FINDING & USING EVIDENCE TO SELECT STRATEGIES THAT IMPROVE HEALTH

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Alison Bergum
Evidence Lead
County Health Roadmaps
UW Population Health Institute

OUTLINE

County Health Rankings & Roadmaps
Understanding evidence
Using What Works for Health
Choosing strategies that work for your community
Summary and wrap-up
GOALS

‣ Be familiar with the *Rankings & Roadmaps* program
‣ Understand what we mean by an evidence-informed approach
‣ Know where to look to find evidence that is relevant to the questions you want answered
‣ Be prepared to critically assess the information you find

**COUNTY HEALTH RANKINGS: 2 RANKINGS**

- **Health Outcomes**
  - Today’s Health
- **Health Factors**
  - Tomorrow’s Health

[www.countyhealthrankings.org](http://www.countyhealthrankings.org)
COUNTY HEALTH ROADMAPS

- **RWJF Roadmaps to Health** Prize
- National Partners
- **Roadmaps to Health** Community Grants
- **Roadmaps to Health** Action Center
WHY IS EVIDENCE IMPORTANT?

› Smart investments
› Inform decisions
› Inform innovation
EVIDENCE-BASED PUBLIC HEALTH

The conscientious, explicit, and judicious use of current best evidence in making decisions about the care of communities and populations in the domain of health protection, disease prevention, health maintenance, and improvement.

-Jenicek 1997

A COMMON EVIDENCE HIERARCHY

Systematic review of RCTs with or without meta-analysis
RCTs
Cohort studies
Case-control studies
Case series
Case reports
Opinion

Akobeng A K Arch Dis Child 2005;90:840-844
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**FINDING EVIDENCE**

- Peer-reviewed literature
- Grey literature
- Rating organizations

**DEFINE YOUR QUESTION**

- Think about the problem you are trying to address
  - Health issue of concern
  - Risk factors
  - Population(s) affected
- Which outcomes do you want to change?
RATING ORGANIZATIONS

EVIDENCE RATING LABELS
WHAT WORKS FOR HEALTH RATINGS

- Scientifically Supported
- Some Evidence
- Expert Opinion
- Insufficient Evidence
- Mixed Evidence
- Evidence of Ineffectiveness

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What Works For Health

What works for health provides communities with information to help select and implement evidence-based policies, programs, and systems changes that will improve the health of the community.

Want to learn more? Visit our website for more tools.

To learn more about strategies that could work in your community, select a health factor of interest (left side) and a goal (top right) in the module below.

12 Policies & Programs, filtered by Tobacco Use

Policy and Programs that influence Tobacco Use

Increase funding for a comprehensive statewide tobacco program... Scientifically Supported

Increase tobacco excise tax... Scientifically Supported

Tobacco abuse... Scientifically Supported

Mobile phone-based tobacco cessation interventions... Scientifically Supported

Provider reminder systems to tobacco abstinence... Scientifically Supported
Increase Funding For A Comprehensive Statewide Tobacco Program

Evidence Rating

- Sufficient evidence
- Strong evidence
- Consistent evidence
- Insufficient evidence

Health Factors

Tobacco Use

Decision Makers

Governor
Office of Health
Legislative
Advocates

Expected Beneficial Outcomes

- Reduced smoking among youth
- Reduced smoking prevalence

Evidence of Effectiveness

This strong evidence that comprehensive statewide programs reduce smoking (e.g., by 10%, etc.)... (Note: This is a placeholder for the actual evidence.

Studies have shown that more intensive programs are likely to have better results.

Impact on Disparities

Healthy to decrease disparities

Implementation Examples

Schools will spend between 10% to 20% of the amount of funding they receive on tobacco control programs in 2012.

Implementation Resources

CDC Tobacco 2015: Centers for Disease Control and Prevention (CDC). Best practices for comprehensive tobacco control programs.

What Works For Health

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

Go to the next page.
HOW DO COMMUNITIES USE WWFH?

‣ Learn about policies and programs
‣ Inventory current approaches
‣ Formulate an action strategy

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

IS THE STRATEGY RIGHT FOR YOU?

‣ How well does it addresses your priorities?
‣ Does it fit your community?
‣ Is it feasible to implement?
  – Time
  – Resources
‣ Do you need to adapt it? Can you assess effects?
CHOOSE EFFECTIVE POLICIES & PROGRAMS GUIDE

Find more guidance and tools for choosing strategies in our Choose Effective Policies & Programs guide in the Roadmaps to Health Action Center: www.countyhealthrankings.org/roadmaps/action-center/

CONCLUSION

› There is often a lot of information available
› Be aware of variations in evidence-related terms
› Good decision making is based on multiple factors; evidence is only one
› If you’re off the ‘evidence grid,’ start small and evaluate
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QUESTIONS
CONTACT INFORMATION

Alison Bergum, MPA
Evidence Lead, County Health Roadmaps
University of Wisconsin Population Health Institute
610 Walnut St.
WARF Building, Room 536
Madison, WI 53726
E-mail: alison.bergum@match.wisc.edu