



County Health Rankings & Roadmaps

A Healthier Nation, County by County

2013 *Rankings* **Wisconsin**



Introduction

Where we live matters to our health. The health of a community depends on many different factors, including the environment, education and jobs, access to and quality of healthcare, and individual behaviors. We can improve a community's health by implementing effective policies and programs. For example, people who live in communities with smoke-free laws are less likely to smoke or to be exposed to second-hand smoke, which reduces lung cancer risk. In addition, people who live in communities with safe and accessible park and recreation space are more likely to exercise, which reduces heart disease risk.

However, health varies greatly across communities, with some places being much healthier than others. And, until now, there has been no standard method to illustrate what we know about what makes people sick or healthy or a central resource to identify what we can do to create healthier places to live, learn, work and play.

We know that much of what influences our health happens outside of the doctor's office – in our schools, workplaces and neighborhoods. The *County Health Rankings & Roadmaps* program provides information on the overall health of your community and provides the tools necessary to create community-based, evidence-informed solutions. Ranking the health of nearly every county across the nation, the *County Health Rankings* illustrate **what we know** when it comes to what is making communities sick or healthy. The *County Health Roadmaps* show **what we can do** to create healthier places to live, learn, work and play. The Robert Wood Johnson Foundation collaborates with the University of Wisconsin

Population Health Institute to bring this groundbreaking program to counties and states across the nation.

The *County Health Rankings & Roadmaps* program includes the *County Health Rankings* project, launched in 2010, and the newer *Roadmaps* project that mobilizes local communities, national partners and leaders across all sectors to improve health. The program is based on this model of population health improvement:



In this model, health outcomes are measures that describe the current health status of a county. These health outcomes are influenced by a set of health factors. Counties can improve health outcomes by addressing all health factors with effective, evidence-informed policies and programs.

Everyone has a stake in community health. We all need to work together to find solutions. The *County Health Rankings & Roadmaps* serve as both a call to action and a needed tool in this effort.

Guide to Our Web Site

To compile the *Rankings*, we selected measures that reflect important aspects of population health that can be improved and are available at the county level across the nation. Visit www.countyhealthrankings.org to learn more.

To get started and see data, enter your county or state name in the search box. Click on the name of a county or measure to see more details. You can: Compare Counties; Download data for your state; Print one or more county

snapshots; or Share information with others via Facebook, Twitter, or Google+. To understand our methods, click on Learn about the Data and Methods. You can also take advantage of the Using the *Rankings* Data guide to help you explore the data and figure out more about what is driving your community's health. To learn about what you can do to improve health in your community, visit the *Roadmaps to Health* Action Center. Finally, you can learn what others are doing by reading Communities Stories and visiting the Project Showcase.

County Health Roadmaps

The *Rankings* illustrate **what we know** when it comes to making people sick or healthy. The *County Health Rankings* confirm the critical role that factors such as education, jobs, income and the environment play in how healthy people are and how long we live.

The *County Health Roadmaps* mobilizes local communities, national partners and leaders across all sectors to improve health. The *County Health Roadmaps* show **what we can do** to create healthier places to live, learn, work and play. The Robert Wood Johnson Foundation (RWJF) collaborates with the University of Wisconsin Population Health Institute (UWPHI) to bring this groundbreaking project to cities, counties and states across the nation.

The *Roadmaps* project includes grants to local coalitions and partnerships among policymakers, business, education, public health, health care, and community organizations; grants to national organizations working to improve health; recognition of communities whose promising efforts have led to better health; and customized guidance on strategies to improve health.

Roadmaps to Health Community Grants

The *Roadmaps to Health* Community Grants provide funding for 2 years to thirty state and local efforts among policymakers, business, education, healthcare, public health and community organizations working to create positive policy or systems changes that address the social and economic factors that influence the health of people in their community.

Roadmaps to Health Partner Grants

RWJF is awarding *Roadmaps to Health* Partner Grants to national organizations that are experienced at engaging local partners and leaders and are able to deliver high-quality training and technical assistance, and committed to making communities healthier places to live, learn, work and play. Partner grantees increase awareness about the *County Health Rankings & Roadmaps* to their members, affiliates and allies. As of February 2013, RWJF has awarded partner grants to United Way Worldwide, National Business Coalition on Health, and National Association of Counties.

RWJF Roadmaps to Health Prize

In February 2013, RWJF awarded the first *RWJF Roadmaps to Health* Prizes of \$25,000 to six communities that are working to become healthier places to live, learn, work and play. The *RWJF Roadmaps to Health* Prize is intended not only to honor successful efforts, but also to inspire and stimulate similar activities in other U.S. communities.



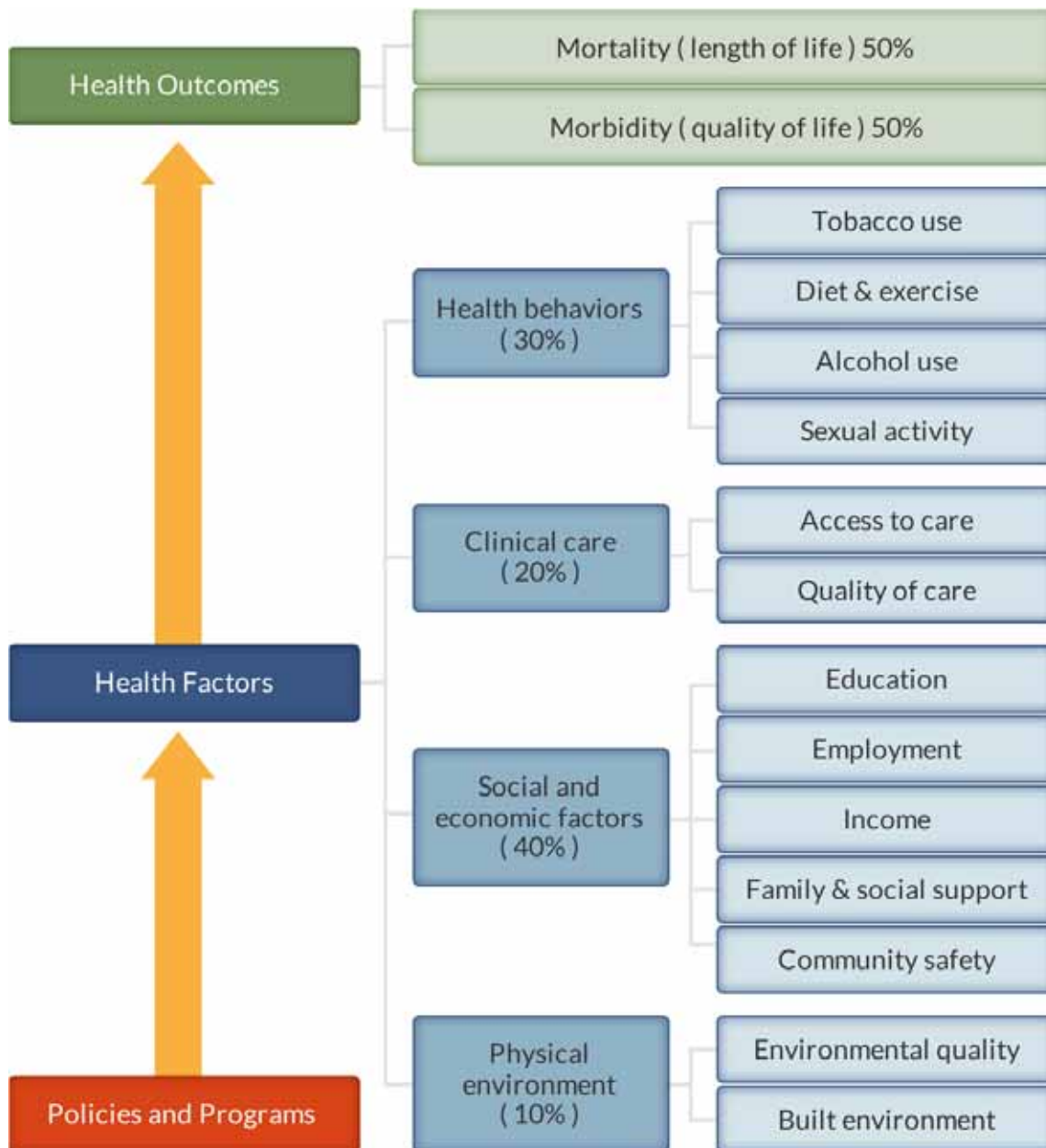
Roadmaps to Health Action Center

The *Roadmaps to Health* Action Center, based at UWPHI, provides tools and guidance to help groups working to make their communities healthier places. The Action Center website provides guidance on developing strategies and advocacy efforts to advance pro-health policies, opportunities for ongoing learning, and a searchable database of evidence-informed policies and programs focused on health improvement: *What Works for Health*. Action Center staff provide customized consultation via email and telephone to those seeking more information about how to improve health. Coaching, including possible on-site visits, is also available for communities who have demonstrated the willingness and capacity to address factors that we know influence how healthy a person is, such as education, income and family connectedness.

County Health Rankings

The 2013 *County Health Rankings* report ranks Wisconsin counties according to their summary measures of **health outcomes** and **health factors**. Counties also receive a rank for mortality, morbidity, health behaviors, clinical care, social and economic factors, and the physical environment. The figure below depicts the structure of the *Rankings* model; those having high ranks (e.g., 1 or 2) are estimated to be the “healthiest.”

Our summary **health outcomes** rankings are based on an equal weighting of mortality and morbidity measures. The summary **health factors** rankings are based on weighted scores of four types of factors: behavioral, clinical, social and economic, and environmental. The weights for the factors (shown in parentheses in the figure) are based upon a review of the literature and expert input, but represent just one way of combining these factors.

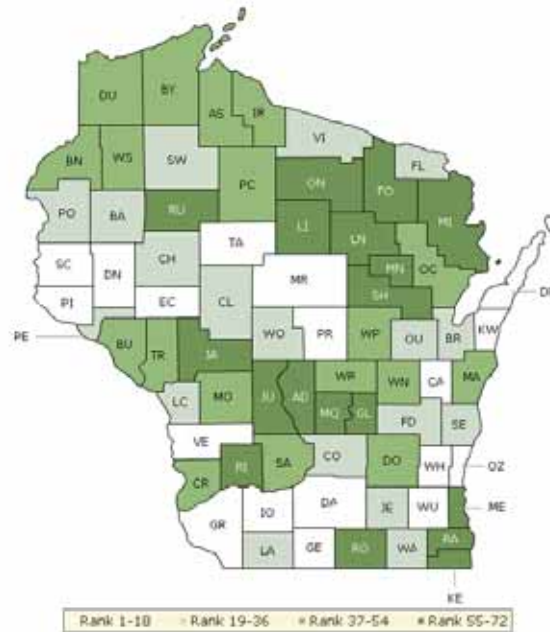


County Health Rankings model ©2012 UWPHI

The maps on this page and the next display Wisconsin's counties divided into groups by health rank. Maps help locate the healthiest and least healthy counties in the state. The lighter colors indicate better performance in the respective

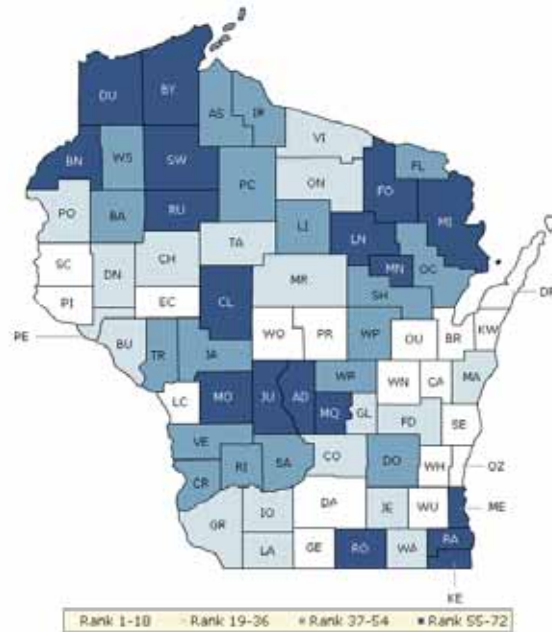
summary rankings. The green map shows the distribution of summary health outcomes. The blue displays the distribution of the summary rank for health factors.

HEALTH OUTCOMES



County	Rank	County	Rank	County	Rank	County	Rank
Adams	69	Florence	23	Marathon	18	Rusk	55
Ashland	49	Fond du Lac	36	Marinette	59	Sauk	42
Barron	29	Forest	68	Marquette	70	Sawyer	32
Bayfield	38	Grant	11	Menominee	72	Shawano	63
Brown	30	Green	16	Milwaukee	71	Sheboygan	19
Buffalo	41	Green Lake	65	Monroe	43	St. Croix	3
Burnett	51	Iowa	7	Oconto	46	Taylor	6
Calumet	14	Iron	48	Oneida	57	Trempealeau	44
Chippewa	26	Jackson	61	Outagamie	20	Vernon	9
Clark	25	Jefferson	28	Ozaukee	1	Vilas	35
Columbia	27	Juneau	67	Pepin	31	Walworth	34
Crawford	39	Kenosha	66	Pierce	4	Washburn	47
Dane	15	Kewaunee	2	Polk	33	Washington	10
Dodge	50	La Crosse	21	Portage	8	Waukesha	13
Door	5	Lafayette	24	Price	52	Waupaca	45
Douglas	53	Langlade	58	Racine	64	Waushara	54
Dunn	12	Lincoln	60	Richland	56	Winnebago	37
Eau Claire	17	Manitowoc	40	Rock	62	Wood	22

HEALTH FACTORS



County	Rank	County	Rank	County	Rank	County	Rank
Adams	70	Florence	40	Marathon	27	Rusk	57
Ashland	42	Fond du Lac	22	Marinette	58	Sauk	41
Barron	48	Forest	63	Marquette	66	Sawyer	67
Bayfield	56	Grant	30	Menominee	72	Shawano	52
Brown	17	Green	11	Milwaukee	71	Sheboygan	14
Buffalo	26	Green Lake	32	Monroe	60	St. Croix	6
Burnett	62	Iowa	23	Oconto	38	Taylor	35
Calumet	8	Iron	49	Oneida	19	Trempealeau	45
Chippewa	33	Jackson	53	Outagamie	10	Vernon	47
Clark	69	Jefferson	28	Ozaukee	1	Vilas	25
Columbia	34	Juneau	68	Pepin	21	Walworth	31
Crawford	50	Kenosha	61	Pierce	7	Washburn	54
Dane	3	Kewaunee	16	Polk	36	Washington	5
Dodge	37	La Crosse	4	Portage	12	Waukesha	2
Door	18	Lafayette	29	Price	39	Waupaca	43
Douglas	55	Langlade	59	Racine	65	Waushara	46
Dunn	20	Lincoln	44	Richland	51	Winnebago	15
Eau Claire	13	Manitowoc	24	Rock	64	Wood	9

Summary Health Outcomes & Health Factors Rankings

Counties receive two summary ranks:

- Health Outcomes
- Health Factors

Each of these ranks represents a weighted summary of a number of measures.

Health outcomes represent how healthy a county is while health factors represent what influences the health of the county.

Rank	Health Outcomes	Rank	Health Factors
1	Ozaukee	1	Ozaukee
2	Kewaunee	2	Waukesha
3	St. Croix	3	Dane
4	Pierce	4	La Crosse
5	Door	5	Washington
6	Taylor	6	St. Croix
7	Iowa	7	Pierce
8	Portage	8	Calumet
9	Vernon	9	Wood
10	Washington	10	Outagamie
11	Grant	11	Green
12	Dunn	12	Portage
13	Waukesha	13	Eau Claire
14	Calumet	14	Sheboygan
15	Dane	15	Winnebago
16	Green	16	Kewaunee
17	Eau Claire	17	Brown
18	Marathon	18	Door
19	Sheboygan	19	Oneida
20	Outagamie	20	Dunn
21	La Crosse	21	Pepin
22	Wood	22	Fond du Lac
23	Florence	23	Iowa
24	Lafayette	24	Manitowoc
25	Clark	25	Vilas
26	Chippewa	26	Buffalo
27	Columbia	27	Marathon
28	Jefferson	28	Jefferson
29	Barron	29	Lafayette
30	Brown	30	Grant
31	Pepin	31	Walworth
32	Sawyer	32	Green Lake
33	Polk	33	Chippewa
34	Walworth	34	Columbia
35	Vilas	35	Taylor
36	Fond du Lac	36	Polk
37	Winnebago	37	Dodge
38	Bayfield	38	Oconto
39	Crawford	39	Price
40	Manitowoc	40	Florence
41	Buffalo	41	Sauk
42	Sauk	42	Ashland

Rank	Health Outcomes	Rank	Health Factors
43	Monroe	43	Waupaca
44	Trempealeau	44	Lincoln
45	Waupaca	45	Trempealeau
46	Oconto	46	Waushara
47	Washburn	47	Vernon
48	Iron	48	Barron
49	Ashland	49	Iron
50	Dodge	50	Crawford
51	Burnett	51	Richland
52	Price	52	Shawano
53	Douglas	53	Jackson
54	Waushara	54	Washburn
55	Rusk	55	Douglas
56	Richland	56	Bayfield
57	Oneida	57	Rusk
58	Langlade	58	Marinette
59	Marinette	59	Langlade
60	Lincoln	60	Monroe
61	Jackson	61	Kenosha
62	Rock	62	Burnett
63	Shawano	63	Forest
64	Racine	64	Rock
65	Green Lake	65	Racine
66	Kenosha	66	Marquette
67	Juneau	67	Sawyer
68	Forest	68	Juneau
69	Adams	69	Clark
70	Marquette	70	Adams
71	Milwaukee	71	Milwaukee
72	Menominee	72	Menominee

2013 County Health Rankings: Measures, Data Sources, and Years of Data

	Measure	Data Source	Years of Data
HEALTH OUTCOMES			
Mortality	Premature death	National Center for Health Statistics	2008-2010
Morbidity	Poor or fair health	Behavioral Risk Factor Surveillance System	2005-2011
	Poor physical health days	Behavioral Risk Factor Surveillance System	2005-2011
	Poor mental health days	Behavioral Risk Factor Surveillance System	2005-2011
	Low birthweight	National Center for Health Statistics	2004-2010
HEALTH FACTORS			
HEALTH BEHAVIORS			
Tobacco Use	Adult smoking	Behavioral Risk Factor Surveillance System	2005-2011
Diet and Exercise	Adult obesity	National Center for Chronic Disease Prevention and Health Promotion	2009
	Physical inactivity	National Center for Chronic Disease Prevention and Health Promotion	2009
Alcohol Use	Excessive drinking	Behavioral Risk Factor Surveillance System	2005-2011
	Motor vehicle crash death rate	National Center for Health Statistics	2004-2010
Sexual Activity	Sexually transmitted infections	National Center for HIV/AIDS, Viral Hepatitis, STD, and TB prevention	2010
	Teen birth rate	National Center for Health Statistics	2004-2010
CLINICAL CARE			
Access to Care	Uninsured	Small Area Health Insurance Estimates	2010
	Primary care physicians	HRSA Area Resource File	2011-2012
	Dentists	HRSA Area Resource File	2011-2012
Quality of Care	Preventable hospital stays	Medicare/Dartmouth Institute	2010
	Diabetic screening	Medicare/Dartmouth Institute	2010
	Mammography screening	Medicare/Dartmouth Institute	2010
SOCIAL AND ECONOMIC FACTORS			
Education	High school graduation	Primarily state-specific sources, supplemented with National Center for Education Statistics	State-specific
	Some college	American Community Survey	2007-2011
Employment	Unemployment	Bureau of Labor Statistics	2011
Income	Children in poverty	Small Area Income and Poverty Estimates	2011
Family and Social Support	Inadequate social support	Behavioral Risk Factor Surveillance System	2005-2010
	Children in single-parent households	American Community Survey	2007-2011
Community Safety	Violent crime rate	Federal Bureau of Investigation	2008-2010
PHYSICAL ENVIRONMENT			
Environmental Quality	Daily fine particulate matter ¹	CDC WONDER Environmental data	2008
	Drinking water safety	Safe Drinking Water Information System	FY 2012
Built Environment	Access to recreational facilities	Census County Business Patterns	2010
	Limited access to healthy foods	USDA Food Environment Atlas	2012
	Fast food restaurants	Census County Business Patterns	2010

¹ Not available for AK and HI.

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