



MN Office of Rural Health & Primary Care

Communicating SORH Impact and Information Dissemination, September 2020



The Office of Rural Health and Primary Care promotes access to quality health for all Minnesotans.

A SORH is expected to:

- Collect and disseminate information
- Coordinate rural health care activities in states in order to avoid duplication
- Provide technical assistance to public and non-profit private entities

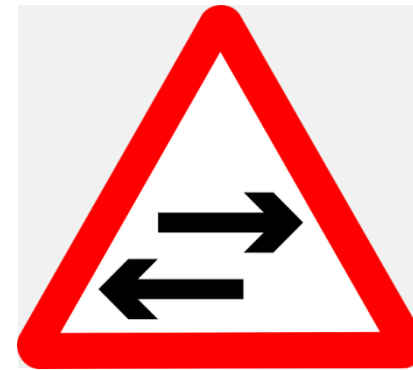
Whom do we communicate with?



We work as partners with policymakers, providers, and rural and underserved urban communities to ensure a continuum of core health services throughout the state.

Communications a two-way street

- Ideally, we want to:
disseminate information from our federal offices, our state offices, and partners out into Minnesota rural communities
- But, we also need to:
Listen to Minnesota's communities and bring back what we hear to our partners, state offices and federal offices



ORHPC Communications Plan

OUTGOING

- Monthly news updates
- Email blasts
- Spotlight issues
- Social media (department platform – Twitter, Facebook)
- Workforce reports
- Presentations
- Legislative reports and information

INCOMING

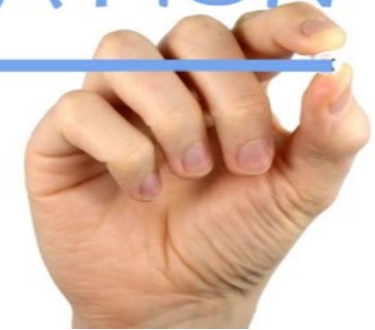
- Schedule listening sessions around the state
- ORHPC has 5 advisory committees with members from around the state
- Site visits
- Technical assistance calls/emails

What kinds of information gets sent out

From our office:

- Health policy initiatives
- Legislative reports & updates
- Funding information
- Health workforce data
- What staff have been working on
- Info about relevant meetings, webinars, conferences
- Articles or programming of interest
- Relevant partnership work

INFORMATION



- Info from federal & state offices
- Info from state Legislature and Congress
- Info from our partners
- Info from universities

What we report on is changing.....

We have reported the **numbers of** what we do

- Reliable data

We are working on communicating the **impact** of what we do which requires more context – more “story”

- More case studies, what works where
- More visuals – tableaus, information bites
- Diverse messaging

Health equity issues in communications – “health equity in all that we do”

Rural is not the same everywhere; messages must be tailored

Getting our message to those who need to hear it - the right audience, finding the trusted persons and resources in each community

Using other entities to move our information deeper into rural

Getting out from behind desks to hear from communities

Electronic communications #1

We communicate mostly electronically:

- ORHPC Webpages
- GovDelivery (email blasts)
- Dept of Health's Social Media
- Microsoft Teams/Adobe Meetings/Zoom

Special needs of our rural partners means we have to find other ways not supported by electronic methods



The screenshot shows the ORHPC website interface. At the top, there is a dark blue header with the Minnesota Department of Health logo and navigation links for HOME, TOPICS, and ABOUT US. A search bar is located on the right. The main content area is divided into a left sidebar with a menu of links (e.g., ORHPC Home, Flex Program, Funding, Office of Primary Care, Publications, Rural Health Advisory Committee (RHAC), State Office of Rural Health (SORH), Statewide Trauma System, Workforce Data & Analysis, Contact Us) and a main content area. The main content area features a title 'Office of Rural Health and Primary Care', a brief description, and a section for '2020 National Rural Health Day' with a graphic that says '#powerofrural National Rural Health Day Celebrating the Power of Rural! IT'S NOT JUST A DAY, IT'S A MOVEMENT.'. Below this is a section for 'COVID-19 Health Care Response Grants' with a sub-section for 'Related to health care professions:' and a list of emerging professions. A green leaf logo is visible on the right side of the page.

- Cost efficient
- We use department's template (standards)
- Broadband
- Accessibility (document & web)
- Needs constant updating

The screenshot shows the Minnesota Department of Health website. The header includes the logo, navigation links (HOME, TOPICS, ABOUT US), and a search bar. The main content area is titled "Health Care Workforce Reports and Presentations" and contains a paragraph about the 1993 legislative mandate, a list of reports, and a list of presentations. The left sidebar contains navigation links for "Health Care Workforce Data & Analysis", "Related Topics", and "Related Sites". The right sidebar includes "Share This", "Subscribe to ORHPC items", "ORHPC Publications", and "The Office of Rural Health and Primary Care" logo.

Health Care Workforce Data & Analysis

Health Care Workforce Data & Analysis Home

Data on MN health professions

Reports & presentations

Scope of practice

Survey methodology

Related Topics

Health Professional Shortage Areas

Related Sites

Office of Rural Health and Primary Care

Health Care Workforce Reports and Presentations

In 1993, the Minnesota Legislature mandated collection of a variety of information from many licensed or registered health care providers. Working with Minnesota's licensing boards, the Office of Rural Health and Primary Care collects practice data for health professionals in conjunction with regular licensing renewals.

Survey response rates range from 60 percent to 95 percent, depending on the profession surveyed. [Learn more about the survey methodology.](#)

Reports

- [Community Paramedics](#)
- [Mental and Behavioral Health Workforce Reports](#)
- [Nursing Workforce Reports](#)
- [Oral Health Workforce Reports](#)
- [Pharmacy Workforce Reports](#)
- [Physical Therapy Workforce Reports](#)
- [Physicians and Physician Assistant Workforce Reports](#)
- [Respiratory Therapy Workforce Reports](#)

Presentations

- [Supply and Demand of Health Care Workers, 2017 \(PDF\)](#)
- [MN Scope of Practice Evaluation Tools, 2017 \(PDF\)](#)

Share This

Subscribe to ORHPC items under "Health Care & Rural Health"

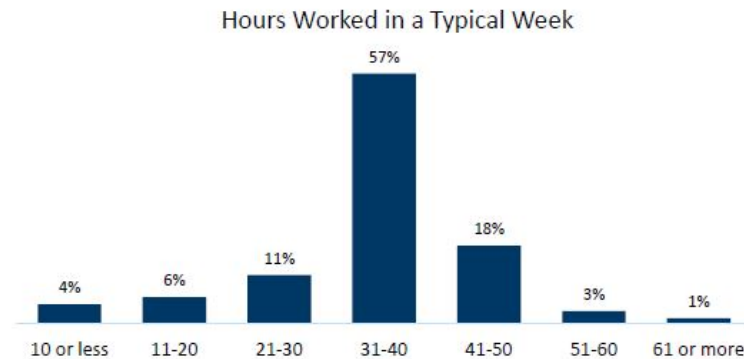
ORHPC Publications

Rural Health Care in Minnesota: Data Highlights Chartbook, 2019 (PDF)

The Office of Rural Health and Primary Care

- Survey 23 health care professions during licensing process
 - Flexible - can target questions
 - In March, they began asking questions about their experience with COVID – NRHD podcast
- ORHPC staff report on each of the professions

Employment: Employment and Hours Worked



- The median work week for Minnesota LPNs was 36 hours, with the large majority (70 percent) working between 31 and 40 hours per week.
- (Data not shown): An estimated 87 percent of Minnesota LPNs reported on the MDH questionnaire that they were "working in a paid or unpaid position related to [their] license." Of those, just over half said they were seeking an LPN position, and another 30 percent said they were temporarily not working due to family, seasonal, or other reasons.

mi DEPARTMENT OF HEALTH Source: MDH Licensed Practical Nurse Workforce Questionnaire, 2017-2018. Percentages are based on 11,466 valid responses

9

Demographics: sex, age,
race & ethnicity

Geography

Education: degree

Employment: future
plans & career
satisfaction

ORHPC News Update



- Sent out thru GovDelivery
- 4,000+ (self-subscribe)
- We send out to other “listservs”
- Continually trying to broaden
- Readers have to sign themselves up

ORHPC Spotlight on healthy aging in rural areas, March 2019

Improving access and participation in fitness and wellness opportunities for older adults across rural Minnesota

Introduction

In 2017, frustrated by the lack of consistent and appropriate exercise opportunities for older adults in Hibbing, a group of "ladies in town" asked the Minnesota Department of Health's [Rural Health Advisory Committee](#) (RHAC) to study the barriers facing older rural adults who want to be physically active. Staying healthy improves the ability of older adults to age in their own homes, have less reliance on home care and nursing facilities, and ultimately have higher quality of life with less public cost. An important component to staying healthy is ensuring that adults living in rural Minnesota have continued access to local opportunities for physical activity.

This Spotlight highlights both RHAC's report on [older adult fitness](#) in rural Minnesota, and the successful efforts of Hibbing's community members to align regional resources and funding and create a successful, on-going, structured physical activity program. Their newly established community fitness program meets the minimum physical activity guidelines for older adults, is available locally, and has instructors and a curriculum that encourages regular attendance and social interaction. RHAC's publication, [Older adult fitness: Access and participation in rural Minnesota, 2018](#), includes a community fitness implementation model that can be used by leaders and fitness professionals in other rural communities.

Minnesota Department of Health's Community Fitness in Rural Minnesota Video



- [Community Fitness in Rural Minnesota Video](#)
- https://www.youtube.com/watch?v=WVmYwHt8_yA

When older adults are physically active they not only experience improved

- One story, more in depth
- The more connections the better
- References



- Health care organizations can apply NOW through March 25 for funds to plan, prepare, or respond to [#COVID—19](#). Eligible applicants include ambulance services, health care clinics, pharmacies, health care and long-term care facilities, and health systems.
- <https://www.health.state.mn.us/facilities/ruralhealth/funding/grants/covidgrant.html>

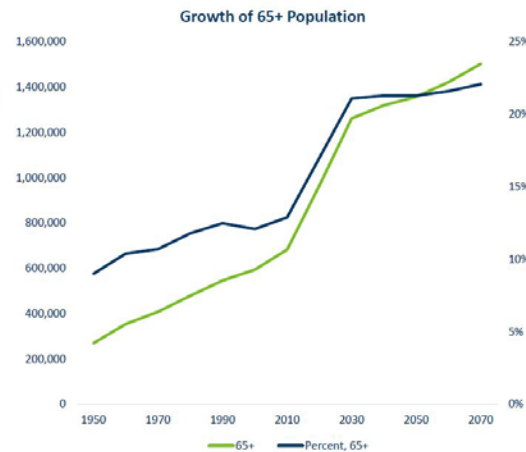
- Through the department
- New demographic
- Shorter messages or announcement of products
- **Has limited reach – it is just one part of the solution**



The population of Minnesota – and the country – is aging

Made the commitment to gather data from across the Department of Health on issues relevant to rural health

- By 2030, more than 1 in 5 Minnesotans will be over 65. The total number of older adults (65+) is anticipated to double between 2010 and 2030.
- Residents of rural and small town Minnesota are twice as likely to be age 80 or older than those in urban areas.





- With MN Rural Health Association and the National Rural Health Resource Center (The Center)
- Annual
- 600 plus
- Choose topics by year



- Loan Forgiveness
- National Rural Health Day
- Census 2020

National Rural Health Day

Nov 15, 2018



Join in the celebration of National Rural Health Day (NRHD)! Every year, rural communities and organizations join together to promote rural health.

What to do

Your state's Office of Rural Health wants to connect with you. Let's celebrate the **#powerofrural** together!

- On National Rural Health Day, do something healthy for yourself!
- Plan a community service event and send us a picture!
- Create a rural-themed poster. Send a photo to us for posting!
- Host a National Rural Health Day "fun day" or activity. Let us know how it went!
- Follow us online and on Twitter for more information as we get closer to the date.

www.health.state.mn.us/divs/orhpc/
[#mnruralhealth](https://twitter.com/mnruralhealth) @mnhealth

Quick Cards

NATIONAL RURAL HEALTH DAY 11-15

What to know

It's not just a day, it's a movement!

Help us grow the **#powerofrural**.

Over 60 million Americans live in rural and frontier communities.

- 81% of Minnesota's land is rural areas and towns.
- 27% of Minnesota's population is considered rural
- 56% of Minnesota's 87 counties are rural.

Community is the heart of health

Health is created where people live, work, and play. Many ingredients go into making a community healthy such as: housing, transportation, health care, education, economic opportunity and criminal justice.

For more information

- www.health.state.mn.us/divs/orhpc/
- Email: health.orhpc@state.mn.us
- Twitter: [#mnruralhealth](https://twitter.com/mnruralhealth) @mnhealth



At the Minnesota Department of Health, we work for all people and communities to have what they need to be healthy.

Visit us at www.health.state.mn.us

To obtain this information in a different format, call 651-201-5414. Printed on recycled paper. 7/18

In-person technical assistance:

- Webinars
- Site visits
- Telephone calls

And, they write articles/presentations/legislative reports and participate in national and regional conferences

What do we keep in mind when we communicate?

- Plain language
- Electronic and printed accessibility
- Fewer words – at least initially, more visuals, more white space
- Staff is key – people want a real person available when they need technical assistance
- Constant evaluation, circling back – is this reaching those who need it, in the way that they need it, etc.?

Ongoing Challenges

- Broadband issues
- We don't know who we don't know – we rely on partnerships
- Software/hardware constantly changing
- Keeping current on issues
- Language & literacy
- Being ready to addressing annual legislative issues as they come up – within minutes or hours

Thank you!

Zora.Radosevich@state.mn.us

Maria.Rogness@state.mn.us