



Rural Health Capital Resources Council

National Organization of State Offices of Rural Health

November 3, 2022



Agenda

Welcome and Introductions

Review of June Strategic Planning Meeting in Baltimore

Environmental Scan: Community Development Finance Institutions

Discussion of Strategic Plan Goals, Objectives, Strategies

Opportunities for collaborative work

- AHA Rural Health Conference Pre-Conference Session with BHPN
- Fall webinar
- Spring training institute
- Other potential opportunities

Updates from members

Meeting schedule including June in-person meeting in DC area



Themes and Ideas

June 2022 Strategic Planning Session

Connectivity, catalysts, capacity, placemaking, relationship building, partnerships, stacking capital, streamlining, building on existing resources, equity, rural prosperity, linking buyers, producers and consumers of health, multi-sector, community focus, TRIC (Tailored, Resilient, Inclusive Collaborative)

Themes, Ideas, Projects

- Capital for infrastructure, drivers of health and community well-being
- Bring people together
- Tailored, collaborative approaches
- Learn from each other
- Create multi-sector approaches, learning how to talk to one another with shared language
- Engage federal agencies, community and economic development, Federal Reserve, philanthropy, and State Offices of Rural Health
- Build on the work of the Interagency Policy Committee



CDFI Environmental Scan Findings

Level-set:

- Approximately 30 percent of Opportunity Finance Network's membership (N≈110) has a significant focus on rural investments, including community facilities, housing, and small business.
- CDFIs are the “first financial responder” in many rural communities and played an important role in connecting borrowers to PPP loans during the pandemic.
- Several CDFIs expressed interest in having a SORH as a potential new partner who could help to support pre-development work.
- What a State Office of Rural Health Partnership looks like with a CDFI will be different in every region, that is: CDFIs vary in the issues they address, as well as the size and types of loans that they make.



CDFI Environmental Scan Findings

Takeaways:

■ The time is right

“Neither health nor community development have been well-resourced. As we move into the post-pandemic phase, it is a good moment for these two sectors to receive more support for the communities they want to build. Let’s not lose momentum.”

-Lisa Mensah, President & CEO, Oregon Community Foundation

■ We need to shift mindsets about rural

“Scale is a term that does not work in rural. You can impact an entire rural community with an investment that, if it were the same size in an urban community, would not have a community-wide impact. To illustrate, if you throw a small stone into a lake it will sink, but if you throw that same stone into a puddle, its impacts will ripple all the way to the edge.” - Suzanne Anarde, CEO, RCAC

■ We need to build and strengthen relationships

“Often finding the right partner is a barrier. It takes time to build relationships and to connect in a culturally appropriate, holistic way. We can only go as fast as the trust we have built in the community.” -Nadia Villagrán, Director of Fund Development and Strategic Partnerships, Rural LISC

■ We need to build capacity

“What would be tremendously helpful is if State Offices of Rural Health could do a brief assessment of their state and identify which development projects their counties need most, based on existing data. Is it a dialysis center or a daycare center? If there is nothing shovel-ready, then we can start to develop the relationships and financing needed for those specific projects.” -Chrystel Cornelius, CEO & President, Oweesta



CDFI Environmental Scan Findings

CDFI leaders identified several opportunities for SORH to support rural health capital investment projects. Support during the **pre-development phase** was identified as a top need.

Key activities:

- **Advocate for needed policies and programs.** More allies for rural housing and facilities are needed, especially when federal and state budgets are being decided. SORH can share stories of community impact.
- **Become partners in deploying financing.** With knowledge of community priorities and state health dollars, SORH can work in tandem with CDFIs to target resources efficiently.



CDFI Environmental Scan Findings

Key activities continued:

- **Consult during the predevelopment phase.** SORH can serve as “navigators” for rural health infrastructure needs. This includes projects where expert knowledge of healthcare billing operations and local broadband regulations is needed.
- **Develop a CD finance tool kit for rural communities.** Community leaders want to connect with CDFIs, CDCs, CDEs, federal agencies, and developers who can help to meet their capital resource needs. SORH can help to develop and market a roadmap.
- **Elevate and share existing resources.** Health and CD professionals who work in rural communities could benefit from sustained opportunities for knowledge-sharing. SORH can help to design joint events, trainings, and research initiatives.



Strategic Plan

Goals, Objectives, Strategies

Goal	Improve access to rural healthcare and build healthy rural communities by increasing access to needed capital resources
Objectives	<ol style="list-style-type: none"><li data-bbox="461 218 2548 357">1. Convening: <i>Create a multi-sector Council and Center infrastructure for on-going communication, strategic planning, and program development.</i><li data-bbox="461 357 2548 642">2. Training and Technical Assistance: <i>Create toolkits, joint training programs, peer learning and technical assistance to support multi-sector rural health capital resource programs at the national, state, regional and local level.</i><li data-bbox="461 642 2548 828">3. Build on Strengths: <i>Increase understanding and participation in existing multi-sector, collaborative policies, projects, and models that increase capital resources for rural health.</i><li data-bbox="461 828 2548 1113">4. Equitable Opportunity: <i>Task the Council and Center to be intentionally inclusive about who is at the decision-making table, who benefits from the work, and that it is created and carried out through a collaborative process (Targeted, Resilient, Inclusive, Collaborative – TRIC).</i><li data-bbox="461 1113 2548 1428">5. Sustainability: <i>Develop a sustainable model for multi-sector engagement for rural health capital resources.</i>

Objective 1 Convening: Create a multi-sector Council and Center infrastructure for on-going communication, strategic planning, and program development

- Strategies**
- a. NOSORH will convene quarterly meetings of capital resources stakeholders to continue with joint communications, sharing of resources, strategic planning, and exploration of joint program development.
 - b. NOSORH, with Capital Resources partners, will provide guidance to SORHs and partnering organizations on how to convene capital resource partners at the state level.

Objective 2 Training and Technical Assistance: Create toolkits, joint training programs, peer learning and technical assistance to support multi-sector rural health capital resource programs at the national, state, regional and local level

- Strategies**
- a. NOSORH will create a resource section for the Rural Health Capital Resources Council and Center on its website, utilizing resources provided by the partners.
 - b. With partners, NOSORH will organize a webinar series targeted to SORHs, CDFIs, rural development organizations, and other rural health and community development organizations at the national, state, regional and local level.
 - c. The Council and partnering organizations will explore development of technical assistance programs linking rural health and capital resources.

Objective 3

Build on Strengths: Increase understanding and participation in existing multi-sector, collaborative policies, projects, and models that increase capital resources for rural health

Strategies

- a. Council members will identify opportunities for presentations at national and regional conferences and meetings on collaboration for rural health capital resources.
- b. Council members will identify existing collaborations and programs that can be scaled up or expanded to include rural health.
- c. Council members and organizations will share resources and communication strategies to increase knowledge of programs, resources, and financing by rural health and rural community-based organizations.

Objective 4

Equitable Opportunity: Task the Council and Center to be intentionally inclusive about who is at the decision-making table, who benefits from the work, and that it is created and carried out through a collaborative process (Targeted, Resilient, Inclusive, Collaborative – TRIC)

Strategies

- a. The Council and Center will develop strategies, communications and projects based on the concepts of rural prosperity and development.
- b. The Council will provide input on how their organizations are supporting the work of community catalysts, navigators, and community health workers to promote community level planning and programs.
- c. The Council will conduct a stakeholder analysis to identify opportunities for equitable participation.

Objective 5

Sustainability: Develop a sustainable model for multi-sector engagement for rural health capital resources

Strategies

- a. Create a Council and Center structure that supports on-going strategic planning, communications, and programming.
- b. Identify opportunities to braid funding for collaborative work.
- c. Develop a sustainability plan to support the on-going convening and work of the Council and Center.



Next Steps for FY 2023

Convene the Rural Health Capital Resources Council four times in FY 2023, with continued funding from the Federal Office of Rural Health Policy

In-person meeting in the Washington DC area in June or late spring

Offer a series of collaborative projects including a training series on

- Community catalysts
- Cross-sector collaboration
- Collaborative, multi-sectoral Institute on capital resources for rural health

Build on the strengths and resources of Council member participants



Discussion Questions

1. Do these strategies take us in the right direction?
2. What strengths and opportunities do we have to accelerate and amplify this work?



Opportunities for Collaborative Work

36TH ANNUAL **AHA RURAL HEALTH CARE LEADERSHIP CONFERENCE**

FEBRUARY 19-22, 2023

JW MARRIOTT
SAN ANTONIO HILL COUNTRY
SAN ANTONIO, TX

Multi-Sector Health Partnerships for Community Investment in Rural Settings

Pre-Conference Workshop



Mrs. Karen Cheeseman
President and Chief Executive Officer
Mackinac Straits Health System, Saint Ignace, Mich.



Kristin Juliar
Capital Resources Project Consultant
National Organization of State Offices of Rural Health



Ruth Thomas-Squance
Co-Executive Director
Build Healthy Places Network



Community Catalyst Webinar

From the strategic planning – Community Catalysts

Community members who have the skills to help their communities structure projects out of community needs, build partnerships, and help to find the funding and financing to make the projects a reality

Webinar – December 2022

LOR Foundation: Hires local *community officers* to regularly engage with residents who have ideas for how to improve their towns. LOR helps turn those ideas into action with funding and other resources, working with individuals, local government, nonprofits, businesses, and other organizations to advance projects, policies, and collaborations that benefit rural communities.

USDA Rural Partners Network: Known as “*Community Liaisons*,” federal employees provide local leaders with the expertise to navigate federal programs. Community Liaisons help build relationships and identify additional resources to get the job done. As their work progresses, the lessons learned will impact future federal rural policy development and investment strategies.



Spring Capital Resources Institute

Goal

Provide practical training for community development and rural health stakeholders on how to leverage capital resources to accelerate and amplify investments in the health of rural communities.

How

- Build on the strengths of the partners – expertise, training materials, toolkits and playbooks
- Planning committee to develop and market the Institute
- Learning together and with each other – stakeholders from community development, rural health, and the funding community



Updates and Schedule

Updates, ideas and events from Council Members

Next meetings and events

- November 17, 2022 – National Rural Health Day <https://www.powerofrural.org/>
- December – Community Catalyst Webinar
- February – RHCRC Meeting (virtual)
- April – RHCRC Meeting (virtual)
- April – Start of Rural Health Capital Resources Institute
- May – Gathering at National Rural Health Association Annual Conference
- June – RHCRC Meeting (In-person, Washington DC)



Thank You!

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