

Rural Health Research: Leveraging Findings to Inform Policies and Programs

Rural Health Capital Resources Council Meeting

Alana Knudson, PhD

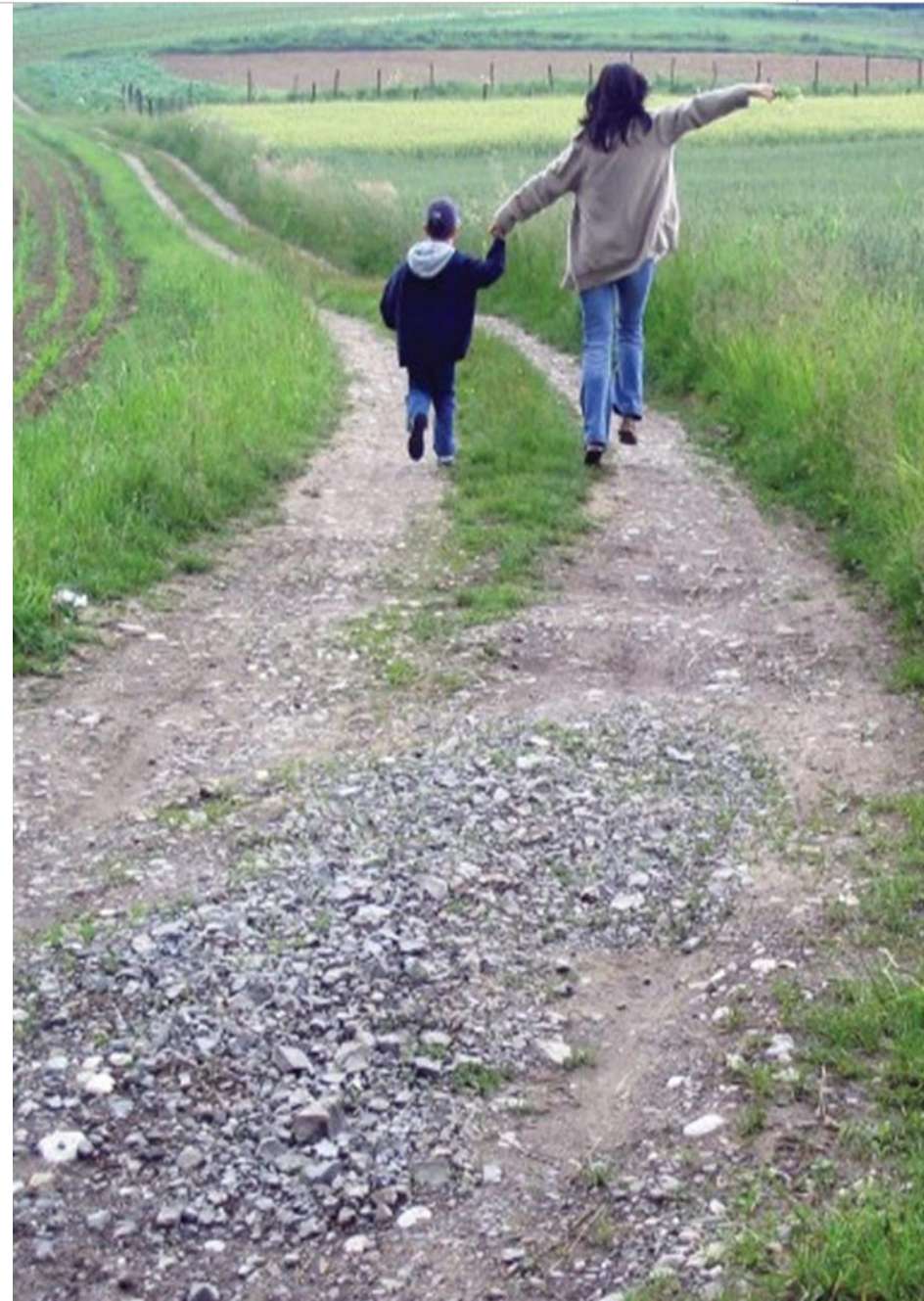
11 June 2024



Why should rural areas matter to you?

Rural areas are not only the source of much of our food, drinking water, energy production, and outdoor recreation, one in five Americans—including a disproportionate number of veterans and active-duty service members—live there, making the study of the health needs and challenges of rural Americans essential to us all.

NORC Walsh Center for Rural Health Analysis



What does rural health research include?

- **Understanding the Rural Context**
 - Geographic (Rural definitions matter!!)
 - Economic
 - Cultural
 - Population demographics
- **Access to Healthcare**
 - Structural – EMS, hospitals, primary care, maternity care, specialty care, mental health, oral health, social services,
 - Workforce, workforce, workforce
 - Financial – health insurance coverage, out-of-pocket, medical debt, payment to providers, mill levies
 - Transportation



What does rural health research include?

- **Health Disparities**
 - Mortality rates
 - Chronic conditions
 - Mental health and substance use disorders
 - Social drivers of health
 - Social services

- **Technological and Infrastructure Considerations**
 - Broadband
 - Medical equipment and diagnostic tools



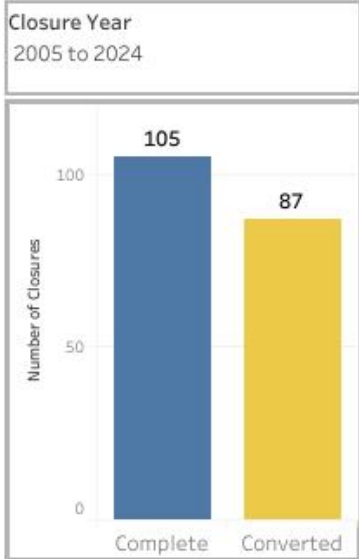
A Comparison of Research, Needs Assessment, and Program Evaluation

Characteristic	Research	Needs Assessments	Program Evaluation
Intended to answer a question or set of questions	Yes	Yes, a desire to understand the state of affairs	Yes, is the implementation going according to plan and is the program having its intended effect?
Involves an intervention	May or may not	No	May or may not. Program evaluations can be done with programs that are not implementing interventions.
Has measures defined in advance	Yes, could also identify objectives or aims	Possibly	Yes
Includes baseline data	May or may not	Can serve as baseline data or can be compared to previous assessments	Ideally, yes. However, it may be possible without baseline data, depending on how the goals and objectives are defined and on the program timeline.
May be funded by a grant	Yes	Yes	Yes
Findings may be published in a journal article	Yes	Yes	Yes
Helps build the knowledge base of rural health	Yes	Yes	Yes

- **Health Resources and Services Administration (HRSA)**
 - Federal Office of Rural Health Policy
- **Centers for Disease Control and Prevention (CDC)**
 - Office of Rural Health
- **Veterans Administration (VA)**
 - Office of Rural Health
- **United States Department of Agriculture (USDA)**
 - National Institute of Food and Agriculture (NIFA)
 - Agricultural and Food Research Initiative Competitive Program
- **National Institutes of Health (NIH)**
 - Clinical and Translational Science Awards (CTSA) Program Rural Health Initiatives
- **Patient-Centered Outcomes Research Institute (PCORI)**
- **Center for Medicare and Medicaid Services (CMS)**
 - Center for Medicare and Medicaid Innovation (CMMI)
 - Health Federally Funded Research and Design Center (FFRDC), led by MITRE
- **Foundations**

Rural Hospital Closures Maps, 2005 – Present

Closures by Era	Closures by Medicare Payment Classification	Closures by Rurality	Complete vs Converted Closures	Closures over time
-----------------	---	----------------------	--------------------------------	--------------------

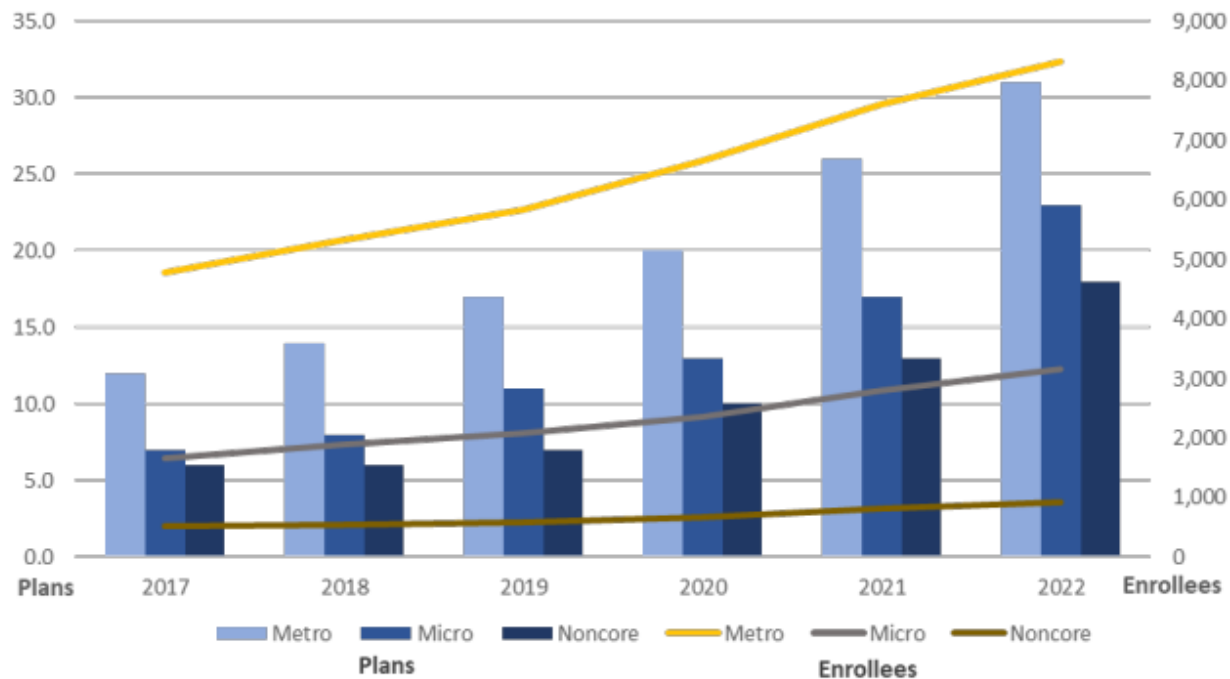


© Mapbox © OSM

***Complete:** Facilities no longer provide health care services.
****Converted:** Facilities no longer provide in-patient services, but continue to provide some health care services [e.g., primary care, skilled nursing care, long-term care].

Medicare Advantage Penetration by Rural/Urban 2017-2022

Figure 1. Median Number of MA Plans and Enrollees by County, 2017-2022



Note: bars correspond to plans; lines correspond to enrollment

What Makes a Rural Community Healthy?

- **Robust economy, multi-sector engagement**
- **Educational and training opportunities**
- **Healthy food and clean drinking water**
- **Safe neighborhoods, affordable housing, clean surroundings**
- **Different activities going on. People are out and about -- engaged.**
 - Recreational opportunities
 - Options for physical activity
- **Access to health programs**
 - Emergency services
 - Coordinated care across all services
 - Prevention
 - Long term care services
- **Youth engagement**
- **Strong local leadership**
- **Everyone working together for good**





Contextual Factors: *Political environment, policies, history*



Resources


 Search

- Home
- About Us
- Browse Research
- Webinars
- Research Alerts
- Other Resources

WEBINAR

Availability of Post-acute Care and Long-term Care Services in Rural Areas

September 14, 2021
 10:00 AM/PST | 11:00 AM/MST
 12:00 PM/CST | 1:00 PM/EST

ruori Rural Health Research Gateway

Learn More About Upcoming Webinar

Rural Health Research Gateway

The Rural Health Research Gateway provides easy and timely access to research conducted by the Rural Health Research Centers, funded by the [Federal Office of Rural Health Policy](#). Gateway efficiently puts new findings and information in the hands of our subscribers, including policymakers, educators, public health employees, hospital staff, and more.

- [Gateway flyer](#)
- [Popular rural health products and topics, 2020-2021](#)
- [Learn more](#)



Rural Health Research Recaps

- Access brief summaries on key rural health issues
- Key findings from the work of the Rural Health Research Centers



Research Alerts

- Email notifications when new research products are completed
- See five most recent alerts



Research Publications

- Access policy briefs, chartbooks, journal articles, and other products developed under the Centers' [Research Projects](#)



Research Centers

- Learn about the Rural Health Research Centers Program
- View list of currently funded research centers
- Learn about their areas of expertise



Dissemination Toolkit

- Learn how to create health research products
- Tips for developing policy briefs, fact sheets, journal articles and more



RURAL HEALTH EQUITY RESEARCH CENTER

© 2002–2021 Rural Health Research Gateway. All rights reserved.

Email: info@ruralhealthresearch.org

[Sitemap](#) | [Disclaimer](#) | [Privacy Policy](#) | [Accessibility](#)

The Rural Health Research Gateway is a project of the University of North Dakota Center for Rural Health and funded by HRSA's Federal Office of Rural Health Policy.

→ <https://www.ruralhealthresearch.org>

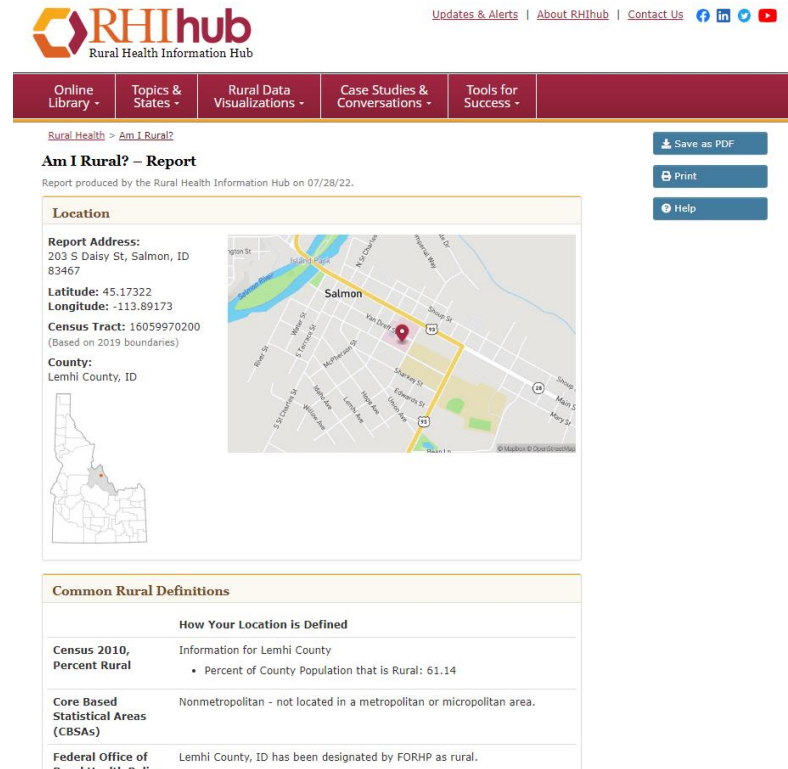
<https://www.ruralhealthinfo.org/am-i-rural>

Search exact address, town/city, ZIP code, or county


Common definitions: UA/UC, CBSA, RUCC, UIC, RUCA, FORHP, and FAR

Program eligibility for CMS Rural Health Clinics (RHCs) and FORHP grants

Shortage designations: Health Professional Shortage Area (HPSA) and Medically Underserved Area/Population



RHIhub
Rural Health Information Hub

Updates & Alerts | About RHIhub | Contact Us 

Online Library - Topics & States - Rural Data Visualizations - Case Studies & Conversations - Tools for Success -

Rural Health > Am I Rural?

Am I Rural? – Report

Report produced by the Rural Health Information Hub on 07/28/22.

Location

Report Address:
203 S Daisy St, Salmon, ID 83467

Latitude: 45.17322
Longitude: -113.89173

Census Tract: 16059970200
(Based on 2019 boundaries)

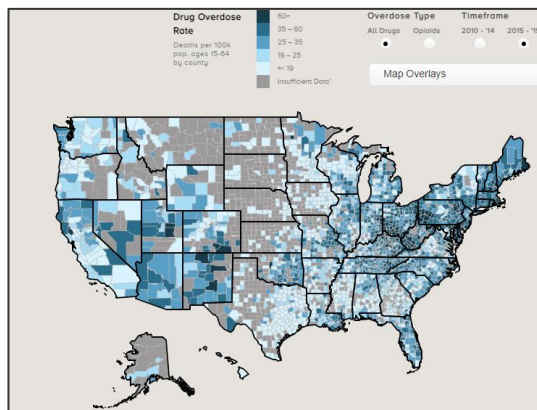
County:
Lemhi County, ID

Common Rural Definitions

	How Your Location is Defined
Census 2010, Percent Rural	Information for Lemhi County <ul style="list-style-type: none"> Percent of County Population that is Rural: 61.14
Core Based Statistical Areas (CBSAs)	Nonmetropolitan - not located in a metropolitan or micropolitan area.
Federal Office of Rural Health Policy	Lemhi County, ID has been designated by FORHP as rural.

Save as PDF
Print
Help

National Opioid Misuse Community Assessment Tool



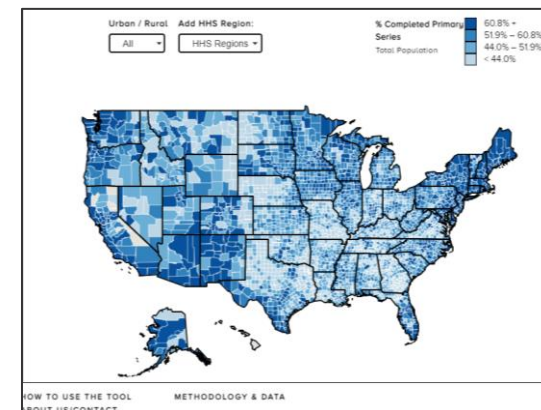
www.norc.org/Research/Projects/Pages/national-opioid-misuse-community-assessment-tool.aspx

Reports on Appalachian Health



www.norc.org/Research/Projects/Pages/under-standing-declining-rates-of-drug-overdose-mortality-in-eastern-kentucky.aspx

Rural Health Mapping Tool



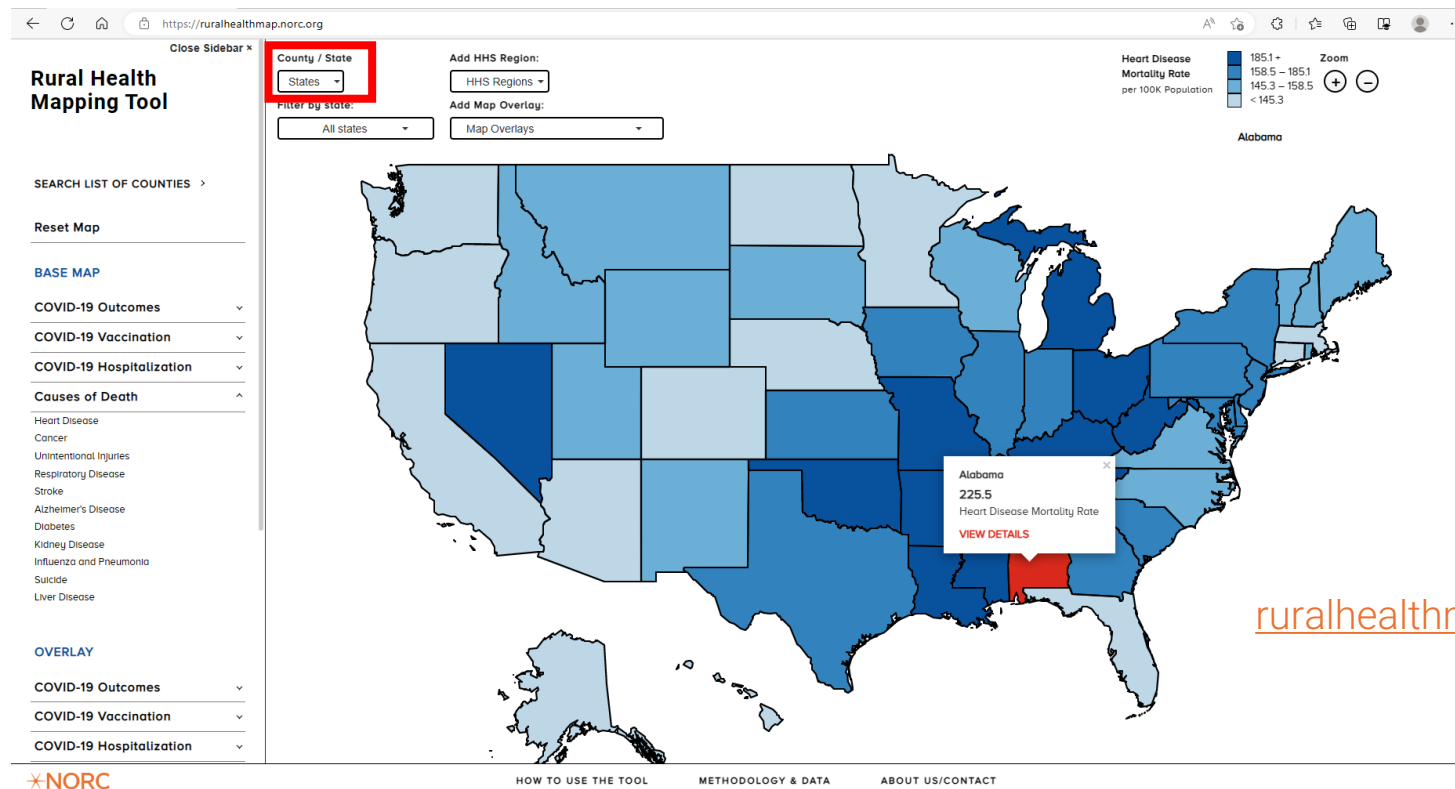
www.norc.org/Research/Projects/Pages/rural-health-mapping-tool.aspx

Many topics and important data can be assessed through these tools.

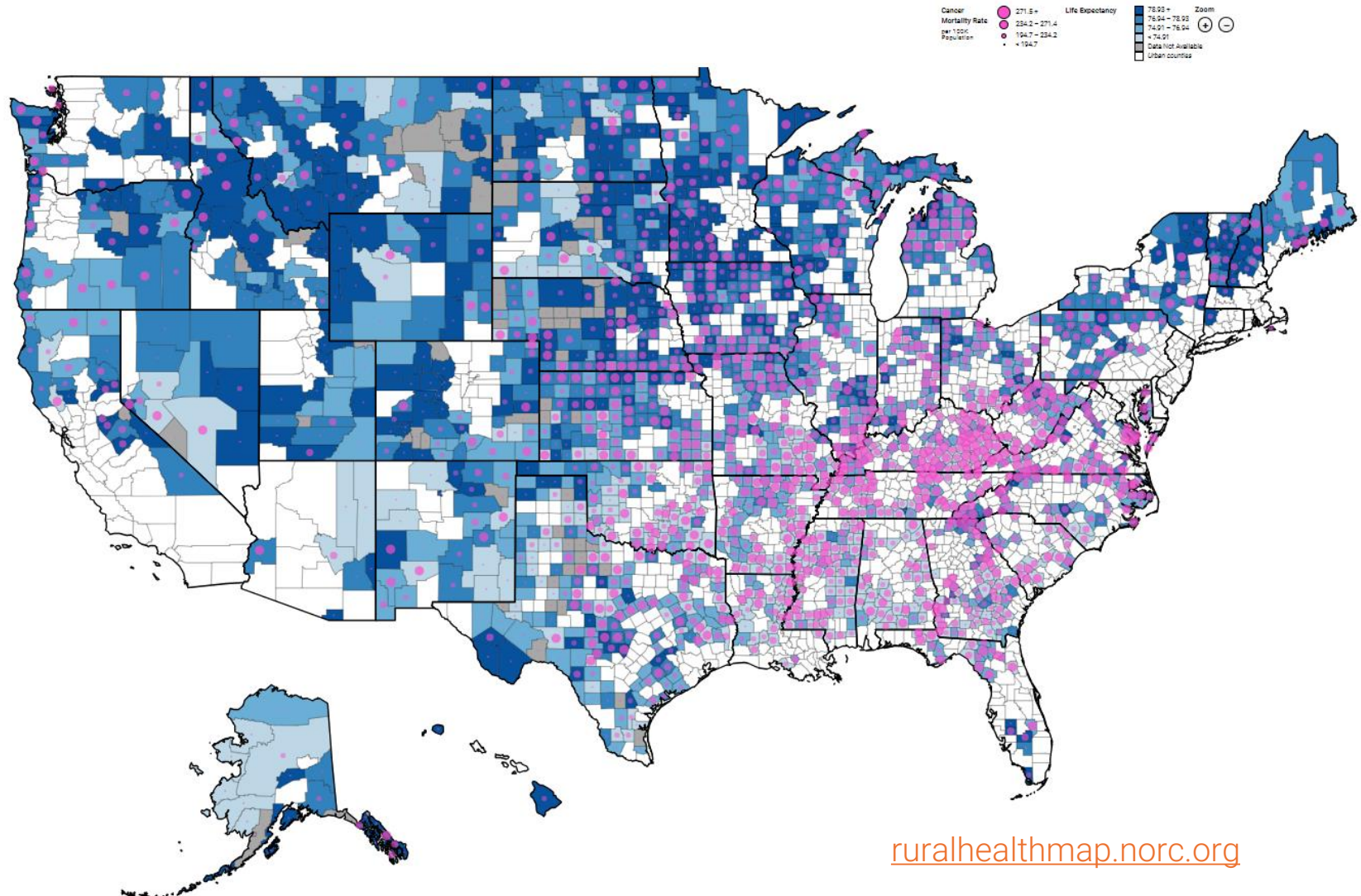


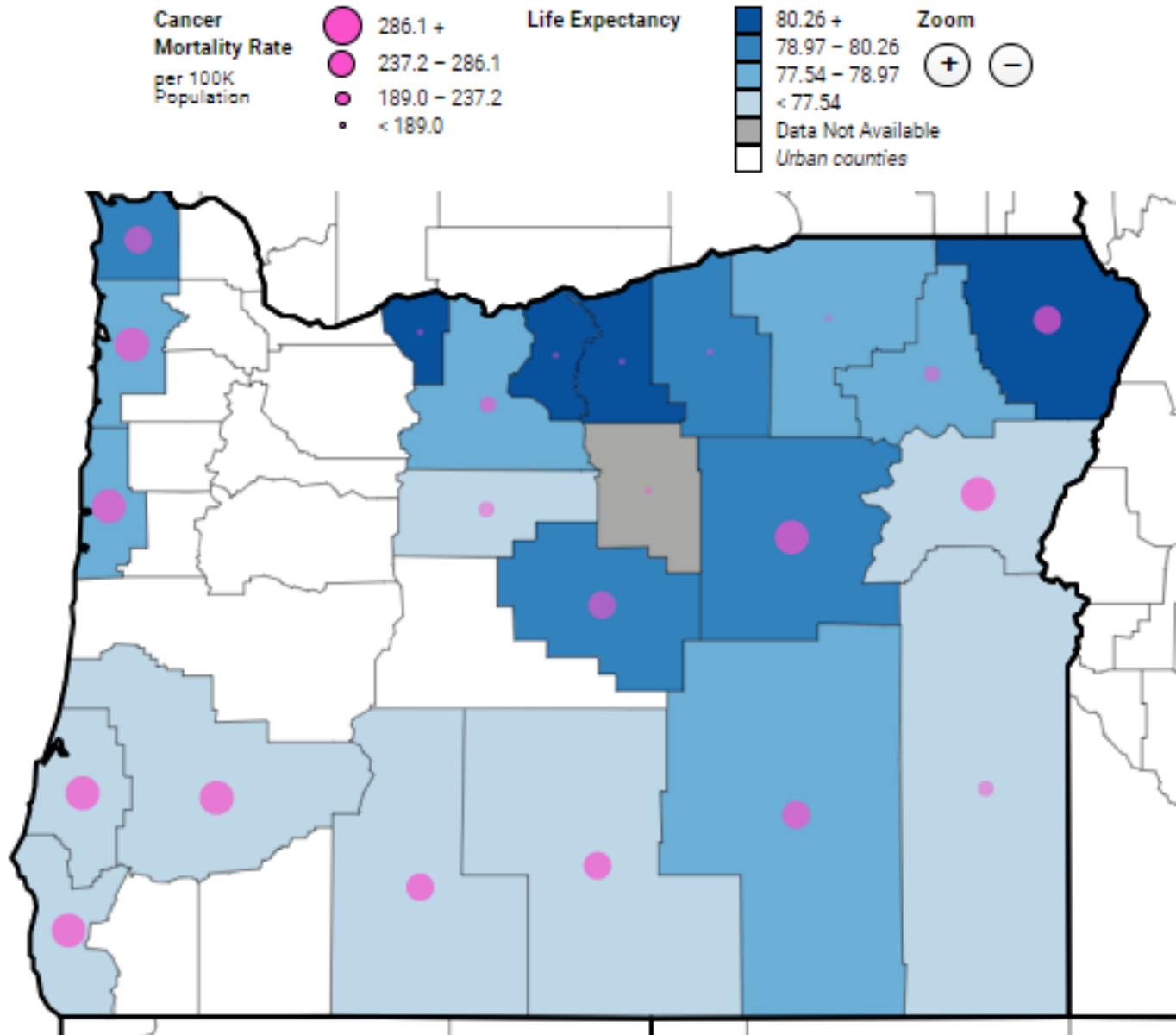
Topics	Mapping Tool
Health outcomes data (Leading causes of death, COVID-19 vaccination and rates, immunization rates)	Rural Health Mapping Tool
Socioeconomic and community data (i.e., prosperity index)	Rural Health Mapping Tool Opioid Misuse Community Assessment Tool
Overdose mortality	Opioid Misuse Community Assessment Tool Appalachian Overdose Mapping Tool Recovery Ecosystem Index Mapping Tool
Substance use recovery resources	Recovery Ecosystem Index Mapping Tool

State-level data is also available by selecting “State” for any indicator



Life Expectancy and Cancer Mortality in Rural U.S.





Curry County, OR

Life Expectancy **77.0**

Population (Rural, Micropolitan) **22,650**

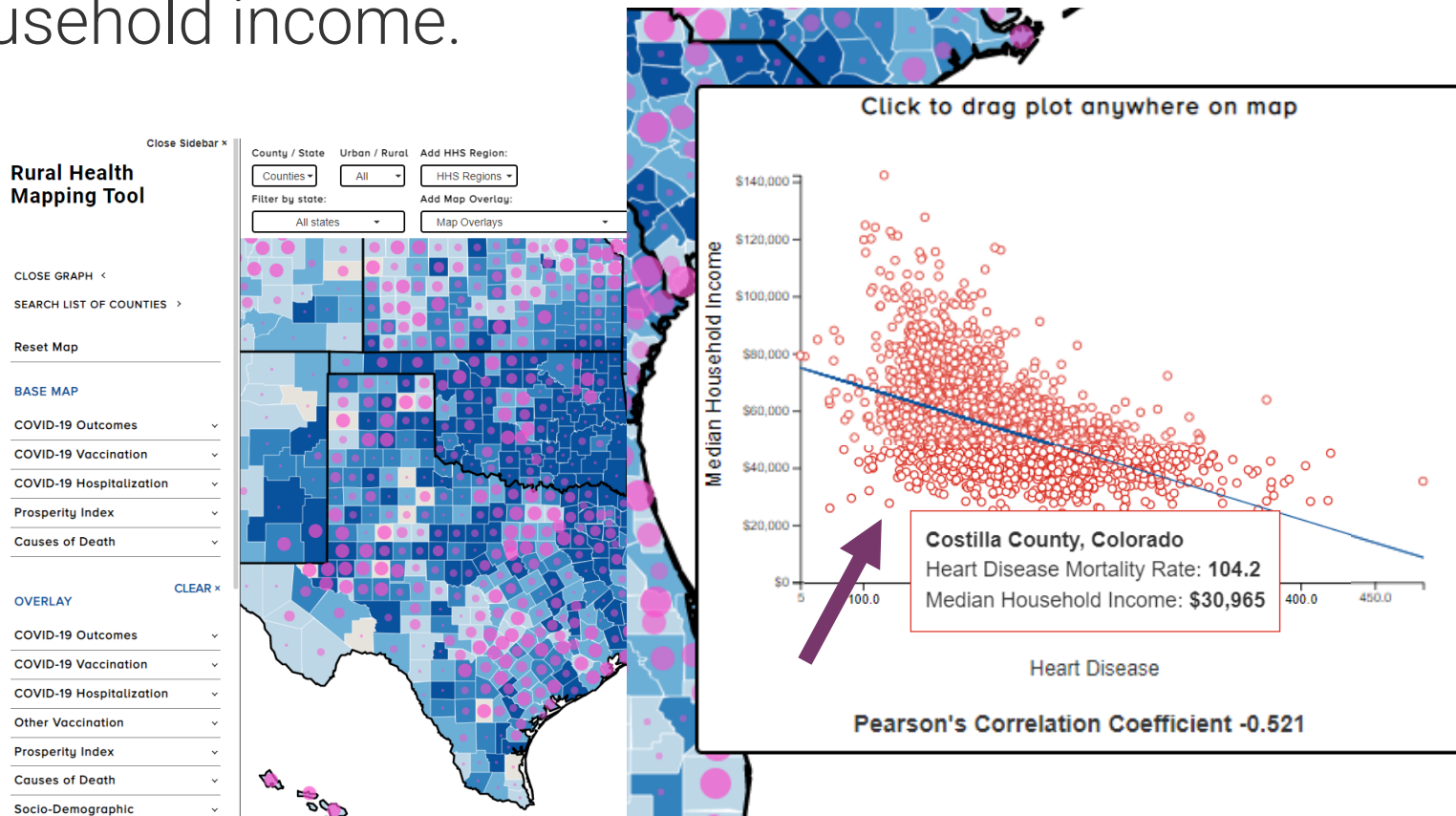
The mortality rate for counties with 10 to 19 deaths during the time period is considered unreliable and therefore not presented. The mortality rate for counties with fewer than 10 deaths during the time period is suppressed.

Click on a variable in the leftmost column of the data table to see its definition.

Leading Causes of Death Data Table

Leading Causes of Death	Curry County	Oregon	United States
Alzheimer's Disease	77.6	46.8	37.8
Cancer	408.7	196.0	182.8
Respiratory Disease	117.6	46.8	46.4
Diabetes	53.9	31.3	28.7
Heart Disease	415.2	172.5	205.6
Influenza and Pneumonia	25.9	9.7	15.5
Kidney Disease	31.3	9.5	15.9
Liver Disease	44.2	18.4	14.8
Stroke	90.6	51.6	47.2
Suicide	35.6	20.5	14.4
Unintentional Injuries	93.8	58.6	58.2

Create Correlation Maps: Association between heart disease mortality rate and median household income.




[Updates & Alerts](#) | [About RHIhub](#) | [Contact Us](#)





[Online Library ▾](#)
[Topics & States ▾](#)
[Rural Data Visualizations ▾](#)
[Case Studies & Conversations ▾](#)
[Tools for Success ▾](#)

↓ IN THIS TOOLKIT

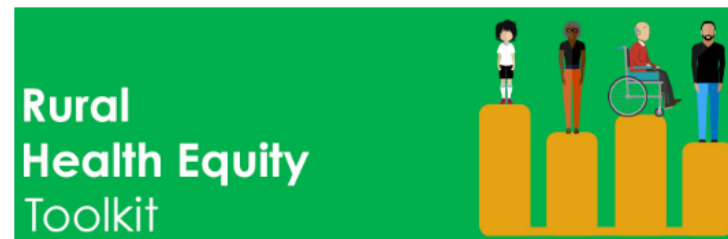
Modules

- [1: Introduction](#)
- [2: Program Models](#)
- [3: Program Clearinghouse](#)
- [4: Implementation](#)
- [5: Evaluation](#)
- [6: Funding & Sustainability](#)
- [7: Dissemination](#)
- [About This Toolkit](#)

Published: 10/13/2022


[Rural Health](#) > [Tools for Success](#) > [Evidence-based Toolkits](#)

Rural Health Equity Toolkit



Welcome to the Rural Health Equity Toolkit. The toolkit compiles evidence-based frameworks and promising strategies and resources to support organizations working toward health equity in rural communities across the United States.

The modules in the toolkit contain information and resources focused on developing, implementing, evaluating, and sustaining rural programs that focus on health equity. There are more resources on general community health strategies available in the [Rural Community Health Toolkit](#).




RHIhub This Week

Sign up for our [newsletter](#):

Custom alerts also available

SHARE THIS PAGE

 [Facebook](#)
 [Twitter](#)
 [LinkedIn](#)
 [Email](#)

→ <https://www.ruralhealthinfo.org/toolkits/health-equity>

**↓ IN THIS TOOLKIT
Modules**

1: Introduction

2: Program Models

3: Program Clearinghouse

4: Implementation

5: Evaluation

6: Sustainability

7: Dissemination

About This Toolkit

**Program
Models**



Framing Health Equity

Creating a Shared Vision and Definition for Health Equity

Using Inclusive, Non-Stigmatizing Language to Better Communicate about Health Equity

Understanding the Community Context and Identifying Health Equity Priorities

Using Data to Identify Priorities and Health Inequities

Engaging Community Members Affected by Health Inequities

Assessing the Historical and Policy Context when Addressing Health Equity

Fostering Multi-Sector Collaboration to Advance Health Equity

Building Organizational Capacity to Advance Health Equity

Educating and Training Staff on the Principles of Health Equity

Developing Permanent Organizational Infrastructure for Health Equity

Committing to Building and Retaining a Diverse and Inclusive Workforce to Improve Health Equity

Leveraging Position as an Economic Anchor to Improve Health Equity

Building Community Capacity to Shape Outcomes of Health Equity Work

Rural Community Health Toolkit



Start here for a guide to building rural community health programs to address any type of health issue. Learn how to identify community needs, find evidence-based models, plan and implement your program, evaluate results, and much more.

Aging in Place Toolkit



Explore program models and approaches to support rural aging in place.

Care Coordination Toolkit



Find models and program examples for delivering high-quality care across different rural healthcare settings.

Chronic Obstructive Pulmonary Disease Toolkit



Learn how to develop programs to address COPD in rural communities.

Community Health Workers Toolkit



Learn about roles community health workers (CHWs) fill, as well as CHW training approaches.

Community Paramedicine Toolkit



Discover models and resources for developing community paramedicine programs in rural areas.

Diabetes Prevention and Management Toolkit



Find resources and best practices to develop diabetes prevention and management programs in rural areas.

Early Childhood Health Promotion Toolkit



Learn how to develop early childhood health promotion programs in rural communities.

Emergency Preparedness and Response Toolkit



Discover strategies, resources, and case studies to support rural emergency planning, response, and recovery.

Health Equity Toolkit



Explore evidence-based frameworks and promising strategies to advance health equity in rural communities.

Health Literacy Toolkit



Discover resources and model programs for improving personal and organizational health literacy in rural communities.

Health Promotion and Disease Prevention Toolkit



Learn about strategies and models for rural health promotion and disease prevention in the community, clinic, and workplace.

HIV/AIDS Prevention and Treatment Toolkit



Explore models and resources for implementing HIV/AIDS prevention and treatment programs in rural communities.

Maternal Health Toolkit



Find resources and models for developing programs to address rural maternal health issues.

Mental Health Toolkit



Discover resources and models to develop rural mental health programs, with a primary focus on adult mental health.

Medication for Opioid Use Disorder Toolkit



Learn about models and resources for implementing medication for opioid use disorder programs in rural communities.

Obesity Prevention Toolkit



Find out how rural communities, schools, and healthcare providers can develop programs to help address obesity.

Oral Health Toolkit



Discover rural oral health approaches that focus on workforce, access, outreach, schools, and more.

Prevention and Treatment of Substance Use Disorders Toolkit



Learn about models and resources for developing substance use disorder prevention and treatment programs in rural communities.

Services Integration Toolkit



Learn how rural communities can integrate health and human services to increase care coordination, improve health outcomes, and reduce healthcare costs.

Social Determinants of Health Toolkit



Discover evidence-based models and resources to address social determinants of health in rural communities.

Suicide Prevention Toolkit



Find evidence-based models and resources for implementing a suicide prevention program in rural areas.

Telehealth Toolkit



Discover program examples and resources for developing a telehealth program to address access issues in rural America.

Tobacco Control and Prevention Toolkit



Explore program examples and resources for implementing tobacco control and prevention programs in rural areas.

Transportation Toolkit



Explore how communities can provide transportation services to help rural residents maintain their health and well-being.

Unintentional Injury Prevention Toolkit



Learn about evidence-based models and resources to implement unintentional injury prevention programs in rural communities.



Your *First STOP* for *Rural Health* INFORMATION

- Visit the website
 - Online library
 - Funding opportunities
 - 50+ topic guides on key rural health issues
 - State guides
 - Toolkits and model programs
 - Chart gallery and data explorer with county-level data
 - Am I Rural tool
 - More...
- Sign up for email updates and custom alerts
- Contact our Resource and Referral Service
800.270.1898 or info@ruralhealthinfo.org

All services are *free!*

ruralhealthinfo.org

Thank you!

Alana Knudson, PhD
Knudson-Alana@norc.org
(301)-908-0835

 Research You Can Trust™



Social Determinants of Health

