

University of Wisconsin Population Health Institute
Wisconsin County Health Rankings
November 17, 2008 Teleconference Summary

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- After introductions, we discussed changes made to the 2008 *Snapshots*. Data sources and years of data used were removed allowing a more detailed description to be included for each measure. A separate '2008 Data Source Guide' is now available online along with the 2008 *Snapshots*.
- The "Glossy" report is shorter and has a new color scheme. Green indicates health outcomes, blue indicates health determinants and orange indicates programs and policies.
- The Full Report will be available online later today at http://www.pophealth.wisc.edu/uwphi/research/rankings_2008/rankings_2008.htm
- We will send press releases to the daily papers tomorrow. Copies of these press releases, tailored to each daily newspaper in the state, will also be made available online.
- The UW PHI will hold a teleconference on Wednesday November 19th with the media to answer any questions they may have.
- The *Rankings* are embargoed for release until Thursday morning.

Questions/Comments

- On the Snapshots, what does the WI value mean? This is a value for the entire state of Wisconsin. For most indicators it is the statewide estimate but for others, where state-level data are not available, it is the average of all the counties.
- Where are the Snapshots located online? At this website: http://pophealth.wisc.edu/uwphi/research/rankings_2008/snapshots.htm
- What exactly is the radon risk measure? This measure is based on data reported to the state by radon testing firms. The measure is a percentage where the denominator represents the number of tests submitted and the numerator is the number of tests showing a home to have excess radon (>10 pCi/L). Some caution is advised in interpreting this specific measure since a good screening program with targeted screening could result in higher values than a less comprehensive program without targeted screening.

If there is any feedback, positive or negative, we would appreciate hearing it. Thank for your interest in the *Rankings*.