

Creating A Health Equity Culture: Tools and Resources to Support Rural Healthcare Leaders

HELP Webinar

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WHY SHOULD RURAL AREAS MATTER TO YOU?

Rural areas are not only the source of much of our food, drinking water, energy production, and outdoor recreation, one in five Americans—including a disproportionate number of veterans and active-duty service members—live there, making the study of the health needs and challenges of rural Americans essential to us all.

NORC Walsh Center for Rural Health Analysis



Learning Objectives

- Gain an understanding of the importance for rural health leaders to initiate, build, and sustain relationships to advance health equity
- Understand that everyone we engage with in our organization brings their own social, economic, and political perspectives with them that may affect their “buy-in” – listen to them



Learning Objectives

- Learn about ways rural health organization leaders are using tools to advance health equity in their communities
- Identify available resources to support rural health leaders in making real and meaningful changes in their organizations and communities to advance health equity



Defining Health Equity

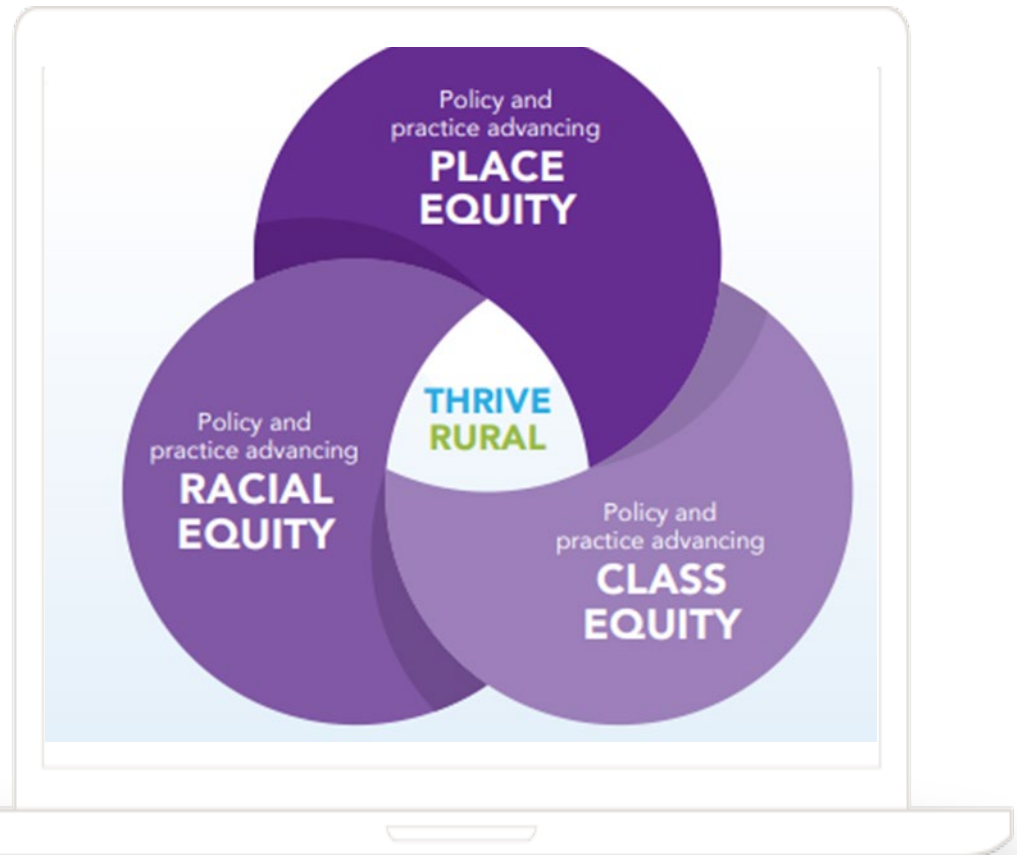


By health equity, we mean everyone
has the opportunity to attain their
highest level of health.

American Public Health Association

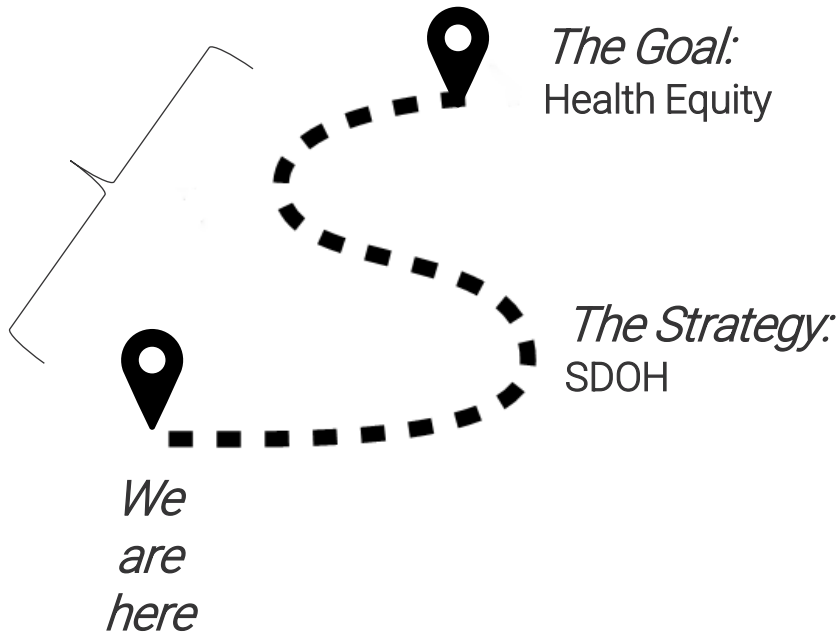
Multiple concepts involved in health equity

- Ability to achieve the best possible level of health or live one's healthiest life
- Absence of health and health care disparities
- Elimination of challenges that cause inequities, such as poverty and discrimination
- Access to opportunities that promote health, including health care and fair employment

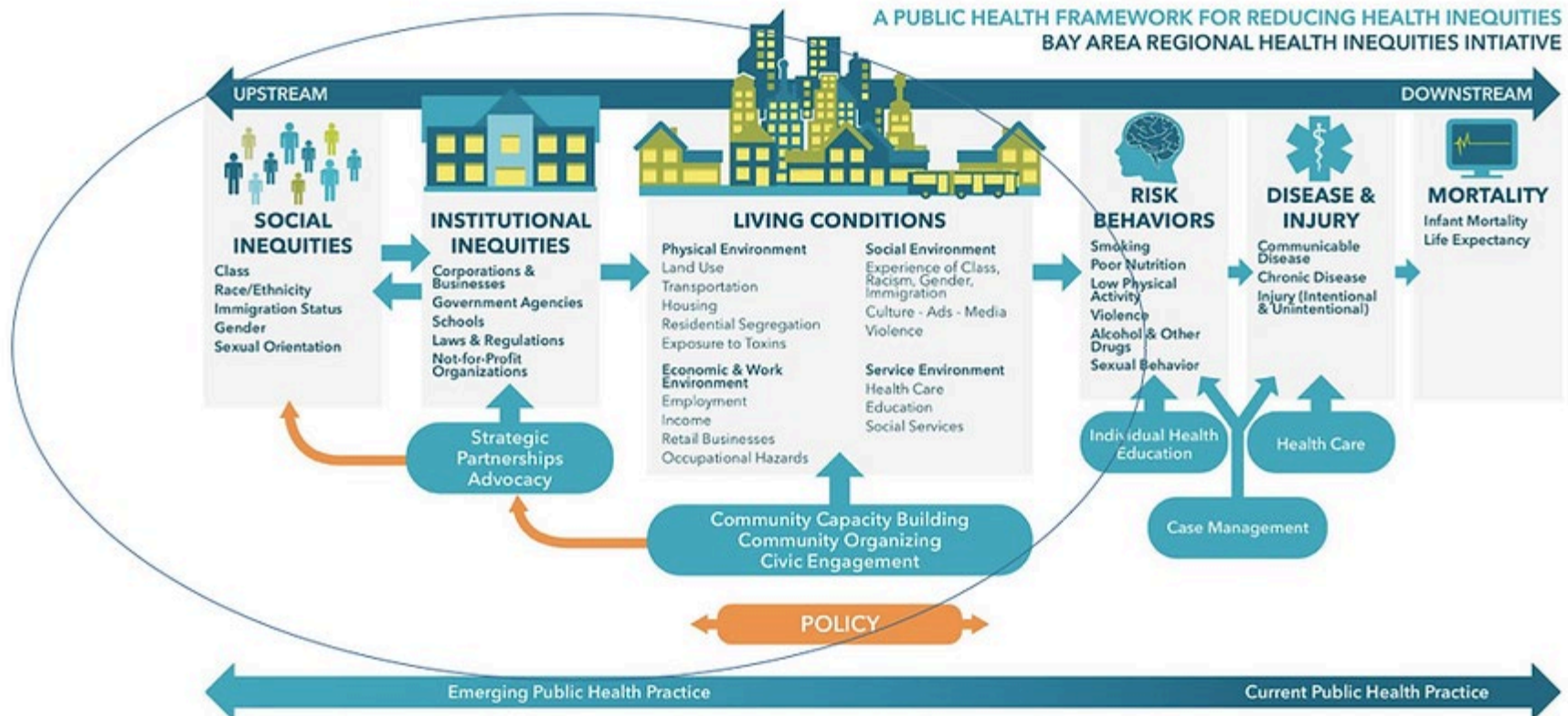


→ **Thrive Rural Framework: Foundational Element**
<https://www.aspeninstitute.org/publications/the-thrive-rural-framework-foundational-element/>

The Progress:
Health Disparities

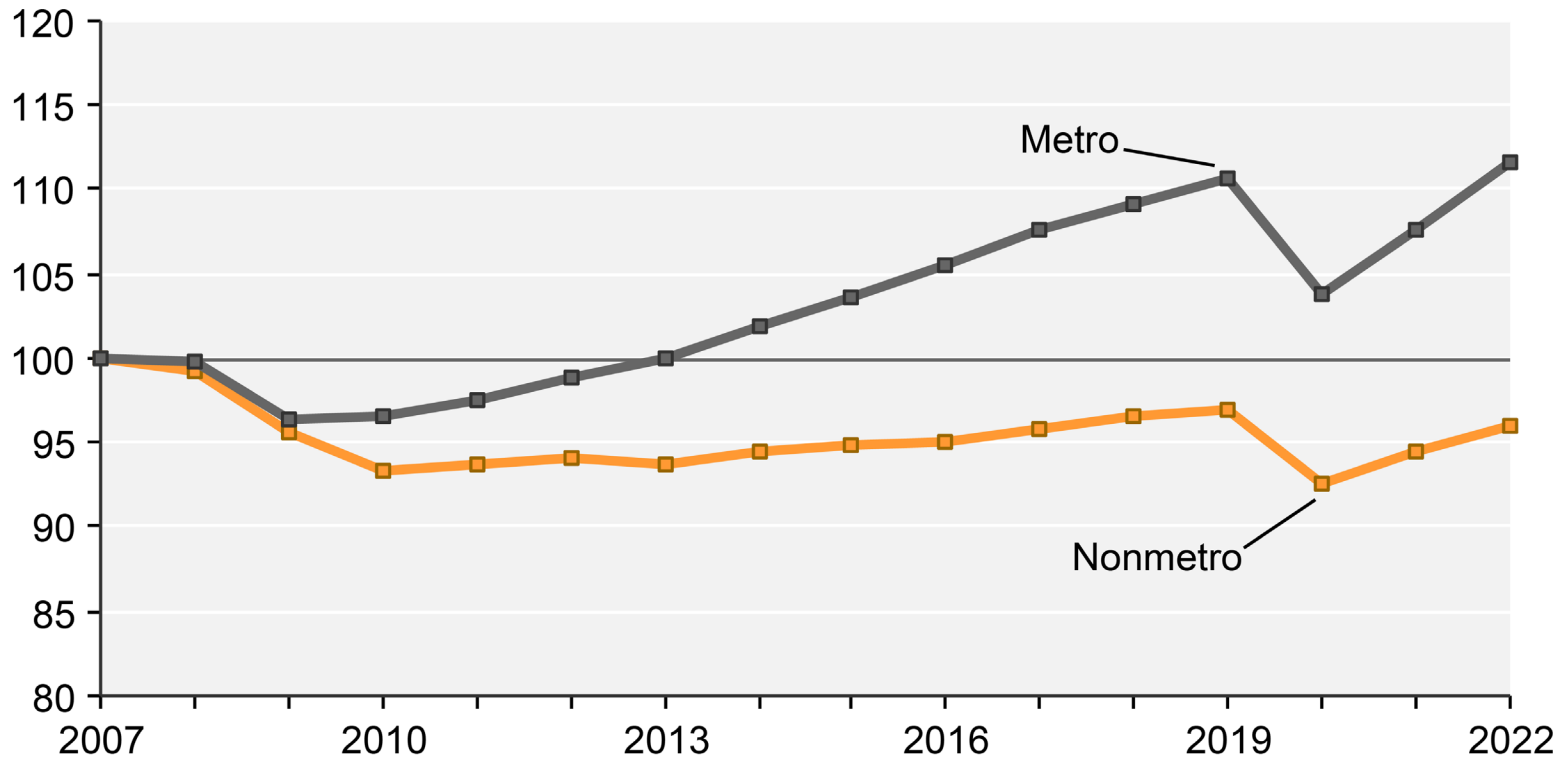


The Root Causes of Inequities



U.S. employment in metro and nonmetro areas, 2007–22

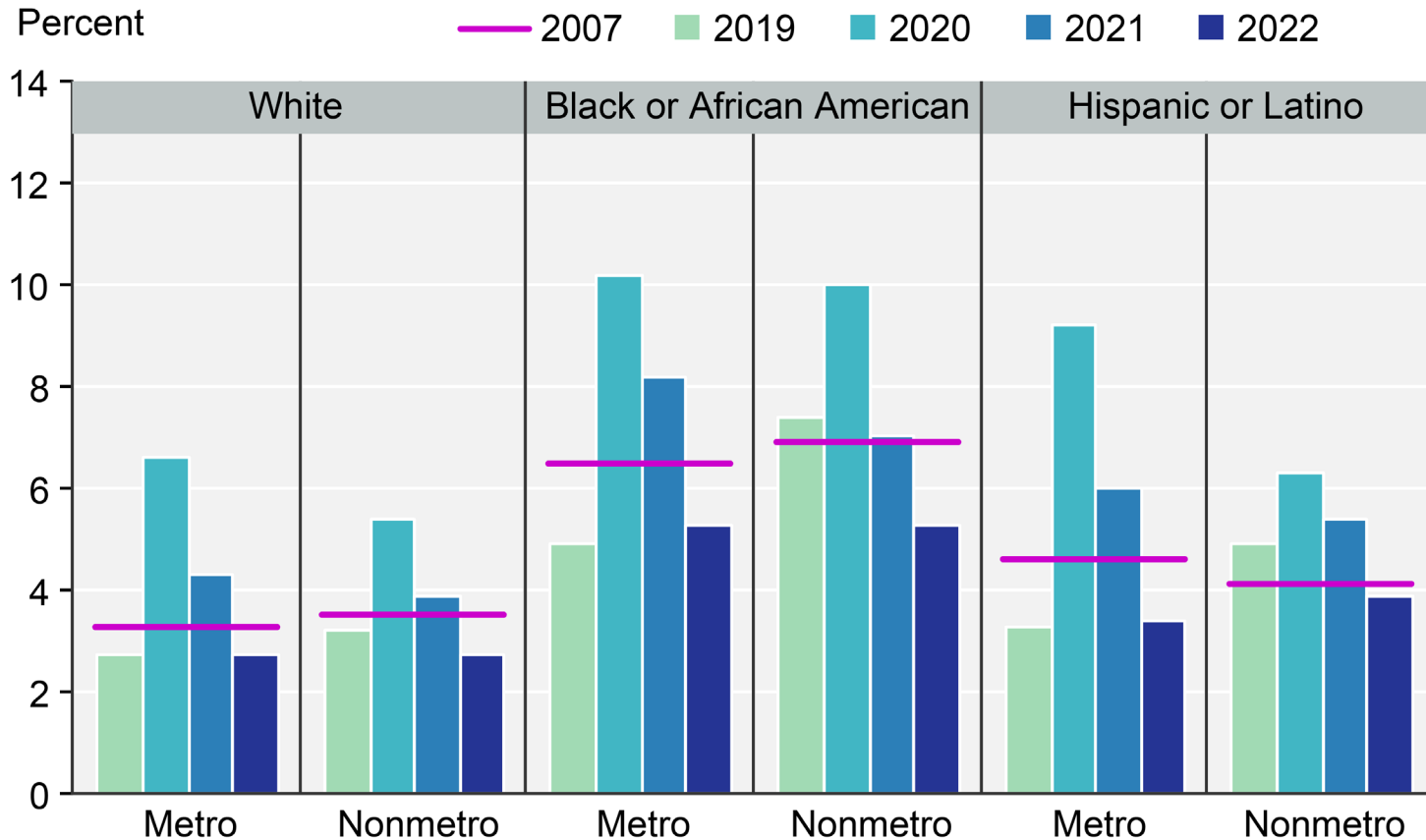
Percent of 2007 employment (2007=100)



Note: Employment is based on annual average total employment by county, summarized by metro and nonmetro status based on the 2013 definition of metropolitan counties, as determined by the U.S. Office of Management and Budget.

Source: USDA, Economic Research Service using data from the U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics program (April 21, 2023 release).

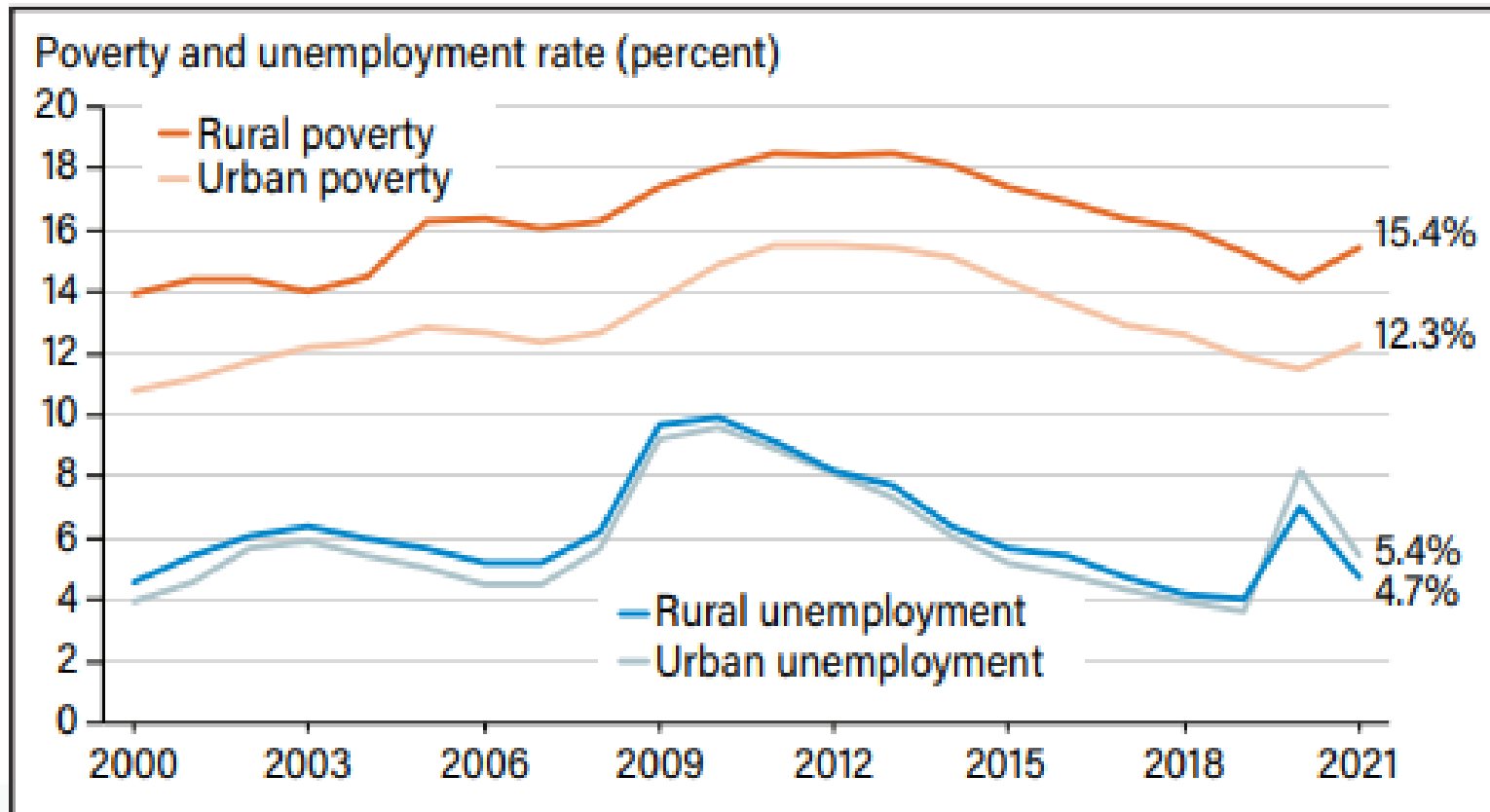
U.S. unemployment rates for the prime-working-age population (ages 25 to 54) in metro and nonmetro areas by race/ethnicity, 2007 and 2019–22



Note: Metro and nonmetro designations for 2007 are based on the 2003 definition of metropolitan counties; designations for 2019, 2020, 2021, and 2022 are based on the 2013 definition, as determined by the U.S. Office of Management and Budget.

Source: USDA, Economic Research Service using data from the U.S. Bureau of Labor Statistics, Current Population Survey.

U.S. rural and urban poverty and unemployment rates, 2000-21



Note: Rural/urban status is based on 2013 county nonmetro/metro delineations as determined by the Office of Management and Budget.

Source: USDA, Economic Research Service using data from U.S. Department of Commerce, Bureau of the Census (poverty) and U.S. Department of Labor, Bureau of Labor Statistics (unemployment).

Framing Health Equity

Finding Common Ground

- Will the terms “equity” and “social drivers of health” resonate with your staff and community?
- What messages work in rural areas?
 - Solve problems together
 - Be resourceful
 - People are the strongest asset
 - Important to involve people in the community and give them a seat at the table

CHAPTER
2 *Choosing WORDS*
Best Practices in the Language and Framing of Social Determinants of Health



→ **A New Way to Talk about Social Determinants of Health:**

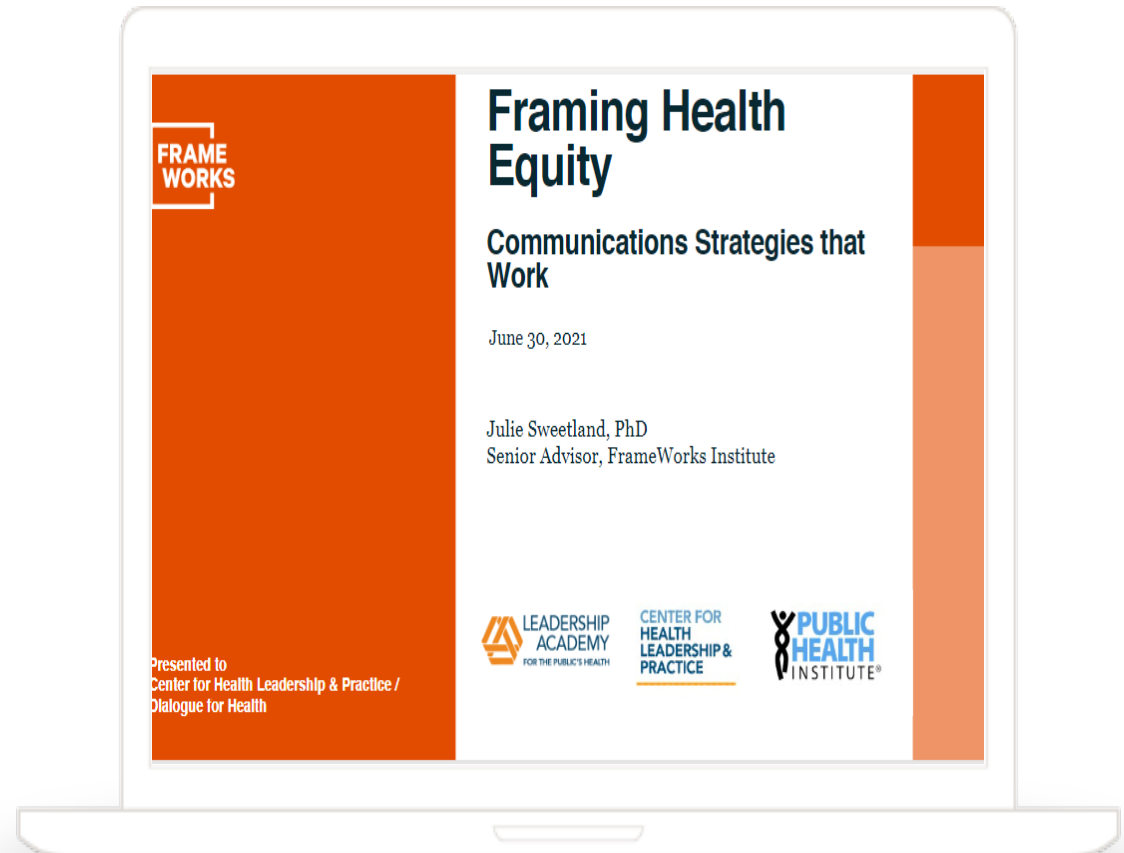
<https://societyforhealthpsychology.org/wp-content/uploads/2016/08/rwjf63023.pdf>

→ **Talking About the Social Determinants of Health**

<https://www.naccho.org/uploads/card-images/public-health-infrastructure-and-systems/Talking-About-the-Social-Determinants-of-Health-FINAL.pdf>

Framing Messages

- Be mindful of where you attribute the problem and the solution
 - Avoid common rural refrain: “older, sicker, poorer”
- Focus on solutions is an effective approach to build support
- Create different messages based on readiness to have conversations about health equity

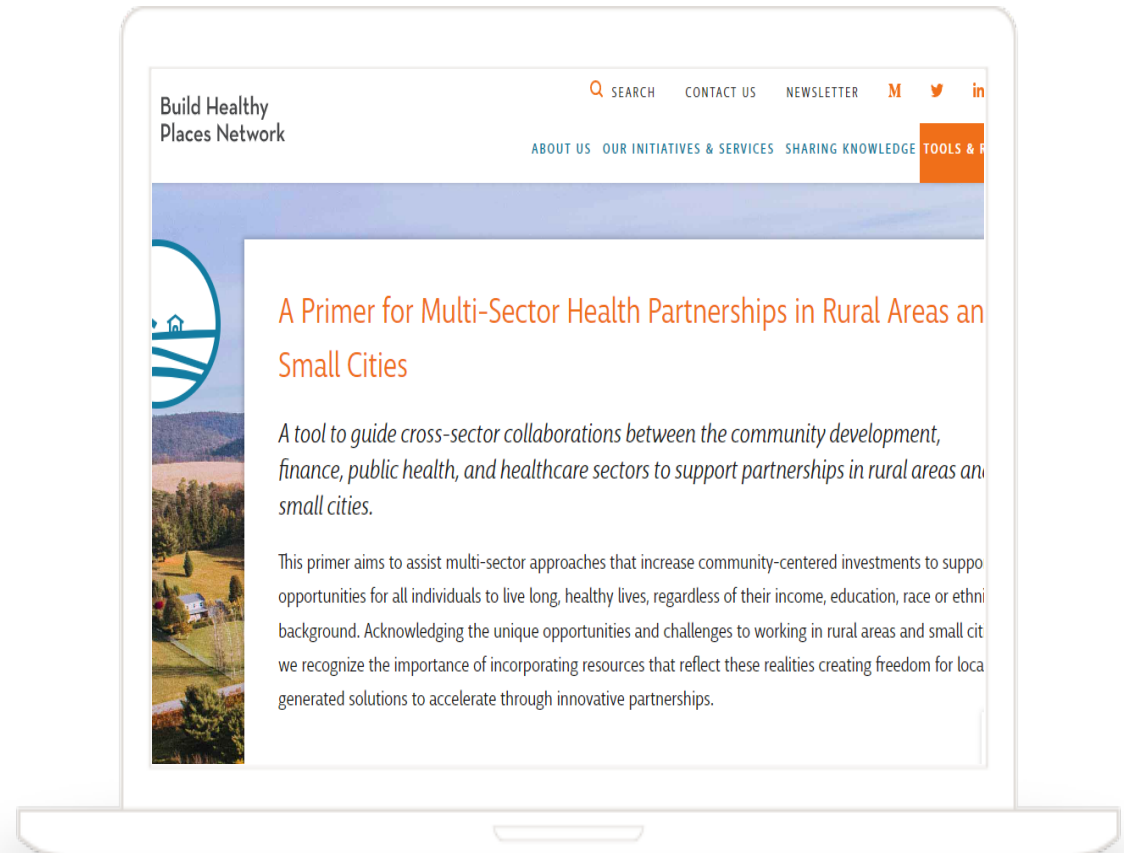


- **Framing Health Equity: Communication Strategies that Work:** <https://dialogue4health.org/web-forums/framing-health-equity-communication-strategies-that-work>
- **Communicating in Conservative Contexts: Strategies for Raising Health Equity Issues Effectively** <https://dialogue4health.org/web-forums/communicating-in-conservative-contexts-strategies-for-raising-health-equity-issues-effectively>

Fostering Multi-Sector Collaboration

Fostering multi-sector collaboration

- In addition to building new collaborations, could involve promoting equitable practices in existing partnerships
- There may already be rural groups and coalitions that are organizing around similar issues, but may not have a seat at the table with decision makers and funders



→ **A Primer for Multi-Sector Health Partnerships in Rural Areas and Small Cities**
<https://buildhealthyplaces.org/tools-resources/rural-primer/>

Building Organizational Capacity

Building organizational capacity

- Train staff on different aspects of health equity
- Develop permanent infrastructure for equity, e.g., through policies and formal partnerships
- Build and retain a representative workforce
- Leverage position as anchor institute

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

Southeast Arizona Area Health Education Center

- **Project Title:** [Healthy Farms Program](#)
- **Program Representative Interviewed:** Gail Emrick
- **Location:** Cochise County, AZ
- **Program Overview:** SEAHEC's Healthy Farms Program began as a farmworker health initiative in the Winchester Heights community or "colonia" of rural Cochise County, Arizona. Most residents of Winchester Heights are Latino farmworkers who face numerous structural barriers in accessing health care and improving the conditions in which they work and live. SEAHEC began the Healthy Farms Program when a community needs assessment revealed the substantial health inequities in Winchester Heights. The Healthy Farms Program first trained community members to serve as

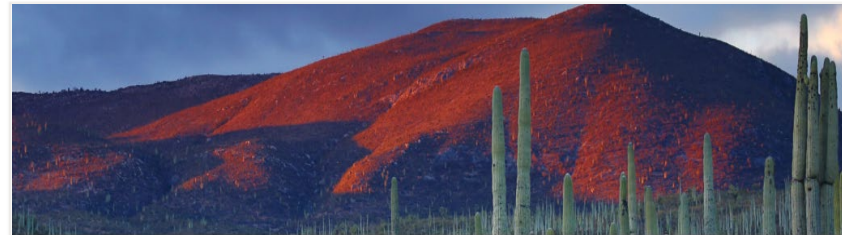
→ **Module 3: Program Clearinghouse**

<https://www.ruralhealthinfo.org/toolkits/health-equity/3/southeast-arizona-ahec>

Building Community Capacity

Develop Rural Leaders

- One key approach to building capacity is developing rural leaders – especially increasing representation of communities that experience inequities



Strengthening Leadership to Transform Rural Communities

Leaders are the head and heart of vibrant, strong rural communities. Leadership, in fact, may be the difference in why some communities thrive while others struggle.

RuraLead is a learning initiative. We want to understand impactful leadership qualities and leadership development practices.

→ **RuraLead**
<https://ruralead.org/three-imperatives-for-a-better-rural-future/>

Key Opportunities in Rural Health Equity

- **Operationalizing health equity:**
 - Moving from data collection to action
 - Implementing innovative programs (challenge: length of time for demonstrating outcomes)



→ **PRAPARE Implementation and Action Toolkit**
https://prapare.org/wp-content/uploads/2022/09/Full-Toolkit_June-2022_Final.pdf

- **Incorporate health equity in rural health care organizations**
- Leverage value-based payment models
- Collect data to drive action
- Engage communities that experience inequities

Stepping Up: Health Equity in Rural Hospitals Podcast Series

This podcast series brings together a variety of voices to elaborate on the steps rural hospitals can take to implement sustainable health equity programs and efforts.

Series Audience:

Critical access hospital leadership/decision-makers, state Flex coordinators, future coordinators, Health Equity professionals

Series Description:

This four-part podcast series brings together a variety of voices to elaborate on the steps rural hospitals can take to implement sustainable health equity programs and efforts.

→ **Preparing to Advance Health Equity**
<https://www.ruralcenter.org/resources/toolkits/health-equity#preparing-to-advance-health-equity>

→ **The Health Equity Roadmap**
<https://equity.aha.org/>

- **Address infrastructure and capacity concerns**
 - Attract and retain a health workforce, including staff who reflect the communities that experience inequities
 - Overcome persistent infrastructure barriers: transportation and internet access
 - Advance economic and community development

Examples of State, Local, Public-Private, and Private Nonprofit Initiatives

While new strategies are constantly emerging, below are examples of actions promoting health equity in rural America that deserve consideration for replication on a wider and/or more permanent basis.

- **Providing access to clean water in Alaska:** Working in partnership, the Alaska Native Tribal Health Consortium, National Tribal Water Center and the Centers for Disease Control and Prevention (CDC), along with others, demonstrated the efficacy of providing in-home piped clean water (replacing the need to haul water, sometimes from considerable distances) in producing significant reductions in infection rates.¹⁴⁹

→ **Advancing Health Equity in Rural America**
<https://www.rwjf.org/en/insights/our-research/2022/06/advancing-health-equity-in-rural-america.html>



Resources



Online Library ▾	Topics & States ▾	Rural Data Visualizations ▾	Case Studies & Conversations ▾	Tools for Success ▾
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↓ **IN THIS TOOLKIT**

Modules

- 1: Introduction
- 2: Program Models
- 3: Program Clearinghouse
- 4: Implementation
- 5: Evaluation
- 6: Funding & Sustainability
- 7: Dissemination

[About This Toolkit](#)

Published: 10/13/2022

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

Rural Health Equity Toolkit



Welcome to the Rural Health Equity Toolkit. The toolkit compiles evidence-based frameworks and promising strategies and resources to support organizations working toward health equity in rural communities across the United States.

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

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<https://www.ruralhealthinfo.org/toolkits/health-equity>

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1: Introduction

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4: Implementation

5: Evaluation

6: Sustainability

7: Dissemination

About This Toolkit



- Framing Health Equity
- Creating a Shared Vision and Definition for Health Equity
- Using Inclusive, Non-Stigmatizing Language to Better Communicate about Health Equity
- Understanding the Community Context and Identifying Health Equity Priorities
- Using Data to Identify Priorities and Health Inequities
- Engaging Community Members Affected by Health Inequities
- Assessing the Historical and Policy Context when Addressing Health Equity
- Fostering Multi-Sector Collaboration to Advance Health Equity
- Building Organizational Capacity to Advance Health Equity
- Educating and Training Staff on the Principles of Health Equity
- Developing Permanent Organizational Infrastructure for Health Equity
- Committing to Building and Retaining a Diverse and Inclusive Workforce to Improve Health Equity
- Leveraging Position as an Economic Anchor to Improve Health Equity
- Building Community Capacity to Shape Outcomes of Health Equity Work

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 NEW



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/EST
12:00 PM/CST | 1:00 PM/EST

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Rural Health Research Gateway

The Rural Health Research Gateway provides easy and timely access to research conducted by the Rural Health Research Centers, funded by the [Federal Office of Rural Health Policy](#). Gateway efficiently puts new findings and information in the hands of our subscribers, including policymakers, educators, public health employees, hospital staff, and more.

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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



RURAL HEALTH EQUITY RESEARCH CENTER

ruralhealthresearch.org

nosorh.org/rural-health-capital-resources-council-project/

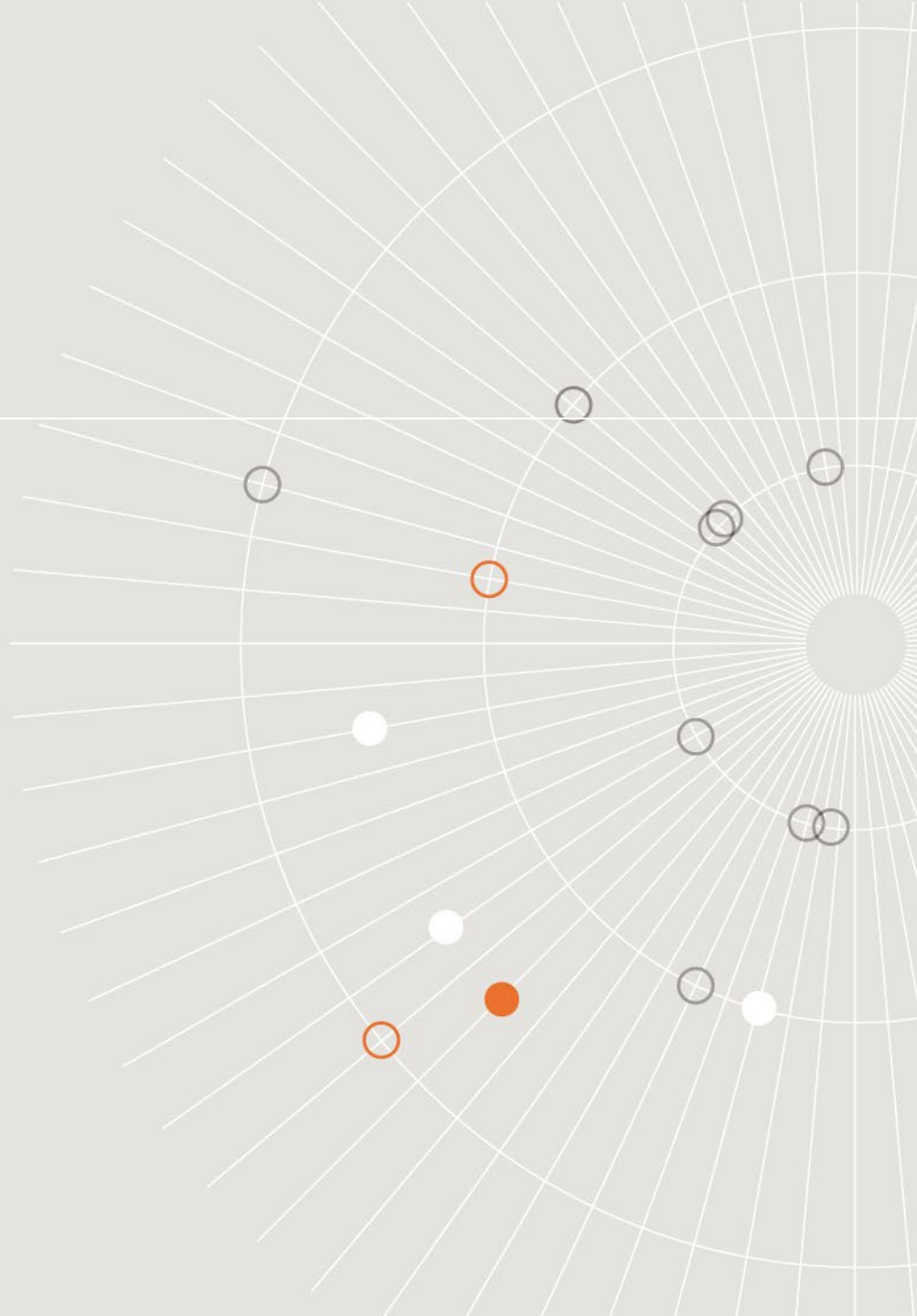


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Rural Health Capital Resources Council Project



Questions?



Thank you!

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