Data Innovation Project
Featured Data Source: *County Health Rankings and Roadmaps*

What is the source?

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

www.CountyHealthRankings.org

Where does the data come from?

There are multiple sources of data visualized and provided on this website, including national and state-specific data sources. A full list of data sources is available on the website.

Why use it?

If you are working on your organization's logic model or exploring how you will measure your organization's impact, you may want to use this data to monitor measures related to your long-term outcomes. For example, if your organization focuses on reducing the number of food insecure families in Oxford County, you can look at the "food environment index" for rankings by county. Or, if you are applying for grant funding, the rankings website can strengthen the application by providing justification for your program — the rankings can show where the greatest need is or provide a platform for starting a discussion about social determinants of health (i.e. the conditions in which people are born, grow, live, work, and age).

Why are we featuring this source?

Data within the *County Health Rankings* section of the website are visualized and provided in an easy to digest format. Users can easily compare states and counties, which can be useful when providing context about a problem or solution, exploring trends, or identifying root causes of health issues.

Additionally, the *Roadmaps to Health* section of the website provides a useful framework and resources related to the seven action steps for organizations to improve health in their community. These steps are accompanied by tools, strategies, and partner guides.
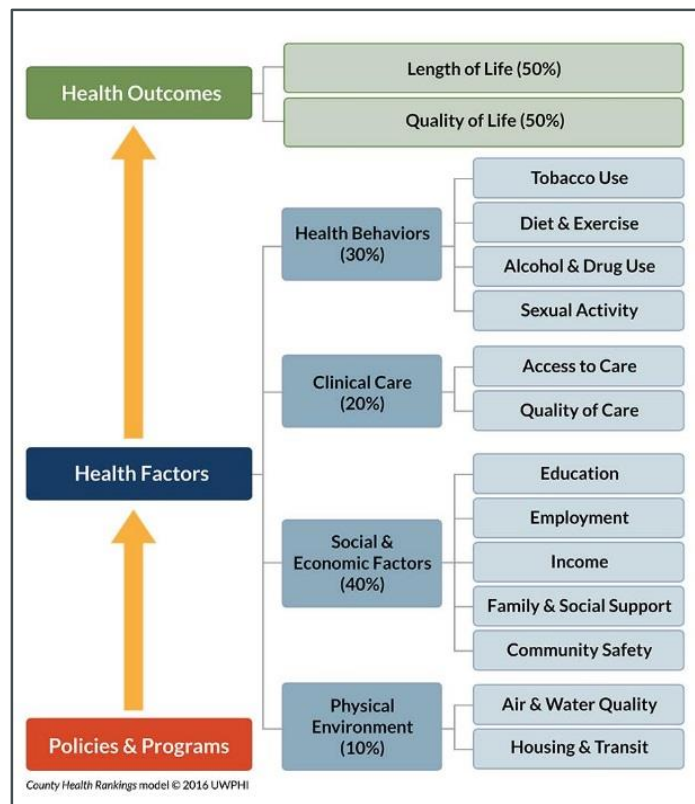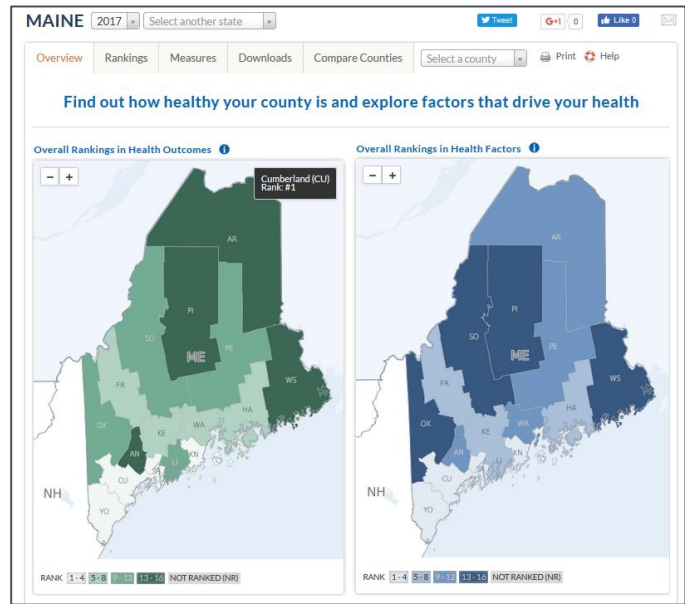
Figure 1. County Health Rankings Model

County Health Rankings model © 2016 UWPHI

Key Features of Website

Overview: View of overall rankings in health outcomes and health factors (Figure 2).
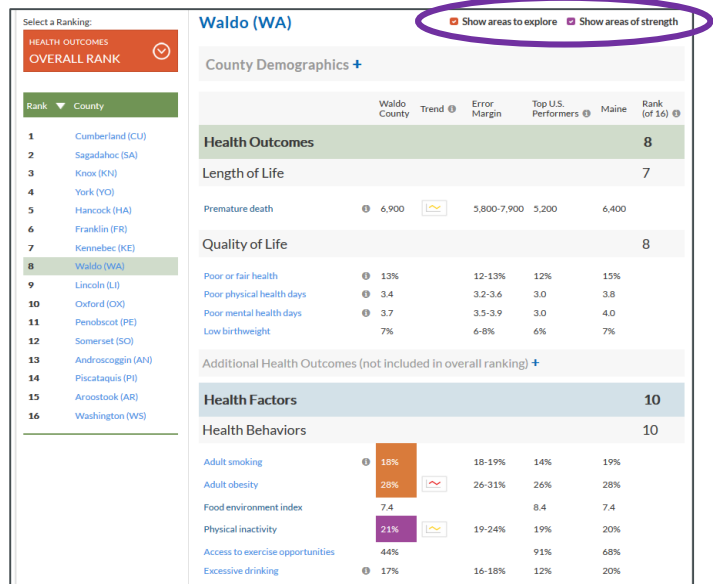
Rankings: Counties can be ranked by numerous measures. Areas to explore and areas of strength can be highlighted by selecting the boxes circled in Figure 3.

Measures: Allows users to dig into the health outcomes and factors data (see Figure 1 on other side for examples of data categories). Data can be viewed as maps or tables. Descriptions and data sources are also provided.

Downloads: Summary reports, data, and maps can be downloaded.

Compare Counties: Data table where county data can be compared side by side. This may be useful when comparing rural counties in Maine to rural areas in different states.

Figure 2. Overview Maps

Figure 3. Example of Ranking Data

Explore the Data!

Now you try! Answer these three questions as a way to get familiar with the site and to help you think about what questions you might ask.

1. **Which Maine county has the highest percentage of low birth weight babies?**
   (hint: this is a health outcome)
2. **Which Maine county has the highest percent of workers who drive alone to work?**
   (hint: this is a health factor)
3. **Is the adult smoking rate higher in Anchorage County, AK or Cumberland County, ME?**
   (hint: use the "Compare Counties" tab)

CONTACT US

For more information about this resource or other helpful data resources, please contact:
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