

POPULATION HEALTH: COUNTY HEALTH RANKINGS & WHAT WORKS FOR HEALTH

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County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

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

www.countyhealthrankings.org

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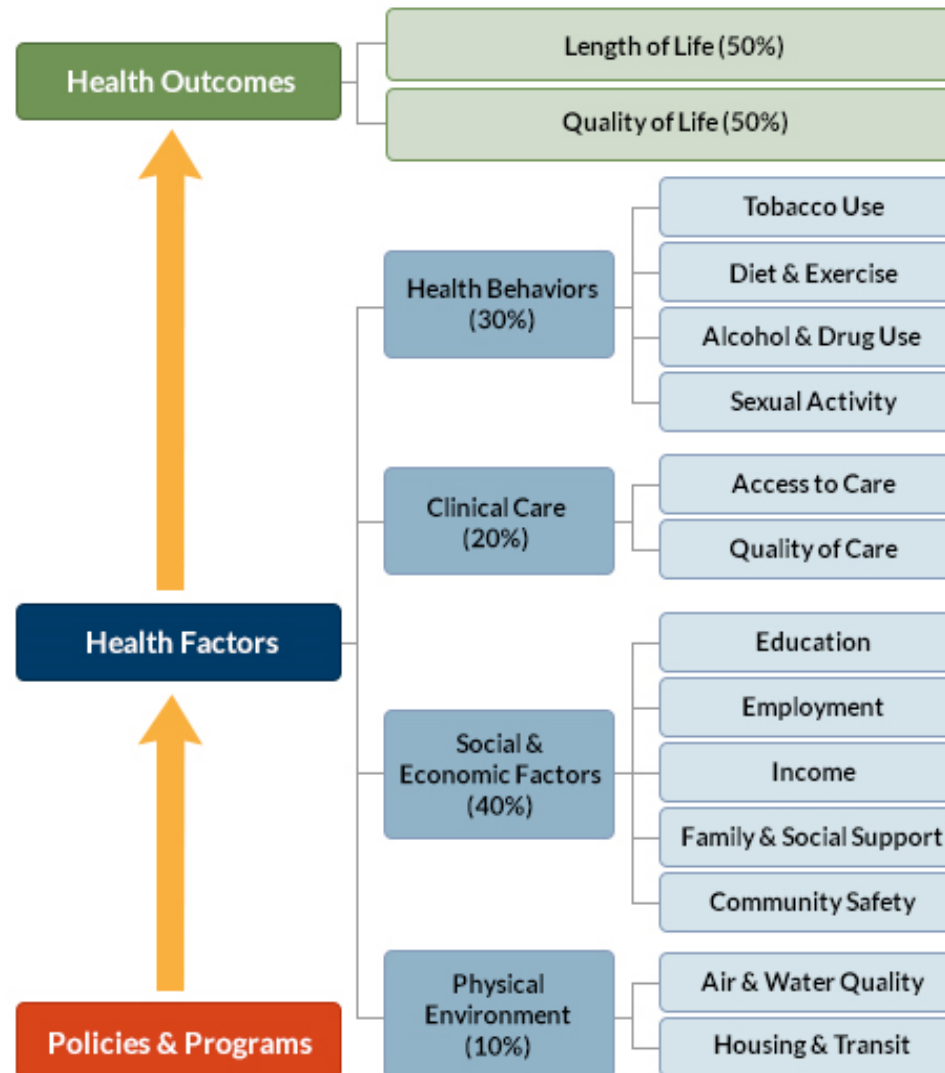
The screenshot shows the homepage of the County Health Rankings & Roadmaps website. At the top, there is a navigation bar with the site's name and tagline, a search bar, and links for 'Rankings', 'Roadmaps', 'TOOLS & RESOURCES', 'WEBINARS', 'BLOG', 'ABOUT', and 'FAQ'. Below the navigation bar is a large banner image of children running in a field, with the text: 'We're celebrating 5 years of working together to make our nation healthier. Learn what's new and join in!' and 'The County Health Rankings show how we're doing and where we can improve on health. The Roadmaps show what we can do to create healthier places to live, learn, work and play.' Below the banner are three columns of text: 'Explore Rankings' (Use the Rankings and data to understand what affects health in your area and where to focus.), 'Move Forward with Action' (Visit the Action Center and get guidance to help improve health in your community), and 'Read and Share Stories' (Learn from other communities and inspire others by sharing stories about your journey toward better health). Below these columns is a map of the United States with a text box that says 'Choose a state to begin' and a list of state abbreviations (VT, NH, ME, RI, CT, NY, NJ, PA, MD, DC). At the bottom, there are links for 'Our Approach', 'Ranking Methods', 'FIND YOUR COUNTY OR STATE' (with a search bar), 'Using the Rankings Data', and 'Download the Rankings Data'.

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Using What Works for Health

Our Ratings

Our Methods

Our Sources

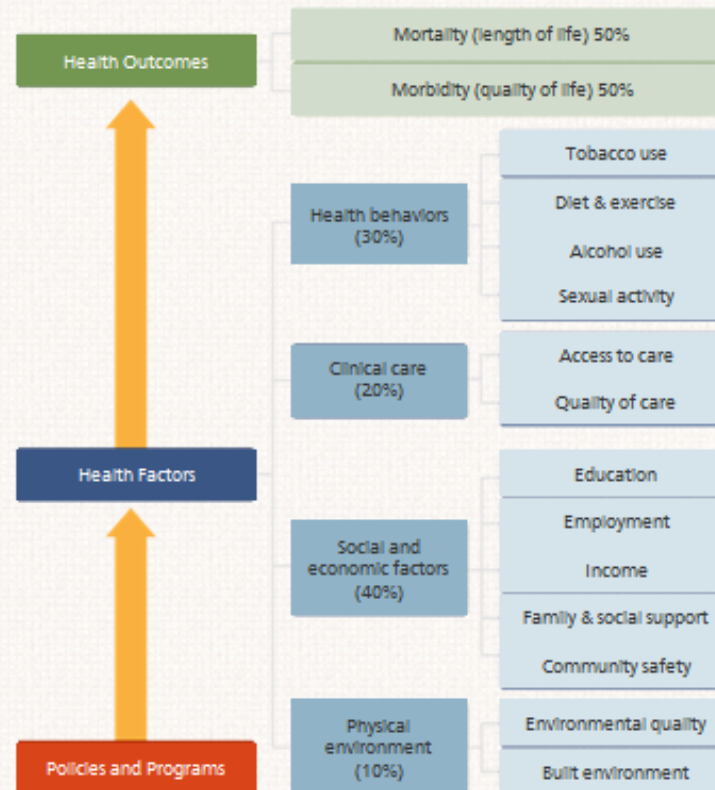
Choosing Your Strategy

BROWSE ALL POLICIES & PROGRAMS

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.

To learn more about potential strategies, select a factor such as tobacco use or education in the model below.



County Health Rankings model ©2012 UWPHI

www.countyhealthrankings.org/what-works-for-health

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- **Scientifically Supported:** Strategies with this rating are most likely to make a difference. These strategies have been tested in many robust studies with consistently positive results.
- **Some Evidence:** Strategies with this rating are likely to work, but further research is needed to confirm effects. These strategies have been tested more than once and results trend positive overall.
- **Expert Opinion:** Strategies with this rating are recommended by credible, impartial experts but have limited research documenting effects; further research, often with stronger designs, is needed to confirm effects.
- **Insufficient Evidence:** Strategies with this rating have limited research documenting effects. These strategies need further research, often with stronger designs, to confirm effects.
- **Mixed Evidence:** Strategies with this rating have been tested more than once and results are inconsistent or trend negative; further research is needed to confirm effects.
- **Evidence of Ineffectiveness:** Strategies with this rating are not good investments. These strategies have been tested in many robust studies with consistently negative and sometimes harmful results.

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[Using What Works for Health](#)

[Our Ratings](#)

[Our Methods](#)

[Our Sources](#)

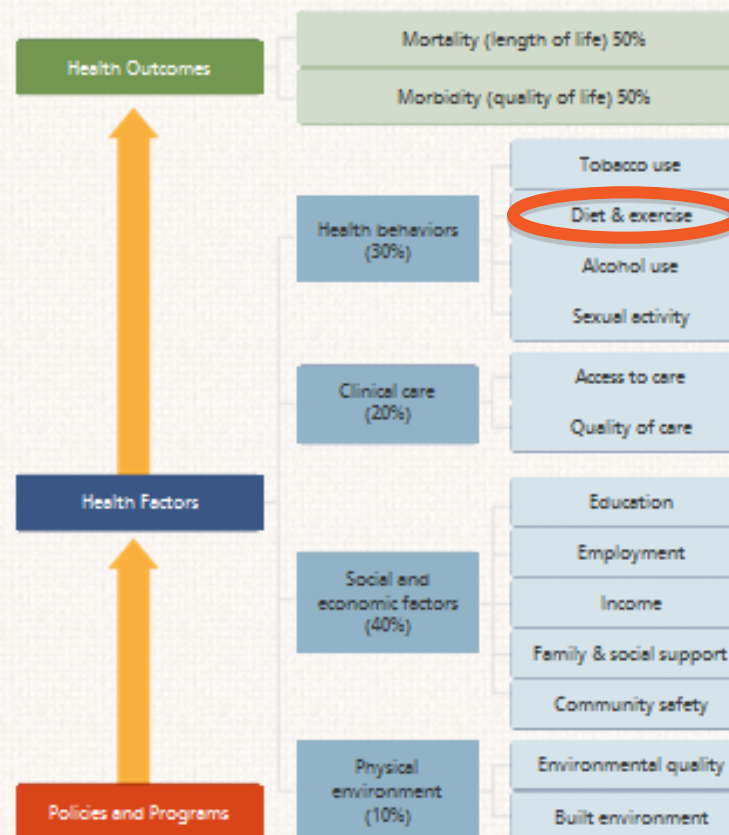
[Choosing Your Strategy](#)

[BROWSE ALL POLICIES & PROGRAMS](#)

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.

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 UWPH

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Home » Roadmaps » What Can I Do? » What Works for Health » [all items] » Diet and Exercise



Keyword Search

GO

Health Factors

Health Behaviors

(-) Diet and Exercise

Social and Economic Factors

Family and Social Support (1)

Decision Makers

Community Leaders (16)

Healthcare Professionals and Advocates (12)

Public Health Professionals and Advocates (8)

Government Officials (26)

Employers and Businesses (15)

40 Policies & Programs, filtered by Diet and Exercise.

Policies and programs that can improve health

Activity programs for older adults

Diet and Exercise, Family and Social Support

Scientifically Supported

Programs for older adults offer educational, social, or physical activities in group settings that encourage personal interactions, regular...

Breastfeeding promotion programs

Diet and Exercise

Scientifically Supported

Breastfeeding promotion programs aim to increase breastfeeding initiation, exclusive breastfeeding, and duration of breastfeeding.

Competitive pricing in schools

Diet and Exercise

Scientifically Supported

Competitive pricing assigns higher costs to non-nutritious foods and lower costs to nutritious foods. Competitive pricing can be implemented in...

Enhance/expand school-based physical education

Competitive Pricing In Schools

Evidence Rating



Scientifically Supported

Health Factors

Diet and Exercise

Decision Makers

Educators

Competitive pricing assigns higher costs to non-nutritious foods and lower costs to nutritious foods. Competitive pricing can be implemented in various settings, including schools.

Expected Beneficial Outcomes

- Increased sales of healthy foods
- Increased healthy food consumption

Evidence of Effectiveness

There is strong evidence that competitive pricing increases sales of low fat foods, fruit, vegetables, and water (Fox 2005a, French 2001, Jaime 2009, Kim 2006, Kocken 2012, An 2012). Price discounts for healthier foods have also been shown to increase healthier food consumption (An 2012).

Pricing affects individual behavior—adults and teenagers have been shown to purchase items that are lower in cost, whether they are healthy or unhealthy (French 2001). Reductions in the price of low fat snacks, fruit, and vegetables increase sales of those products (Fox 2005a, Jaime 2009, Kim 2006, Kocken 2012, An 2012). Preliminary evidence from price discount interventions suggests that the demand for healthy foods such as fruits and low-fat snacks are price elastic, which means a 1% price decrease is associated with more than a 1% increase in quantity demanded (An 2012).

Lowering the price of healthy foods or raising the price of unhealthy foods has not been shown to significantly decrease school revenue (Fox 2009, Kim 2006). Reducing the price, increasing the availability of healthier food and beverage choices in school vending machines, and labeling them clearly increases

	Obesity
Individual	Weight reduction Exercise programs
Family/Interpersonal	Family nutrition classes Active family challenge
Institutional	Healthy nutritional choices Competitive pricing Physical education in school Point of decision prompts
Community	Bike and walking trails Parks Community Gardens Safe Routes to School
Policy	Community development financing for healthy food outlets

DISCUSSION

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