

What is National Rural Health Day?

In 2020, the National Organization of State Offices of Rural Health, the 50 State Offices of Rural Health, and rural health stakeholders from across the country celebrated the 10th Annual National Rural Health Day (NRHD).

NRHD is recognized on the third Thursday of November. Its purpose is to celebrate 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 people who call rural and frontier areas home.

Over the past decade, NRHD has transformed a day-long event into a sustainable movement, as evidenced by the engagement from a wide-ranging national audience.



Three NRHD press releases were distributed in 2020, resulting in **554 publications** in media outlets across the country, as well as over **3,000 Google pick-ups** and **8,700 viewer impressions**.

SOCIAL MEDIA #POWEROFRURAL



The NRHD hashtag - **#PowerofRural** - had over **68 million impressions** during the week of NRHD!

Twitter Chats and other online events were held throughout the month of November with engaged partners such as RHihub and USDA Rural Development as well as Rural Assembly's Rural Everywhere Event, contributing to millions of impressions and engagements in the digital space.

FEATURED EVENTS



Over **500 rural primary care providers** attended RME Collaborative's 2nd annual *Rural Health Clinical Congress*- a free, multi-topic CME/CE virtual event.

Since **2011**, the **Federal Office of Rural Health Policy (FORHP)** has supported:



at least
750,000
people each
year since 2011



200
grantees



80%
continue services
after program ends



NATIONAL IMPACT

Engaging a broad national audience of policymakers, program funders, partners, practitioners and the press to share and understand the impact of COVID-19 and the importance of healthy rural communities.

KEY MESSAGES & DATA POINTS



Click Here to Download

- 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.



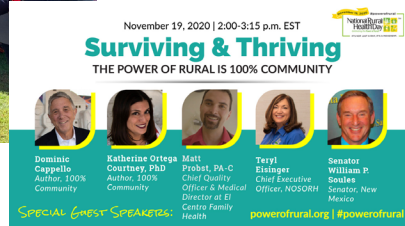
STATE IMPACT

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

- » Blood drive with NRHD promotional materials
- » Educational webinars
- » Gubernatorial proclamations
- » Press releases and press conferences
- » Policymaker outreach
- » Rural health award presentations
- » Rural health podcast launch
- » Social media campaigns
- » Statewide rural health conferences/events
- » Social media campaign
- » Trivia, photo, art, coloring, essay contests
- » Virtual events/activities



During the [2020 NRHD Virtual Event](#) over 300 stakeholders were introduced to the 100% Community concept for community-driven grassroots strategies to help communities survive and thrive.



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. The [2020 book](#) featured Stars from 48 different states.

Since the first book in 2015, NOSORH has honored **229 Community Stars!**

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 rural Americans.

In 2020, NRHD toolkits had **6500+ downloads** from community stakeholders, providers, national partners, and State Offices of Rural Health. Toolkits include templates, social media graphics, logos, virtual celebration ideas, coloring books, and many other opportunities to engage in the Power of Rural.

