Shaping Policy through Storytelling

*Using The Providers Documentary to Amplify Rural Health Voices*

Facilitated by:
**Michelle Rathman**, President & CEO, Impact! Communications Inc. & Host of Rural Matters

Featuring:
**Laura Green** & **Anna Moot-Levin**, Filmmakers
**Matt Probst**, PA-C, El Centro Family Health
Making the Most of National Rural Health Day
Think of a time that something small that you did had a big positive impact.

Example: Bought a coffee for a coworker, and they shared it really impacted their day.

#powerofrural
SMALL ACTS MAKE BIG IMPACTS

YOU

#powerofrural
NRHD BINGO!

When a square is called you can ONLY mark it if:

It is something you have done in the past to celebrate NRHD or you plan to do this year to celebrate NRHD

#powerofrural
Nominated a Community Star

- Annual eBook publication released on NRHD
- Stars from 44 states to be featured in 2019!
- Hard cover book available to purchase
- Will you help us share these inspiring stories?

#powerofrural
Planned a Walk with a Doc

- Register a walk & find more info at www.powerofrural.org/walk-with-a-doc/
- Share with rural primary care providers, hospitals, and health clinics in your state!

#powerofrural
Share the Providers Screening

Screening Dates
November 7-21, 2019

Visit with the new country docs

The Providers

Watch the film & join the discussion with the makers of “The Providers.”

#powerofrural
Share the Social Media Graphics

Follow @NOSORH on Facebook & Twitter

#powerofrural
Shared Community Stakeholder Toolkit

- Community Stakeholder Toolkit (to share w/your partners)
- 2019 NRHD Logo
- NRHD Logo Brand Guidelines
- NRHD Templates (media release, proclamation, letter to legislator)
- NRHD PowerPoint Presentation
- Social Media Graphics
- NRHD E-mail Signature

Find it all here: http://www.powerofrural.org/nrhd-toolkit/

#powerofrural
Attend a NRHD Webinar

The Art of Telling Your Power of Rural Story
Featuring the Award-Winning Documentary Film, The Providers

November 21 @ 2:00 pm ET

http://www.powerofrural.org/the-providers/
Provide an Education Session

• FREE - multi-topic CME/CE event, designed for rural primary care clinicians

• Delivered by rural and clinical expert faculty through an interactive, virtual platform.

• Wide range of topics, including: Diabetes, heart failure, asthma, teledermatology, dyslipidemia

Saturday, November 23, 2019
Live virtual broadcast begins at 8:00 am CT

Register Here: ruralhealthcme.com
Host an Event

#powerofrural
Answer the Phone Happy NRHD!

“Hello! Happy National Rural Health Day”

Answer the phone with a custom NRHD greeting
Use Social Media for NRHD

Downloadable social media graphics available in toolkit for Twitter, FB & Instagram!

#powerofrural
Shared Your “Bright Idea”

What is your “bright idea” for celebrating the Power of Rural?

Are you planning your own Twitter chat, webinar, community event, or other activity in honor of NRHD?

Share your BRIGHT IDEA at PowerofRural.org & we’ll feature you on the Power of Rural website!

www.powerofrural.org/how-will-you-celebrate/
Hash Tagged #powerofrural

Re-tweet, share and post! Help us transform a day into a movement!

powerofrural.org
Encourage Others to Participate

How Can You Celebrate National Rural Health Day?
Find free, downloadable resources for many of the activities below by visiting www.powerofrural.org/nrhd-toolkit.

**PARENTS:** Prepare a healthy meal for dinner, and talk with your kids about the blessings — and the challenges — of living in rural America. Mention the health care providers who service your rural community.

**PATIENTS:** Write a note to your health care team, thanking them for their help and their commitment to serving a rural population.

**PHYSICIANS:** Display National Rural Health Day posters in your office. Provide a staff appreciation lunch. Visit www.WalkWithADoc.org and consider starting this fun, active outreach in your community.

**FACEBOOK USERS:** Share a story about your doctor, a nurse or other health care provider who has made a positive impact on your life.

**TEACHERS:** Give your students coloring book pages. Sponsor a rural health-themed poster contest. Invite physicians or nurses from local hospitals and clinics to speak to students.

**BROADBAND USERS:** Search for health information over your broadband connection. Ask your physician if there are telehealth resources that could help you maintain or improve your health.

**SMALL BUSINESSES:** Show appreciation to your local rural health professionals by providing them with discounts or special offers.

**YOU:** Make healthy eating choices. Take a walk. Avoid tobacco products. Schedule an appointment to have your cholesterol and blood pressure checked.

Share your experiences across social media using the hashtags #powerofrural and #nationalruralhealthday.

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3 WAYS TO SUPPORT NRHD 2019

1. **Utilize NRHD Tools**
   Download and share the customizable resources offered in the online NRHD toolkits to enhance your outreach efforts to schools, churches, local media, businesses, etc.

2. **Plan an Event**
   Visit PowerofRural.org to discover creative ways to engage your organization and community in NRHD special events and activities, such as Walk with a Doc.

3. **Be Social**
   Highlight the impact of your rural work and share your celebration via social media and other communication channels! Use #PowerofRural in all social media postings!

*Find it all at: powerofrural.org*
Produce Rural Health Fact Sheet

State Offices of Rural Health
25 Years of Making Health Care Better for 60+ Million People in America

What does a SORH do? No Other Resource Does the Work of a SORH

State Offices of Rural Health are the lead coordinators of health care delivery in our Nation's rural communities. SORHs collect and disseminate data which informs public policy decisions that impact rural providers, provide technical assistance that improves quality of care, aids in health care provider recruitment and workforce development, and builds and expands access to life-saving health care services for rural populations.

SORHs are the connection to State and Federal resources for hospitals, thousands of rural health partners, and millions of people living and working in rural communities across the United States.

What we need Congress to do:

Urgently approve $12.5 million in funding to meet the increasing and high demand for the indispensable assistance SORHs provide to the communities you care about.

Fast Fact: Wise Investment of Taxpayers Dollars
Every SORH Grant Dollar is matched with $3 in Non-Federal Funds!

Snapshot of the SORH Impact

- Assure access to life-saving and cost-saving care.
- Protect rural communities from devastating hospital closures.
- Improve health quality and safety for patients.
- Help recruit and retain physicians and other providers in rural America.
- Coordinate solutions to address population health issues, solve the rural opioid epidemic, increase use of telehealth solutions, and lead other health innovations.

Ask an Expert:
Teryl Eisinger, Executive Director
PHONE (888) 391-7258, ext. 107 | FAX (563) 336-4629 | EMAIL teryle@nosorh.org

SORH Funding History ( Millions )
FY 10 FY 11 FY 12 FY 13 FY 14 FY 15 FY 16
$3.2 $4.6 $7.0 $9.6 $10.0 $10.0 $10.0

Proven Experts on the Ground
Governors Proclamation

Proclamation

WHEREAS, rural communities throughout Hawaii embody the true meaning of the Aloha spirit and are wonderful places to live, work, play and learn; and

WHEREAS, there are over 100,000 citizens in Hawaii who reside in rural areas, have a strong sense of community and work hard to contribute to the overall economy of our state; and

WHEREAS, rural hospitals, clinics and centers reach beyond geographical boundaries to provide a source of innovation and resourcefulness, and are typically the economic foundation of their communities; and

WHEREAS, while a small percentage of the Hawaii population lives in rural areas, a large percentage of Alaska occurs in these places which makes ambulatory and emergency medical services especially critical; and

WHEREAS, rural communities face accessibility issues, lack of adequate healthcare providers, an aging population suffering from a greater number of chronic conditions, and larger percentages of uninsured and under-served citizens; and

WHEREAS, being a rural health care provider allows for comprehensive, compassionate, patient-centered and holistic care to be delivered to those in need; and

WHEREAS, Hawaii’s rural health care providers contribute to creating a 21st century health system with improved access, treatment, and affordability for all Hawaii residents on all islands; and

WHEREAS, Hawaii Department of Health - Family Health Services Division, Office of Primary Care and Rural Health, Hawaii Friendly Rural Health Association, Hawaii Rural Health Association, Molokai Rural Health Association, Hawaii’s Island Rural Health Association, Kea’s Rural Health Community Association, and the University of Hawaii have been instrumental in the promotion of quality rural health care in communities across Hawaii;

THEREFORE, I, DAVID Y. IGE, Governor, and I, DOUGLAS S. CHEN, Lieutenant Governor of the State of Hawaii, do hereby proclaim November 15, 2018 as

“RURAL HEALTH DAY”

In Hawaii, we ask the people of the Aloha State to join us in recognizing the importance of rural health care providers who work to improve the health and well-being of people who live in rural communities in Hawaii.

Done at the State Capitol, in Honolulu, State of Hawaii, this third day of October, 2018.

DAVID Y. IGE
Governor, State of Hawaii

DOUGLAS S. CHEN
Lieutenant Governor, State of Hawaii
FOR IMMEDIATE RELEASE
Date of release

NAME OF YOUR ORGANIZATION

TOWN, STATE, DATE: Name of Organization is proud to recognize the innovation, quality of care, and dedication of health professionals and volunteers in our community during National Rural Health Day 2023. National Rural Health Day falls on the third Thursday in November each year and recognizes the efforts of those serving the health needs of over 60 million people across the nation.

Insert quote here about why your organization is participating
You are invited to participate in the following planned National Rural Health Day activities as we celebrate this “Power of Rural.” Provide details about your plans here.
A special website (www.PowerofRural.org) has been established for rural health stakeholders to explore a partnership pledge, showcase individuals and organizations selected as 2023 Community Stars, and provide visitors with a variety of tools, including social media ready content, which can be found on websites such as Twitter and Facebook. The site also shares how rural communities across the country will be celebrating National Rural Health Day.

For more information, please contact Name of Contact

For additional information about National Rural Health Day, visit www.PowerofRural.org.
2019 COMMUNITY STARS

Congratulations
Congratulations