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NRHD 2017

Overview, Deliverables & Recommendations

Subheadings

Prepared for:
**National Organization of
State Offices of Rural Health**

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FIRST, THANK YOU FOR THE OPPORTUNITY!

On behalf of the entire Impact! Communications, Inc. team, I thank you for the opportunity to support NOSORH in its efforts to transform National Rural Health Day into a sustainable movement.

At Impact!, we work with clients to develop strategies that improve culture, communication, and engagement. We are committed to advancing rural health initiatives by developing innovative and thoughtful approaches that are sound, structured, measurable, operationalized quickly and responsibly, and that offer high-growth potential.

The following project summary details our work in support of National Rural Health Day. It includes details catalogued by specific and promised deliverables, add-ons and insights during the engagement, and recommendations for future planning and management of NRHD initiatives and activities. While this summary report concludes our work for NRHD 2017, we hope to have the opportunity to serve NOSORH and this important movement in 2018 and years to come.

Michelle Rathman
CEO & President



Learn from
the Past



Think of
the Future

THE MOVEMENT — POWER OF RURAL

In time, this single day of recognition to shine a light on the unique healthcare challenges that rural citizens face – and showcase the efforts of rural healthcare providers working to address them, will transform into a sustainable movement designed to increase awareness, engagement, and commitment by rural and health stakeholders alike. In 2017, NOSORH took bold steps to advance NRHD by investing in necessary infrastructure work and strategy development, and the cultivation of new and promising relationships, while building on its past successes of celebrating the Power of Rural and the 2016 launch of the Pledge to Partner.

With appropriate resources and advanced planning, NRHD holds a great deal of promise for broader media attention, sponsor, and partner engagement, and national recognition by important rural stakeholders and decision makers for years to come.

Looking Forward Concept:

Power of Rural 2020 - See Our Rural Vision

1

ANNUAL MEETING LEVERAGING A CAPTIVE AUDIENCE

Overview:

The NOSORH Annual Meeting is one of the only times during the year where SORHs and partners come together for an exclusive education and networking event. The meeting offers an exceptional opportunity to cultivate interest, mobilize ambassadors, and engage sponsors to more actively participate in NRHD.

The NOSORH Annual meeting agenda is extensive, with back-to-back sessions created to engage attendees and help to ensure a valuable return on their investments of time and expense.

NOSORH promotes NRHD at its annual meeting, and this year, Impact! provided programming to aid SORHs in their outreach and communication efforts.

Deliverables:

- Baseline SORH survey on Social Media and Marketing of NRHD prior to the September annual meeting
- Planning, development and facilitation of two 2017 Annual Meeting Sessions including the communications boot camp/presentation slides
- Post Annual Meeting Appreciation Outreach to Partners to include an 'ask' to enhance their level of support & plan NRHD activities

Recommendations:

In addition to these deliverables, Impact! assisted with the development and rollout of the 2017 Partner Prospectus and facilitated a relationship with a new sponsor – Cerner. Another add-on was the introduction to the "I Am Rural" Say it with Post-It board. The board was designed to invite meeting attendees to pull sticky notes off the board throughout the meeting and share their plans and ideas for how to celebrate NRHD. We recommend that NOSORH use or create a similar display at future events, and promote it with a significant social media plan, using the new PowerofRural.org website to carry the idea through NRHD. Other recommendations include:

- Upon registration, give each attendee a social media profile intake form so that NOSORH can follow each attendee on social media with an ask to follow NOSORH back
- Schedule "Post-It Time" announcements throughout the meeting
- Encourage attendees to share their social media handles on their idea post so that NOSORH can share in real time
- Set up a Facebook Event Page for the Annual Meeting and encourage attendees to participate/engage throughout the conference
- Give NRHD more podium time with a general audience vs. a breakout session and share previous year results with the annual meeting body
- Incentivize and encourage exhibitors to take the Pledge to Partner
- Partner ONLY session to review NRHD opportunities and ways to engage
- Announce the 2018 Community Star Nominees (See Community Star Section for details)

2

POWER OF RURAL

... WEBSITE ENHANCEMENTS

Overview:

In the 2017 Strategic Communications Playbook, Impact! recommended that NOSORH develop a virtual headquarters for NRHD, pointing the NationalRuralHealthDay.org domain to a designated site with new and dynamic content to build interest by current users, and acquire new visitors that it could convert to engagement in a variety of ways. A comprehensive navigation plan was included in the full plan.

Within the overall website plan, Impact! also recommended a sub or micro-site dedicated

to The Power of Rural. One of the deliverables under the 2017 engagement was to enhance the existing, placeholder PowerofRural.org website developed for the 2016 NRHD campaign. After evaluation of the limited/basic site, Impact! felt it was of critical importance to build out the suggested micro-site instead. The PowerofRural.org 2017 site proved to be a valuable tool and an asset for NRHD. Impact! believes it is an important and strategic building block for the Power of Rural and NRHD movement.

Deliverables:

- Initiate PowerofRural website enhancements
- Maintenance of the PowerofRural website, and social media channels, routine contact with 'Pledge Partners'
- Provide simple enhancements to the current PowerofRural.org website

DELIVERABLE ADD-ONS:

- Established PowerofRural.org as a secure site with an ssl certificate
- The PowerofRural.org website has been configured as a strategic communications tool, utilizing Mailchimp automation programming. One example, taking the pledge to partner sets into motion a series of steps including the generation of an auto responder, delivery of a Pledge Toolkit and Certificate of Appreciation.
- Extensive section with downloadable toolkits for SORHs and Community Partners
- Organic Partner Feature
- News and Events Feeds that are fed by current social media activity
- Cross integration to the NOSORH website for registration
- Extensive traffic and user analytic tracking and reporting capabilities
- Provided technical and creative direction and support to integrate the POR graphics and informational tab on the NOSORH website

Recommendations:

While the website did not launch until mid-October, 2017, site traffic was impressive according to Google Analytic data which tracked 928 Sessions, 789 Users, 1,909 Page Views, 72.74% (675) on NRHD alone. To keep users, followers, and partners engaged leading up to NRHD 2018, we make the following recommendations:

- NOSORH to continue promoting PowerofRural.org in its overall outreach efforts.
- Highlight a State Office of Rural Health or two each month of the year
- Build out the proposed Partner Meeting Place - Several Pledge Partners have already completed their profiles (see full Playbook)
- Add the 2018 Partner Prospectus, driving social media to the site to download, respond, pledge, etc.
- Build out the organic partnership pages to include WWAD and others
- Add e-commerce to the site for donations, sell NRHD / Power of Rural swag
- Invest in Search Engine Optimization (SEO)
- Build out the automation programmed into the site (designed to grow with the movement)
- Add PowerofRural social media channels that point to the website (also recommended in the Playbook)
- Host the site on a Virtual Private Server to reduce security concerns

TOOLKITS

SORH/COMMUNITY/PARTNERS

Overview:

In previous years, NOSORH had provided its members with templates and various communication tools to help promote NRHD. Press releases, an example of a proclamation, and save the date cards that SORHs could customize for their use were included on the NOSORH website for download and reported as being helpful to members. With digital platforms utilized increasingly in stakeholder engagement, Impact! expanded NOSORH's collection of tools, including several for SORHs to share with the hospitals and clinics they serve.

The NRHD Online Toolkit located on the PowerofRural website included:

- Coloring Book
- Display Ads
- NRHD Logos
- Posters and Flyers
- Press Releases and PSA Scripts
- Social Media Posts
- Table Tent Cards
- Ways to Celebrate Ideas

In addition to the SORH toolkit items, Impact! developed tools for those who registered to host an NRHD Walk with a Doc event, and for Pledge Partners, including a .jpg seal for use on their digital media platforms.

Deliverables:

- Develop PowerofRural partner* engagement strategies and tools, including a "partner webinar"
- Outreach and engagement with SORHs related to their toolkit content and tools for their constituent outreach

Recommendations:

The more relevant material available to SORHs, partners, and in general, those with interest in rural issues and health, the better for NOSORH to continue raising awareness and engagement in NRHD and the Power of Rural movement. Toolkits may also evolve into revenue generators for NOSORH, adding value to partners as they work to increase their brand by associating it with NRHD. The following are recommendations for future toolkit development and modification.

- Update the SORH Toolkit for 2018
- Activity calendar as a live component on the website
- Add a toolkit for the Policy Institute, a fast and effective way for SORHs and other delegates to download material to present and share during their time on the Hill
- On-line storefront (e-commerce) and New SWAG items
- Develop the "National Campaigns" toolkit supported by partners/sponsors (See page 58 of the Playbook)

SNAPSHOT OF COMMUNITY TOOLKIT IN ACTION

Build it and they will come!



These images are just a few of the hundreds of examples of how the NRHD toolkit items were used in 2017. The toolkit page on the Power of Rural website was the second most visited page on the site for several days, with 386 (257 new) visitors on NRHD.

For greater results, Impact! recommends more emphasis on educating SORHs and partners on how to use and share the tools leading up to and on NRHD 2018, and including technology to help us track downloads of each item, which is an add-on, with expense, to the back end programming of the site.

5

PLEDGE TO PARTNER

COLLABORATE. COMMUNICATE. EDUCATE. INNOVATE.

Overview:

The Pledge to Partner was developed for NOSORH in 2016 to help the organization strategically align with others that share a rural focus and a desire to increase their reach and visibility through partnership. The Pledge was designed with four primary focus areas in mind, believing that most every plausible partner would identify with one or all components. Introduced very late in the campaign last year, surprisingly, many NOSORH partners, followers, and friends signed the pledge; however, there was no plan/resources in place to manage the partnerships or create the next level of engagement.

In the Strategic Communications Playbook (beginning on page 28), Impact! outlines several ideas to advance partner engagement, including the development of the Partner Meeting Place, an online community for Power of Rural Partners to Share, Connect and Commit to Improving Rural Lives.

In 2017, the Pledge to Partner was an early focus of NRHD and gained significant momentum adding over 150 partners (now at 245), and an element to ensure those who sign receive a certificate of appreciation and tools to help promote NRHD.

Deliverables:

- Provide NOSORH access to Pledge list
- Outreach to all registered "Pledge" Partners to date providing them with their official "Seal" and a welcome/introduction message for 2017 NRHD with continued outreach to Pledge Partners through social media and email
- Develop PowerofRural partner* engagement strategies and tools, including a "partner webinar"

Recommendations:

The Pledge to Partner has significant growth potential in many areas and can serve as an artery for NOSORH revenue generation. In 2017, Impact! began the early stages of the "Partner Meeting Place" structure by inviting pledges to complete a profile that could be added to the site if the interest and investment can be made. The following are some recommendations for the next 12-18 months for this aspect of the Power of Rural/NRHD plan.

- Add the Partner Profiles on the Power of Rural website
- Development of a Pledge to Partner Quarterly Communication (via email)
- @NOSORH follow each Partner on social media and invite them to do the same
- Host a series of topic specific webinars inviting Pledgees to participate as facilitators / guests
- Spotlight Pledgees in Branches and introduce them to SORHs
- Create a special sponsor category for Pledgees for the NOSORH Annual Meeting
- Evaluate the Playbook strategies and determine which are feasible for introducing to the initiative in the coming year

COMMUNITY STARS

SHINING A LIGHT ON RURAL HEALTH CHAMPIONS

Overview:

The Community Stars feature for NRHD began a few years ago and is growing to be a main-event feature for NOSORH. The Community Stars book is exceptional for building interest in NRHD in many ways. In general, healthcare entities are in constant pursuit of recognition. Awards and accolades are an effective way for hospitals and providers to demonstrate their commitments to community,

quality, service, patient satisfaction, and outcomes. Also, media entities are always in search of human-interest stories that drive readership, viewership, and now, clicks. To date, the Community Stars page, after the home page on the Power of Rural website has the highest ranked page views, with a total of 750 views as of 12/7/17, 662 of these first time visitors, and 298 of these occurring on NRHD.

Deliverables:

- Community Star profile development and publication design
- Community Star Package Creation: Profile, Social Media Post, Poster
- Evaluate Community Star submissions by State and pitch select stories by state pending review of the submission, subject, and media outlet availability

DELIVERABLE ADD-ONS:

- Developed posters for the FORHP event on NRHD
- Developed Community Star media contact list and performed outreach where possible with tools to promote

Recommendations:

As reflected in the post-NRHD statistics there were 50 nominations received with 31 stories published representing 11 states, including 8 from Kansas, and 7 from Nebraska. Currently, there are no set criteria for nominations, nor is there a vetting process to ensure that nominee stories and details are verified. All those nominated, pending their response/agreement to participate, are included in the book. Nominations are not limited to SORHs, meaning anyone can nominate a person or individual who is aware and has access to the form that is open to all online.

Recommendations (con't):

Impact! proposes the following modifications to the Community Stars nomination, development and promotion process. In doing so, we believe NOSORH will ensure better quality control, increased participation by members (with a goal of all members submitting), create opportunities for sponsors to underwrite the project, and greater opportunities for media engagement and public relations interest.

Nomination Process:

- Affirm that criteria for nomination fall under one of the four components of the Pledge: collaboration, communication, education, innovation
- Establish that only SORHs can submit nominations of Community Stars, i.e. they may receive recommendations from others; however, SORHs will be the official nominating party
- Initiate a call to action, asking each SORH to commit to identifying up to three nominees from their state and that with each nomination, at least one letter of recommendation from a community entity accompanies the nomination
- Establish a Community Star Nomination Committee for the purpose of evaluating and selecting a nominee for recognition in each year's book of stars. By doing so, the goal will be to have ONE Community Star from each state

Selection and Development Process:

- Nominations are submitted electronically, the "Toolkit" available to SORHs online. We propose changes to the initial nomination form to provide additional detail, including a letter of recommendation
- Through the designated Community Star coordinating party, nominees are contacted to inform them of their nomination with details about the program/process via email. The first contact serves as an invitation to complete an initial questionnaire (established in 2017) in order to determine their interest and willingness to participate in the recognition program. Note ALL nominees will receive the invitation
- Those that agree to participate will move to the second phase of the process; completing an extensive profile questionnaire
- Nominees announced at the NOSORH Annual Meeting AND during this time, the selection committee will meet and evaluate all completed nominations and select one Community Star per state
- Honorees receive notification of their selection and a general communication is developed to share with all nominees thanking them for their service to rural health
- Honored Community Stars participate in a phone interview and asked to submit a photo (according to set mechanical guidelines) and the development of their profile page begins

Promotion and Public Relations Process:

- Develop a Community Star Memento for each SORH to present (plaque, acrylic award, etc.) to the honoree in person, a great photo and engagement opportunity
- SORHs and their Community Star Honoree receive a promotional toolkit including a template press release, display advertisement, and social media graphic
- Designated party conducts media outreach to obtain publicity in honoree's location, and pitches story to national media
- Community Star ebook is published on NRHD

Community Stars actively participated in social media promotion and media placements in 2017 with the use of the templates and tools provided.



7 | SOCIAL MEDIA #POWEROFRURAL

Overview:

Social media is an essential component of the overall NRHD/Power of Rural communications strategy. It provides abundant opportunities for engagement on a number of platforms that are changing all of the time.

Each channel is designed to reach different types of users, all with varying communication styles. Social media has a prominent place in our modern communications world; and to not incorporate a strategy is to miss critical opportunities to engage with stakeholders, build a stronger brand/presence online, establish NOSORH as the leader of the Power of Rural

movement, and the driving force behind NRHD. Social media is also invaluable to NOSORH's efforts to impact policy, attract partners, and communicate key messages that affect rural health.

NRHD saw more significant social media activity and engagement due to advanced planning behind posts and with more content to push. Impact! has several recommendations to enhance NOSORH's further social media efforts, and increase activity around NRHD and the Power of Rural movement. The goal: convert views into tangible and meaningful stakeholder engagement.

Deliverables:

- **Assessment of NOSORH current social media platforms and begin expansion planning**
- **Provide NOSORH and SORHs with routine reminders for posting and sharing information through the social media outlets they use. (through November)**
- **Development of the SM posts and info graphics for key messages, webinars and PowerofRural for the SORH Toolkit calendar**
- **Aggressively push NRHD social media, management of activity and dedicated outlets**
- **Help to maintain a NRHD social media maintenance schedule**
- **Continued creation of up-to-the-date graphics for Webinar Social Media Promotion**

DELIVERABLE ADD-ONS:

- **Series of Animated Gif posts - these netted higher volumes of user activity**

Recommendations:

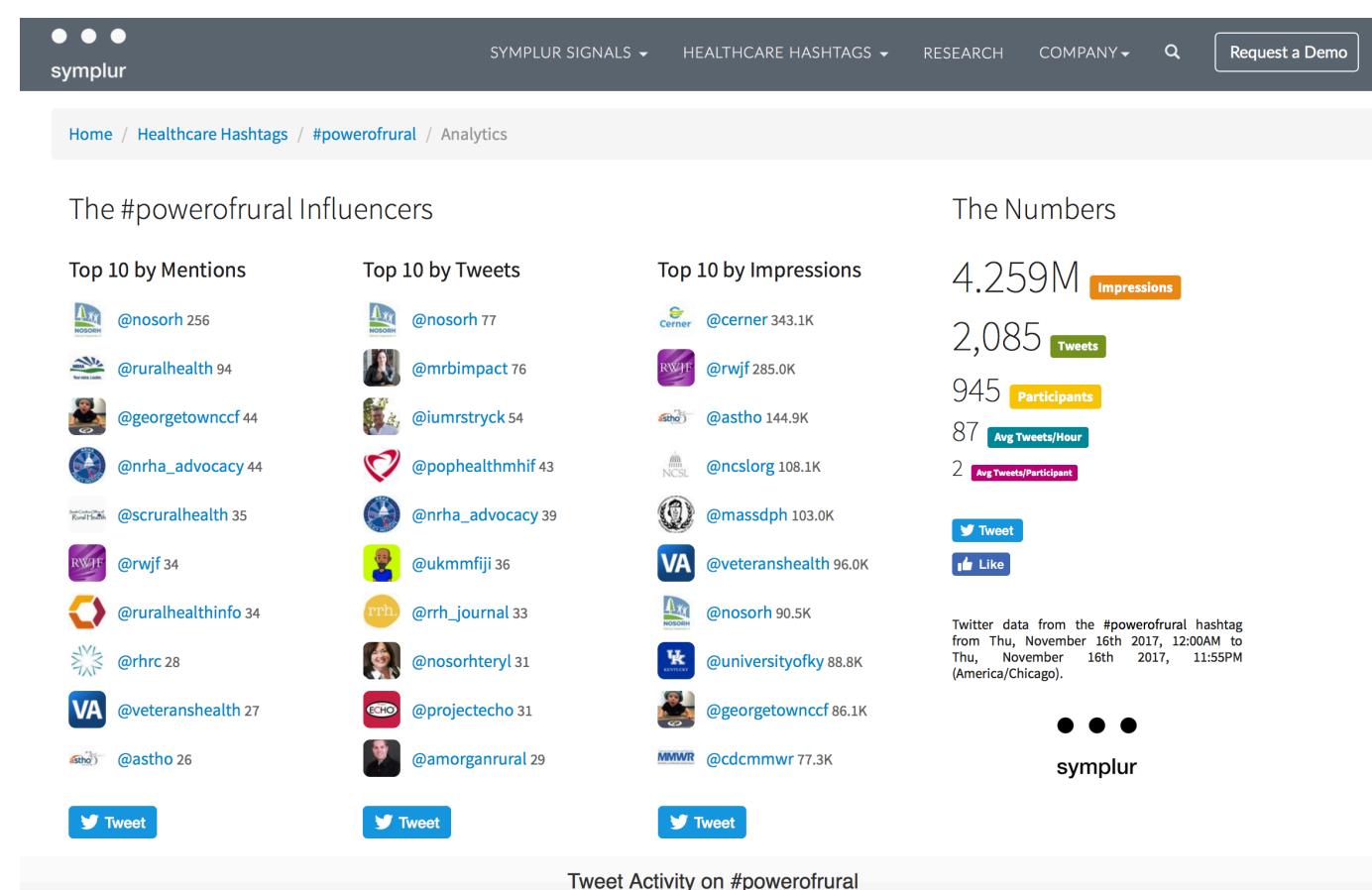
Social media is a subset of an overall communications strategy. For it to be successful, it requires a dedicated resource to manage activity carefully. The 2017 Strategic Communications Playbook and the Annual Meeting Boot Camp material provided extensively outlines recommendations for building a comprehensive digital communications platform. Recognizing that NOSORH is not currently in a position to engage a full-time digital communications/social media manager, to follow are some next step recommendations to advance these efforts in the coming year.

- **NOSORH designated staff participating in a digital/social media advanced education course OR contracting an outside third party to manage social media for NRHD**
- **Engaging a third party monitoring source and analytic service to track and report on all social media platform activity and better understand how NOSORH/NRHD is being followed - providing needed insight into strategy development**
- **Obtain the Social Media profile handles/names of all SORHs and ensure that NOSORH is following them and that they are following NOSORH**
- **Conduct a two-or three part webinar learning series (Impact! Bootcamp) for SORHs to better understand how to use social media**
- **Follow top 10 influencers in the: by mentions, by tweets and by impressions listed on the Symplur analytics report**
- **Conduct Twitter chats throughout the year related to NOSORHs major projects such as the Data Institute, release of toolkits, etc.**
- **Register all future Twitter Chats on the Symplur Healthcare Hashtag project and utilize Hootsuite's cross platform posting features**
- **All NOSORH staff to develop a professional Twitter profile (different than their personal accounts) so that they can assist in pushing, sharing, tweeting, retweeting official NOSORH messages**
- **Revisit the Playbook recommendation to develop Power of Rural profiles on Twitter, Facebook, Instagram and Linked in for starters and tap into NOSORHs current followers to launch the campaign that these new accounts/platforms exist**

ANALYTICS #POWEROFRURAL

Once engaged, Impact! registered the hashtag #powerofrural to the Symplur Healthcare Hashtag Project registry. This allowed us to track how it was being used and moved on Twitter from August and through NRHD. The following are screen shots that show the analytics. A key takeaway is that NOSORH should be concentrating their engagement efforts on those in the top 10 impressions category. Cerner, for example, has nearly 345k followers. When they use the #PowerofRural, it is reaching all of these users.

Data Period Covering 11/16/17



Mentions, Tweets & Impressions

These are the top 10 Twitter users by mentions, tweets, and impressions. Focus here for strategic social media engagement. ACTIVELY pursue online relationships with these Twitter handles.

The Numbers

4.259M Impressions
2,085 Tweets
945 Participants
87 Avg Tweets/Hour
2 Avg Tweets/Participant

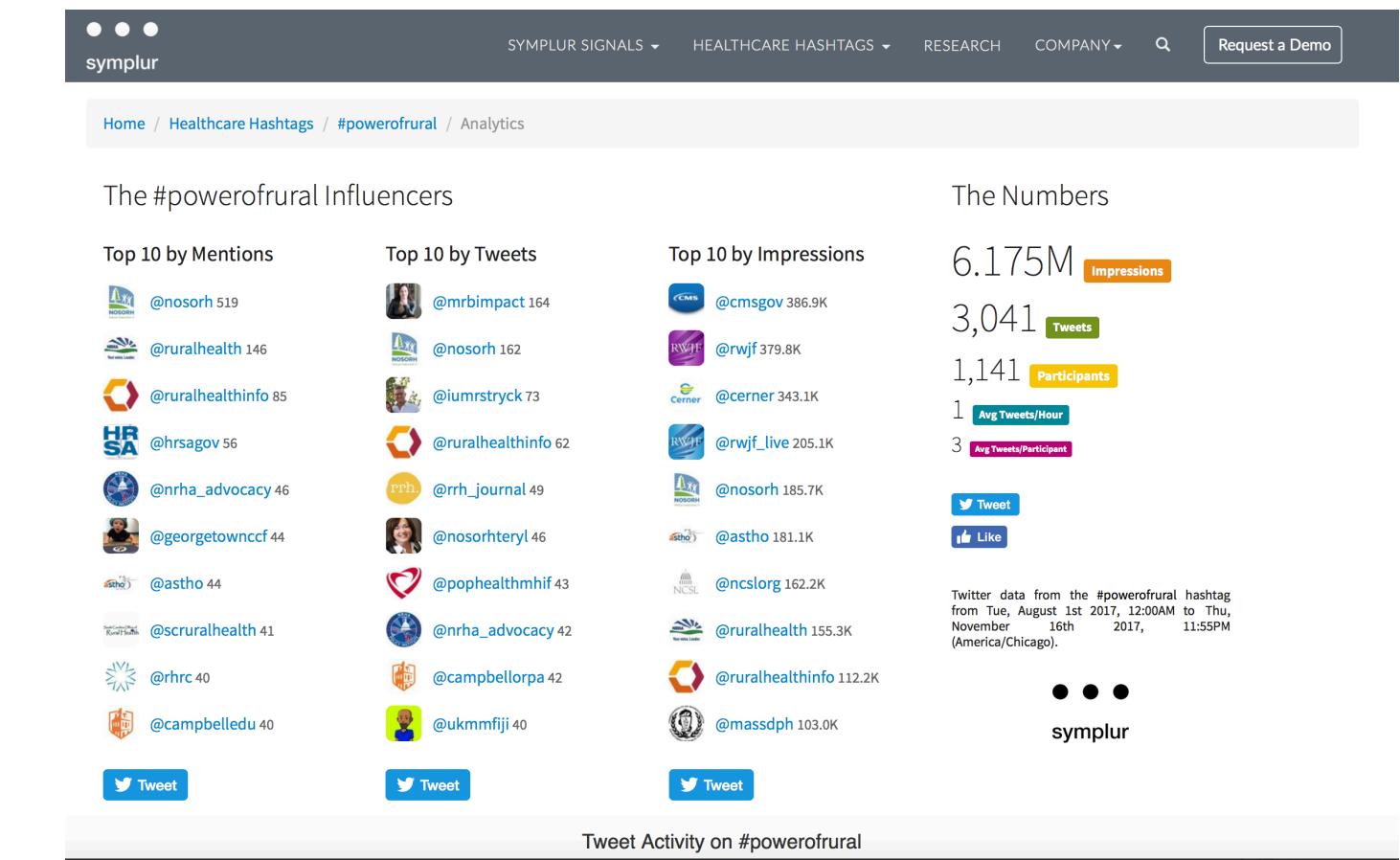
Twitter data from the #powerofrural hashtag from Thu, November 16th 2017, 12:00AM to Thu, November 16th 2017, 11:55PM (America/Chicago).

syplur

ANALYTICS #POWEROFRURAL

Continued

Data Period Covering 8/1/17-11/16/17



The #powerofrural Influencers

Top 10 by Mentions
Top 10 by Tweets
Top 10 by Impressions
3,041 Tweets
1,141 Participants
1 Avg Tweets/Hour
3 Avg Tweets/Participant

The Numbers

6.175M Impressions
3,041 Tweets
1,141 Participants
1 Avg Tweets/Hour
3 Avg Tweets/Participant

Twitter data from the #powerofrural hashtag from Tue, August 1st 2017, 12:00AM to Thu, November 16th 2017, 11:55PM (America/Chicago).

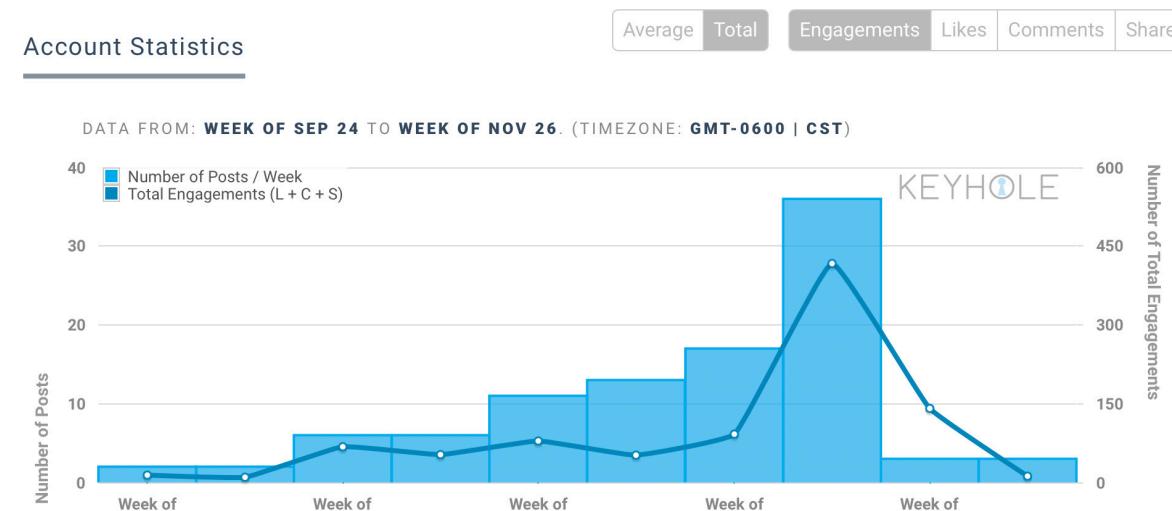
syplur

ANALYTICS FACEBOOK (KEYHOLE.CO)

Top Posts by Engagements

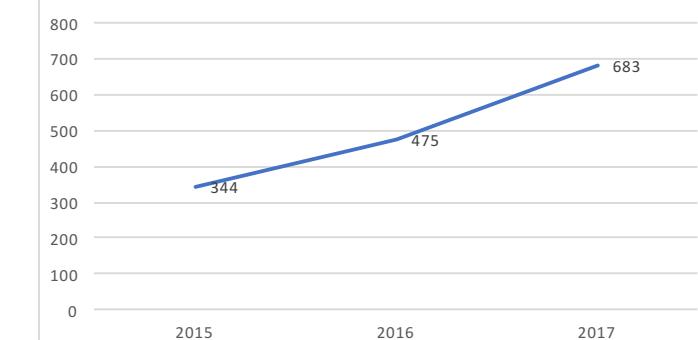
Likes	Comments	Shares	Post Caption	Date
97	3	29	Registration is open for the 2018 NOSORH Grant Writing Institute (GWI)! GWI features 9 online...	Nov 20, 2017
71	10	13	We are honored and excited to announce the 2017 Community Stars-31 individuals and organizations...	Nov 16, 2017
45	1	1	Congratulations to the 2017 NOSORH Award winners! SORH Award of Excellence: Oregon Office of...	Oct 09, 2017
21	2	22	Dr. John Waits with Cahaba Medical Care was honored on National Rural Health Day as a 2017...	Nov 17, 2017
8	0	20	Happy National Rural Health Day!! Join us in celebrating the	Nov 16, 2017
15	0	13	It's finally here! Happy National Rural Health Day! Visit PowerofRural.org for all of the day's	Nov 16, 2017

Account Statistics

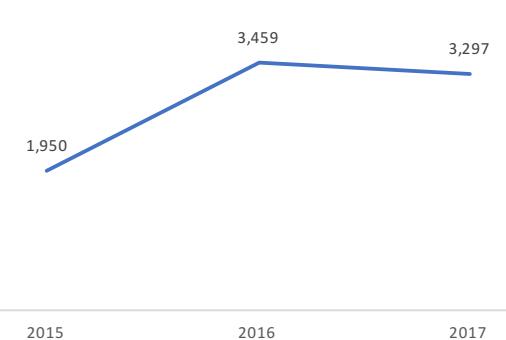


NOSORH FACEBOOK PAGE

Facebook Likes NOSORH Page

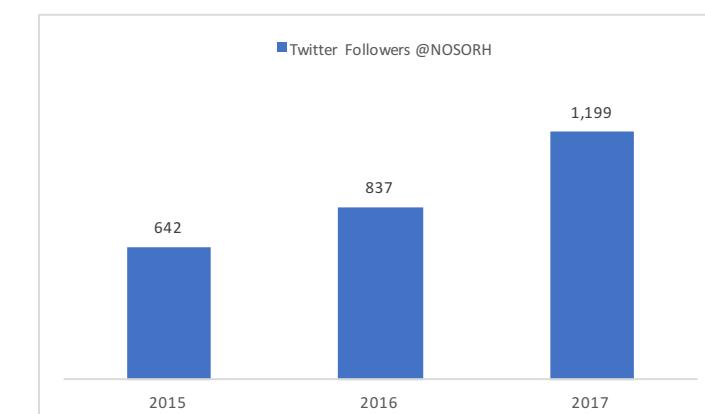


NOSORH Facebook Page Reach on NRHD

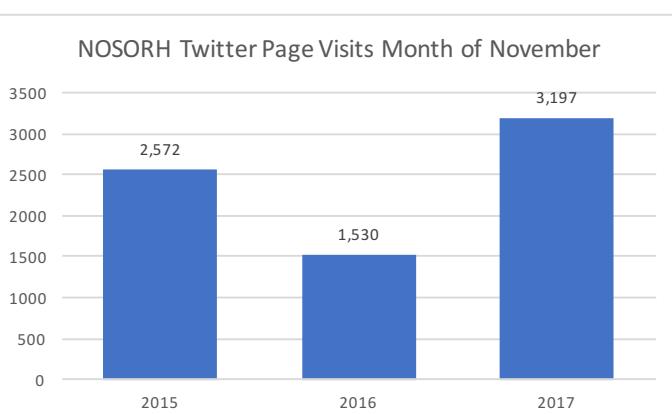


NOSORH TWITTER PROFILE

Twitter Followers @NOSORH



NOSORH Twitter Page Visits Month of November



Year	Impressions
2015	
2016	31.7K
2017	75.7K

#POWEROFRURAL

Year	Tweets	Participants	Impressions
2015	681	258	
2016			
2017	2,085	945	4.259 million

SOCIAL MEDIA

The following are examples of the social media graphics prepared for NRHD 2017.



SOCIAL MEDIA

ORGANIC PARTNERSHIPS

PLANTING SEEDS

Overview:

One of the most exciting aspects of exploring new partnerships is the unlimited potential they represent. While the majority of traditional NOSORH sponsors have had particular interests related to the healthcare industry, adding the category of "Organic Partnerships" opens the door to seek new partners whose broader interests involve rural vitality.

The whole premise of the Pledge to Partner is to expand NOSORH's reach through innovation, collaboration, education, and communication, and the Organic Partnership is effectively fertile ground to grow all of these pursuits. While NOSORHs other sponsorship categories have detailed transactional guidelines (X amount gets you Y), the Organic Partnership premise is based on relationship exploration and requires creative and strategic thought-partnering to determine how each party can serve the greater interests of both. In some cases, the reward will be the sheer reach and coordinated cultivation of new stakeholder engagement as a result, while in others, the partnership may offer monetary gain.

During the 2017 NRHD campaign, Impact! set out to secure at least one Organic Partner and

did so by initiating and managing a relationship with Walk with a Doc, (WWaD) which took shape in late September/early October 2017.

WWaD has over 300 chapters across the United States, each lead by a hospital or healthcare entity in partnership with physicians and other providers. WWaD promoted NRHD to all of its chapters, inviting them to host an honorary walk on 11.16.17. Also, they opened their platform to NOSORH through the Power of Rural website, asking SORHs to reach out to hospitals and health clinics to become an honorary WWaD chapter for the day.

WWaD, NOSORH, and Impact! promoted WWaD on social media, and both the WWaD and the Power of Rural Website. Impact! secured two of the ten rural hospitals that participated in special NRHD walks. WWaD Founder Dr. David Sabgir was incredibly supportive, presenting the NRHD/WWaD partnership during a panel expert call on 11/6/17 to a group of 100 partners on a CDC/CMS Million Hearts stakeholder call, sharing the co-branded logo created and details of the partnership.

Deliverable:

- Consult and develop a strategic approach for cultivating Organic Partnerships for NRHD 2017 and work to generate leads that lead to secured partnerships.**

Recommendations:

The WWaD partnership holds enormous promise and potential and Impact! would like to continue working to identify additional opportunities to benefit NOSORH and NRHD with this, and other potential Organic Partners in 2018.



Michelle Rathman
@MRBImpact

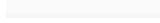
Following

Thx Columbia Memorial Hospital Astoria OR for hosting a #PowerofRural @walkwithadoc to support @NOSORH #NationalRuralHealthDay A few small steps make a big impact!



7:16 PM - 16 Nov 2017

2 Likes



RHhub @ruralhealthinfo · Oct 19
28 days to #NRHD! Celebrate the #powerofrural: Walk with a Doc in Klamath Falls improves health & health literacy!



Rural Project Summary: Walk with a Doc in Klamath Falls - Rural Hea...
Klamath Falls, Oregon adopted a national program, Walk with a Doc, that invites community members to walk with their local doctor and simultaneo...
ruralhealthinfo.org



Texas Medical Assoc. @texmed

Follow

Join @texmed for a walk around the state Capitol, tomorrow, Nov. 16 at 11:30 am. We are walking to support the #PowerofRural. #walkwithadoc @NOSORH



12:46 PM - 15 Nov 2017

6 Retweets 7 Likes



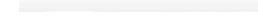
Texas Medical Assoc. @texmed

Several TMA staff members took a walk around the Capitol this morning to celebrate National Rural Health Day (NRHD). NRHD "Celebrates the Power of Rural." To learn more, visit their website at powerofrural.org.



10:43 AM - 16 Nov 2017

3 Retweets 6 Likes



RHIhub Rural Health Information Hub

About Search

Online Library Topics & States Community Health Gateway Tools for Success RHIhub Publications & Updates

MORE MODELS & INNOVATIONS
Browse by Level of Evidence
Browse by Topic
Browse by State
Browse by Source

Walk with a Doc in Klamath Falls
Summary
• **Need:** To give people an incentive to walk for exercise.
• **Intervention:** A national program called Walk with a Doc was adopted by Klamath Falls, Oregon that invites community members to walk with their local doctor and simultaneously get answers to their health-related questions.
• **Results:** Patients continue to faithfully attend and engage in intentional health-focused conversation during the weekly walks.

Description
Klamath Falls is a rural community close to the California/Oregon border. The town is scenic, with the Cascade Mountains in view and easy access to several lakes. Similar to many rural communities, Klamath Falls has high obesity rates and little disposable income for health-related expenditures. Despite its great outdoors, the town also lacks sufficient walking paths.

SOCIAL MEDIA & MEDIA HIGHLIGHTS

In all 10 organizations registered their WWaD event through the Power of Rural website. Those that did participate were active on Social Media, sharing their walk photos with their followers and contributing to generating the #PowerofRural on their Twitter, Facebook, Instagram and other social media platforms.

9

MEDIA & PRESS

MAKE HEADLINES

Overview:

Traditional media coverage is increasingly difficult to come by. Online or digital media platforms have eclipsed a vast number of print outlets while satellite radio and on-demand programming continues to make gains on the overall media/entertainment landscape. Couple these factors with the frenzied pace of sensational breaking news, and it is a recipe for making it extremely challenging to breakthrough and achieve meaningful media placement.

Although both health and rural issues are and have been headliners, NOSORH is

competing for media recognition with several extraordinary circumstances and compelling topics and issues. For these reasons and others, it continues to be important for the organization to cultivate relationships with media outlets, working to become a trusted resource at all times of the year, delivering highly-relevant and timely content and appealing to the broader interests of their audiences.

Media pitching and placement is akin to Double-Dutch Jump Rope. Timing is everything if you want to play!

Deliverables:

- NRHD National Media Plan Development
- Press Material Prep
- Media / press package development and finalization
- Work with and coordinate PR Newswire distribution package, preparing the appropriate material for distribution and managing the administration, tracking, and booking should it come as a result of this form of press circulation
- Editorial Media Blitz Activity
- Evaluate Community Star submissions by State and pitch select stories by state pending review of the submission, subject, and media outlet availability
- RWJF Newswire Press Conference

Recommendations:

Media pursuit and placements is time intensive and it requires cultivation of relationships. As outlined in the Strategic Communications Playbook, there are literally thousands of outlets and avenues to gain exposure for NRHD but the key to success is having compelling, interesting, timely and relevant content. Overall, Impact! recommends adopting the big-picture media strategies from the Playbook. To follow are some recommendations that will continue to boost awareness and media engagement:

- **NOSORH to follow as many media outlets (with rural, rural policy, health, health policy, etc.) as possible on social media and leverage. When they post, @NOSORH likes, RTs, shares and use the hashtags they are using. This will demonstrate that you are an influencer**
- **Continue to develop large-scale, nationwide NRHD events / features such as a nationwide walks, the Stone project, events that offer strong visuals and participation by many**
- **Develop a media partnership (with support from sponsors) that will serve as a channel for NRHD publicity**

Recommendations (con't):

- Facilitate a partner media forum event to help identify opportunities for NOSORH to tap into the media opportunities they are involved with
- Engage a well-known / celebrity spokesperson and conduct a NRHD press event
- Strategies with the FORHP on calling a press conference on NRHD
- Continue distribution of press releases through wire services
- Continue working with Community Stars to further enhance grass roots media placements

Note: Rural radio and newspapers are still a major source of news and information - they are worth pursuing!

NEWSWIRE

Below are the highlights from the 2017 press release media outreach efforts.

Content Distribution Stats

November 8, 2017

Shining a Light on Rural Health in America: Nationwide Observance of National Rural Health Day 2017

November 14, 2017

Rural Health Organizations, Hospitals, and Health Leaders Join Efforts to Recognize National Rural Health Day 2017

November 16, 2017

National Rural Health Day Pays Tribute to Over 30 'Community Stars' Nominated as Real Life Rural Health Heroes

**129 Views
133+ Impressions
312 Published
203 Google**

**202 Views
217+ Impressions
323 Published
401 Google**

**187 Views
364+ Impressions
312 Published
158 Google**



Media Press Call

On November 8, 2017, NOSORH, represented by Impact!, participated in a Newswire Web-based press conference specifically framed around National Rural Health Day. Over 40 media outlets registered for the event made possible by the Robert Woods Johnson Foundation. From the event, Impact! received four solid media leads, all of whom were interested in connecting with Community Stars that may be good fits for stories they were working on.

10

NRHD WEBSIGHTS

WEBSITE 30 MINUTE LEARNING SESSIONS

Overview:

On National Rural Health Day, NOSORH has traditionally offered web-based education sessions covering a variety of topics. After committee feedback, NOSORH changed up the format of their webinars in 2016, making each webinar a 30-minutes long "Websight" instead of 60-minutes webinar. The goal in doing so was to attract more participants who may have declined to attend due to time constraints. Opportunities for

'live' engagement on NRHD are challenging because no events are occurring at a central physical location such as an arena or conference center. Working hours webinars are experiencing declines, as stakeholders are increasingly busy and distracted. The keys to successful webinar outcomes include advanced planning, heavy targeted promotion, dynamic content, and skilled and engaging facilitators.

Deliverables:

- **Development of the SM posts and info graphics for Key Messages, webinars and PowerofRural for the SORH Toolkit calendar**
- **Continued creation of up-to-the-date graphics for Webinar Social Media Promotion**
- **Maryjane Wurth recorded an introduction message and Impact! created a video to play under her recorded track. In addition, we produced a closing video/slides to promote the release of the 2017 Community Stars.**



Recommendations:

NOSORH conducted a survey at the conclusion of each session, asking participants to rate their experience. While Impact! has not received survey outcomes, we did participate in each websight and offer the following suggestions for NRHD 2018 and beyond.

- **Secure topics and presenters as early as August 1, 2018**
- **Ensure that presenters provide a detailed description of their presentation/topic within days of excepting the engagement, including their headshot will be an enhancement to promotional material**
- **Provide presenters with tools to help them promote their presentation to their circle of contacts**
- **Provide presenters with guidelines and tips for their slide, many were far too copy heavy and presenters primarily read from their slides, which is proven to drive down participant enthusiasm and engagement**
- **Begin promotion of the webinars as early as September, meaning promotional material must be developed early and included in the SORH toolkit for them to effectively promote and drive registration**
- **Open registration on Oct 1 vs. Nov – this most certainly was a factor in registration numbers**
- **Consider changing the platform from Webex to one that is video based where presenters, the NOSORH facilitator, and guests have the benefit of being seen and automatically increases engagement. When presenters are in view, they do not rely on their slides, making it more of a personal teaching/learning experience for all.**



10

NRHD/POWER OF RURAL MESSAGE INTEGRATION

Overview:

NOSORH has successfully obtained a Trademark for National Rural Health Day and in 2017, integrated the logo and the Partner Seal into email signatures. After NRHD, NOSORH replaced the logo with a Community Star graphic/Partner Seal signature. This is one of many opportunities to display and promote the NRHD message, recognizing that it only reaches email recipients of messages driven by the NOSORH team.

Because National Rural Health Day is a dated event, it does not lend itself to marketing integration year-round; however, the Power of Rural messaging and brand components do. Whether for the Rural Health Data Institute, NOSORH's toolkits, participation in the February Policy Institute, in its newsletters, at regional meetings, as an element in the Sponsor Prospectus, and during the Annual Meeting, we recommended the integration of the Power of Rural messaging, and the four components of the Pledge.

Currently, the tagline that appears atop NOSORH's home page of its website reads: The Membership Organization of State Offices of Rural Health. Consider a modification to this phrasing with the understanding that some place on each collateral piece or where this is displayed, the reference to the membership will still be included. A few examples:

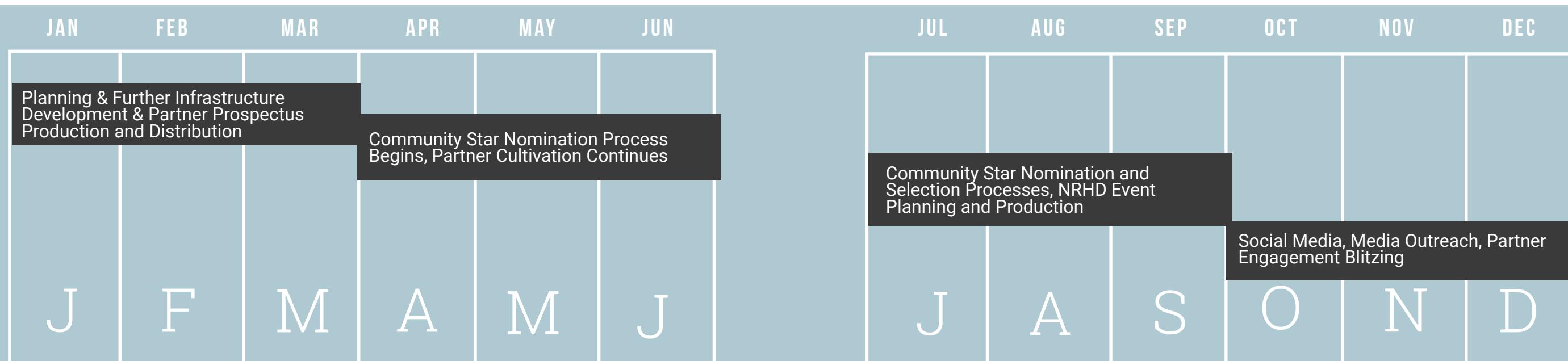
The National Organization of State Offices of Rural Health

- Fueling the Power of Rural
- Generating the Power of Rural
- Inspiring the Power of Rural
- Shining a Light on the Power of Rural
- Connecting the Power of Rural

Another consideration may be adding the tagline: Founder (or Creator) of National Rural Health Day

As this document details, there are many moving parts to National Rural Health Day in its current state. The Impact! Team (four members dedicated to this project) and NOSORH's team, worked together to accomplish a great deal, much of it in three short months.

Below is a recommended timeline for planning the 2018 NRHD campaign. Once again, it will be an honor to serve NOSORH again in any capacity.



2018 Engagement:

TIMELINE

Impact! Communications, Inc., proposes that it provide full NRHD management services to NOSORH under an annual project retainer. The level of engagement will depend on the available resources. Once NOSORH has had an opportunity to review this summary report and our recommendations, we enthusiastically ask for your feedback.

#PowerofRural