



Telling the Story of Rural in your State: Kentucky Study

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Background



- The fine line between Advocacy and Education
- Ensure stakeholders and policy makers are aware of rural impact in the state
- Combine succinct and elaborate reports
- Ensure SORH is seen as rural "expert" in state
- Solution:
 - Develop a Snapshot of Rural Health for the state

Early formation of the concept

- Research what other SORHs have done
- Select what components meet state's need
- Identify experts from other SORHs
- KY SORH identified Colorado Rural Health Center's "State of Rural Health"

Preparing for development

- Phone call with Colorado Rural Health Center
 - Melissa Bosworth and Amanda Emerson
- KY SORH laid out game plan
- Applied to NOSORH for travel scholarship
 - Met with Amanda and Melissa to further develop KY specific concept

Defining the Message

- Not much different than writing a grant
- Four major components that are most important for stakeholders to be aware of:
 - KY Chose:
 - Rural Demographics
 - Access to Rural Health Care
 - Rural Health Workforce
 - Avenues to addressing challenges

Identifying State specific data

- Start with the easiest to access, County Health Rankings
 - Download entire data set with original sources
- Locate data to support identified messaging
 - HRSA Data Warehouse/Area Health Resource File
 - National Center for Rural Health Works
 - Centers for Disease Control/BRFSS
 - Federal designations (congressional districts, county designations, etc.)
 - PCO, Hospital Association, other partners

Analyzing and Identifying Trends

- Categorize your data
 - Rural v Urban
 - Congressional District, designations, etc.
- Work backwards on any percentages
- Develop subtotals for categories
- Trust your instinct – you're the rural expert
- Look for trends that support your hypothesis
 - i.e. rural v urban age, poverty, etc.

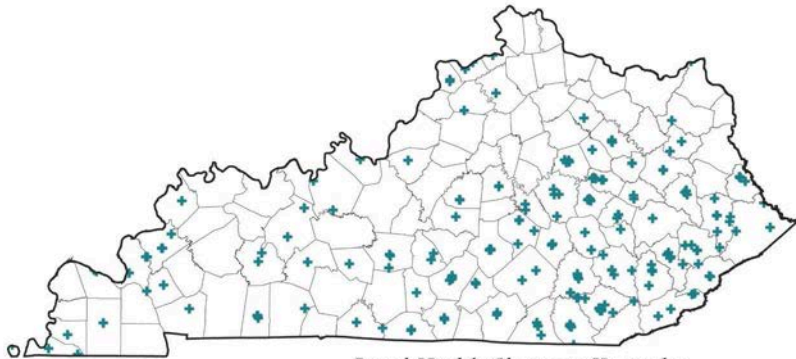
Developing the Product

- Decide if you have internal capacity
 - Can you use Adobe Creative Suite?
 - Do you have time for design, redesign, proofreading, etc.
 - Do you have the staff knowledge of design best practices
- KY study:
 - nearly 100 staff hours
 - using Adobe InDesign
 - several iterations of published product
- If no internal capacity, look for contractor
 - Most likely faster but with less control

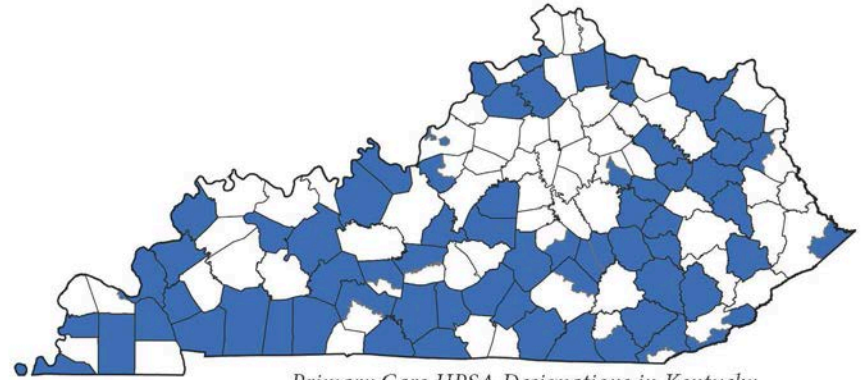
Visualization

- Visualizations highlight important points for a reader
- Identify what is most important to reader
 - Highlight this in images – be aware most wont read text
- Use resources to identify best practices of infographs
 - “Data Viz Done Right” – helpful blog
- Maps can be made and exported from HRSA Data Warehouse
- When in doubt, ask some of the other SORHs

Using Maps



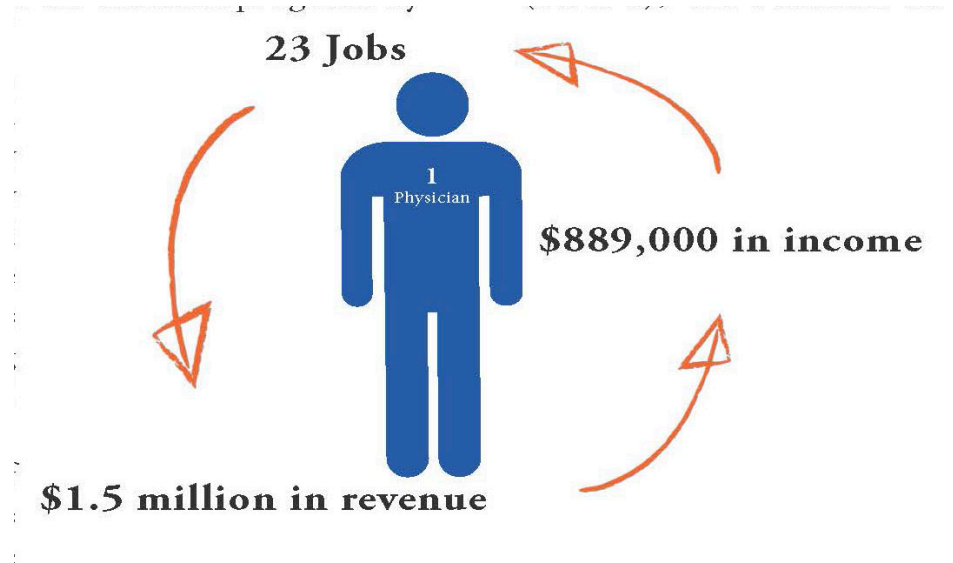
Rural Health Clinics in Kentucky



Primary Care HPSA Designations in Kentucky

- Maps can provide a heavy spatial analysis in small area
- Make them easy to read
- **Do not** try to put too much on a single map

Using Infographs



- If they glanced, what would you want them to know?
- Use appropriate color schemes
- **Do not** try to put too much in one image

Additional Opportunities

- Utilize Medicaid and/or Medicare claims data (if available)
- Break out into fact sheet for each district (state/federal legislators, designations, etc.)
 - Highlight the most pressing issues

Questions?

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