



# National Rural Health Day

Celebrating the Power of Rural!



## What is National Rural Health Day & the Power of Rural Movement?

Since 2011, the National Organization of State Offices of Rural Health, the 50 State Offices of Rural Health, and rural health stakeholders from across the country have set aside the third Thursday of November to celebrate National Rural Health Day (NRHD) and promote the “Power of Rural,” bringing much needed attention to the ongoing efforts to communicate, educate, collaborate, and innovate to improve the health of an estimated 57 million rural Americans. Over the years, NRHD has transformed from a day-long event to a sustainable movement.

## Key Messages

- Rural America is a great place for mission-minded health professionals to provide individualized care.
- Rural America is fueling an innovative rural health infrastructure.
- Rural America offers a beautiful and challenging landscape, requiring unique approaches.

## National IMPACT

Engaging a broad national audience of policymakers, program funders, partners, practitioners and the press to share and understand the importance of healthy rural communities



The official NRHD hashtag **-#PowerofRural-** had 16 million Twitter impressions, 3,439 tweets, and 1,711 participants on NRHD.

The *Access to Funding for Rural Health Projects* Twitter Chat had a potential reach of over 280k with approximately 3.5 million impressions.

Nearly 200 rural primary care providers attended RME Collaborative's inaugural *Rural Health Clinical Congress* – a free, virtual, multi-topic CME/CE event.

The *HRSA Virtual Job Fair* had close to 2,000 participants looking to practice in rural communities!



Three NRHD press releases were distributed with over 1000 views and impressions.





# National Rural Health Day <sup>TM</sup>

*Celebrating the Power of Rural!*



## State IMPACT

Encouraging collaboration among stakeholders, including State Offices of Rural Health and State Rural Health Associations, to educate and communicate about rural health issues.



## All 50 State Offices of Rural Health participated in NRHD activities, including

- » Rural health award presentations
- » Press releases
- » Rural site visits
- » Policymaker outreach
- » Educational webinars
- » Statewide rural health conferences/events
- » Chartis Center for Rural Health's *Performance Leadership Awards*
- » 25 gubernatorial proclamations



Nearly 700 people registered for a special screening of *The Providers* – a documentary that follows three health care providers in rural New Mexico as they work to make a difference in the lives of their patients. Numerous facilities hosted screening parties to celebrate NRHD.



*Community Stars* is an annual eBook that tells the inspiring stories of the people and organizations who make a difference in the health of the rural communities they serve.

Since the first book in 2015, NOSORH has honored **181 Community Stars** and the books have been viewed over **9,300 times!**

## Local IMPACT

Equipping local communities with the tools and resources to grow engagement and demonstrate how their work to communicate, educate, collaborate and innovate has a big impact on the health of of rural Americans.

In 2019, NRHD toolkits had **800+** downloads from community stakeholders, providers, national partners, and State Offices of Rural Health. Toolkits include templates, social media graphics, logos, celebration ideas, coloring books, and many other opportunities to engage in the Power of Rural.



For more information, visit [PowerofRural.org](http://PowerofRural.org) | #PowerofRural

