

# *We're Transforming NRHD*

## **From a Day to a Movement**

**NATIONAL RURAL HEALTH DAY  
STARTER TOOLKIT FOR  
STATE OFFICES OF  
RURAL HEALTH**



*Have questions?*

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# Tools at Your Fingertips

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NOSORH launched “National Rural Health Day” (NRHD) in 2010 as an opportunity to celebrate the “power of rural,” bring attention to the unique healthcare needs of rural America and highlight the efforts of State Offices of Rural Health (SORH) and other rural stakeholders to address those needs. To build on the successes of NRHD, work has begun to transform this single day of recognition into a more meaningful and impactful year-long movement!

This electronic toolkit is designed for use by SORH as a starting point for promoting and implementing NRHD activities. The information provided is simply a guide. Every SORH has a different level of capacity for carrying out the ideas and resources outlined in the toolkit. It’s up to each Office to choose what to put into action. Please share this information with state-wide partners and encourage them to participate as well.

The dedication and hard work of the SORH ensures that NRHD 2017 will be a success! Thank you to the NOSORH Communications Committee and Impact! Communications for their work on the toolkit and on planning NRHD. Please contact NOSORH if you have any questions or need further assistance!



# IDEAS, TEMPLATES & Resources

**Here are some basic elements to help you get started on a successful NRHD campaign!**

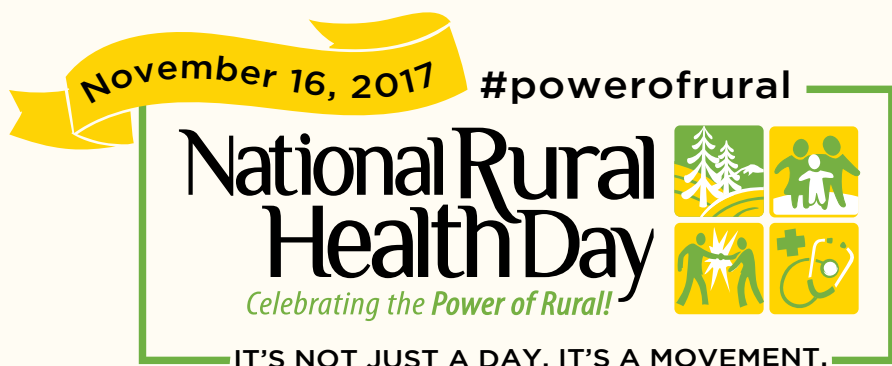
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# NRHD Logo

An organization's logo is the primary identifying element of its brand and is designed to create immediate recognition by those who view it. The individuality and the uniqueness of a logo are important because it helps to differentiate the organization in its marketplace among clients, members, sponsors and the public. NOSORH has submitted the NRHD logo for protection. The design elements of the main logo include "National Rural Health Day," "Celebrate the Power of Rural," and four boxes each containing a symbol that are to represent images that depict rural elements.



Changes to NRHD logo include:

1. Added the yellow ribbon with date for NRHD 2017, which will change with the actual calendar date each year.
2. Added bounding box around NRHD logo with the key campaign components, the #powerofrural hashtag and "It's not just a day, it's a movement" tagline.



By making the NRHD logo visible on your SORH Site, it will:

- Increase exposure to potential sponsors and partners
- Serve as an additional means to promote the Pledge to Partner
- Add value to NOSORHs partner/sponsor engagement
- Provide convenient access to NRHD tools offered on the NOSORH website. NOTE: Make sure that the logo on your site is programmed as a hyperlink to the NRHD page on the NOSORH.org website.

## Logo Circulation Made Easy



[www.nationalruralhealthday.org](http://www.nationalruralhealthday.org)



### 1. EARLY ANNUAL PUSH

Because NRHD falls on the third Thursday of November, the date is established far in advance. As the calendar turns to a new year, the NRHD Logo should be added to each SORH website by June and used in social media from June - November of each year.

### 2. USE OFTEN WITH LINKS

NOSORH and SORHs host webinars and events throughout the year which are not related to NRHD; however, they are ideal opportunities to promote NRHD using the logo. When done electronically, it should always link to the specific NRHD pages on the NOSORH website or, as an alternative, the PowerofRural.org website.

### 3. GO SOCIAL

Use the NOSORH provided NRHD logo in all of your social media efforts and encourage your friends and followers to 'get the logo' and use it on their websites and social media. Ask hospitals, vendors, community health providers, and other rural stakeholders to post, tweet, and share the logo on NRHD especially!

## Why Nominate Community Stars?

Honoring those who live and work in rural America brings much needed national attention to the following key facts:



Rural communities are wonderful places to live and work.



Rural America's health professionals, hospitals, and clinics are dedicated to delivering high-quality and innovative care to the underserved.



Collaboration is crucial to address the barriers and disparities that remain.

# What are the Community Stars?

The annual "Community Stars" publication honors and gives a personal voice to rural people, providers, advocates, and communities across the country. These stories document just a few shining examples of service and dedication to the people who call rural America home.

## How can a SORH gain attention for the Community Stars in their state?

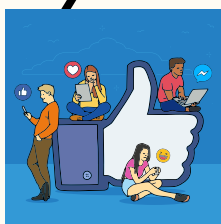
There is no better way to gain attention from social media followers, local media, and potential supporters than highlighting the #powerofrural and the work of those serving rural populations.



The first step is calling attention to nominations. Eblasts and social media posts will be crucial to obtaining the maximum amount of nominations possible.



Once Community Stars have been selected, creating press releases and dispersing them to as many outlets as possible will most likely ensure that your Star receives media attention. See the "[Media Guide](#)" section within this toolkit for more information about pitching Community Stars to the media in your state.



Finally, in as many social media platforms as you can, and as often as you can, post about your Community Star and be sure to use #powerofrural when you post about them and share their story. Encourage the Community Stars, and those who nominate them to share, post, pin and blog about them as well.



# COMMUNITY STAR NOMINATION FORM

## Nominator Contact Information

Name: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

City/Town: \_\_\_\_\_

State/Province: \_\_\_\_\_

## ★ Which best describes the Community Star you are nominating?

Individual Community Member     Individual Practitioner     Clinic     Hospital     Other: \_\_\_\_\_

## ★ Community Star Contact Information

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

City/Town: \_\_\_\_\_ State/Province: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Phone: \_\_\_\_\_

## ★ Which area are you recognizing this Community Star? (check all that apply)

Innovation     Collaboration     Education     Communication     Other: \_\_\_\_\_

## ★ The reason I chose to nominate this Community Star: (Deadline is Sept. 15, 2017)

*(Please include examples of their work in each area you are nominating them in.)*

\_\_\_\_\_

## ★ Is there anything else you would like us to know about your nominee?

\_\_\_\_\_



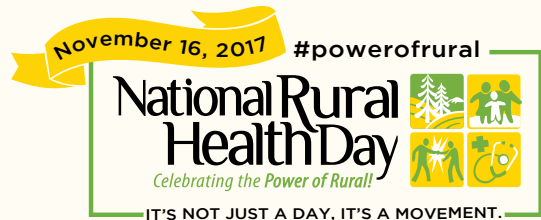
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# WAYS TO Celebrate



Looking for ways to celebrate National Rural Health Day? Here are a few ideas!

## General Ideas



**“Hello! Happy National Rural Health Day”**

Answer the phone with a custom NRHD greeting



Visit one of those morning news shows and hold up a sign that says “Happy National Rural Health Day!”

Plan a group run or some other kind of fitness activity



**Wear a National Rural Health Day T-shirt to school or work**

Do something “healthy” that day – eat more vegetables, bike instead of drive to work, get your cholesterol checked, or quit smoking! Visit [Great American Smoke Out](#) for resources, apps and tips!

Write a letter to the editor or contact a local legislator to stress the importance of addressing the health needs of rural communities



**Thank you!**

Thank a rural health provider for all they do!

## State Offices of Rural Health & Partners

Obtain gubernatorial/legislative proclamation recognizing National Rural Health Day

Visit community/state leaders to educate them on rural health issues and tout the work of State Offices of Rural Health and others in addressing those needs

**Host conference “Celebrating the Power of Rural” on National Rural Health Day**




Present a series of themed lectures/presentations by state rural health leaders or advocates via Webinar on National Rural Health Day

Present rural health awards/ honor rural (or community) heroes



**Produce rural health-related videos, fact sheets and other educational materials**

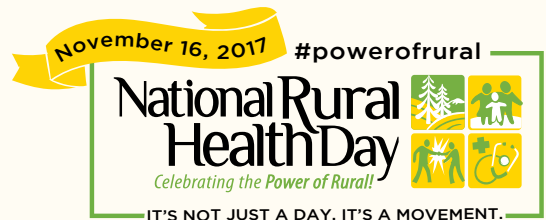


**Contact local/state media; arrange National Rural Health Day interviews**



Link to National Rural Health Day website from your website

# WAYS TO Celebrate



Looking for ways to celebrate National Rural Health Day? Here are a few ideas!

## Schools

Plan a field trip to a local hospital or rural health provider



Host "Health Careers Day" in career development centers/ guidance offices



Plan/host a community health fair

Have rural-themed poster essay contests

Share your story - speak at a local school or community event



Invite rural health providers to speak in the classroom

Host and/or encourage students to participate in a rural health-related community service project (plan a health information fair, help paint a rural health clinic, etc.)



Teach special rural-themed courses on National Rural Health Day (rural history, rural economics, etc.)



Host a National Rural Health Day "Fun Day" to promote health and wellness - kids participate in fun physical activities, sample healthy foods and receive health information

## Hospitals/Rural Health Providers

Display National Rural Health Day banners/posters

Give tours of your facilities



Have a "staff appreciation" luncheon

Link to National Rural Health Day website from your website



## NRHD Key Messages

*(click here to download)*



In the United States, over 60 million people – one in five Americans – live and work in rural areas. Join us on November 16, 2017 to “Celebrate the Power of Rural” and bring to light the unique healthcare needs that rural citizens face – and showcase the efforts of rural healthcare providers, State Offices of Rural Health and other rural stakeholders to address those needs.

### **Rural communities are wonderful places to live and work. Great things are happening there:**

- Rural community leaders are ordinary people willing to step forward, share and implement a vision, and drive changes that benefit their neighbors.
- Millions of individuals and families visit rural and frontier areas to enjoy the beauty and peacefulness of America’s natural resources located in national parks, wildlife refuges, forests, wilderness and military posts.
- Rural America is an often-overlooked economic engine which shapes the United States. Small businesses play a vital role in rural America by providing two thirds of rural jobs.
- Diverse economic, cultural, and recreational opportunities abound in rural America. Rural areas across the country are different. Rural New York differs from rural Arizona or rural West Virginia.
- Farm commodities, ranching, mining, oil, gas, and clean energy from rural America, provide a wealth of products and services.

### **Rural America’s health professionals, hospitals, and clinics are dedicated to delivering high-quality and innovative care to underserved Americans:**

- Health care professionals in rural America are able to focus on building personal relationships with patients and families.
- Rural doesn’t necessarily mean “remote.” Through growing telehealth and electronic health records initiatives, rural health professionals are able to coordinate care, stay connected with each other and urban tertiary care centers.
- Hospitals are the economic foundation of many rural communities. The 1,330 Critical Access Hospitals (CAHs) provide essential health care to rural communities across 45 states and on average, bring 204 jobs to the local economy.
- The total time rural patients spend in the emergency room is 56 minutes faster in rural hospitals than in urban hospitals.
- New models for community health workers, community paramedics and oral health professionals have been incubated in rural America as a model throughout health systems.
- Of the 3500 certified Rural Health Clinics, 95% accept new Medicaid patients. Federally Qualified Health Centers are focal points for services to underserved rural populations and Veterans Health Administration Community Based Outreach Clinics work to improve the health of 40% of the nation’s veterans.

## NRHD Key Messages

*(click here to download)*

### **Collaboration is crucial to address the barriers that remain:**

- State Offices of Rural Health, rural healthcare providers and other rural health stakeholders continue to foster partnerships that improve the health status of the communities they serve.
- Critical Access Hospitals make up 30% of acute care hospitals but receive less than 5% of total Medicare payments to hospitals. More than 60% of CAH revenue comes from government payers. All payment reductions to Medicare or Medicaid have an immense impact on CAHs' ability to provide access in rural communities.
- Emergency medical services are mostly volunteer dependent but are vital in rural America where 20% of the nation's population lives and nearly 60% of all trauma deaths occur
- Rural workforce education and training programs are needed to help recruit, retain and increase the number of well-qualified medical providers for rural veterans.
- Federally Qualified Health Centers, CAHs and other health providers in rural areas are working with their local communities to design health delivery systems designed specifically for the population they are serving. In many cases they may be the only source of primary care in a community.

**#PowerofRural**

## Gubernatorial Proclamation

*(click here to download)*



### National Rural Health Day Gubernatorial/Legislative Proclamation Template

*(Fill in the name of the State/Commonwealth and the name of the Governor, where indicated.)*

**WHEREAS**, rural communities in (State/Commonwealth) and throughout the United States are wonderful places to live and work – they are places where people know each other, listen to/respect each other and work together to benefit the community; and

**WHEREAS**, rural America is the economic engine that helped the United States become the world leader it is today; and

**WHEREAS**, rural citizens possess a selfless, creative, community-minded spirit; and

**WHEREAS**, meeting the unique healthcare needs of those citizens is constantly evolving, as rural communities face accessibility issues, a lack of healthcare providers, an aging population suffering from a greater number of chronic conditions, and larger percentages of un- and underinsured citizens; and

**WHEREAS**, ambulatory and emergency medical services are especially critical in rural America, where 20 percent of the nation's population lives but nearly 60 percent of all trauma deaths occur; and

**WHEREAS**, rural hospitals – in addition to being sources of innovation and resourcefulness that reach beyond geographical boundaries to deliver quality care – are also typically the economic foundation of their communities, with every dollar spent generating about \$2.20 for the local economy; and

**WHEREAS**, being a rural healthcare provider provides tremendous opportunities to offer more comprehensive, compassionate, patient-centered and holistic care to patients; and

**WHEREAS**, the (State/Commonwealth) Office of Rural Health and the National Organization of State Offices of Rural Health play a distinct and critical role by leading efforts to address the unique healthcare needs of our rural citizens.

**NOW, THEREFORE**, I, the Hon. \_\_\_\_\_, Governor of (State/Commonwealth), do hereby proclaim November 16, 2017 to be National Rural Health Day in (State/Commonwealth), and encourage citizens to honor our rural communities as wonderful places to live and work; and

**FURTHER**, I encourage citizens to recognize the unique healthcare needs and opportunities that exist in those communities, and recognize the (State/Commonwealth) Office of Rural Health and the National Organization of State Offices of Rural Health for the valuable services they provide to address those needs and opportunities.

Dated, this \_\_\_\_ day of \_\_\_\_\_, 2017

# NRHD Powerpoint Presentation

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If you are planning on hosting your own webinar or speaking at an event on NRHD, you are encouraged to use a PowerPoint template with the NRHD brand and design components.



[Download Now](#)

# Pledge to Partner Promo Video

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In 2016, Impact! worked with NOSORH to produce a short video that explains and promotes the "Pledge to Partner." You may post this video on your SORH Facebook page or other forms of social media, and create a link to the video from your website.



[Download Now](#)

# Pledge to Partner

*Transform a Day  
Into a Movement*

In 2016, NOSORH launched the “Pledge to Partner,” an initial step to help us transform the day into a movement. The Pledge asks all rural health stakeholders to inspire communities across the country to address and resolve their most challenging population health issues. It also asks those who take the Pledge to make a promise to stay informed and involved with NOSORH and SORHs in 2017 and beyond, helping to support their combined missions.

PowerofRural.org is the online home of the Pledge to Partner. For those who took the Pledge in 2016, they received a few email messages thanking them, and will soon receive another eblast with a link to download the official Pledge to Partner Seal. Every SORH is encouraged to identify Partners who pledged their support from your state and reach out to them with a note of thanks and an invitation to explore opportunities to innovate, collaborate, educate, and communicate.

*If your SORH has not taken the Pledge to Partner, please do it today!*

SORHs will receive progress updates as NOSORH continues to develop and expand the Pledge to Partner.

## The Components of the Pledge

The following are the four main components of the Pledge to Partner. They are specific yet provide those who take the pledge with opportunities to imagine an array of possibilities to become involved with the Power of Rural Movement. The PowerofRural.org site will expand to showcase partners in action and become a meeting place for collaborators.



### INNOVATE

Engaging thought partners from non-healthcare industries to help create additional solutions to prevailing challenges.



### EDUCATE

Inform those entering the field of medicine about the fulfilling opportunities to care for rural communities.



### COLLABORATE

Commit to forging new relationships that will bring additional resources into the rural healthcare fold.



### COMMUNICATE

Spread the word about the #powerofrural and engage in conversations that strengthen rural health care delivery.

# Partnership Seal



**Click Seal  
to Download**

The Pledge to Partner Seal incorporates several key elements and messages including the NOSORH official logo, the official website where the Pledge is located, "powerofrural.org," and the words Pledge to Partner, all of which contained within a traditional seal emblem.

*Add the Pledge to Partner Seal to your website with the text: "Want to help us make a difference for over 60 Million People Living in Rural America? Take the Pledge to Partner (Click Here\*)" \*Link to <http://www.PowerofRural.org>*

## Pledge Partnerships | *A Gateway for Change*

The Pledge to Partner provides SORH and NOSORH with an avenue to capture ongoing and new partners and sponsors year-round, as well as build a community that will support and commit to action on and around NRHD, advancing the mission to transform the "Day" into a movement.

# Graphic Resources

NOSORH has developed social media posts related to the Pledge to Partner for SORH use. Make sure to note the website address along with each social media post <http://www.powerofrural.org>.

**Click Here to Take the Pledge!**

A social media graphic with a white background and a green border. In the top right corner, there is a yellow box with the hashtag "#powerofrural". On the left, a green hand holds a white heart with a puzzle piece inside. To the right of the hand, the text reads "Together, we can make a bigger impact!" in green, followed by "Take the PLEDGE™" in brown, and "www.powerofrural.org" in brown. On the right side, a person in a white lab coat is holding a laptop displaying the "PLEDGE TO PARTNER" form. In the bottom right corner, there is a logo for "National Rural Health Day" with the date "November 16, 2017" and the hashtag "#powerofrural". The logo includes icons of a tree, a person, and a heart, and the tagline "Celebrating the Power of Rural!" and "IT'S NOT JUST A DAY, IT'S A MOVEMENT."

# Current Listing of Partners That Took the Pledge

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*by State & Organization*

## **ARIZONA**

AZ Center for Rural Health  
Community Bridges Inc.

## **CALIFORNIA**

Vital Research

## **COLORADO**

CDPHE

## **CONNECTICUT**

Hidden Acres Farm, Inc.

## **FLORIDA**

Conceptual Arts  
Dynamic Leadership Academy for Rural Health  
Hendry Regional Medical Center

## **GEORGIA**

Georgia State Office of Rural Health  
Columbus State University Center for Health Disparities and  
Community Based Research

## **HAWAII**

Hawaii State Office of Primary Care and Rural Health

## **ILLINOIS**

Impact! Communications, Inc.  
Chartis Center for Rural Health

## **INDIANA**

Insight Development LLC

## **KENTUCKY**

NCHN

## **LOUISIANA**

Outer Cape Health Services

## **MARYLAND**

Maryland Area Health Education Center West (AHEC West)  
AHEC West  
Health Resources and Services Administration

## **MASSACHUSETTS**

MA DPH State Office of Rural Health  
Massachusetts State Office of Rural Health  
University of Massachusetts College of Nursing  
Athol Hospital  
Community Action of the Franklin, Hampshire, and North Quabbin  
Regions  
Community Health Center of Franklin County  
Deaconess  
FootCare By Nurses  
Island Health Clinic  
Martha's Vineyard Hospital  
Quabbin Mediation  
Regional School Nurse Consultant Program of MA  
Tapestry  
Town of Athol

## **MINNESOTA**

Minnesota Department of Health  
MN Rural Health Cooperative  
University of Minnesota Rural Physician Associate Program (RPAP)  
National Rural Health Resource Center  
Rasmussen College

## **MONTANA**

Montana AHEC/ORH  
Montana Office of Rural Health & Area Health Education Center  
AHEC/ORH  
Mountain-Pacific Quality Health Foundation  
MT DPHHS  
RLACF and Beartooth Billings Clinic

## **NEBRASKA**

Nebraska Office of Rural Health  
Nebraska Rural Health Association

## **NEVADA**

Nevada SORH  
Nevada Rural Hospital Partners  
University of Nevada School of Medicine, Office of Statewide  
Initiatives  
Humboldt General Hospital

## **NEW JERSEY**

New Jersey Dept. Of Health

## **NEW YORK**

HMS Associates  
Rural Health Network of South Central NY  
TLC Health Network

## **NORTH DAKOTA**

Center for Rural Health, University of North Dakota  
Center for Rural Health  
Towner County Medical Center

## **OKLAHOMA**

Oklahoma Hospital Association  
Oklahoma Office of Rural Health

## **OREGON**

Memorial Hospital

## **PENNSYLVANIA**

Pennsylvania Office of Rural Health  
Cole Memorial  
LifePath  
The Compliance Team, Inc.

## **SOUTH CAROLINA**

South Carolina Office of Rural Health

## **TEXAS**

SRJ Marketing Communications, LLC

## **UTAH**

Health Center Network of Utah  
Utah Department of Health  
Utah Office of Primary Care and Rural Health  
Utah State Department of Health  
Office of Primary Care and Rural Health

## **VIRGINIA**

Virginia Department of Health  
Carilion Giles Community Hospital

## **WASHINGTON**

WA State Department of Health-SORH

## **WYOMING**

Wyoming Office of Rural Health

Like

Follow

**Guide to**  
*Social Media*

*"Social media action builds traction!"*

Twitter





# Best Social Media Channels for Organization Marketing

To fully realize the benefits of engaging in all forms of social media, it's important to understand each platform, how, why, and when to use them. Too often, organizations believe that social media requires little more than posting announcements on varying social platforms; however, there is much more to being present on social networks.



Facebook

With more than 1.59 billion users, Facebook comprises the largest blend of demographics of any social platform. It provides an extraordinary medium for SORHs to connect with rural stakeholders from around the country. And from an advertising perspective, it's the easiest to manage and allows for the best possible targeting.



Twitter

Twitter's value lies in its ability for your posts to go viral: the more people who share your posts and "retweet" your content, the more followers you will attain. We recommend posting recent news, updates and articles that are relevant to rural health. Hashtags make a big difference in building momentum for your posts, so pay attention to what is trending today and include relevant hashtags, especially #PowerofRural. Also retweet people who have many followers to increase the likelihood of them following us back.



Instagram

Instagram is a fun and quirky way to share our work and lives with 'friends' through a series of pictures. Use this popular photo-sharing platform at NRHD events and encourage your friends (hospitals and community health partners) to do the same! Whenever hosting events, always have an incentive for the attendees to post photos to Instagram using our event hashtag.



LinkedIn

Every SORH director should consider developing a LinkedIn profile. While other forums also promote relationships, LinkedIn prioritizes them. It is an excellent place to post thoughtful articles, share ideas with 'rural health' groups on how to become involved in NRHD and connect with those who may have an interest in becoming a NOSORH partner or taking the Pledge.



Pinterest

Only use this channel if you have great images to share. Quality images are likely to go viral on this site due to its visual nature. If your image is pinned by a highly-followed member, it has the potential to be viewed by millions. It's also great for promoting products. Post photos of NRHD in 'action' such as a group of doctors wearing NRHD T-Shirts, a NRHD Bus, Dressed for NRHD, Artwork created for NRHD, etc.





YouTube


Aside from being the second largest search engine, YouTube is owned by Google. So when it comes to search engine optimization, videos are more likely to appear in search results than other websites. With Google's acquisition of YouTube, use Google Hangouts On Air to interview Community Stars and Pledge Partners on NRHD, then the interview is automatically posted to YouTube under our account for added visibility.


## Social Media Explained


 I like National Rural Health Day.

 I am celebrating National Rural Health Day. #powerofrural

 Here's us at the state legislature on National Rural Health Day.

 I am a partner for National Rural Health Day.

 Here's some ideas of what we can do on National Rural Health Day.

 Watch us as we celebrate National Rural Health Day.



# Social Media Routine Activity Checklist

Social media allows organizations to run their communications operations 24/7. It requires commitment and discipline and by following a well-planned social media daily strategy and distribution schedule it can help us build momentum and achieve the goals set for NRHD.



## Routine Activity (Sample Checklist)

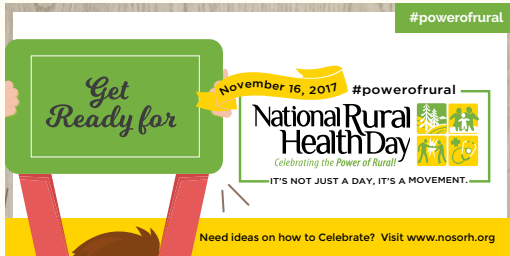
#Hashtags Specific to Campaign   #powerofrural added to all posts across each s.m. channel						
Tag People & Places	✓	✓				
Share a Daily Post or Photo	✓	✓	✓	✓		
Share Someone's Relevant Post	✓	✓	✓	✓		✓
Thank New Follows & Direct to Website	✓	✓	✓	✓	✓	✓
Pin Ideas for NRHD					✓	
Share a Rural Moment	✓	✓	✓	✓	✓	✓

## NRHD SELFIE CONTEST

A picture can be worth 1,000 words, and with the use of social media, let your followers' "selfies" do the talking. Whether it is positive feedback from a webinar, or capturing the moment before participating in a NRHD event, your followers can be your best advertisers using #powerofrural. NOSORH will be sending more information about this contest soon!



# Social Media Posts to Help You Spread the Word



## Get Ready for National Rural Health Day

NOSORH will provide a variety of electronic and social media post graphics to promote and plan for NRHD that will increase in frequency over time.



## Nominate a Community Star

NOSORH will provide a variety of electronic and social media post graphics to help solicit nominations for NRHD Community Stars.



## Take the Pledge

NOSORH will provide a variety of electronic and social media post graphics to encourage followers to Take the Pledge and spread the message of #PowerofRural.

*Additional electronic and social media tools will also be shared to promote NRHD Webinars, Key Messages, Fast Facts, Hot Topics, Community Stars and more!*

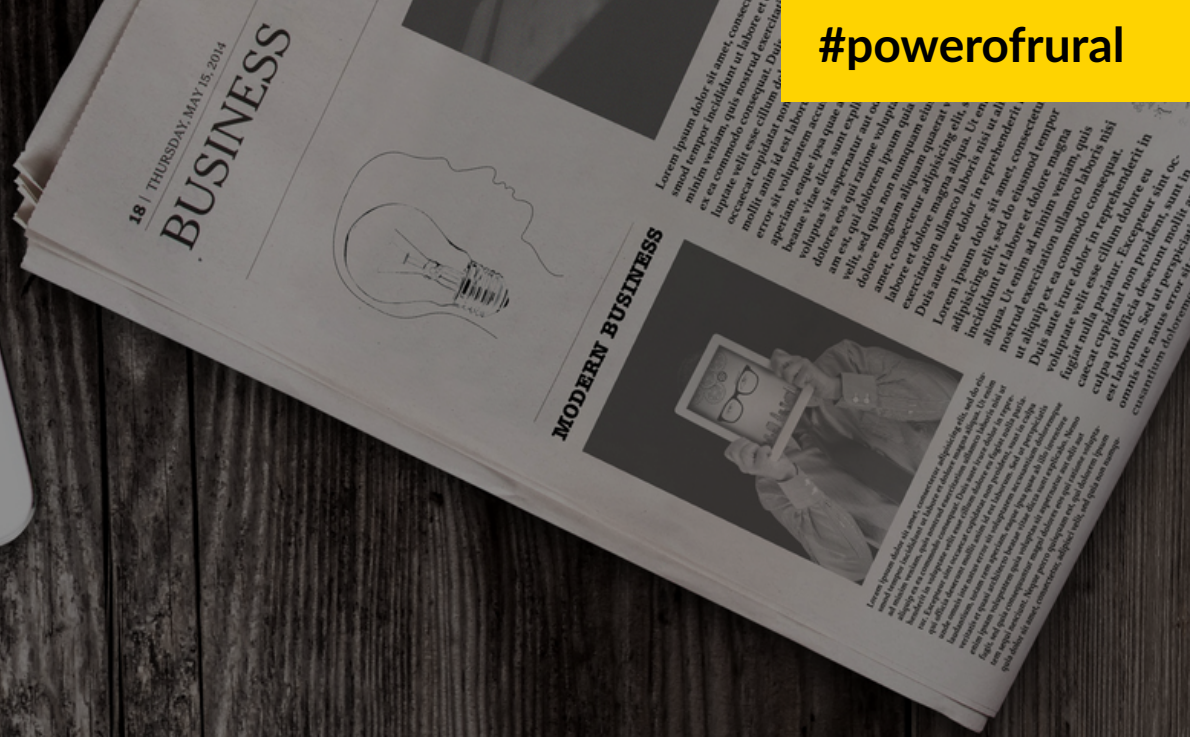


## Don't forget these social media tips!

- Check each account each day
- Being active on social media increases your page activity
- Following others will encourage them to follow you
- Use #powerofrural as much as you can as often as you can
- Sharing posts from other pages draws attention to yours

# Media Guide

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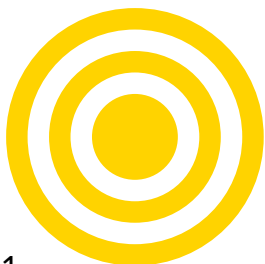
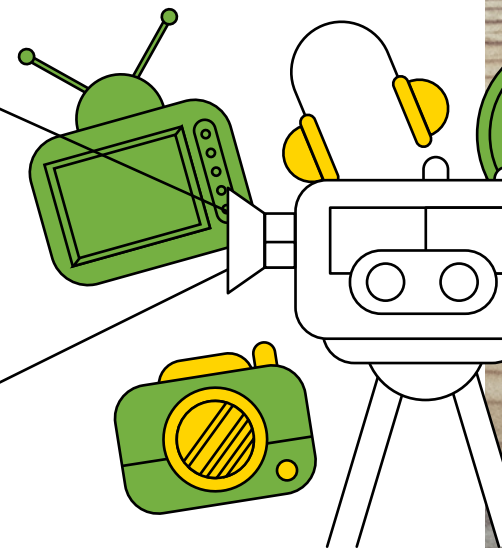
# The Smart Goal Approach to Media Strategy



## HELPING YOU MAKE NRHD *Matter to the Media*

National Rural Health Day (NRHD) is an excellent opportunity for SORHs to engage media to cover the great work they're doing to advance and improve rural health, and shine the spotlight on the individuals who are making a difference in rural communities. While NOSORH will conduct and manage national media outreach efforts, SORHs are encouraged to reach out to local media outlets to pitch stories related to NRHD.

To help you gain media attention in state/local markets, follow the expert advice and tips offered in this section. Above all, keep in mind that the media moves fast and NRHD is competing with numerous breaking and ongoing news stories in a cycle that is now 24/7. The "Media" is a highly competitive industry. ***The more sensational the story, the more likely it is to gain coverage (in most every case).*** What may seem interesting or important to you may not be to the viewers, readers, and listeners. Not every pitch will turn into a placement, and that doesn't mean not to pitch it. The key is to prepare story pitches and press releases that will catch the eye of the person on the receiving end. Obviously, those in the media who cover rural / rural health issues are great to target; however, somewhat limiting.



***Our long-term collective goal is that NRHD will gain traction over time and become a staple story / topic to cover every November!***

# The Basics

*What you need to know about media outlets available to you.*

The print media for SORHs to target (or to encourage rural providers and hospitals to target) include the daily and weekly newspapers that serve rural communities, as well as each state's capital newspaper. The following is a link to a website that provides a listing of over 3,300 newspapers by state. <http://www.50states.com/news/>. Also, each state's Hospital Association is likely to have a member newsletter which is also a viable outlet to share news, events, and items of interest related to NRHD and specifically tied to their member hospitals.

## PRINT



### Three Pitch Ideas

1

NRHD PRESS RELEASE WITH SUPPORTING DETAILS SUCH AS SECURING AN OFFICIAL PROCLAMATION FROM AN OFFICIAL IN STATE GOVERNMENT OR A ROUND-UP OF WHAT HOSPITALS AROUND THE STATE ARE DOING FOR NRHD.

2

GUEST EDITORIAL OR LETTER TO THE EDITOR FROM YOUR SORH.

3

SHORT PITCH WITH AN INVITATION TO COVER A SPECIFIC NRHD EVENT AT OR INCLUDING A LOCAL HOSPITAL, PROVIDER, SCHOOL, ETC. BE SURE TO OFFER IDEAS FOR PHOTO OPPORTUNITIES – THIS IS A VISUAL MEDIUM.



The vast majority of radio outlets are either syndicated or a part of a larger national network. In many states, you can still find a public radio network. In small, rural communities, AM and FM radio stations, owned and operated by a local entity, can be located. The following link may help you identify radio stations in your state. <http://www.publicradiofan.com/stat-search.html>.

Many rural hospitals continue to spend advertising dollars on their community-based radio stations. In return, station owners, producers, and reporters are supportive of providing editorial coverage for events and news coming from their local health providers and hospitals. To identify radio media outlets, SORHs are encouraged to reach out to their partners and ask them to provide contact information for the radio stations in their market, or better still, ask the hospital or health clinic to make a personal introduction.



### Three Pitch Ideas

1

NRHD PRESS RELEASE OFFERING SEVERAL EXAMPLES OF EVENTS AND HAPPENINGS OCCURRING IN THEIR COVERAGE AREA.

2

PROVIDE A CONTENT EXPERT TO TALK ABOUT A SPECIFIC PROGRAM OR INITIATIVE FOCUSING ON RURAL HEALTH, HIGHLIGHTING THE IMPORTANCE OF RECOGNIZING NRHD TO ADVANCE BETTER HEALTH IN THE RURAL COMMUNITIES WITHIN THEIR COVERAGE AREA.

3

SHORT PITCH TO PROVIDE LIVE COVERAGE/FEED FROM A NRHD EVENT AT OR INCLUDING A LOCAL HOSPITAL, PROVIDER, SCHOOL, ETC.



# The Basics

(con't)

*What you need to know about media outlets available to you.*

## TELEVISION

In every major and secondary market, there are network news affiliates that reach rural communities, and viewers are turning them on during pre-morning national news programs, broadcasts that air prior to national network evening news, and for the late local news hour. Today, every network news affiliate relies heavily on digital throughput, meaning, your story has an opportunity to 'go viral' if it is picked up by a producer. Keep in mind that national network news producers scout 'human interest stories with broad appeal' from their affiliates. The key to pitching television news stories is that it "TELL-A-VISION". Without a strong visual component or an event that offers a powerful video opportunity, it is highly unlikely to appeal to a producer or editor. The following link provides a listing of network affiliate stations by state: <http://mondotimes.com/tv/usa/>.



**1** NRHD PRESS RELEASE WITH SUCCINCT DETAILS ABOUT A SPECIFIC EVENT THAT THE BROADER COVERAGE AREA WOULD FIND INTERESTING AND INTRIGUING SUCH AS "1,000 RURAL DOCTORS AND NURSES WILL CONVENE AT THE STATE CAPITOL TO..."

**2** PROVIDE A CONTENT EXPERT TO APPEAR IN STUDIO ON NRHD TO TALK ABOUT STATE-WIDE (AREA-WIDE) NRHD HAPPENINGS.

**3** SHORT PITCH ON A RURAL HEALTH HERO (COMMUNITY STAR) FOR A FEATURE STORY ON NRHD (PHYSICIAN OR NURSE OPERATING A MOBILE CARE UNIT AND PROVIDING CARE TO A HARD-TO-REACH COMMUNITY, A GENERATION OF PROVIDERS SERVING RURAL, HUSBAND/WIFE RURAL PROVIDERS, A HOSPITAL THAT PARTNERED WITH SCHOOLS, ETC.)

### *Three Pitch Ideas*

## ! MEDIA ATTENTION MUSTS

### ALWAYS CHECK OUT YOUR TARGET MEDIA'S FOCUS:

Before you pitch a story, make sure the outlet has an interest in health, rural, rural health, government as it relates to health, or a human interest story as it relates to doctors, nurses or hospitals with the possibility of the rural angle.

### ALWAYS HAVE A PERSON TO PITCH:

Before you reach out, know who you are trying to connect with. Find a name whenever possible. An address such as 'newsroom@newsoutlet.com' is likely to end up in the delete folder. Don't use, "Dear Sir" or "Dear Editor," Use their name! In this case, "Dear John," will do!

### ALWAYS INCLUDE SEVERAL SUGGESTED ANGLES:

It's harder to play the, "well if you don't like that angle, what about this angle" game. The key to a successful media placement is to provide an idea that they will find great for their listeners, viewers or readers.

**NOTE:** *The various media listing links provided in this section are not guaranteed for accuracy and were active at the time of the writing of this NRHD media guide.*

# Pitching *Tips*

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First, there's the method of delivering your message. If you're thinking about sending something to a physical address, don't waste your time or postage. Forget the fax. Use email!

There are two main types of pitches: Short and Long. Editors, producers, writers, and reporters have a preference based on their content and/or assignment area. No matter which format you use, it's important that the pitch is well-written and free from typographical and grammar errors. Even in our abbreviated, communicate-via-text world, media outlets will not respond to a hand full of characters or slang. Also, remember, you understand what NRHD, NOSORH, SORH, and other industry specific acronyms stand for; they do not. Spell it out.

Before you pitch any media contact, follow their work and understand their style/approach of producing, telling, or covering a story. It is a good idea to start following them on Facebook and Twitter as soon as possible. Also, as a general rule, bloggers and busy beat reporters prefer the short pitch format. It's best to send them the idea in enough time to act fast but not so far in advance that they can't possibly consider it because of their deadline-laden schedules. For larger publications, such as a magazine in your region or state that seems to fit with your idea, or, when pitching a more involved human interest story, a long pitch is best. Make sure to include a visible sidebar that offers the fast facts. Don't make them dig for the main characters, contact information, dates, places, etc.

## *Subject Line*

FINALLY, NOTE THAT YOUR "SUBJECT LINE" IS THE DEAL BREAKER. IT DETERMINES IF YOUR EMAIL WILL BE IMMEDIATELY DELETED, PREVIEWED, OR OPENED.

### POOR

"NOVEMBER 17 IS NATIONAL  
RURAL HEALTH DAY."

### BETTER

"RURAL DOCTORS GATHER AT STATE  
CAPITOL ON NATIONAL RURAL  
HEALTH DAY."

### BEST

"HUNDREDS OF MN RURAL DOCTORS  
CONVOY TO ST. PAUL ON NATIONAL  
RURAL HEALTH DAY."

## CONTENTS OF A SHORT PITCH

**SHORT:** Quick and to the point.

**SUBJECT LINE:** The subject line prompts me to delete your email or take the time to preview or even open it.

**PARAGRAPH 1:** Introduce yourself, your office and the role you serve. From the start, make mention of their work so that they can immediately tell you've done your homework. Example: "I read your piece about the increasing use of telemedicine in remote communities and want to thank you for helping to call attention to this innovated approach..."

**PARAGRAPH 2:** Give them the news (and a link if available to where whatever it is you're talking about lives online), tell them you have more to offer including b-roll (video) footage (if you have it), contact details of all people mentioned in the pitch, etc. Also, include a "second angle" in case the first one doesn't appeal to them and when pitching television and print media, underscore the visual aspects of the story.

**PARAGRAPH 3:** Offer both a direct phone number (the place they can reach you fast) and your email address. Answer your phone (if you're the call screener type and know that that you've offered up your number, answer your phone.) If you do get a call back and they leave a message, listen to it, and call them back when they ask you to do so.

**PARAGRAPH 4:** Thank them by name – this reaffirms you are not robo-pitching.



## CONTENTS OF A LONG PITCH

As with a short pitch, it's important that your pitch is error-free. Write the pitch using the "Who, What, Why, When" approach.

The first paragraph in this format is the same as a short pitch. The second paragraph will provide more detail. Paragraph headers are helpful to navigate the copy in a really long pitch. If you're citing statistics or studies, you must include the links – don't make them work to find these details. The visual may also be very important to your pitch. If that's the case, and you are going to attach it to an email, only attach a low (email friendly) link, letting them know you have a high resolution image should they like to cover the story. Do not include high resolution attachments with a pitch. As with the short pitch, include an easy to find sidebar that has the pertinent information, at-a-glance, as well as the items in paragraphs three and four in the short pitch example.

### Media Engagement Boosters

*Follow these media engagement booster tips and track the measurable returns.*



NRHD has seen upticks in media exposure. The successes of the last few years directly correlate with outreach efforts. While NOSORH will continue to work with national media wire services to distribute the official NRHD press release in an effort to gain national publicity, there are many things that SORHs can do to help get NRHD on the media's radar.



Secure a gubernatorial proclamation and letters of recognition from legislators and notify press outlets in your State. Ask them to send out an official release too! Healthcare will likely continue to be a hot topic and a positive 'shout out' in support of rural health by legislative leaders could be helpful to the NRHD movement.



The media finds many of their story ideas from video channels, including YouTube. Television media is interested in 'visual' stories and those that appeal to their broad viewing audience. Stories pitched with accompanying video that are self-explanatory, entertaining, action-oriented, and special have a better chance of pick-up.



Develop a short roster of content-experts and offer them to health focused writers, radio, and television producers to interview on NRHD. In your pitch, include details about what NRHD is, its origin, why it's of interest to the audience, and a few high-impact examples of how NRHD is being celebrated. Offer statistics, relevant footage, and visuals.



The media loves 'real people' and feature stories take time to develop, pitch, cultivate and organize. SORHs can help by identifying the 'Community Stars' early so that a solid media-worthy story can be developed in enough time to use it in conjunction with NRHD. Keep in mind that rural means remote to most network affiliate field producers so using video-based social media tools is important to increase general media interest. Every media outlet is active on social media. Any positive media placement related to NRHD should be tagged, mentioned, liked, posted and pinned by your SORH using the #PowerofRural.



# Promotional Planning



# Schedule-it Promotional Planning

One of the many approaches that will contribute to achieving better NRHD outcomes involves the collective use of a strategic promotional plan. Having prepared messages with details about where to post and when to push them is an effective method for increasing awareness of NRHD, gaining attention from stakeholders, and reaching new audiences that will join in the celebration and pledge their support for NRHD and the mission of rural health in general.

SORHs will have access to ongoing, ready-to-push-content and a timeline that provides specific details about what messages to circulate and where.

This color-coded and categorized promotional plan was designed to help SORHs organize, prioritize, and maximize the NRHD campaign cycle.

## Together we will:

- ✓ Ensure timely release of NRHD communication outreach detailing upcoming activities, events, & opportunities
- ✓ Increase participation in NRHD educational & promotional events
- ✓ Improve the effectiveness of media & social media efforts
- ✓ Motivate partners to pledge support through sponsorships & collaboration

## Promotional Methods:

On the following promotional planning calendars you will see a number following each promotional activity. These numbers correspond to the following methods:

**RED**  
SAVE THE DATE & REMINDERS

From June-November, NOSORH will provide content (jpg and pdf files) that can be used in social media posts, forwarded through emails, placed in your SORH newsletter or shared through your website. These will be reminders about NRHD and calls to action about upcoming registration for events and deadlines.

**BLUE**  
FAST FACTS & HOT TOPICS

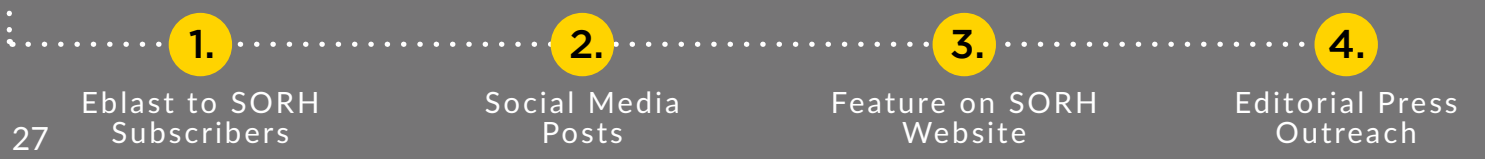
From June - November, NOSORH will provide SORHs with content (jpg and pdf files) such as breaking rural related news, rural statistics, rural health innovation, collaboration, education, and inspiration, all of which can be used in social media, distributed through email, placed in your SORH newsletter or shared on your website.

**GREEN**  
NOMINATE & HIGHLIGHT COMMUNITY STARS

From June - November, NOSORH will push several calls for action inviting SORHs to nominate and highlight Community Stars. SORHs will be given social media templates to push on their channels seeking nominees. SORHs will then be given templates to highlight Community Stars in their state.

**ORANGE**  
NRHD HAPPENINGS

From August-November, NOSORH will provide SORHs with content (jpg, pdf, Word, files) that announce NRHD events such as webinars, how to celebrate ideas, special event notices, news features, etc. SORHs will also be provided with templates to share their state-wide NRHD activities and promotions.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Update SORH Website w/ NRHD 2017 Logo & Save the Date <sup>1</sup>	Start process obtaining a Governor's Proclamation <sup>2</sup>	
4	5	6	7	8	9	10
11	12 NRHD Save the Date <b>1 2</b>	13	14	15	16	17
18	19 Searching for Community Stars <b>1 2</b>	20	21 Searching for Community Stars <b>1</b>	22	23	24
25	26 Take the Pledge <b>2</b>	27	28	29	30	

**METHOD**

- 1 - Eblast to SORH Subscribers
- 2 - Social Media Posts
- 3 - Feature on SORH Website
- 4 - Editorial Press Outreach

<b>SAVE THE DATE &amp; REMINDERS</b>	<b>FAST FACTS &amp; HOT TOPICS</b>	<b>NOMINATE &amp; HIGHLIGHT COMMUNITY STARS</b>	<b>NRHD HAPPENINGS</b>
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# 2017

## JUNE



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>METHOD</b> 1 - Eblast to SORH Subscribers 2 - Social Media Posts 3 - Feature on SORH Website 4 - Editorial Press Outreach						1
2	3	4	5	6 NRHD Save the Date 2	7	8
9	10 Searching for Community Stars 2	11	12 Take the Pledge 2	13	14	15
16	17 NRHD Idea Guide 1 2 3	18	19	20 Searching for Community Stars 2	21	22
23	24 Fast Fact 2	25	26 Take the Pledge 2	27	28	29
30	31 Searching for Community Stars 2		<b>SAVE THE DATE &amp; REMINDERS</b>	<b>FAST FACTS &amp; HOT TOPICS</b>	<b>NOMINATE &amp; HIGHLIGHT COMMUNITY STARS</b>	<b>NRHD HAPPENINGS</b>

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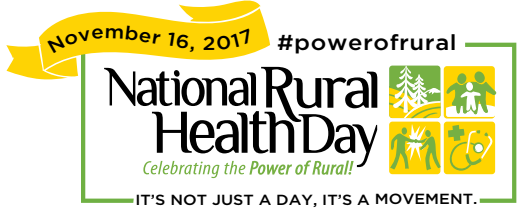
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# 2017

## JULY



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 Are you an Innovator? (Community Star Search) 2	8 Fast Fact 2	9 NRHD Idea Guide 2	10 Take the Pledge 2	11	12
13	14	15 Fast Fact 2	16 NRHD Idea Guide 2	17	18	19
20	21 Are you a Collaborator? (Community Star Search) 2	22 Fast Fact 2	23 NRHD Idea Guide 2	24 Take the Pledge 2	25	26
27	28	29 Promo NOSORH ANNUAL MEETING	30 NRHD Idea Guide 2	31		

**METHOD**

- 1 - Eblast to SORH Subscribers
- 2 - Social Media Posts
- 3 - Feature on SORH Website
- 4 - Editorial Press Outreach

<b>SAVE THE DATE &amp; REMINDERS</b>	<b>FAST FACTS &amp; HOT TOPICS</b>	<b>NOMINATE &amp; HIGHLIGHT COMMUNITY STARS</b>	<b>NRHD HAPPENINGS</b>
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# 2017

## AUGUST

November 16, 2017 #powerofrural



**National Rural Health Day**  
Celebrating the Power of Rural!

IT'S NOT JUST A DAY, IT'S A MOVEMENT.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5 Are you an Educator? (Community Star Search) 2	6 Hot Topic from Annual Meeting 2	7 Hot Topic from Annual Meeting 2	8 Hot Topic from Annual Meeting 2	9
10	11 NRHD Save the Date 2	12 Are you an Innovator? (Community Star Search) 2	13 Early Bird NRHD Webinar Registration 1 2 3	14 NRHD Save the Date 2	15	16
17	18 NRHD Idea Guide 2	19 Are you a Collaborator? (Community Star Search) 2	20 Early Bird NRHD Webinar Registration 1 2 3	21	22 Take the Pledge 2	23
24	25 NRHD Idea Guide 2	26 Last Days to Nominate a Community Star 1 2	27 Early Bird NRHD Webinar Registration 1 2 3	28 Take the Pledge 2	29	30

**METHOD**

- 1 - Eblast to SORH Subscribers
- 2 - Social Media Posts
- 3 - Feature on SORH Website
- 4 - Editorial Press Outreach

<b>SAVE THE DATE &amp; REMINDERS</b>	<b>FAST FACTS &amp; HOT TOPICS</b>	<b>NOMINATE &amp; HIGHLIGHT COMMUNITY STARS</b>	<b>NRHD HAPPENINGS</b>
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# 2017

## SEPTEMBER

November 16, 2017 #powerofrural



**National Rural Health Day**  
Celebrating the Power of Rural!

IT'S NOT JUST A DAY, IT'S A MOVEMENT.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Countdown to NRHD 1 2	3 NRHD Webinar Registration 1 2 3	4 NRHD Idea Guide Fast Fact 2	5 NRHD Webinar Registration 2	6 Last Days to Nominate a Community Star 1 2	7
8	9 NRHD Release 4 4	10 NRHD Webinar Registration 2	11 NRHD Idea Guide Fast Fact 2	12 NRHD Webinar Registration 2	13 Take the Pledge 2	14
15	16 Countdown to NRHD 2	17 NRHD Webinar Registration 2	18 NRHD Idea Guide Fast Fact 2	19 NRHD Webinar Registration 2	20 Take the Pledge 2	21
22	23 Last Day to Nominate a Community Star 2	24 NRHD Webinar Registration 2	25 NRHD Idea Guide Fast Fact 2	26 NRHD Webinar Registration 2	27 NRHD Idea Guide 2	28
29	30 Take the Pledge 2	31 NRHD Webinar Registration 2				

**METHOD**

- 1 - Eblast to SORH Subscribers
- 2 - Social Media Posts
- 3 - Feature on SORH Website
- 4 - Editorial Press Outreach

<b>SAVE THE DATE &amp; REMINDERS</b>	<b>FAST FACTS &amp; HOT TOPICS</b>	<b>NOMINATE &amp; HIGHLIGHT COMMUNITY STARS</b>	<b>NRHD HAPPENINGS</b>
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# 2017

## OCTOBER





SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			NRHD Idea Guide Pitches 1 4 How We Celebrate NRHD 1 2 NRHD Webinar 2	Fast Fact 2 1	Take the Pledge NRHD Webinar 3 2	4
5	How We Celebrate NRHD NRHD Webinar 2 6	Take the Pledge NRHD Webinar 2 7	How We Celebrate NRHD NRHD Webinar 2 8	Fast Fact NRHD Webinar 1 2 9	How We Celebrate NRHD NRHD Webinar 2 10	11
12	Fast Fact Countdown to NRHD Meet the Stars 1 2 2 13	Fast Fact Countdown to NRHD Meet the Stars 1 2 2 14	NRHD Webinar Countdown to NRHD Meet the Stars 2 15	HAPPY NRHD DAY Take the Pledge Meet the Stars NRHD Webinar 1 2 3 4 2 2 2 16	NRHD Thank You Meet the Stars 2 17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**METHOD**

- 1 - Eblast to SORH Subscribers
- 2 - Social Media Posts
- 3 - Feature on SORH Website
- 4 - Editorial Press Outreach

<b>SAVE THE DATE &amp; REMINDERS</b>	<b>FAST FACTS &amp; HOT TOPICS</b>	<b>NOMINATE &amp; HIGHLIGHT COMMUNITY STARS</b>	<b>NRHD HAPPENINGS</b>
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# 2017

## NOVEMBER

