

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

NAVIGATING SOURCES OF EVIDENCE

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Alison Bergum

Evidence Lead

County Health Rankings & Roadmaps

UW Population Health Institute



University of Wisconsin
Population Health Institute
SCHOOL OF MEDICINE AND PUBLIC HEALTH

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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



**WHERE DO WE LOOK TO FIND STRATEGIES
THAT CAN IMPROVE HEALTH FOR ALL?**

OUTLINE

Decision making poll

Evidence assessment landscape

What Works for Health tour

Other relevant rating organizations

Strategy selection criteria

WHAT CRITERIA WOULD YOU LIKE A PHYSICIAN TO USE IN DECIDING HOW TO TREAT YOU?

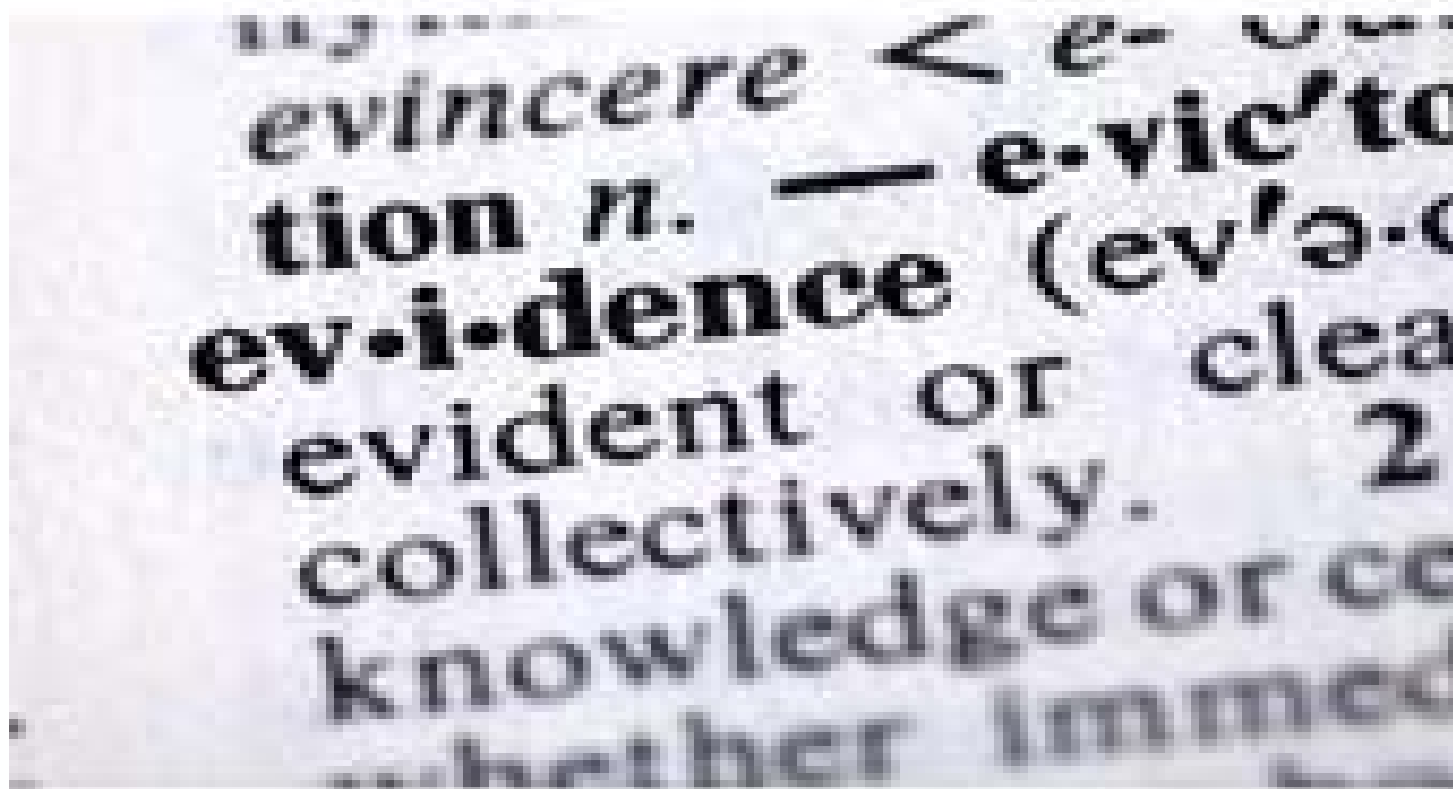
1. Intuition (gut feeling) about what will be effective
2. What they have heard from co-workers is effective
3. Past experience with similar situations
4. Results of controlled experimental studies that show a method is helpful
5. What they know by critically reading the literature in their field

Adapted from: E. Gambrill, Critical Thinking for Helping Professionals

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CONSIDERATIONS IN EXPLORING EVIDENCE

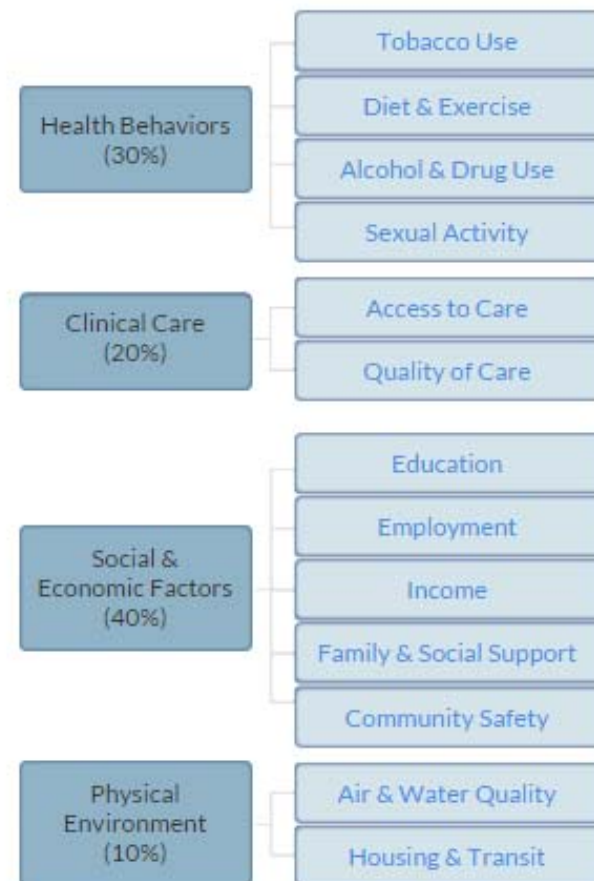
- ▶ Scope/content area
- ▶ Types of interventions
 - Named programs
 - Policy, system, environmental changes
- ▶ Labels
 - Intervention-focused
 - Study-focused
- ▶ Methods

SOURCES TO EXPLORE

- ▶ The Campbell Collaboration Library of Systematic Reviews
- ▶ The Community Guide to Preventive Services
- ▶ What Works Clearinghouse
- ▶ What Works for Health

WHAT WORKS FOR HEALTH

- ▶ Health behaviors
- ▶ Clinical care
- ▶ Social & economic factors
- ▶ Physical environment

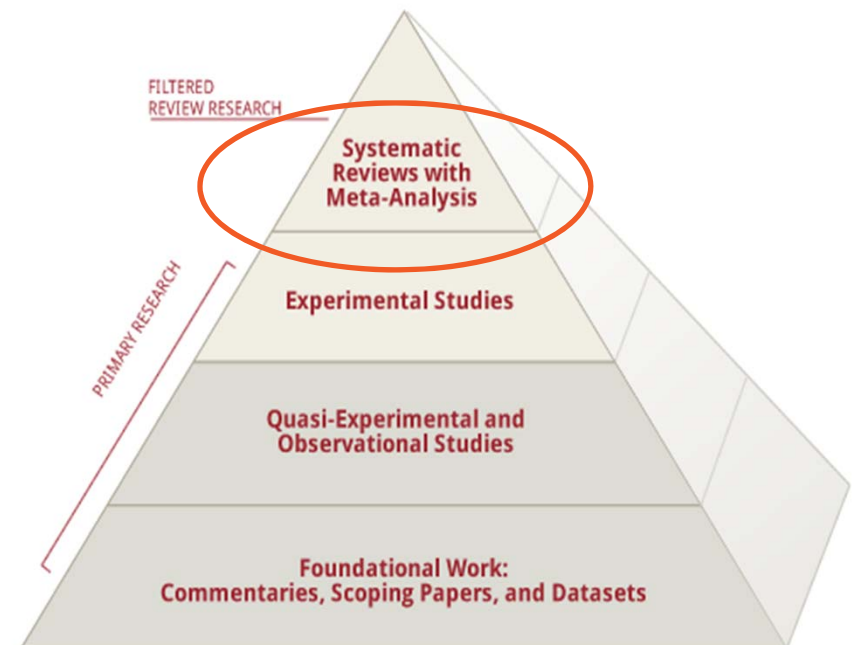


WHAT WORKS FOR HEALTH EVIDENCE RATINGS

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

RATING EVIDENCE

- ▶ Literature search
 - ▶ Peer-reviewed
 - ▶ Grey literature
 - ▶ Rating organizations
- ▶ Considerations
 - ▶ Number of studies
 - ▶ Type of studies
 - ▶ Study quality



Graphic from *Public Health Law Research (PHLR)*

WHAT WORKS FOR HEALTH TOUR

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

CAMPBELL COLLABORATION

- ▶ Systematic reviews
- ▶ Social & economic factors
 - Largely crime & justice, social welfare, education
- ▶ Consortium of researchers
- ▶ www.campbellcollaboration.org/lib/



THE COMMUNITY GUIDE

- ▶ Systematic reviews
- ▶ Public health
 - E.g., Alcohol, obesity, cancer, social environment, health equity
- ▶ Centers for Disease Control and Prevention (CDC)
- ▶ www.thecommunityguide.org



WHAT WORKS CLEARINGHOUSE

- ▶ Systematic reviews
- ▶ Education
 - E.g., academic achievement, dropout prevention, student behavior
- ▶ Institute of Education Sciences (IES), US Department of Education
- ▶ <http://ies.ed.gov/ncee/wwc/findwhatworks.aspx>



STRATEGY SELECTION: EVIDENCE PLUS

- ▶ Evidence “fit”
 - Strength of evidence
 - Priority outcome
- ▶ Community “fit”
 - Capacity
 - Resources
 - Readiness
 - Values



STRATEGY SELECTION: TOOLS & RESOURCES

- ▶ WWFH implementation resources
- ▶ CHOOSE Tools
 - ▶ Policy Advocacy Choice Tool
www.countyhealthrankings.org/resources/policy-advocacy-choice-tool
 - ▶ Intervention Planning Matrix
www.countyhealthrankings.org/resources/intervention-planning-matrix
 - ▶ Criteria for Choosing Promising Practices and Community Interventions
(from the Community Toolbox)
<http://www.countyhealthrankings.org/resources/criteria-choosing-promising-practices-and-community-interventions>
 - ▶ Evidence in Action—A Guide to Selecting Effective Prevention Strategies
(from the Health Policy Institute of Ohio and the Ohio Department of Health)
[www.countyhealthrankings.org/sites/default/files/resources/Evidence in Action.pdf](http://www.countyhealthrankings.org/sites/default/files/resources/Evidence%20in%20Action.pdf)

KEY TAKEAWAYS

- ▶ There are a lot of web sites and organizations that can help you find evidence
- ▶ Each site is unique
- ▶ Evidence is an important part of decision making, but not the only part
- ▶ Use an 'evidence-plus' approach

THANK YOU!

www.countyhealthrankings.org

University of Wisconsin Population Health Institute
Madison, WI

match-info@match.wisc.edu

(608) 265-8240