

The Power of Rural in Action: CDC & State Strategies for Rural Health

November 16, 2023

PRESENTERS

Diane Hall, PhD, MEd

Director

Office of Rural Health

Centers for Disease Control & Prevention

Eva Cruz

Rural Health Specialist

State Office of Rural Health

Texas Department of Agriculture

Fern Christian

Program Manager

CDC Virginia Rural Response & Relief Program

Virginia State Office of Rural Health



Celebrating the Power of Rural

Diane M. Hall, PhD., MEd

Director

Office of Rural Health

National Center for State, Tribal, Local, and Territorial Infrastructure and Workforce

CDC

CDC's
PUBLIC HEALTH
INFRASTRUCTURE CENTER



Happy
National Rural
Health Day!

National Rural Health Day

Celebrating the **Power of Rural!**®

#PowerOfRural

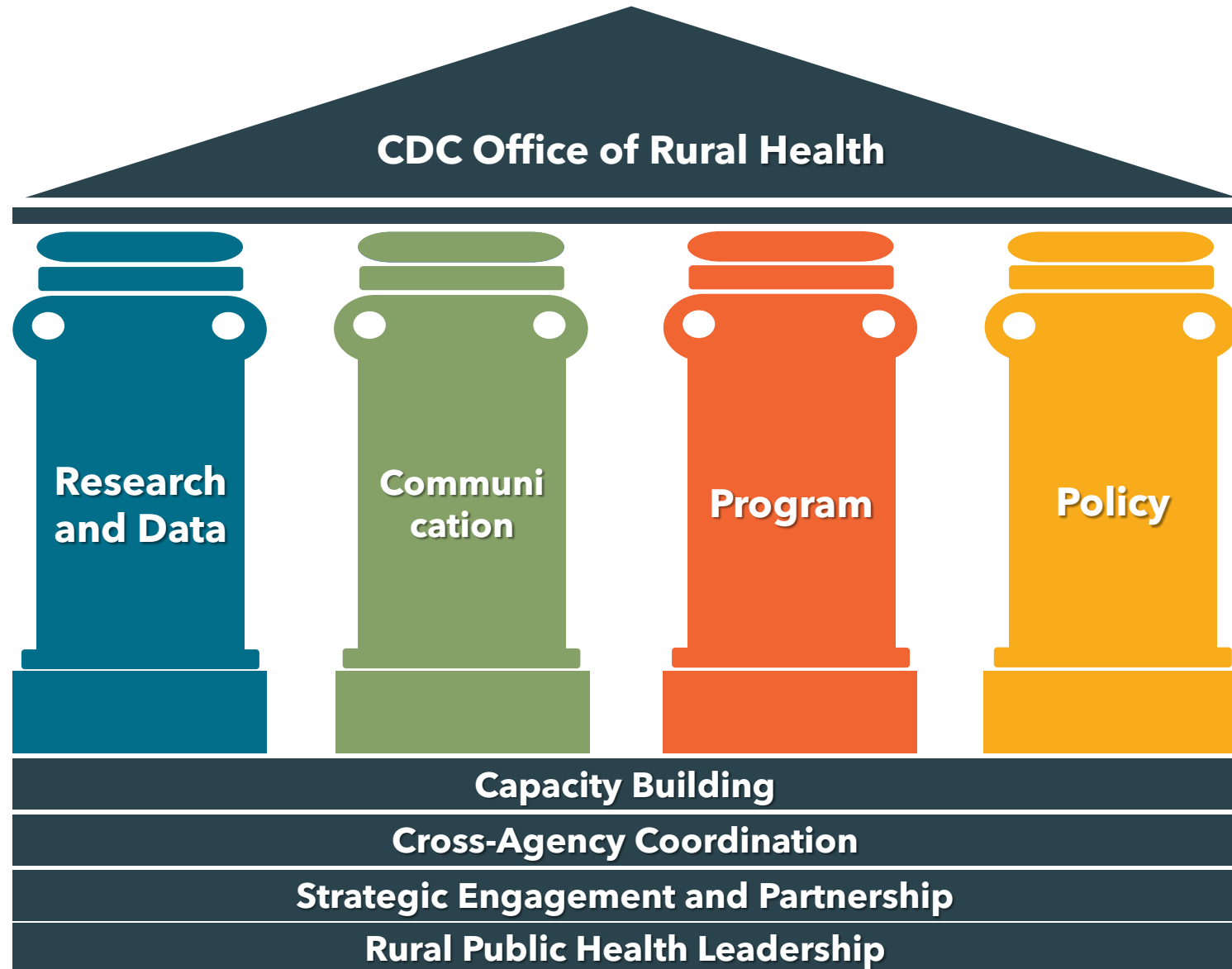
#NationalRuralHealthDay



THURSDAY, NOVEMBER 16, 2023

CDC Office of Rural Health (est. 2023)

CDC Office of Rural Health



Principles



Office of Rural Health Principles

Focus on
Strengths

Champion the
Work

Disseminate
Best Practices

Collaborate
with Partners

Examine
Variability

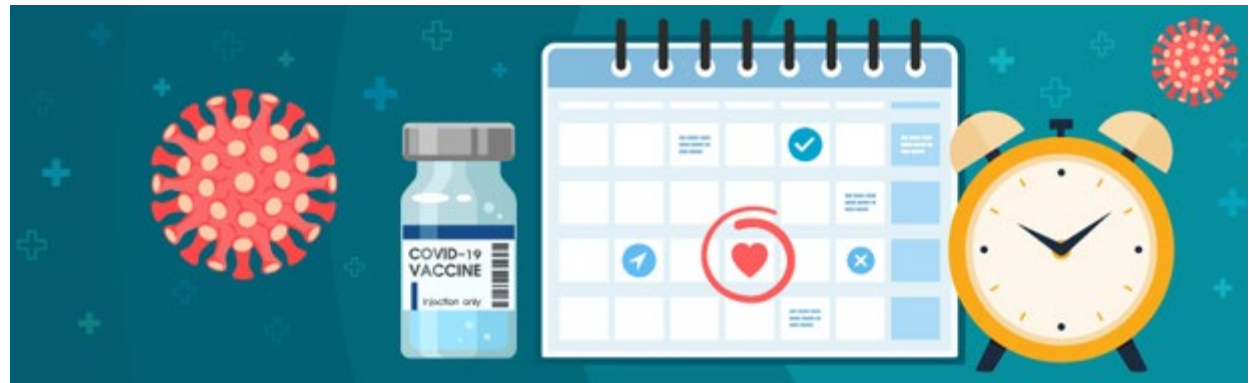
Integrate Rural
Health Across
CDC Programs

Focus on Strengths



EXAMPLE: COVID-19 Vaccination Success Stories in Rural Communities

- Counties with COVID-19 vaccination rates higher than state
- Qualitative study
 - Factors influencing vaccine confidence
 - Analysis of social media data
 - Case studies in six rural communities
- <https://www.norc.org/research/projects/covid-19-vaccination-success-stories-in-rural-communities.html>



Champion the Work



OT21-2103 Success Stories

OT21-2103 Success Stories

AAA



Form Approved

OMB No. 0920-0879

Expiration Date 01/31/2024



*The CDC OT21-2103 Team is collecting success stories that highlight sample achievements of OT21-2103 recipients expending awarded funds and performing their proposed activities in accordance with this funding opportunity. **This effort is optional and not required as part of the grant funding agreement.***

This success story form allows writers to highlight and share how an OT21-2103 recipient is leveraging the grant resources to address COVID-19 related health disparities and advance health equity by expanding state, local, US territorial, and freely associated state health department capacity and services.

<https://airc.cdc.gov/surveys/?s=3PDTCYFAW7C7ND9Y>

<https://www.cdc.gov/publichealthgateway/partnerships/success-stories/index.html>

Collaborate with Partners



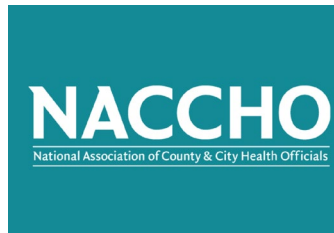
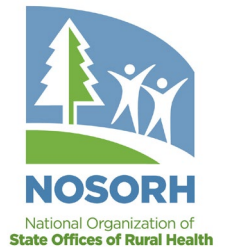
Partnerships: We Can Do More Together

Federal Government

Public Health

Population-specific

National Organizations

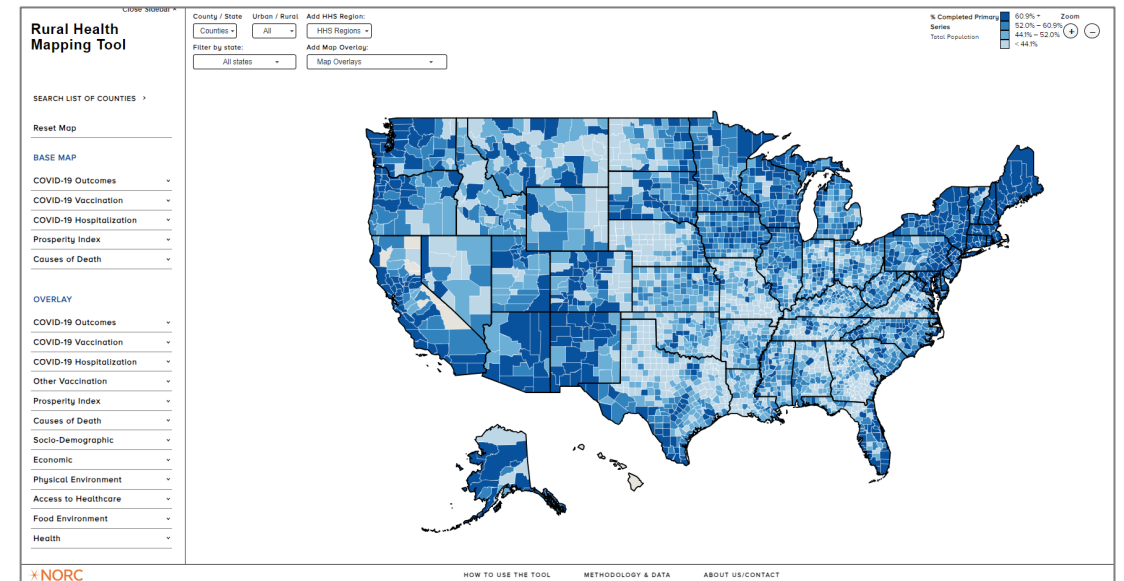



Resources



Resources

- Rural Emergency Preparedness and Response Toolkit
<https://www.ruralhealthinfo.org/toolkits/emergency-preparedness>
- Rural Health Mapping Tool
<https://ruralhealthmap.norc.org/>





CDC's PUBLIC HEALTH INFRASTRUCTURE CENTER

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348. | www.cdc.gov



The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

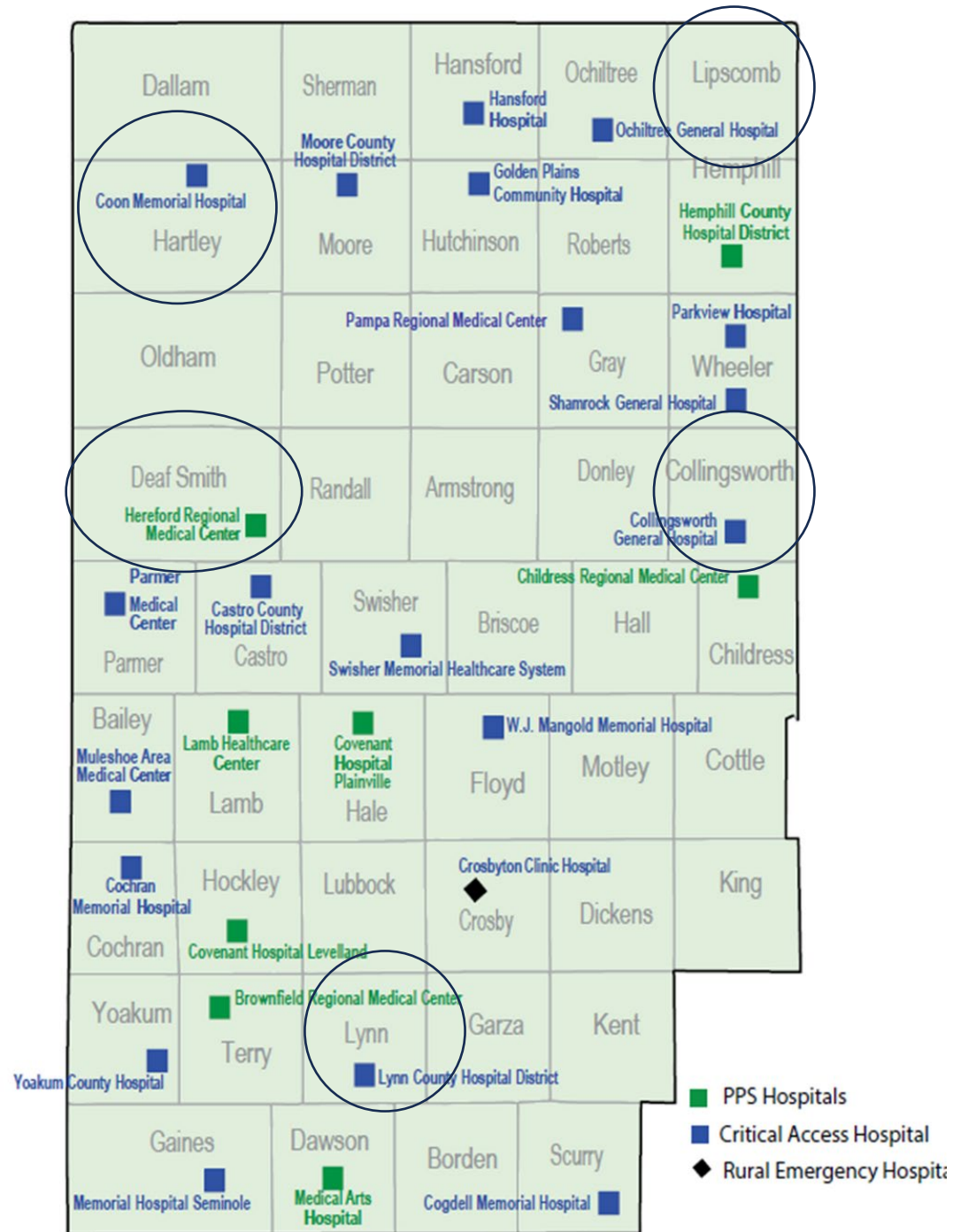
Contact information:

Diane M. Hall, PhD, MEd
dmhall@cdc.gov

CDC Rural Health
ruralhealth@cdc.gov

TEXAS STATE OFFICE OF RURAL HEALTH





Rural Community Paramedicine Program

PILOT PROGRAM BEGINNING IN PANHANDLE REGION



Engage	Engage communities on the benefits of paramedicine
Train	Train current EMS/Paramedics to improve skills & knowledge
Provide	Provide resources/supplies needed to implement a sustainable paramedicine program
Increase	Increase vaccine trust and uptake in rural communities
Develop	Develop strategies to increase rural access to healthcare & decrease costs
Reduce	Reduce severity of co-morbid health conditions
FAST	Fire, Ambulance and Services Truck (FAST) Fund provided community paramedicine vehicles



Virginia

CDC AND STATE STRATEGIES FOR RURAL HEALTH

COVID-19 Health Disparities Grant

State Strategies



Connect with organizations and/or local health districts that have conducted community needs assessments to identify specific challenges and opportunities in rural areas.



Meet with local leaders, organizations, and residents to understand their needs first-hand.



Partner with community organizations to assist in developing projects/programs based on those unique characteristics and needs of each rural community.

COVID-19
Health
Disparities
Grant

State Strategies



Rural Roundtable

hosted monthly

Implemented to facilitate open discussions, share successes, and collaboratively address challenges among rural health districts. It helped to promote transparency, align district leaders with grant goals as well as provide major updates.

COVID-19
Health
Disparities
Grant

State Strategies



Technical Assistance

Self-Service Bookings

Implemented to help enhance skills while also offering hands-on guidance to improve processes. It also helped to build capacity and troubleshoot issues, challenges and other topics.

COVID-19 Health Disparities Grant

Program Activities

29

EXPAND EXISTING AND/OR DEVELOP
NEW MITIGATION AND PREVENTION
RESOURCES



9

INCREASE/IMPROVE DATA
COLLECTION AND REPORTING



21

BUILD, LEVERAGE, AND EXPAND
INFRASTRUCTURE SUPPORT



22

MOBILIZE PARTNERS AND COLLABORATORS TO
ADVANCE HEALTH EQUITY AND ADDRESS
SOCIAL DETERMINANTS OF HEALTH



COVID-19 Health Disparities Grant

Activity Highlights

327

Community members received Narcan and Rapid REVIVE! training.



20

Community Based Organizations were awarded through the Rural Health Partnership Mobilization Mini-Grant Program to support and address secondary and tertiary effects of COVID-19, as well as other related health disparities within rural populations.



13

Community Health Workers hired and deployed across rural Virginia to provide support to communities and organizations through various tasks.



155

persons of the community were able to complete training or education that improved the public health infrastructure.



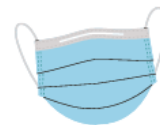
12

Community Health Workers were able to complete additional training and certifications.



Over 16,220

COVID-19 Mitigation and Prevention Resources and Services were made available to families and individuals through immunization, testing, personal protective equipment, COVID prevention and mitigation, and other means.



COVID-19 Health Disparities Grant

LHD Highlights

Mobilize Partners and Collaborators to Advance Health Equity

Crater Health District, in collaboration with the Central Virginia Health Services (CVHS) Crimson Clinic, Petersburg High School, and the Boys & Girls Club, has advanced the Petersburg Tobacco Project. The Tobacco Project's major purpose is to educate youth and their families about the dangers of using tobacco, nicotine, or vaping products.



Crater Health District



Community Outreach and Engagement

West Piedmont Health District has partnered with Virginia Tech University to increase community outreach and engagement in hard-to-reach rural communities such as key populations in Henry County.

Partnership Mobilization

COVID-19
Health
Disparities
Grant

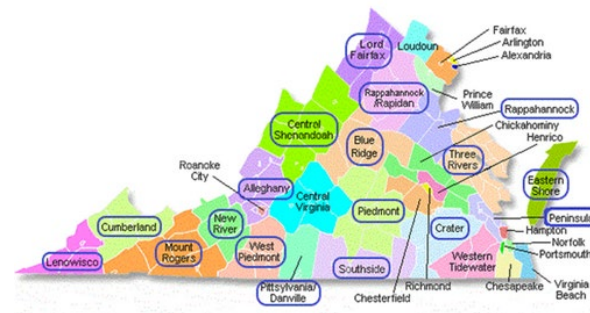


COVID-19 Health Disparities Grant Overview

DISTRICT ALLOCATIONS

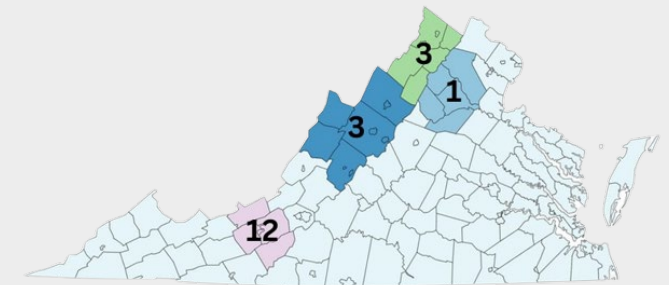
\$6,357,016

All 18 rural LHDs received \$255,121



VA-SORH MINI-GRANT PROGRAM

\$1,486,483



CDC Mini-Grant Program

The purpose of the Rural Health Partner Mobilization Mini-Grants are to provide funding to support a variety of projects that align with any of the four strategies prioritized by the CDC COVID-19 Rural Health Disparities Grant

Primary Goals

PARTNER WITH RURAL HEALTH DISTRICTS

Supporting LHDs in addressing secondary and tertiary effects linked to COVID-19, as well as other relevant health inequities within rural communities.

STRENGTHENING / FOSTERING RELATIONSHIPS IN RURAL COMMUNITIES

Assisting Local Health Districts (LHDs) in establishing connections with local Community-based Organizations (CBOs) interested in exploring this opportunity

4

MOBILIZE PARTNERS AND COLLABORATORS TO ADVANCE HEALTH EQUITY AND ADDRESS SOCIAL DETERMINANTS OF HEALTH

as they relate to COVID-19 health disparities among populations at higher risk and that are underserved

CDC Mini-Grant Program

Participating LHDs

- Central Shenandoah
- Lord Fairfax
- New River
- Rappahannock Rapidan

20

Programs



5



3



11



1

Mini-Grant Programs

CDC Mini-Grant Program

- Portable Area Community Table
- Frozen Nutrition Services Program
- Young at Heart Program
- Healthy School Breakfast & Lunch Program
- Asylum Seekers Program
- New River Food and Healthy Kids Snacks Program
- Millstone Kitchen Program
- "To Our House"/Emergency Assistance & Head Start Program
- Youth Food Pantry & Mental Health Program
- This is HOME/Housing Summit Program
- Scattered Sited Housing Program
- Youth & Family Mentor Program
- Covid Companions Program
- Improving Literacy: BE WELL New River Valley
- Improving Health Literacy through Tech Program
- Community Health Worker "Promotores de Salud" Program
- Hero's Bridge/Battle Buddy
- Community Health & Wellness Program
- Neighborhood Grocery Program
- Porch Visit Program



FOOD SECURITY



HOUSING SECURITY



MENTAL HEALTH WELLNESS



HEALTH LITERACY & RESOURCES

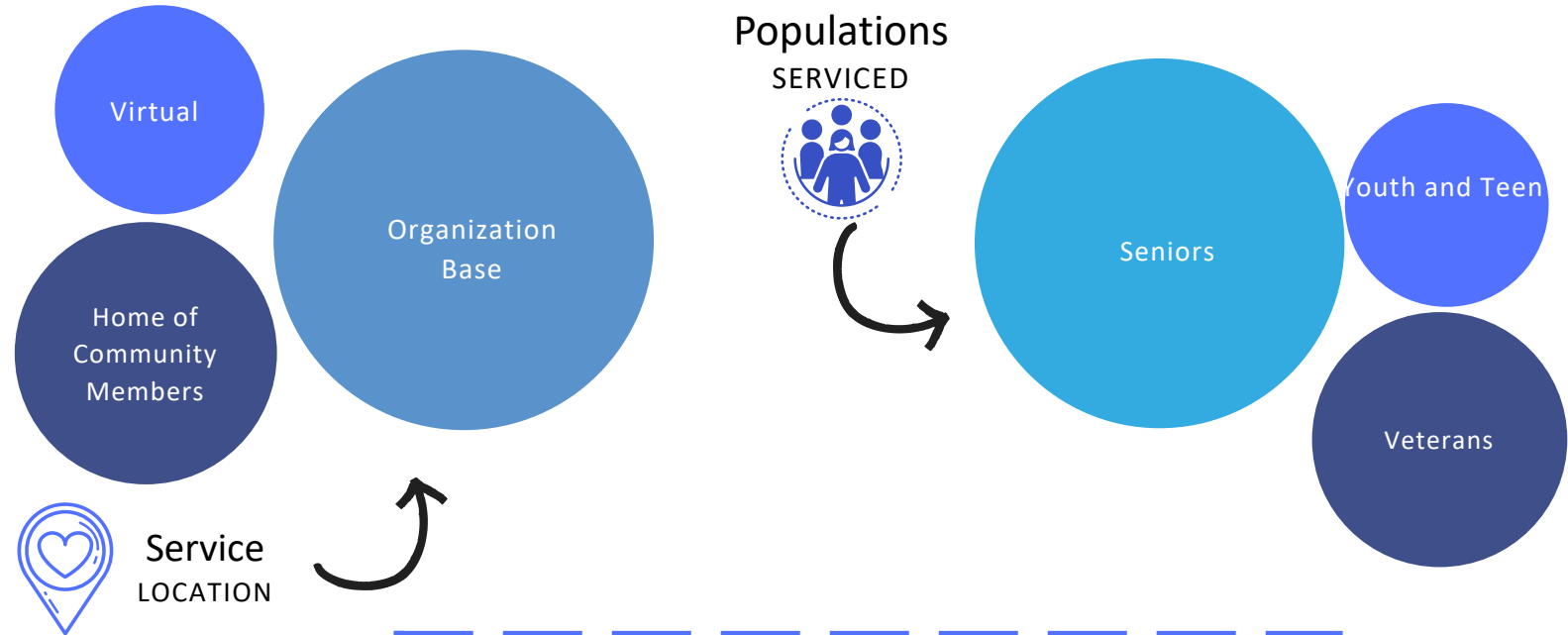
Number of Total Activites by Category	#
Food Security	11
Housing Security	3
Mental Health Wellness	5
Health Literacy & Resources	6




*Some activities may be duplicated or appear under more than one category

Mini-Grant Programs

CDC Mini-Grant Program



 Over approximately **6,310** families and individuals were serviced through Mini-Grant programs that addressed transportation assistance, food insecurity, and housing insecurity.

Program Highlights

CDC Mini-Grant Program

Community Foundation of Central Blue Ridge

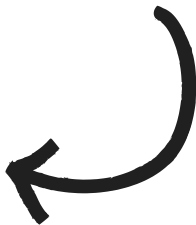
The Community Foundation of Central Blue Ridge utilized their funding to re-establish an emergency WARM shelter. During the months of the WARM shelter, the community foundation supported their most vulnerable community members during the winter months. In addition to their shelter, they launched a photography campaign and are working to create a housing summit that will provide an opportunity for leaders to work together to address challenges and meet the housing needs of their community.

THIS IS HOME

Because everyone deserves a
roof over their head.



 **Community Foundation**
CENTRAL BLUE RIDGE

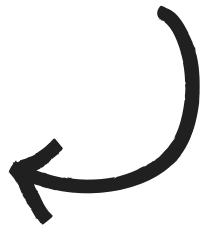


Program Highlights

CDC Mini-Grant Program

Hero's Bridge

Hero's Bridge utilized CDC Health Disparities grant funding to extend its Community Health Worker program in order to address socioeconomic concerns that older veterans are more likely to face, such as malnutrition, multiple conditions, poor income, and internet access. This kind of care assesses the patient's quality of life before providing in-home direct assistance. Their "Battle Buddy" program pairs seniors with CHWs who share like interests and experiences, such as military service. They also help seniors with food preparation, transportation to appointments, immunization education, and access to other health resources.



Program Highlights

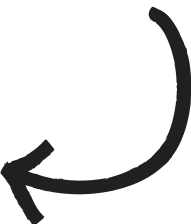
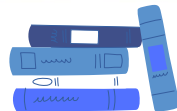
CDC Mini-Grant Program

Literacy Volunteers of the New River Valley

At Literacy Volunteers of the New River Valley launched their Be WELL NRV (Wellness for English Language Learners) health literacy program. whose mission is to foster, support, advocate for, and instruct adults in the New River Valley of Virginia who seek opportunities to achieve greater independence through literacy. Services are provided to help adults improve basic skills to achieve personal, employment, and civic goals through instruction in reading, writing, math, and GED preparation; English for Speakers of Other Languages and U.S. Citizenship test preparation; digital literacy; financial literacy; family literacy; and health literacy

Get the
**SKILLS
YOU NEED TO
REACH
YOUR GOALS**

Reading, Writing, English, Math
GED® Exam Preparation
Computer and Digital Skills
Classes and One-on-One Tutoring



The Power of Rural in Action: CDC & State Strategies for Rural Health

November 16, 2023

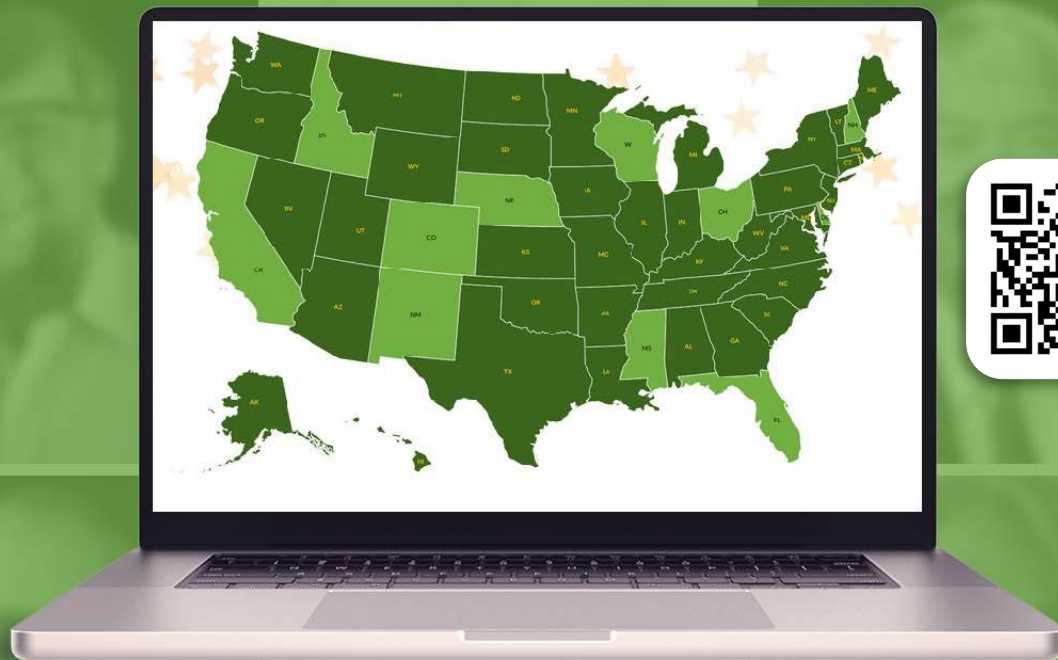
QUESTIONS

Please submit your questions
in the chat box

*The webinar recording and slides will be
posted on PowerofRural.org*



MEET THE 2023 COMMUNITY STARS!



POWEROFRURAL.ORG/2023-COMMUNITY-STARS 🔍