

# The Role of Social Drivers of Health to Advance Rural Health Equity During Turbulent Economic Times

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RHPTP HELP Webinar Series

December 21, 2022

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# Learning Objectives

- Gain an understanding of how SDoH needs have shifted during the past year and how they affect the health and well-being of rural communities
- Explore examples of how rural health providers and communities are coming together to creatively address unmet SDoH



# Learning Objectives

- Learn about ways rural health organization leaders are supporting the health and well-being of their staff
- Summarize available resources to support rural health providers and communities to effectively address SDoH needs, such as programs aimed at increasing health literacy and implementing cross-sector solutions to increase access to affordable housing



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# Where to begin...

Meet people where they are!

# Maslow's Hierarchy of Needs





## SOCIAL DRIVERS OF HEALTH





Social drivers of health (SDOH) are the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.

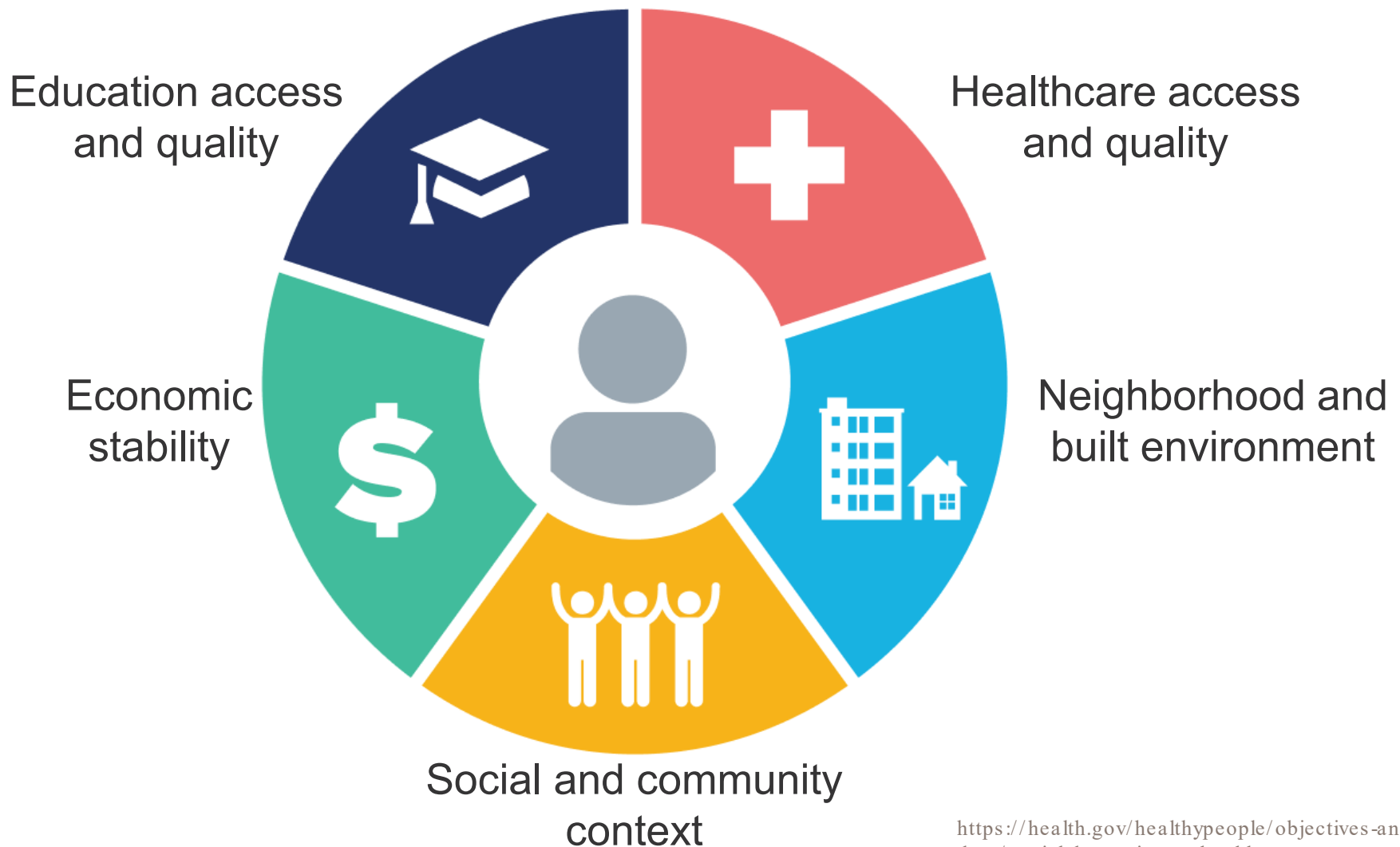
- Healthy People 2030



Good health begins in the places where we live, learn, work and play. Although medical care is critically important, things like the quality of our schools, affordability and stability of our housing, access to good jobs with fair pay, and the safety of our neighborhoods can keep us healthy in the first place.

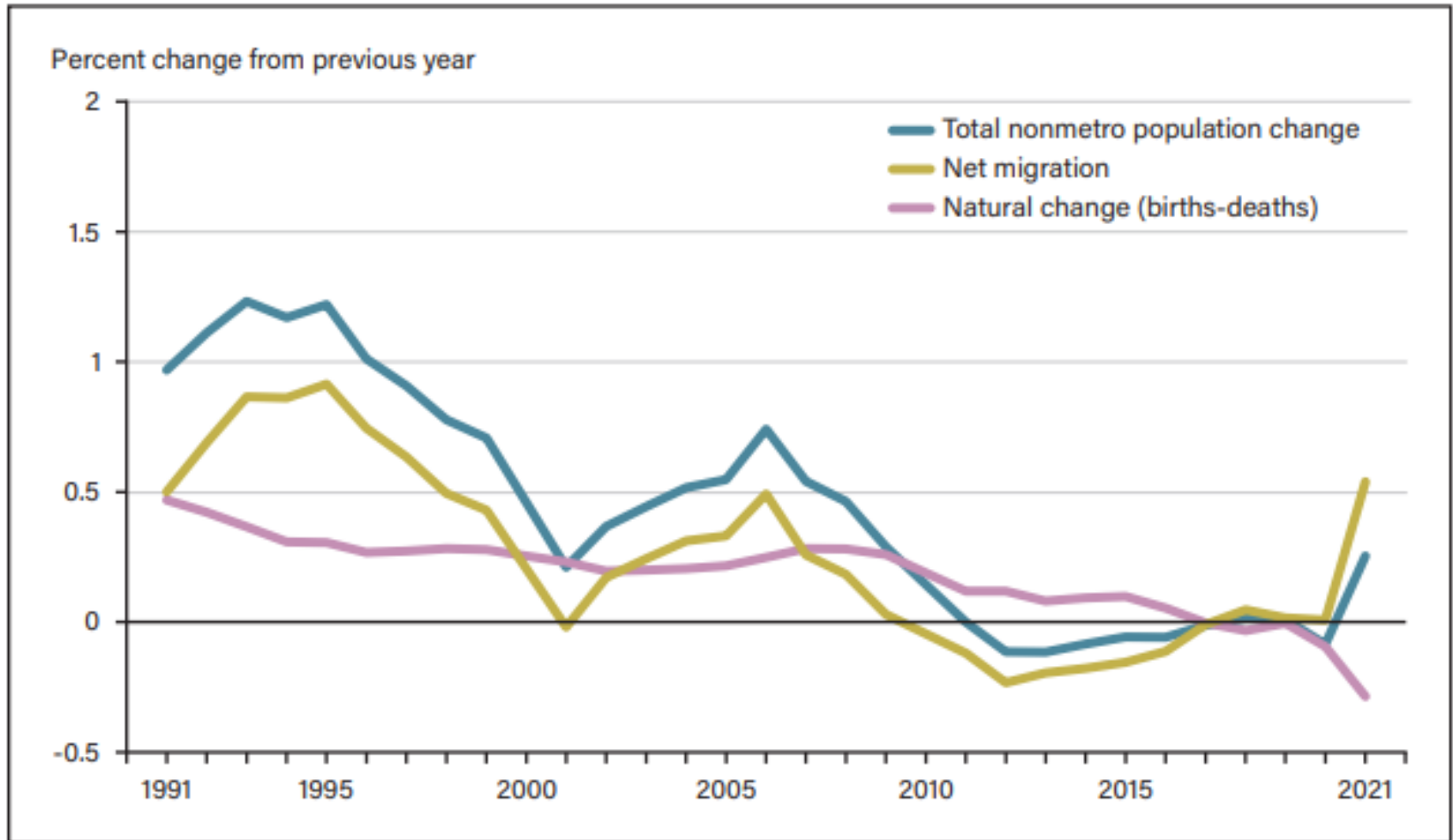
- Robert Wood Johnson Foundation

# Social Drivers of Health





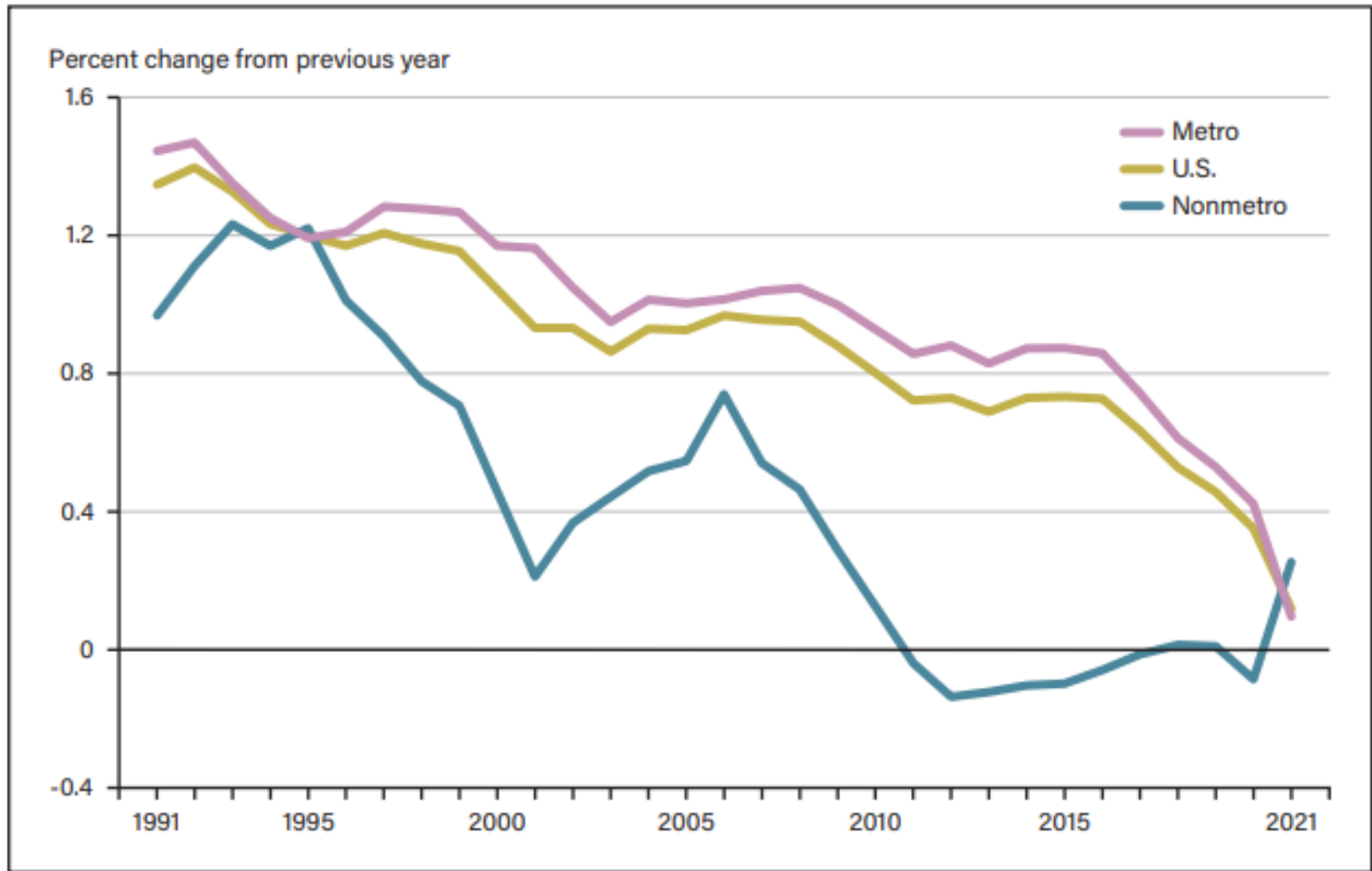
**Overall population growth in nonmetropolitan counties increased rapidly during 2020-21 due to an increase in net migration**



Note: The metropolitan status changes for some counties in 2000 and 2010.

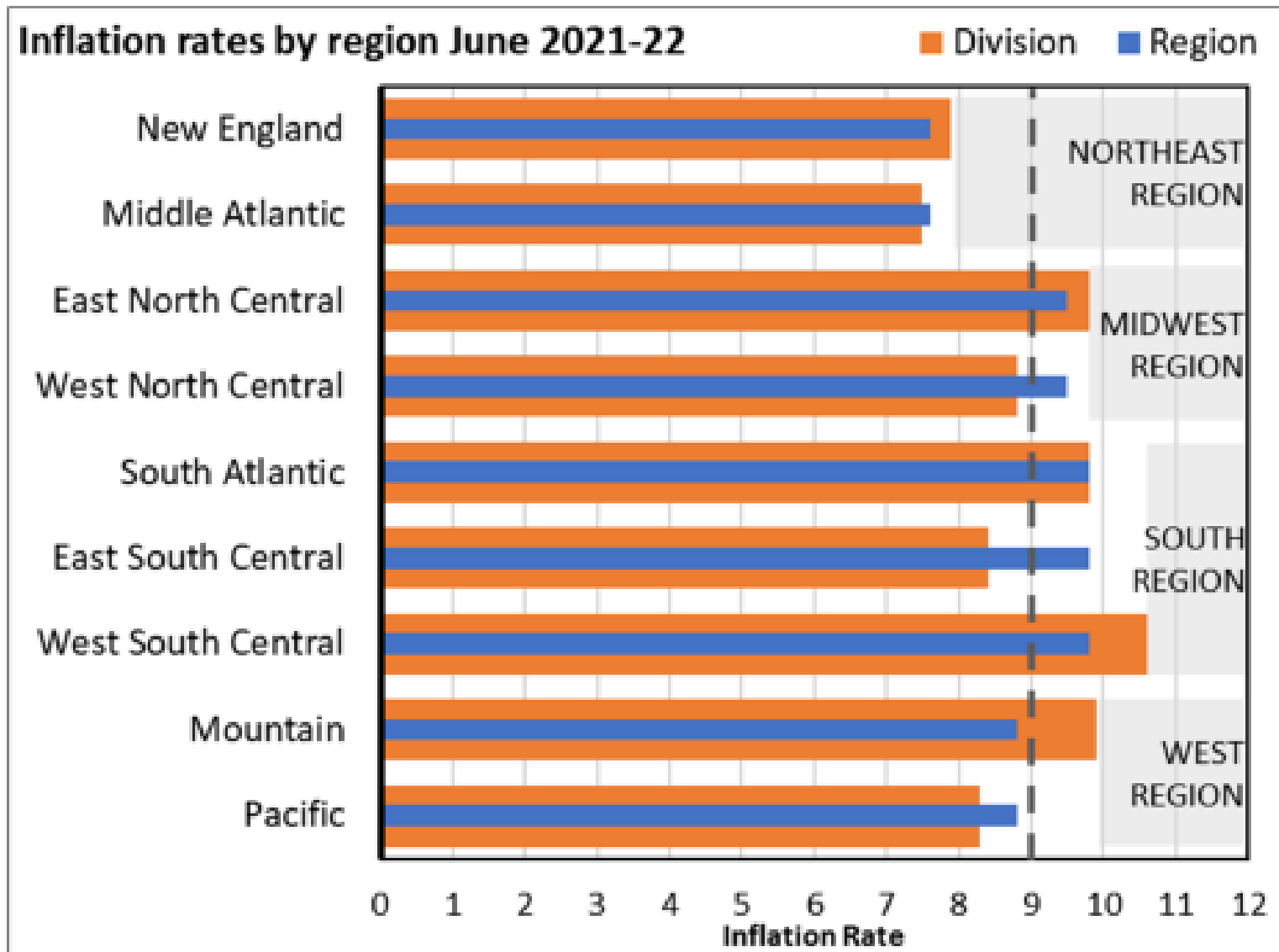
Source: USDA, Economic Research Service using U.S. Department of Commerce, Bureau of the Census data.

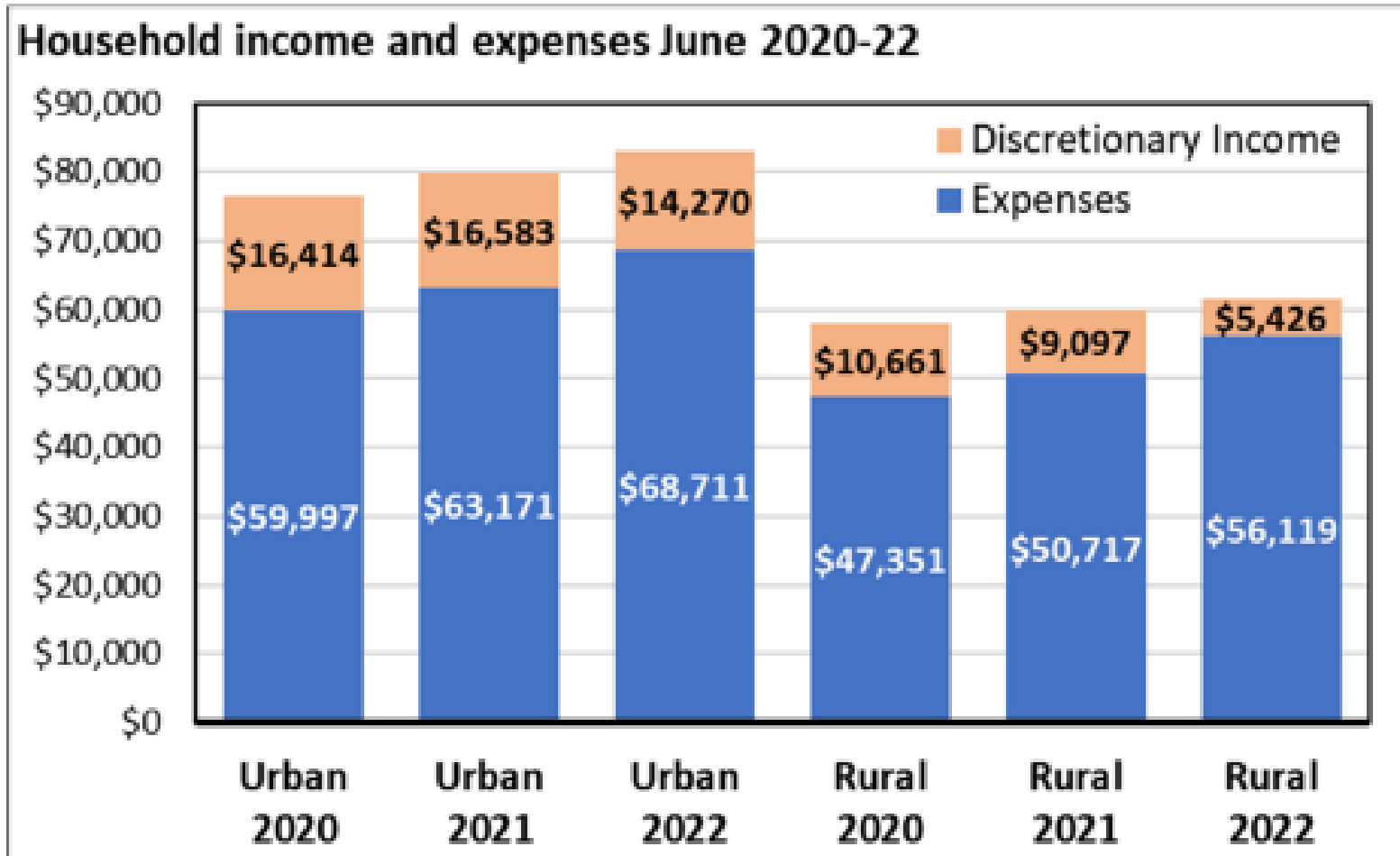
**The period 2010-20 was the first decade of overall nonmetropolitan population decline**



Note: The metropolitan status changes for some counties in 2000 and 2010.

Source: USDA, Economic Research Service using U.S. Department of Commerce, Bureau of the Census data.



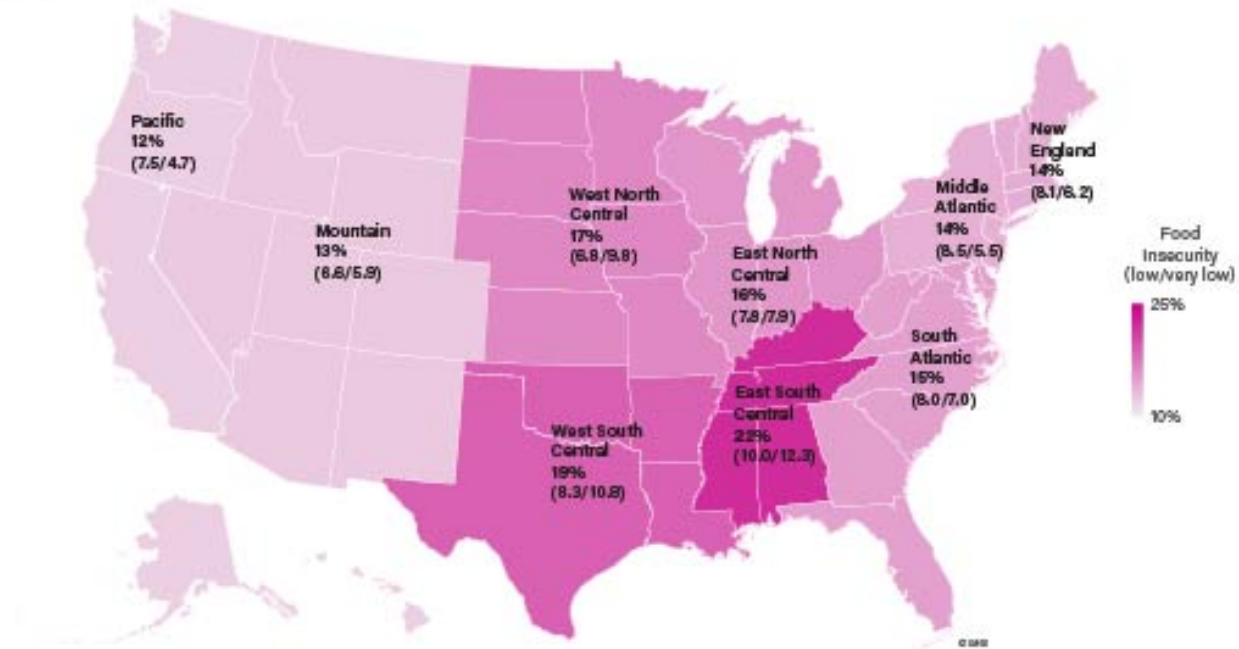


**Figure 2. Income and expenses for urban and rural households.**

Source: [smalltowns.soc.iastate.edu/wpcontent/uploads/sites/163/2022/07/STR1063.pdf](https://smalltowns.soc.iastate.edu/wpcontent/uploads/sites/163/2022/07/STR1063.pdf)

# Are Americans having trouble buying food for their families?

Consumer Food Insights  
January to November 2022



Source: Center for Food Demand Analysis and Sustainability



College of Agriculture

## Food Prices

### Category

- Select all
- All Ham (Excluding Canned Ha...
- All Other Pork (Excluding Canne...
- All Pork Chops, per lb. (453.6 gm)
- All soft drinks, 12 pk, 12 oz., can...
- All soft drinks, per 2 liters (67.6 oz)
- All Uncooked Beef Roasts, per lb...
- All Uncooked Beef Steaks, per lb...
- All uncooked ground beef, per lb...
- All Uncooked Other Beef (Exclu...

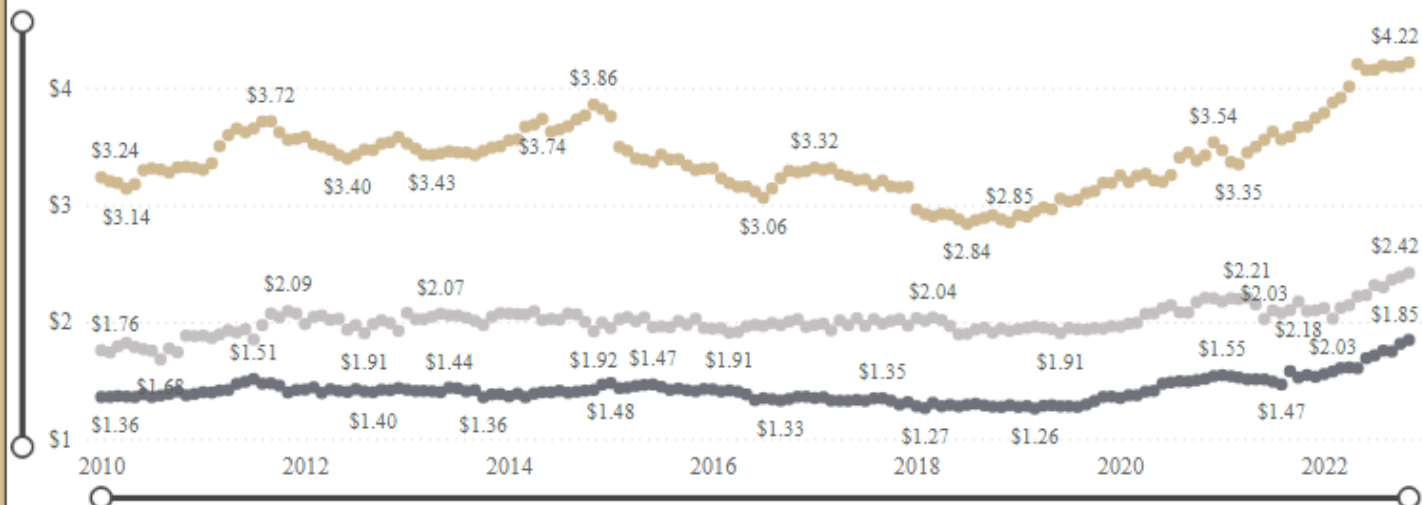
### Month/Year

1/1/2010 11/1/2022



### Food Prices (\$)

● Bread, white, pan, per lb. (453.6 gm) ● Bread, whole wheat, pan, per lb. (453.6 gm) ● Milk, fresh, whole, fortified, per gal. (3.8 lit)



**Source:** Center for Food Demand Analysis & Sustainability (CFDAS) at Purdue University, and Department of Agricultural Economics at Purdue University.

**Data Sources:** U.S. Bureau of Labor Statistics, CPI data from 2010 to current year.

Food Prices

Inflation Adjusted Prices

Time-Prices

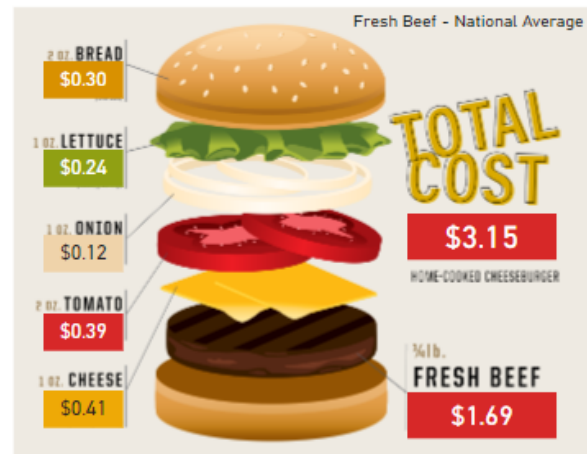


### How the Cost of a Cheeseburger Stacks Up in Every State



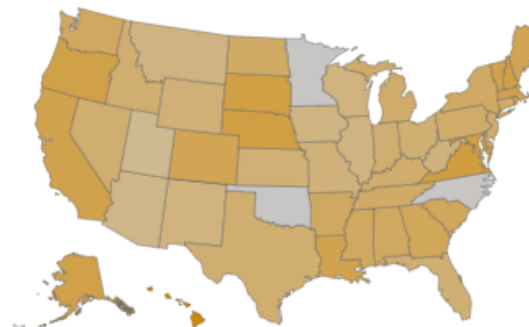
Date: 9/1/2022 to 12/12/2022

- Fresh Beef
- Frozen Beef
- Grass-Fed Beef
- Organic Beef
- Plant-Based Protein



Source: Center for Food Demand Analysis & Sustainability (CFDAS) at Purdue University; and Department of Agricultural Economics at Purdue University.

Cost of a Burger State by State



Cheeseburger Price Ranking by State

\$4.19	HI
\$3.52	VA
\$3.48	MD
\$3.48	NE
\$3.46	SD
\$3.45	NH
\$3.42	OR
\$3.41	AK
\$3.38	VT
\$3.38	CA
\$3.35	LA

Cheeseburger Price by Time and State

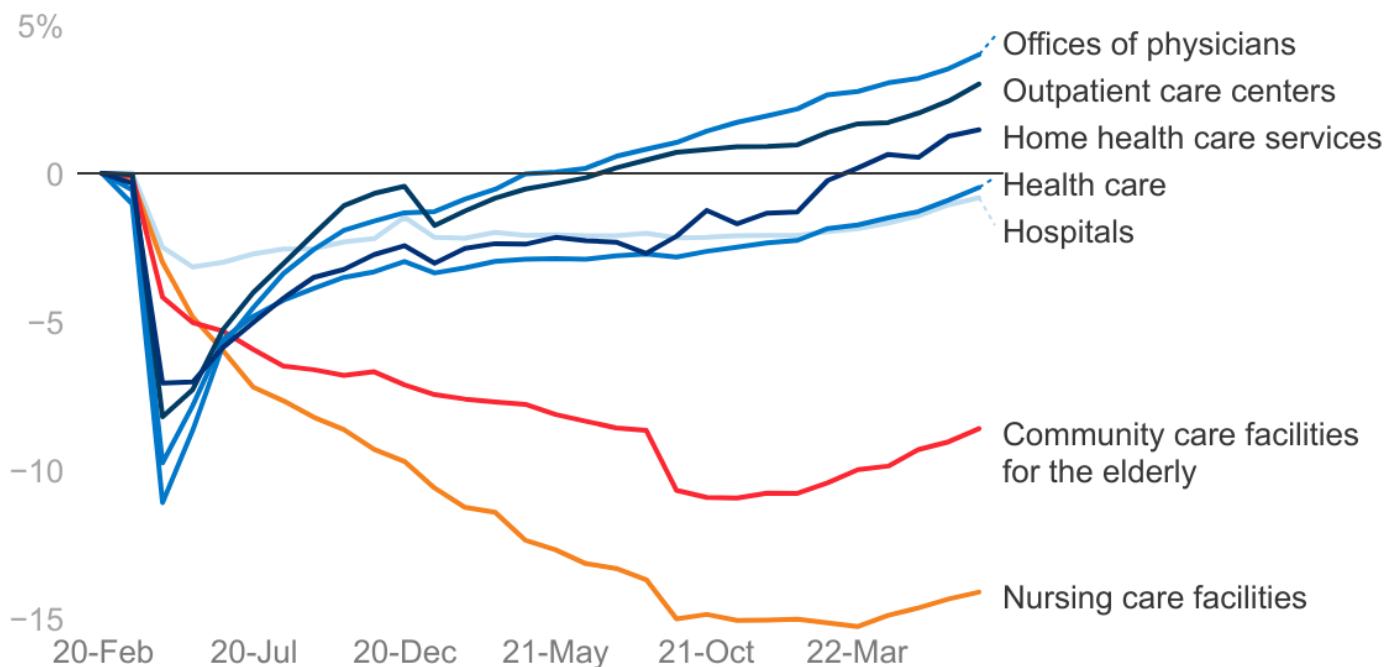


Source: [ag.purdue.edu/cfdas/resource-library/cost-of-a-cheeseburger/](http://ag.purdue.edu/cfdas/resource-library/cost-of-a-cheeseburger/)

## The Pandemic Exacerbated LTSS Existing Workforce Shortages.

Pandemic employment losses in health care were greatest for nursing care and community care facilities.

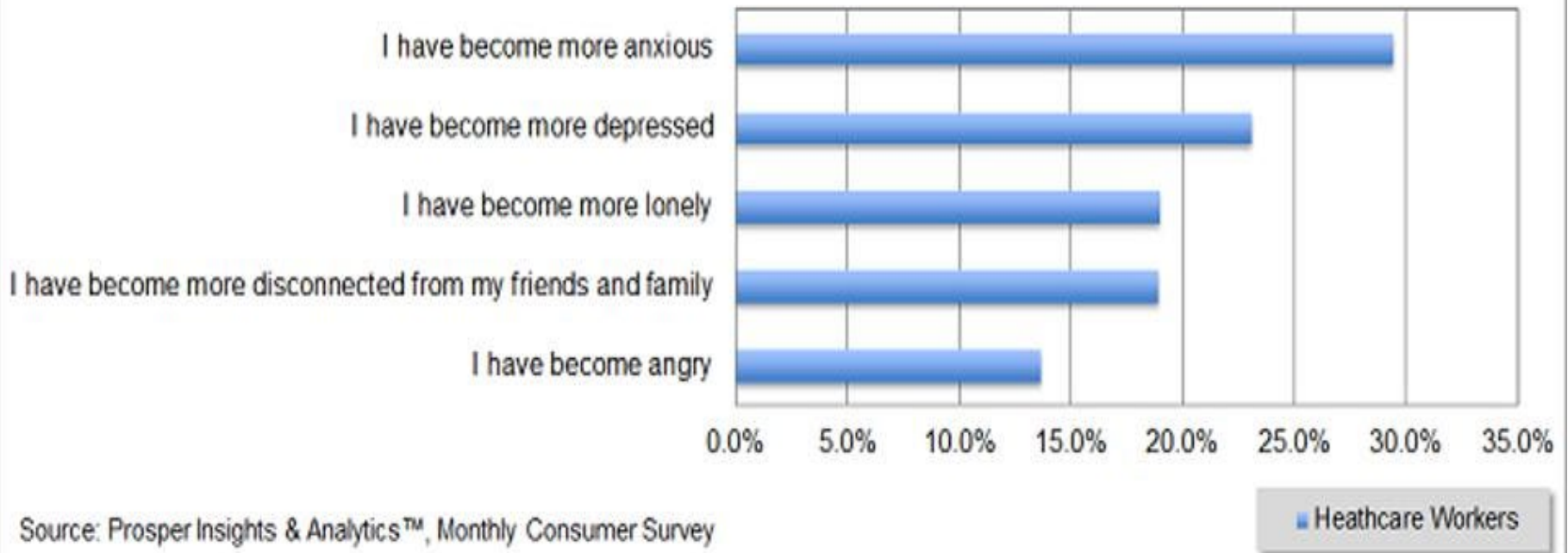
Figure shows cumulative % change in health sector employment by setting.



SOURCE: Peterson-KFF Health System Tracker



### Has the COVID-19 lockdown stay at home orders affected your mental or emotional well-being in any of the following ways? (Sep-2022)



## Causes of Health Worker Burnout

Inadequate support

Escalating workloads and administrative burdens

Chronic underinvestment in public health infrastructure

Moral injury from being unable to provide the care patients need

# Confronting Health Worker Burnout and Well-Being

- Receive a living wage that includes health insurance and adequate sick leave
- Ensure adequate personal protective equipment (PPE)
- Reduce administrative burdens
- Increase access to mental health care for workers
- Strengthen investment in the workforce and public health
- Build a culture that supports well-being

## What can I do to support my health workers?

- Establish an organizational culture that reflects its mission
- Take care of your own needs before assisting others
- Ask providers what they need
  - Listen to them and act
- Establish systems that provide support
  - Empower providers to lead in identifying and implementing solutions
- Offer generous paid time off (PTO)
- Implement flexible work schedules
- Remind staff about EPO
- Take a health day if you need it!






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## ↓ IN THIS TOOLKIT

### Modules

[1: Introduction](#)
[2: Program Models](#)
[3: Program Clearinghouse](#)
[4: Implementation](#)
[5: Evaluation](#)
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[7: Dissemination](#)
[About This Toolkit](#)

Published: 8/22/2022

[Rural Health](#) > [Tools for Success](#) > [Evidence-based Toolkits](#)

## Rural Health Literacy Toolkit



Welcome to the Rural Health Literacy Toolkit. This toolkit compiles evidence-based and promising models and resources to support organizations implementing programs to improve health literacy in rural communities across the United States.

The modules in the toolkit contain resources and information focused on developing, implementing, evaluating, and sustaining rural health literacy programs. There are more resources on general community health strategies available in the [Rural Community Health Toolkit](#).



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### Modules

1: Introduction

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3: Program Clearinghouse

4: Implementation

5: Evaluation

6: Sustainability

7: Dissemination

About This Toolkit



- Improving Health Literacy at the Community Level
- Improving Patient Skills to Navigate Healthcare Systems
- Improving Digital Health Literacy
- Improving Health Literacy at the Organizational Level

**Rural Community Health Toolkit**



Start here for a guide to building rural community health programs to address any type of health issue. Learn how to identify community needs, find evidence-based models, plan and implement your program, evaluate results, and much more.

**Aging in Place Toolkit**



Explore program models and approaches to support rural aging in place.

**Care Coordination Toolkit**



Find models and program examples for delivering high-quality care across different rural healthcare settings.

**Chronic Obstructive Pulmonary Disease Toolkit**



Learn how to develop programs to address COPD in rural communities.

**Community Health Workers Toolkit**



Learn about roles community health workers (CHWs) fill, as well as CHW training approaches.

**Community Paramedicine Toolkit**



Discover models and resources for developing community paramedicine programs in rural areas.

**Diabetes Prevention and Management Toolkit**




Find resources and best practices to develop diabetes prevention and management programs in rural areas.

**Early Childhood Health Promotion Toolkit**



Learn how to develop early childhood health promotion programs in rural communities.

**Emergency Preparedness and Response Toolkit** 



Discover strategies, resources, and case studies to support rural emergency planning, response, and recovery.

**Health Equity Toolkit**



Explore evidence-based frameworks and promising strategies to advance health equity in rural communities.

**Health Literacy Toolkit**



Discover resources and model programs for improving personal and organizational health literacy in rural communities.

**Health Networks and Coalitions Toolkit**



Find resources and strategies to help create or expand a rural health network or coalition.

**Health Promotion and Disease Prevention Toolkit**



Learn about strategies and models for rural health promotion and disease prevention in the community, clinic, and workplace.

**HIV/AIDS Prevention and Treatment Toolkit**



Explore models and resources for implementing HIV/AIDS prevention and treatment programs in rural communities.

**Maternal Health Toolkit**



Find resources and models for developing programs to address rural maternal health issues.

**Mental Health Toolkit**



Discover resources and models to develop rural mental health programs, with a primary focus on adult mental health.

**Medication for Opioid Use Disorder Toolkit**



Learn about models and resources for implementing medication for opioid use disorder programs in rural communities.

**Obesity Prevention Toolkit**



Find out how rural communities, schools, and healthcare providers can develop programs to help address obesity.

**Oral Health Toolkit**



Discover rural oral health approaches that focus on workforce, access, outreach, schools, and more.

**Philanthropy Toolkit**



Find emerging practices and resources for building successful relationships with philanthropies.

**Prevention and Treatment of Substance Use Disorders Toolkit**



Learn about models and resources for developing substance use disorder prevention and treatment programs in rural communities.

**Services Integration Toolkit**



Learn how rural communities can integrate health and human services to increase care coordination, improve health outcomes, and reduce healthcare costs.

**Social Determinants of Health Toolkit**



Discover evidence-based models and resources to address social determinants of health in rural communities.

**Suicide Prevention Toolkit**



Find evidence-based models and resources for implementing a suicide prevention program in rural areas.

**Telehealth Toolkit**



Discover program examples and resources for developing a telehealth program to address access issues in rural America.

**Tobacco Control and Prevention Toolkit**



Explore program examples and resources for implementing tobacco control and prevention programs in rural areas.

**Transportation Toolkit**



Explore how communities can provide transportation services to help rural residents maintain their health and well-being.



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WEBINAR

Availability of Post-acute Care and Long-term Care Services in Rural Areas

**September 14, 2021**

10:00 AM/PST | 11:00 AM/MST  
12:00 PM/CST | 1:00 PM/EST




### Rural Health Research Gateway

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- [Popular rural health products and topics, 2020-2021](#)
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## RURAL HEALTH EQUITY RESEARCH CENTER



### Rural Health Research Recaps

- Access brief summaries on key rural health issues
- Key findings from the work of the Rural Health Research Centers



### Research Alerts

- Email notifications when new research products are completed
- See five most recent alerts



### Research Publications

- Access policy briefs, chartbooks, journal articles, and other products developed under the Centers' [Research Projects](#)



### Research Centers

- Learn about the Rural Health Research Centers Program
- View list of currently funded research centers
- Learn about their areas of expertise



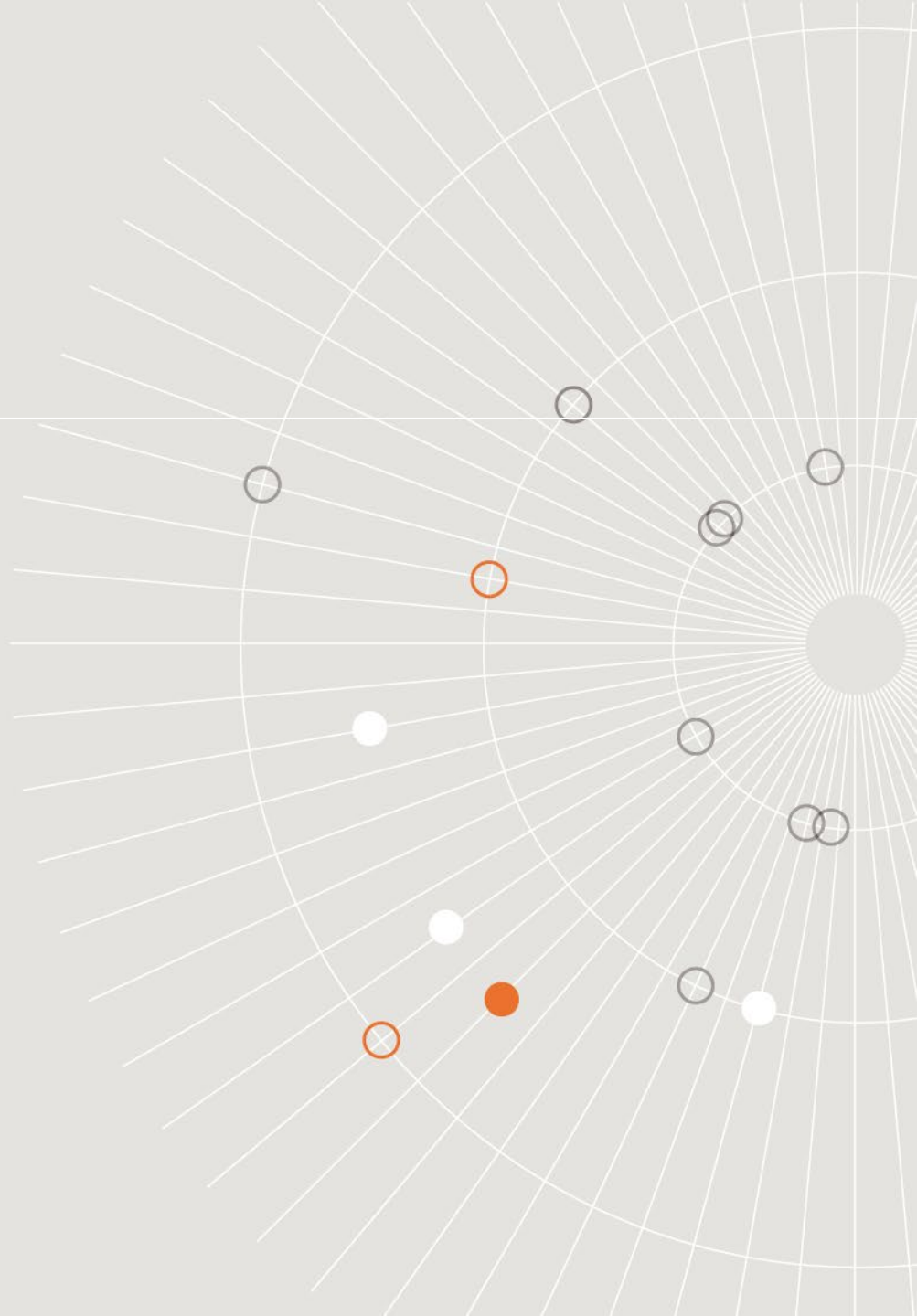
### Dissemination Toolkit

- Learn how to create health research products
- Tips for developing policy briefs, fact sheets, journal articles and more

IN A  
WORLD  
WHERE YOU CAN BE  
ANYTHING  
BE KIND

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# Questions?



# Thank you!

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