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Thank you for joining today's webinar. We will begin promptly at 11:00 a.m. Central.

Featuring the Updated Rural Health Promotion and Disease Prevention Toolkit

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Your *First STOP* for *Rural Health INFORMATION*



Featuring the Updated Rural Health Promotion and Disease Prevention Toolkit

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# Housekeeping

- Slides are available at <https://www.ruralhealthinfo.org/webinars/health-promotion-toolkit>
- Technical difficulties please visit the Zoom Help Center at [support.zoom.us](https://support.zoom.us)

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If you have questions...

The image shows a Zoom meeting interface. On the left is a slide from RHIhub (Rural Health Information Hub) with the website ruralhealthinfo.org. The slide features the text "Your First STOP for Rural Health INFORMATION" and a map of the United States filled with various rural health-related images. At the bottom of the slide, it reads "Examining Rural Cancer Prevention and Control Efforts from the National Advisory Committee on Rural Health and Human Services". A red arrow points to the "More" icon in the Zoom meeting controls at the bottom of the slide. On the right is a "Question and Answer" window with a "Welcome" message and a text input field labeled "Type your question here..." with a red arrow pointing to it.

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# Featured Speakers



**Tricia Stauffer**, Senior Research Director, NORC Walsh Center for Rural Health Analysis



**Sarah Barton**, Former Senior Projects Manager, Food Access through Rural, Medical and Community Systems (FARMACY) Program at Wirt County Health Services (DBA Coplin Health Systems) in Ravenswood, West Virginia



**Samantha Riley**, Executive Director, Rural Health Network at Ellenville Regional Hospital

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NORC  
**Walsh Center**  
FOR RURAL HEALTH ANALYSIS

## Rural Health Promotion and Disease Prevention Toolkit

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November 19, 2024

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Tricia Stauffer, MPH

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## Who We Are

### **NORC Walsh Center for Rural Health Analysis**

- Established in 1996 and now part of the Public Health Research department at NORC at the University of Chicago. NORC is an independent and nonpartisan research organization that provides expertise in public health and other areas.
- The NORC Walsh Center conducts timely policy analysis, research, and evaluation to address the needs of policymakers, the healthcare workforce, and the public on issues that affect healthcare and public health in rural America.

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## Toolkit Development

### **Partnership between RHIhub, NORC Walsh Center, and Federal Office of Rural Health Policy (FORHP)**

- The development of this toolkit was supported by FORHP and was produced by the NORC Walsh Center and RHIhub
- First published on 05/04/2015 and updated on 01/17/2024

### **Contributors from the NORC Walsh Center**

- Tricia Stauffer, Victoria Hallman, Alexa Siegfried

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Toolkits are a key step in disseminating successful rural programs and strategies



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## Toolkit methods and development

**1.**

**Literature and resource review**

Review of existing literature, resources, and materials



**2.**

**Expert interviews**

Interview subject matter experts in rural health promotion



**3.**

**Rural program interviews**

Interview grantees and community programs that share real-world experiences and lessons learned



**4.**

**Toolkit development**

Develop toolkits using information, resources, and interviews



**5.**

**Review and update**

Review existing toolkits periodically to update with new information, resources, and case studies



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## ↓ IN THIS TOOLKIT Modules

- 1: Introduction
- 2: Program Models
- 3: Program Clearinghouse
- 4: Implementation
- 5: Evaluation Tools
- 6: Funding & Sustainability
- 7: Dissemination
- About This Toolkit

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

## Rural Health Promotion and Disease Prevention Toolkit

### Rural Health Promotion and Disease Prevention Toolkit



Welcome to the Rural Health Promotion and Disease Prevention Toolkit. The toolkit is designed to help organizations identify and implement a health promotion program. It also provides resources and best practices for rural communities.

The toolkit is made up of several modules. Each concentrates on different aspects of health promotion and disease prevention programs. Modules also include resources that can be used in developing a rural community program. There are more resources on general community health strategies available in the [Rural Community Health Toolkit](#).

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## Module 1: Introduction to Health Promotion and Disease Prevention in Rural Communities



### In this module:

- Defining Health Promotion and Disease Prevention
- Barriers to Health Promotion and Disease Prevention in Rural Areas
- Opportunities for Health Promotion and Disease Prevention in Rural Areas
- Population Health in Rural Areas



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## Barriers & Opportunities

### • Barriers

- Lower population density
- Limited transportation options
- Cultural and social norms
- Availability of resources to support programs
- Limited access to health foods and physical activity options

### • Opportunities

- Strong social networks
- Supportive communities
- Common shared values
- Small scale scope can accelerate opportunity
- Centralized communication channels

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## Module 2: Rural Health Promotion and Disease Prevention Program Approaches



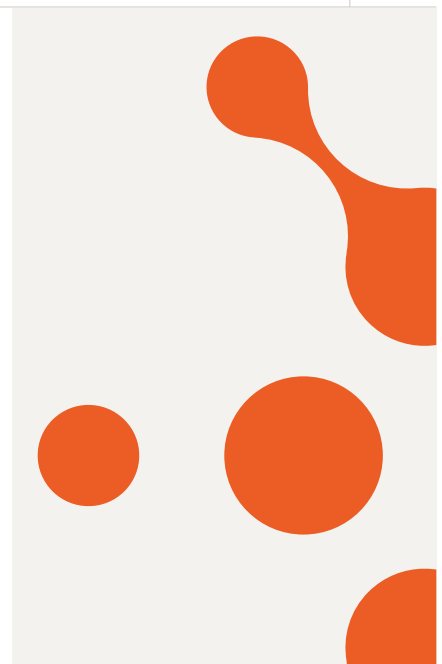
### In this module:

#### • Theories and Models

- Ecological Models
- Health Belief Model
- Stages of Change Model
- Social Cognitive Theory
- Theory of Reasoned Action/Planned Behavior
- PRECEDE-PROCEED Model

#### • Strategies

- Health Communication
- Health Education
- Policy, Systems, and Environmental Change



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## Health Promotion and Disease Prevention Theories and Models

- **Theories and models are used to:**
  - Understand and explain health behavior
  - Guide the identification, development, and implementation of interventions
- **Factors to consider when choosing a theory or model to guide programs:**
  - Specific problem being addressed
  - Populations being served
  - Context in which the program is being implemented
- **Programs often draw from more than one theory or model**

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## Health Promotion and Disease Prevention Strategies

- Health Communication
- Health Education
- Policy, Systems, Environmental Change

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## Module 3: Program Clearinghouse



### In this module:

- Organizations that have implemented health promotion and disease prevention programs in rural communities.



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## The Clearinghouse provides real-world examples of health promotion programs

### •District Health Department #10

**Project Title:** Dental Partnering for Heart Health

**Synopsis:** Program in Michigan that aims to reduce the risk of heart disease in high-risk populations through partnerships with dental and health clinics.

### •Heartland Rural Health Network

**Project Title:** Diabetes Master Clinician Program

**Synopsis:** Empowers and supports low-income, uninsured, underinsured high-risk, and clinically ill individuals and their families by fostering the necessary skills and behaviors to effectively manage diabetes and/or cardiovascular disease.

### •Rural Health Works

**Project Title:** Southeast Georgia Obesity Prevention Network

**Synopsis:** Program that uses a family-centric approach and behavioral therapists to reduce childhood obesity in their community.

### •Tri-County Health Network

**Project Title:** Integrated Patient Health Navigators

**Synopsis:** Program that is intended to help patients manage chronic diseases, particularly heart disease and diabetes, and address related social needs.

### •Trinity Hospital Twin City

**Project Title:** Fit for Life

**Synopsis:** Wellness programming to decrease barriers to health and wellness information and to increase the number of community members who exercise and have healthy diets.

### •Westchester-Elleville Hospital

**Project Title:** Family Wellness Program

**Synopsis:** Program that uses community health workers to reduce childhood obesity, overall rates of chronic disease, and teen pregnancy in their community.

### •Western Upper Peninsula Health Department

**Project Title:** CATCH UP Project

**Synopsis:** Program to reduce and eliminate risk factors and risk-related behaviors of students through policy, systems, and environmental changes.

### •Wirt County Health Services

**Project Title:** Food Access through Rural, Medical And Community Systems (FARMACY) Program

**Synopsis:** Health promotion program that integrates food access, healthcare access, and health education to reduce hypertension, stroke, and cancer in their community.

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## Module 4: Implementation

### Implementation



#### In this module:

- Community Readiness and Engagement
- Partnerships and Coalitions
- Implementation Considerations
- Program Settings
- Recruiting and Retaining Program Participants
- Facilitators to Health Promotion and Disease Prevention Programming
- Health Promotion and Disease Prevention Program Challenges



## Evaluation, Funding and Sustainability, Dissemination

### Module 5: Evaluation

- Evaluation Consideration
- Types of Evaluation
- Data Collection Strategies
- Evaluation Measures

### Module 6: Funding & Sustainability

- Importance of Sustainability
- Key Considerations
- Sustainability Strategies
- Funders

### Module 7: Dissemination

- Using and Sharing Results
- Audiences
- Methods

Thank you.

Tricia Stauffer  
Senior Research Director  
Stauffer-Tricia@norc.org

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# FARMACY

HEALTHY FOODS FOR HEALTHIER PATIENTS

Food Access through Rural Medical And  
Community Systems

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The FARMACY is a comprehensive food access and health education program offered in cooperation by local agencies.

This program is being promoted through three clinical partners (Coplin Health Systems, Minnie Hamilton Health Systems, and Ritchie Regional Health Center), and through local community agencies. Patients and community members are welcome to join the program.



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## Patient Engagement Program

- Engage patients in their health and health outcomes
- Reduce barriers, especially access barriers by providing these programs in local community
- Focus on Long term impact
- Provider supported

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## Flexibility and Sustainability

- Active Engagement of Partners
- Modifications BY Location
- Sustainability Focused
  - What is Easily Sustained?
  - What Requires Systemic Change?
  - What doesn't work?



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## Build From the Foundation

- Relationships DON'T Expire
- Pivot to other areas of need
- Rural Communities are RESOURCEFUL - Money is only ONE Resource
- Reward Partnerships through Grants

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# Thank You!



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## Ellenville Regional Rural Health Network

Best Practices:  
Building and Maintaining a Strong Network of  
Partners



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"Coming together is a beginning.  
 Keeping together is progress.  
 Working together is success."  
 - Henry Ford

”

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## The Power in Partnerships

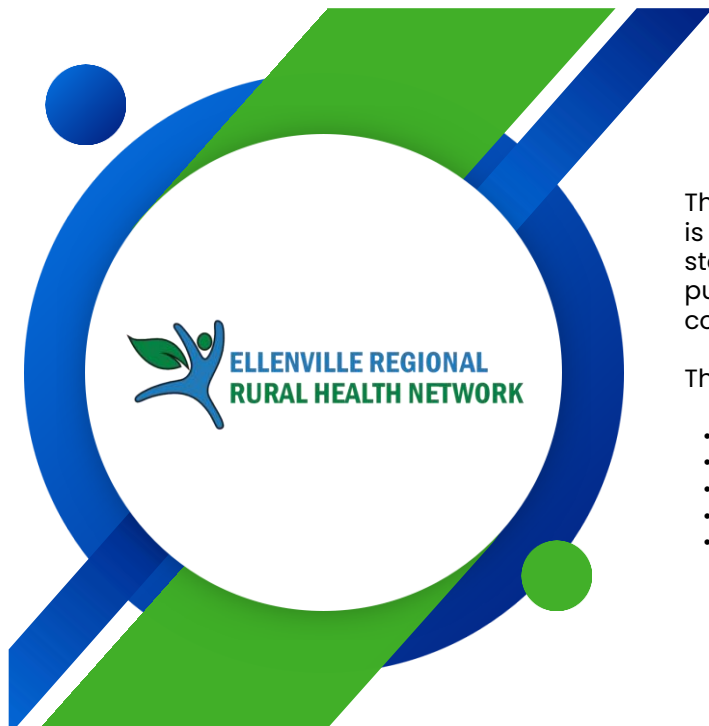
Partnerships are essential in community networks because they:

- amplify impact
- enhance resources
- broaden reach
- strengthen advocacy
- foster collaboration
- promote sustainability

By working together, community networks can create a more positive and lasting impact on their communities.

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## About Us

The Ellenville Regional Rural Health Network is a collaborative team of local community stakeholders with a mission to continuously pursue healthier lives for everyone in the community.

### The Network Leadership Team

- Ellenville Regional Hospital
- Institute for Family Health
- Cornell Cooperative Extension of Ulster County
- Catholic Charities of Orange, Sullivan, & Ulster
- The Ulster County Department of Health and Mental Health.

**Nutrition**

**Physical Wellness**

**Health Risk Reduction**

**Social Determinates of Health Support**

The Rural Health Network Programs deliver this mission by using a comprehensive four pillar approach to improve overall health.

Services are offered through various grant funded initiatives and collaborative partnerships.

## Current Grant Projects



### **The Rural Communities Opioid Response Program (RCORP)**

Funded by the Health Resources & Services Administration (HRSA) this grant project is to improve services for Substance Use Disorder in rural areas.



### **Small Health Care Provider Quality Improvement Program (QI)**

Funded by the Health Resources & Services Administration (HRSA) this grant project is to increase education and awareness of certain cancer screenings, provide nutrition coaching, and smoking cessation support.



### **Community Prevention Coalitions: Fentanyl, Opioids, RX (FORx)**

Funded by The NYS Office of Addiction Services and Support (OASAS) this grant project aims to prevent misuse of substances by reducing the availability and access of the substances.

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“

Collaborate, Don't Compete  
-Unknown

”

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## Nutrition

Together with Cornell Cooperative Extension and a network of dedicated community partners, including:

- Schools
- Churches
- Senior Housing
- Libraries
- Grocery Stores
- Other Community Based Organizations

We're working to improve community health through Nutrition. Our collaborative approach offers personalized nutrition coaching and informative workshops to prevent and manage chronic diseases like hypertension, obesity, diabetes, and high cholesterol.



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## PHYSICAL WELLNESS

In partnership with local organizations, we're committed to promoting physical activity. Our collaborative efforts offer a variety of free fitness classes at convenient locations:

- Schools
- The Hospital
- Senior Housing
- Churches
- Libraries
- Fitness Centers
- Senior Centers
- Community Centers

From Yoga and Tai Chi to Strength Training and Walking Groups, we have something for everyone. By encouraging regular exercise, we're working together to improve overall health and well-being.



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“

Great things in business are never done by  
one person.  
They're done by a team of people."  
- Steve Jobs

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## RISK REDUCTION

### Substance Use

In partnership with the High Risk Mitigation Team, led by the Ulster County Sheriff's Office, we're working to address substance use in our community.

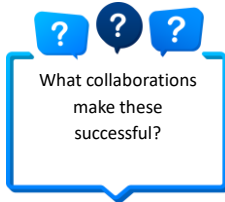
### High Risk Mitigation Team:

- ORACLE - Ulster County Sheriff Office
- SAMADHI Recovery Community Outreach Center
- Catholic Charities of Orange, Sullivan, and Ulster
- Ellenville Regional Hospital
- Gateway Hudson Valley
- The Institute for Family Health
- Ulster County Department of Mental Health
- Access Support for Living & Mobile Mental Health
- Hudson Valley Community Services (HVCS)
- Independent Living Inc.



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## SUD RISK REDUCTION



- Youth Prevention Education
- Medication Take Back Events
- Distribution of locking storage bags
- Distribution of drug deconstruction kits
- Proper Sharps disposal
- Narcan trainings and distribution
- Naloxbox Locations
- Distribution of harm reduction kits
- Outreach to individuals to link them to treatment options
- Recovery Support



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## OTHER RISK REDUCTION

### Smoking Cessation

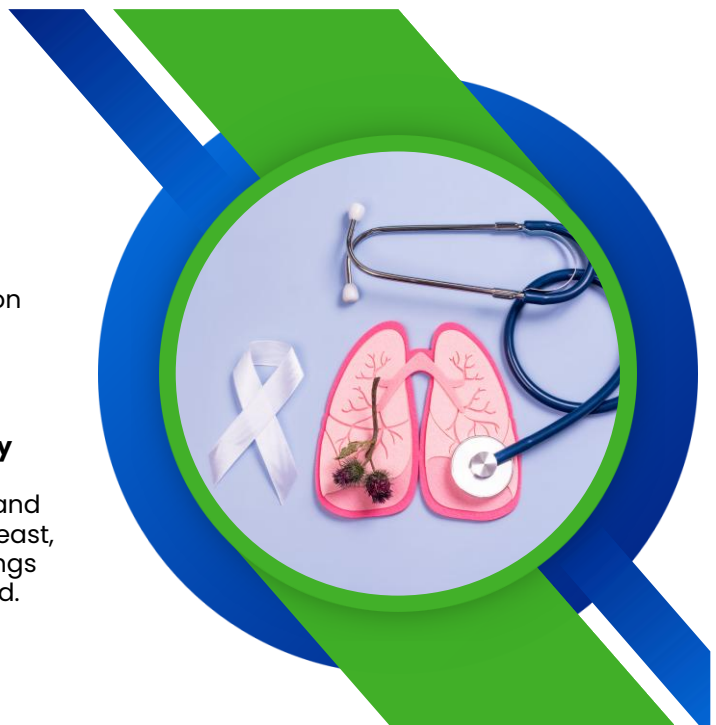
We are working together to empower individuals to quit smoking.

- NYS Quit Line
- The Center for a Tobacco Free Hudson Valley
- American Lung Association
- Institute for Family Health

### Cancer Screenings Save Lives with Early Detection!

Working together to provide education and awareness to determine eligibility for breast, colon, lung and cervical cancer screenings and advocate for people to get screened.

- Institute for Family Health
- NYS Cancer Consortium
- Miles of Hope Foundation



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## SOCIAL DETERMINATES OF HEALTH

A consortium can effectively address social determinants of health by:

- Collaborating with diverse partners to collect and analyze data
- Identify community needs
- Implement targeted interventions
- Engaging community members
- Advocating for policy change
- Measuring impact

Consortiums can create sustainable solutions that improve health equity and well-being.



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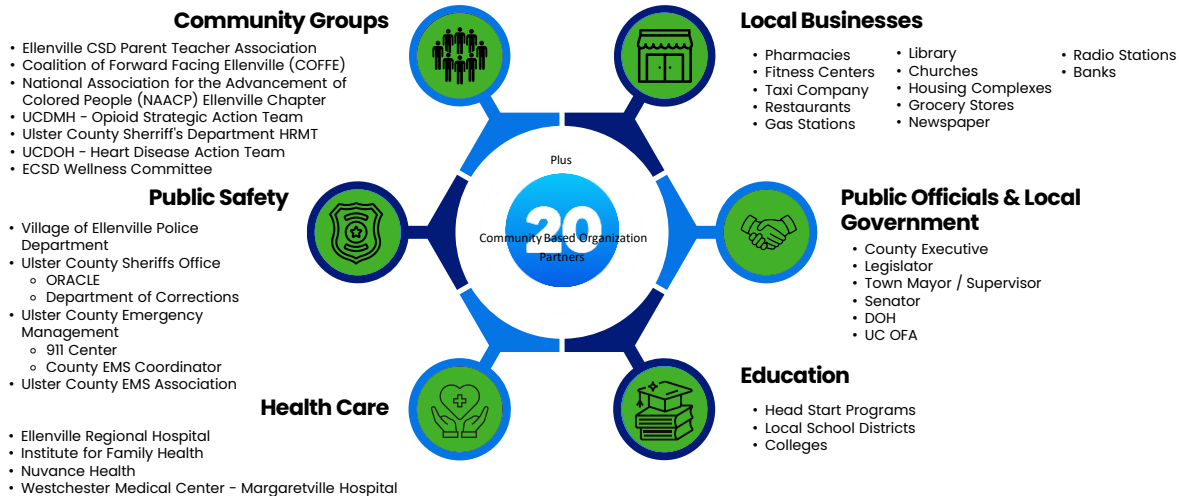
The strength of a community lies in its diversity.

-Unknown

”

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## Diverse Partnerships



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In teamwork, silence isn't golden, it's deadly.

-Unknown

”

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## COMMUNICATION

Communication is the bedrock of any successful partnership. It serves as the glue that binds partners together, ensuring that everyone is on the same page, understands their roles and responsibilities, and works towards shared goals.

- Regular Check Ins
- Share your knowledge
- Ask Questions
- Be Clear and Concise
- Provide Constructive Feedback
- Show Empathy
- Celebrate Successes



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# Thank You

For Your Attention

**Samantha Riley**  
**Rural Health Network Executive Director**  
**Ellenville Regional Hospital**  
**SRiley@erhny.org**  
**(845) 647-6400 Ext. 205**



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# Questions?

**RHIhub**  
Rural Health Information Hub

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Your *First STOP* for  
*Rural Health*  
**INFORMATION**

Examining Rural Cancer Prevention and Control Efforts from the  
National Advisory Committee on Rural Health and Human Services

Leave Meeting

Question and Answer

Welcome

Feel free to ask the host and panelists questions

Type your question here.

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# Thank you!

- Contact us at [ruralhealthinfo.org](https://ruralhealthinfo.org) with any questions
- Please complete webinar survey
- Recording and transcript will be available on RHIhub website

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