Rural Providers and Communities
Addressing Social Determinants of Health

NOSORH Region E
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NORC at the University of Chicago is an objective and non-partisan research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions.

NORC’s Walsh Center for Rural Health Analysis, established in 1996, conducts timely policy analysis, research, and evaluation that address the needs of policy makers, the health care workforce, and the public on issues that affect health care and public health in rural America. The Walsh Center is based in Bethesda, MD.
Social Determinants of Health
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Employment has grown more rapidly in metro than nonmetro areas since the Great Recession

Rural Health Disparities: Poverty Rates

Rural Health Disparities: Race/Ethnicity Poverty Rates

Rural Health Disparities: Age Categories

Poverty rates by age group and metro/nonmetro residence, 2018


Rural Evidence-Based Toolkits

1. Identify evidence-based and promising community health programs in rural communities

2. Study experiences of these programs including facilitators of their success

3. Disseminate lessons learned through Evidence-Based Toolkits

Rural Health Information Hub: https://www.ruralhealthinfo.org/
Social Determinants of Health in Rural Communities Toolkit
Organization of the Toolkit

IN THIS TOOLKIT

 Modules

1: Introduction
2: Program Models
3: Program Clearinghouse
4: Implementation
5: Evaluation
6: Sustainability
7: Dissemination
About This Toolkit

- Improving Economic Stability
- Improving Education
- Improving the Social and Community Context
- Improving Health and Healthcare
- Improving Neighborhoods and the Built Environment
Related SDOH Toolkits

This toolkit will supplement and expand on previous work in this area including the RHIfub Social Determinants of Health for Rural People topic guide, and several RHIfub evidence-based toolkits for rural community health:

- Care Coordination Toolkit
- Community Health Workers Toolkit
- Food Access Toolkit
- Health Networks and Coalitions Toolkit
- Health Promotion and Disease Prevention Toolkit
- Services Integration Toolkit
- Telehealth Toolkit
- Rural Transportation Toolkit
Rural Health Care Collaboration and Coordination

- **Target Audience:** Leadership and rural health provider organizations

- **Development of the Guide:** Informed by local and national level rural health provider organizations

• Rural providers face unique challenges (e.g., limited economies of scale, heavy dependence on public payers, low patient volume)
• Lack of collaboration can put key services at risk given the often-fragile economic status of rural providers
• Volume → Value $$$
• Growing interest in patient centered approaches to care to address social determinants of health
Elements of Rural Collaboration and Coordination: Areas to Consider

**Element 1: Analyze the Environment**
- Develop an in-depth understanding of potential partners' organizations
- Understand your environmental drivers (e.g., national, state, local levels)

**Element 2: Engage with Potential Partners**
- Consider opportunities to engage potential partners
- Use a community-minded approach

**Element 3: Develop a Collective Strategy**
- Conduct collective discussions with partner organizations
- Consider using a trained facilitator
- Select measures to monitor strategy performance

**Element 4: Review Requirements and Seek Technical Assistance**
- Ensure programmatic and regulatory compliance
- Seek technical assistance
Considerations to Address SDOH

- Demonstrate value of SDOH
  - ROI (e.g., transportation to health care reduces missed appointments)
  - Address “upstream” issues
- Promote community participation
  - Assessment
  - Program design and implementation
  - Outreach
  - Evaluation
- Consider special populations
- Explore training
  - Motivational interviewing
- Leverage reimbursement opportunities
  - CCM and TCM
ADDIE Model

Source: CDC, www.cdc.gov/trainingdevelopment/develop_training.html
Your First STOP for Rural Health INFORMATION

- Visit the website
  - Online library
  - Funding opportunities
  - 50+ topic guides on key rural health issues
  - State guides
  - Toolkits and model programs
  - Chart gallery and data explorer with county-level data
  - Am I Rural tool
  - More…

- Sign up for email updates and custom alerts
- Contact our Resource and Referral Service
  800.270.1898 or info@ruralhealthinfo.org

All services are free!
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