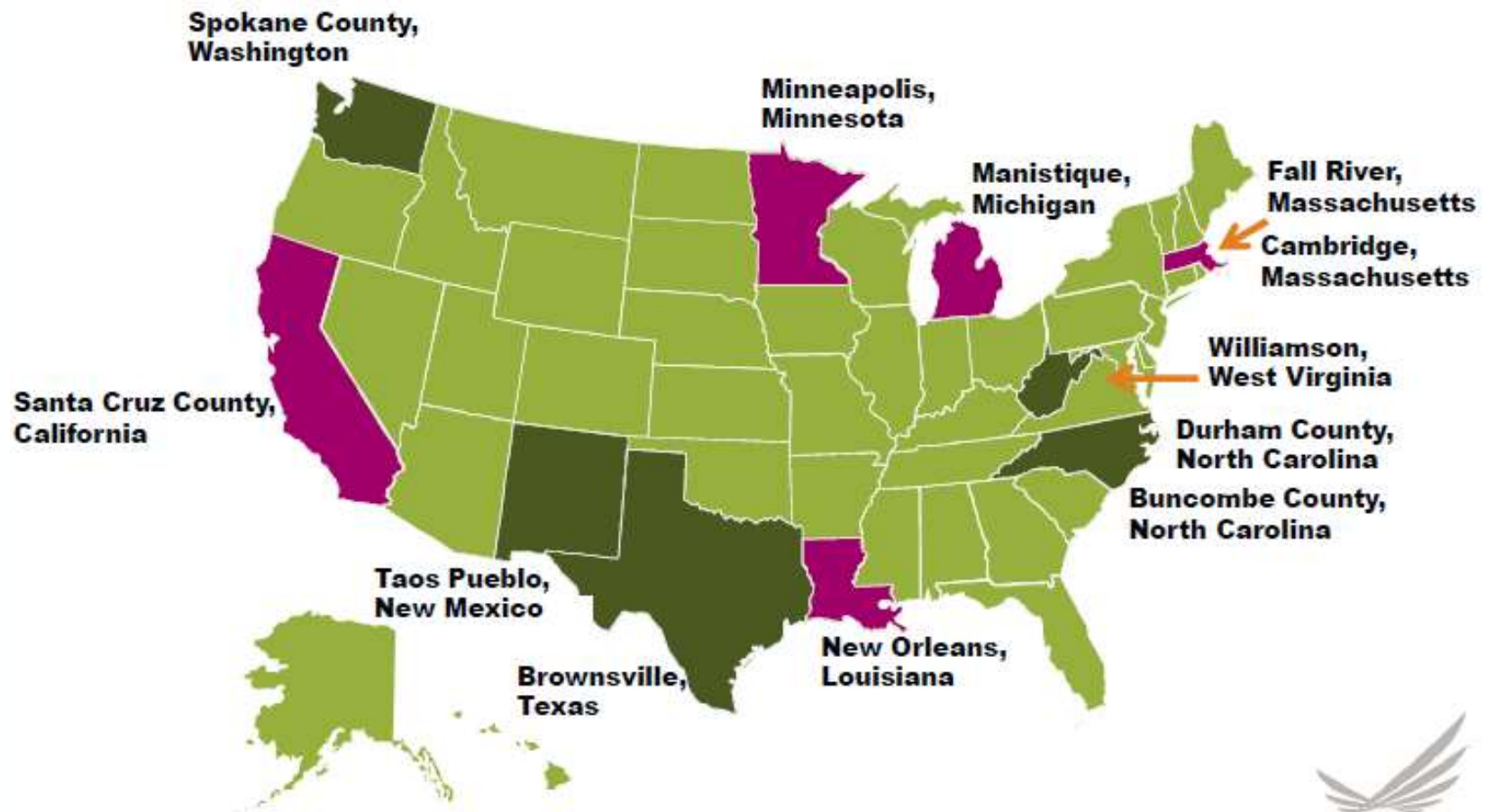
RWJF CULTURE OF HEALTH PRIZE

Meet the *RWJF Culture of Health Prize* Winners



- ▶ Defining health in the broadest possible terms.
- ▶ Committing to sustainable systems changes and policy-oriented long-term solutions.
- ▶ Cultivating a shared and deeply held belief in the importance of equal opportunity for health.
- ▶ Harnessing the collective power of leaders, partners, and community members.
- ▶ Securing and making the most of available resources.
- ▶ Measuring and sharing progress and results.

A NATION OF COMMUNITIES BUILDING A CULTURE OF HEALTH 2013 AND 2014 *RWJF CULTURE OF HEALTH PRIZE* WINNERS



SUMMARY

- ▶ Where we live matters to our health.
- ▶ There are great disparities in health based on where we live.
- ▶ Health is more than health care. Many factors contribute to health.
- ▶ We're all in this together. It takes all of us working together to improve the health of a community.
- ▶ You can find data and practical help at www.countyhealthrankings.org.



WEBINARS

Register for upcoming webinars and find recordings at
www.countyhealthrankings.org/webinars

STAYING CONNECTED

- ▶ Follow @CHRankings
- ▶ Like Facebook.com/
CountyHealthRankings
- ▶ e-Newsletter, email
chr@match.wisc.edu to
subscribe



REFLECTION QUESTIONS

- ▶ Who else do you need to share this information with?
- ▶ What is one idea for action that you're taking from this webinar?
- ▶ What else do you need to know to take action/use this information?



THANK YOU!

www.countyhealthrankings.org

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Health Happens In Libraries



Buffalo & Erie County Public
LIBRARY



Renée Masters, MLS
Outreach Librarian
Buffalo & Erie County Public Library

A LITTLE BIT ABOUT US



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

- 37 library locations throughout the county
- Serving a population of close to 1 million
- The city of Buffalo, 25 towns, 16 villages and 2 Indian reservations



WHERE WE STARTED

- Workshops promoting MedlinePlus
- Outreach at local health fairs
- Member of Western New York Library Resources Council Committee for Health Information Access (CHIA)
- Online subject guides on health topics
- Member of Erie County Caregivers Coalition

MOVING FORWARD USING RESEARCH

- Health needs in the community are not always self-evident. **Don't assume!**
- **Government, non-profit and philanthropic organizations** with an interest in health and or social welfare issues are great resources.
- **You don't have to be an expert** in statistics to find useful information about the health needs in your community.



WHERE WE LOOKED

- New York State Department of Health- Health Indicator Reports
- Statewide data to help identify broad areas of need

NEW YORK STATE

Services News Government Local

Department of Health
Information for a Healthy New York

You are Here: [Home Page](#) > [Community Health Assessment Clearinghouse](#) > [New York State Community Health Indicator Reports \(CHIRS\)](#)

New York State Community Health Indicator Reports (CHIRS)

New York State Community Health Indicator Reports (CHIRS) were developed in 2012, and annually updated to consolidate a in the County Health Assessment Indicators (CHAI) for all communities in New York. The CHIRS provide data for over 300 health indicators with links to trend graphs and maps.

- Health indicator data for all counties, regions and state by health topics
- Health indicator data by counties
- Data sources, methodology and data presentation

To obtain data for an individual health indicator for New York State and all counties and regions, click on a topic area.

Health Indicator Grouping	About the Indicators
Cancer Indicators	About Cancer Indicators
Cardiovascular Disease Indicators	About Cardiovascular Disease Indicators
Child and Adolescent Health Indicators	About Child and Adolescent Health Indicators
Cirrhosis/Diabetes Indicators	About Cirrhosis/Diabetes Indicators
Communicable Disease Indicators	About Communicable Disease Indicators
Family Planning/Natality Indicators	About Family Planning/Natality Indicators
HIV/AIDS and STDs Indicators	About HIV/AIDS and STDs Indicators
Injury Indicators	About Injury Indicators
Maternal and Infant Health Indicators	About Maternal and Infant Health Indicators
Obesity and Related Indicators	About Obesity and Related Indicators



ERIE COUNTY HEALTH DEPARTMENT- COMMUNITY HEALTH ASSESSMENT

- Narrowed the focus and identified needs at the local level



COUNTY OF ERIE
MARK C. BOLANDER
COUNTY EXECUTIVE
GALE R. BURSTEN, MD, MPH
COMMISSIONER OF HEALTH

Erie County New York Community Health Assessment 2014 – 2017



The mission of the Erie County Department of Health (ECDOH) is to promote and protect the health, safety, and well-being of Erie County residents through active prevention, education, enforcement, advocacy and partnerships.

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HEALTH PROVIDER SYSTEM COMMUNITY HEALTH NEEDS ASSESSMENTS



Community Health Needs Assessment
Community Service Plan
2014-2016

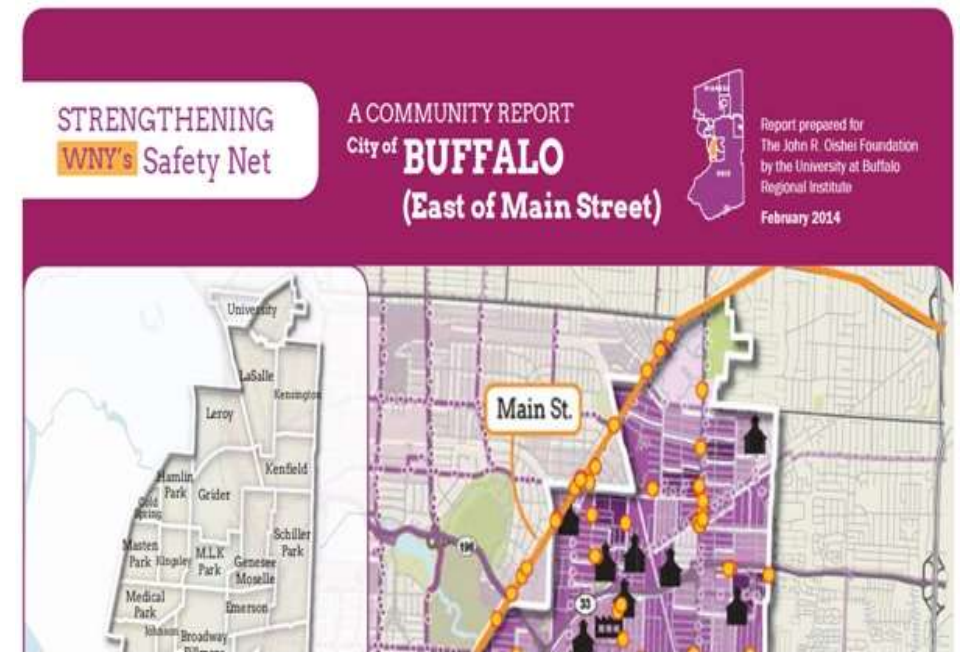
- Kaleida Health
- Catholic Health



HEALTH NEEDS AND BARRIERS GO BEYOND DISEASES, CONDITIONS AND HEALTHCARE PROVIDERS

- University at Buffalo
Regional Institute

Conducted a very useful study of the social safety net for communities across the region



WE DID OUR HOMEWORK, NOW WHAT?

A Women's Health Fair at the Central Library

Why a health fair?

- Women's issues figured prominently in the health assessments we consulted
- A health fair would bring many agencies under one roof and provide a great opportunity for networking and finding new partners
- A women's focus complemented and supported the library's March theme of Women's History



PLANNING THE EVENT

- Start with the end in mind
- Public libraries have been running successful events for decades.
- Reach out to colleagues and contacts in the community that you already have

ORGANIZE- PRIORITIZE



Dogbert, my internal guide



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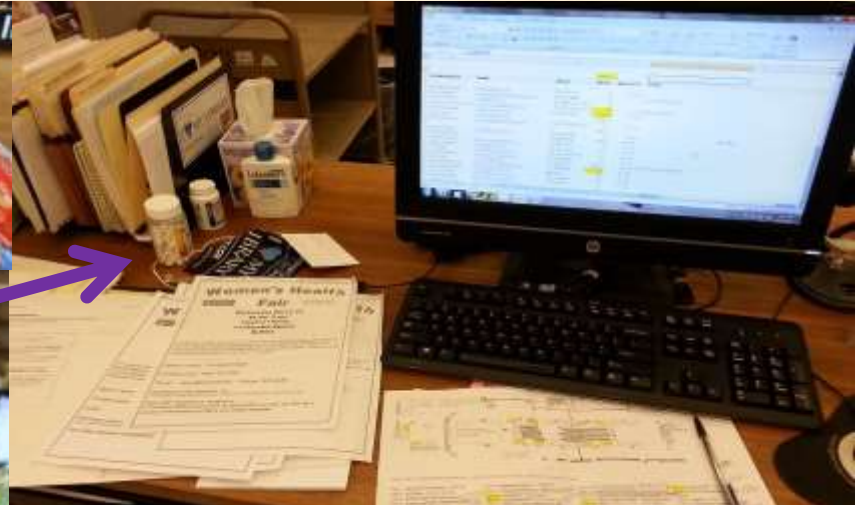


PREPARE



Take registrations, assign tables. Reserve rooms & equipment. Select, purchase and package prizes and refreshments. Create evaluation tools and promotional materials.

Note ample supply of Aspirin



Coordinate with Community Development, Maintenance, Information Services, Borrower Services and Security.

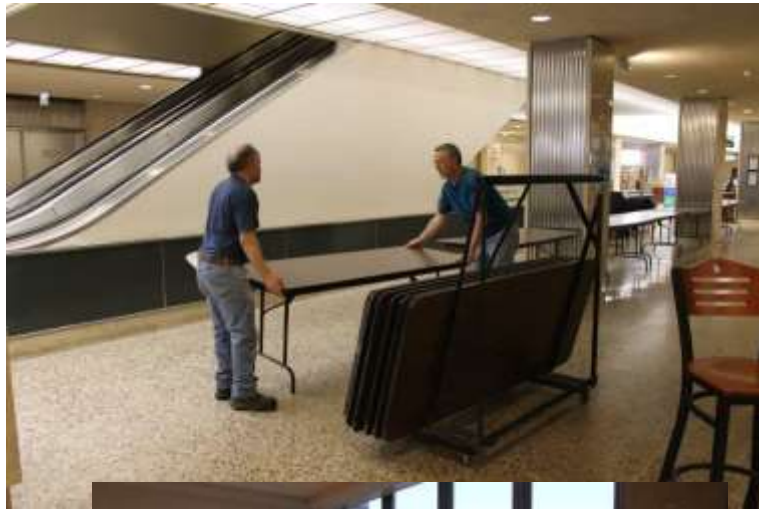


PUBLICIZE

**BUFFALO NEWS REFRESH AND REFRESH BLOG
“Central Library Women's Health Fair Wednesday
part of larger wellness effort”**



ALL HANDS ON DECK!



Move over a dozen bistro tables then set up 50 tables and hundreds of chairs on two floors? Make the magic happen in a couple short hours?! All in a day's work for Paul & Joe



Michael from IT sets up for the Health Information Challenge



WE'RE READY FOR YOU!



Welcome!



LET THE FAIR BEGIN!



FRIENDLY FACES EVERYWHERE



INTERACTIVE COMMONS

Have your blood pressure or bone density checked, learn about breast self-exam or have a chair massage.



MEANWHILE ON THE FIRST FLOOR

People asked a LOT of questions... even men!



There's how much sugar in that?



DON'T MISS THE RING OF KNOWLEDGE!

Chris makes sure everyone knows what's happening

Join us at the Ring of Knowledge for a Healthy Food Demonstration by Kathy Clayton from the Cornell Cooperative Extension of Erie County



HEALTHY FOOD DEMONSTRATION

Kathy Clayton, Nutrition Educator,
preparing Cowboy Black Bean Salsa



KEYNOTE AT NOON

Mary Travers Murphy, Executive Director of the Family Justice Center presenting
“ Is This an Unhealthy Relationship?”



DON'T FORGET THE TAI CHI

Demonstration by the Taoist Tai Chi Society is poetry in motion



TIME TO EVALUATE HEALTH FAIR BY THE NUMBERS

- 44 organizations participated
- 300 attended
- 40 bone density tests completed
- 12 prize-winners
- 38 attendees agreed to be contacted with information about future library health programs
- 40 attendees completed the Health Information Challenge
- 35 introduced to MedlinePlus for the first time
- 1 library employee learned her blood pressure is high and why that matters. She has since made an appointment with her doctor.
- 27 attendees spun the info wheel at the Planned Parenthood table
- 86% of organizations who returned evaluations met their outreach goal



WHAT WE HAVE LEARNED

- We've proven we can run a successful event
- Community organizations are eager to participate
- Many did not realize the library could host them but they do now!
- Connections beget connections.
- Get out into your community.
- Attend gatherings

CONVERSATIONS
for a Healthier Tomorrow
AN INDEPENDENT HEALTH EVENT



WHERE WE'RE GOING

- Family Dental Health Fair in August featuring the **Mobile Dental Unit** University at Buffalo School of Dental Medicine



And maybe the tooth fairy!





Q & A