

# ROAD Session Virtual Exchange

Opportunity  
Makers:  
Melding Health  
and Equity in  
Rural Places



## Today's Event Partners



Welcome  
Janet Topolsky  
Executive Director, Aspen CSG

## Why host/organize Rural Opportunity and Development (ROAD) Sessions?

- Highlight and unpack rural development ideas and strategies that are critical in response to COVID-19 and to long-term rebuilding and recovery.
- Feature stories of on-the-ground practitioners who have experience, wisdom and savvy to share.
- Reflect and emphasize the full diversity of rural America – lifting voices and lived experiences from a wide range of rural communities and economies.
- Spotlight rural America's assets and challenges
- Infuse practitioner stories and lessons into rural narratives, policymaking and practice across the country
- Strengthen the networking of organizations serving rural communities and regions.

# Opportunity Makers

## Exchange Format

- **Panel Discussion: 3:00 – 4:00 p.m. ET**  
Our speakers share their understanding of and experience with connecting health, development and equity in rural places.
- **Breakout Rooms: 4:00 – 4:30 p.m. ET**  
*Optional*  
Join a breakout to meet others, ask questions, seek advice and share your thinking and experience. New today: JAMBOARDS!  
*Format: Open questions and answers, ideas and advice sharing. Each breakout will include one of today's speakers plus a facilitator.*

# Opportunity Makers

## Exchange Format

- **Use the Chat Box to share insights or to echo/underline a panelist's point.**  
Please share your thoughts with civility and compassion.
- **Use the Q & A Box to ask your question of the speakers.**  
*Participant questions will be addressed in the last 15 minutes of the first hour, and during the 30-minute follow-on breakout session.*

# And last before we start...A little Housekeeping

- Your mics are muted. If you have any **tech** issues, please use the **Chat** box. We have people standing by to address!
- At 4:00 ET, enter the breakout discussion by clicking on the link provided in the Chat Box and in the email sent to you today.
  - You have received an email with a special Zoom link for the breakout session already.
  - We will send those links again in the next hour to every registered participant's email.
  - If you have not received it – please send a note to [csg.program@aspeninstitute.org](mailto:csg.program@aspeninstitute.org).
- Recordings of the first hour will be available on the Aspen CSG event webpage in the next few days. That video link will be sent to all registered.



Welcome Today's Moderator:

**Cara James**

President and CEO

Grantmakers in Health



## Building Context: Data on Rural Health

**Lawrence Brown**

Associate Professor

University of Wisconsin -

Population Health Institute

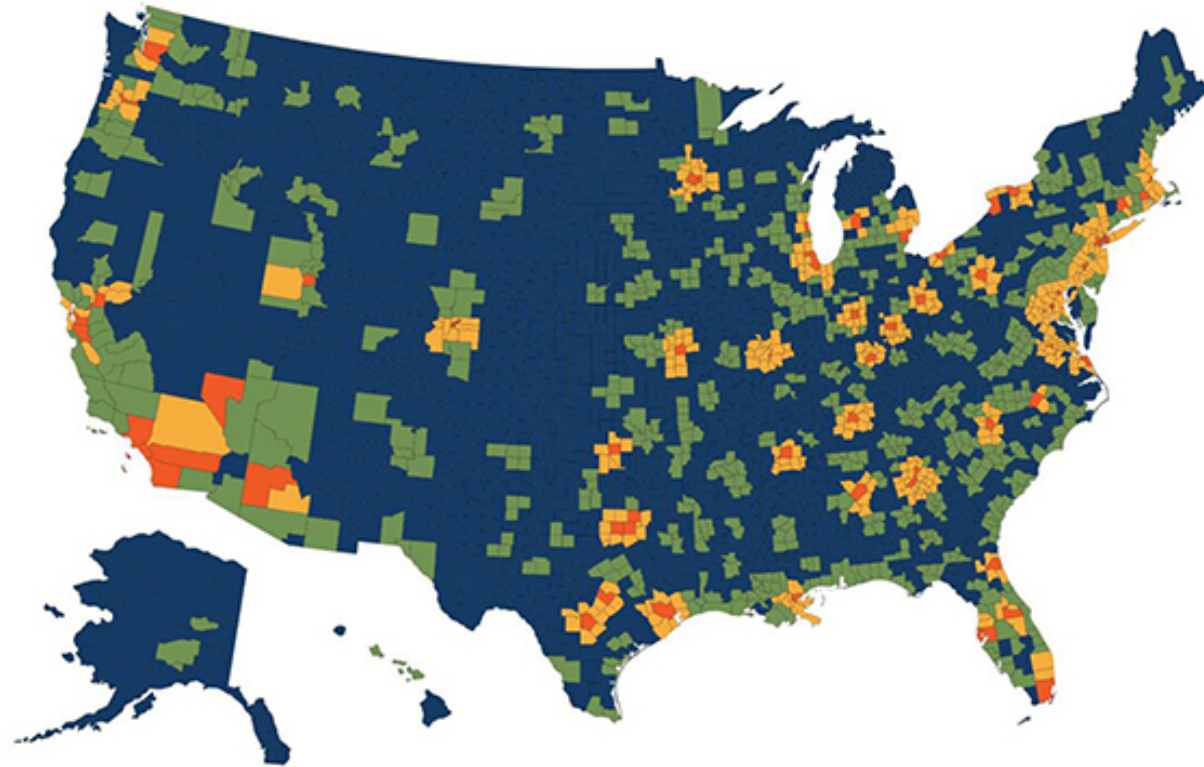


# **Health in Rural America**





## **The Challenges Facing Rural Counties**

**Lawrence T. Brown, PhD, MPA, November 10, 2020**

# Rural Counties in America



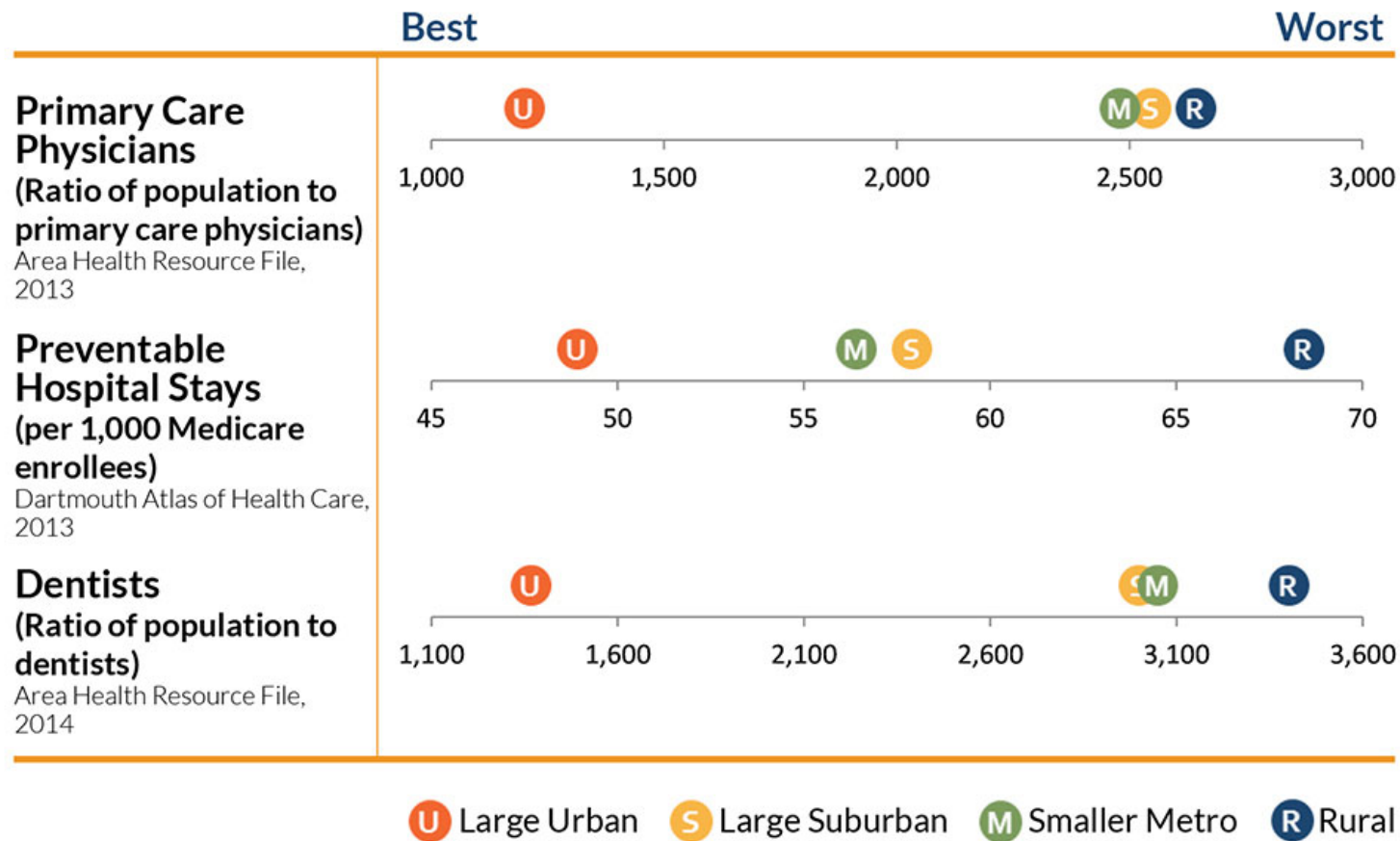
Counties Categorized by Level of Urbanization

<i>Category</i>	<i>Definition</i>	<i>Total Population</i>	<i>Number of Counties</i>
Large Urban Metro 	Central urban core counties within an MSA with more than 1 million people	96 m	68
Large Suburban Metro 	Non-central fringe counties within an MSA with more than 1 million people	77 m	368
Smaller Metro 	Counties within an MSA with between 50,000 and 1 million people	94 m	731
Rural 	Non-metropolitan rural counties with less than 50,000 people	46 m	1,974

Adapted from the 2013 National Center for Health Statistics' urban-rural classification based on Metropolitan Statistical Area (MSA) designations.

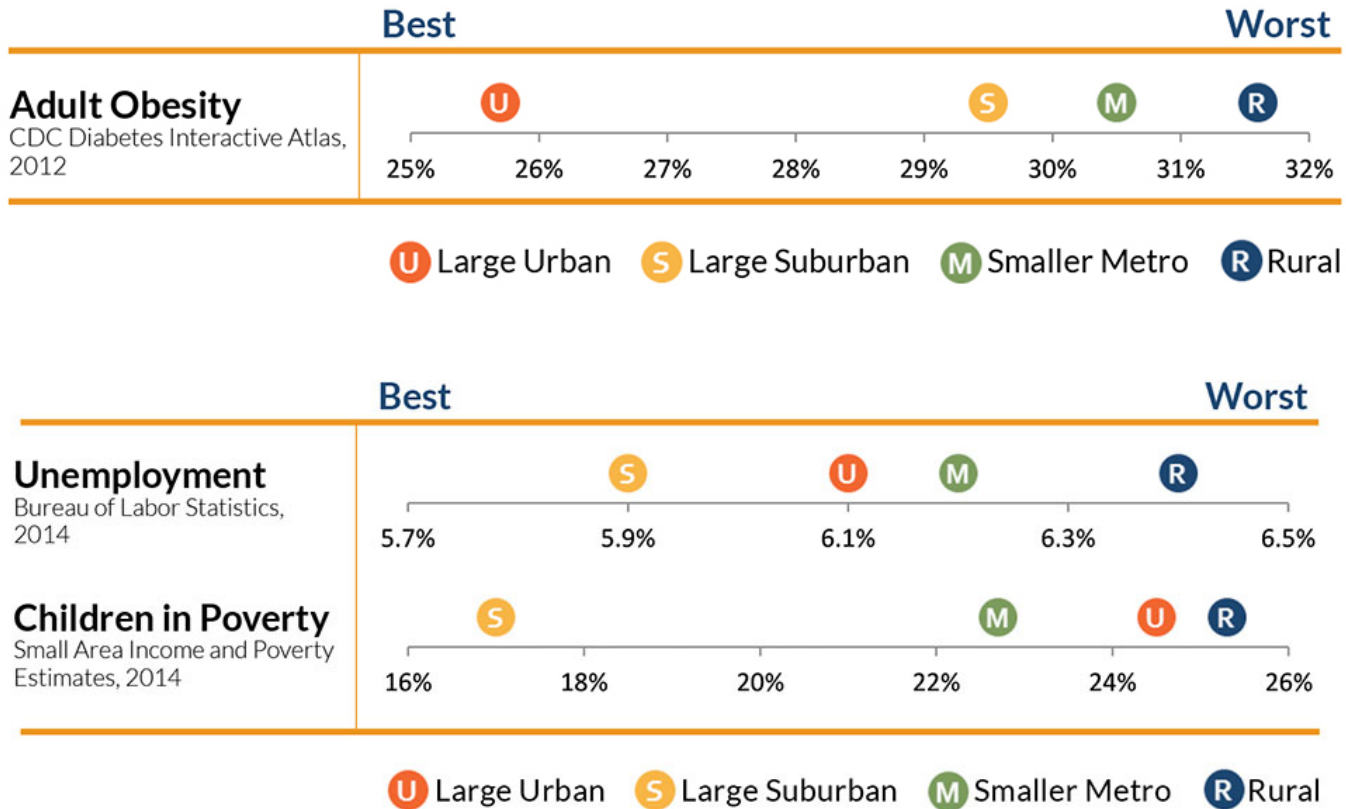
Source: What Works for Health, County Health Rankings & Roadmaps

# Rural health infrastructure and utilization



Source: What Works for Health, County Health Rankings & Roadmaps

# Rural health and economic outcomes



Source: What Works for Health, County Health Rankings & Roadmaps

# America's Opioid Epidemic

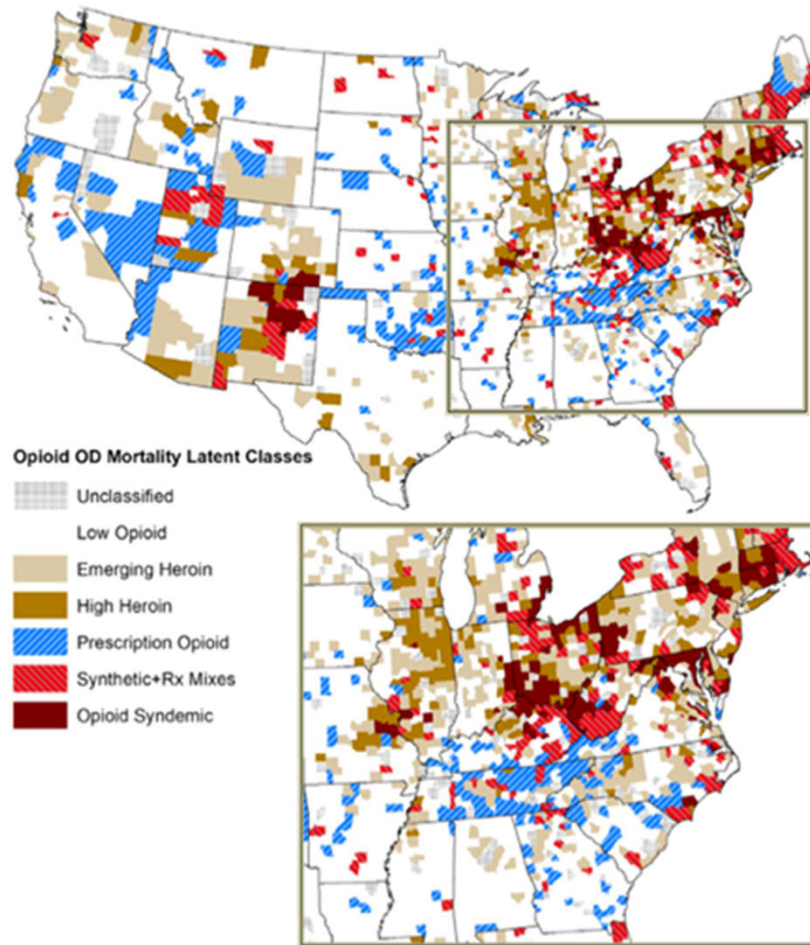
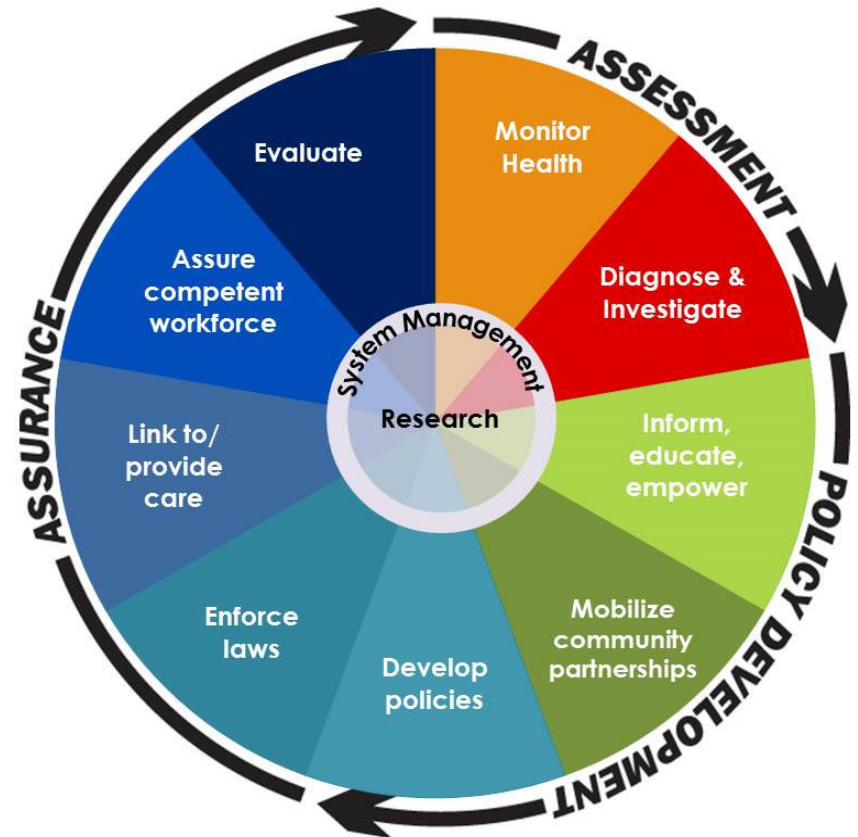


Figure 4. Opioid Overdose Mortality Latent Classes in 2002–2004, 2008–2010, and 2014–2016 for  $n = 3,079$  Counties in the Conterminous U.S. Unclassified Counties have Posterior Class Probabilities below  $Pr < .7$ .

# Challenges faced by rural local public health departments

- Health outcomes for rural residents are also influenced by LHDs that lack the capacity for high performance of the 10 Essential Public Health Services.
- Rural LHDs have fewer staff and lack specialty staff, with the exception of nursing staff (e.g., no epidemiologists).
- Rural LHDs rely on partnerships to provide services but are limited in the number and types of local organizations available to partner.
- Rural LHDs have limited access to technology, which limits access to information available electronically, including the latest public health evidence, training opportunities, and quality improvement materials.



**Source: The Double Disparity Facing Health Rural Local Health Departments (2016)**

# Rural hospital closures are on the rise

The number of rural hospital closures are trending higher

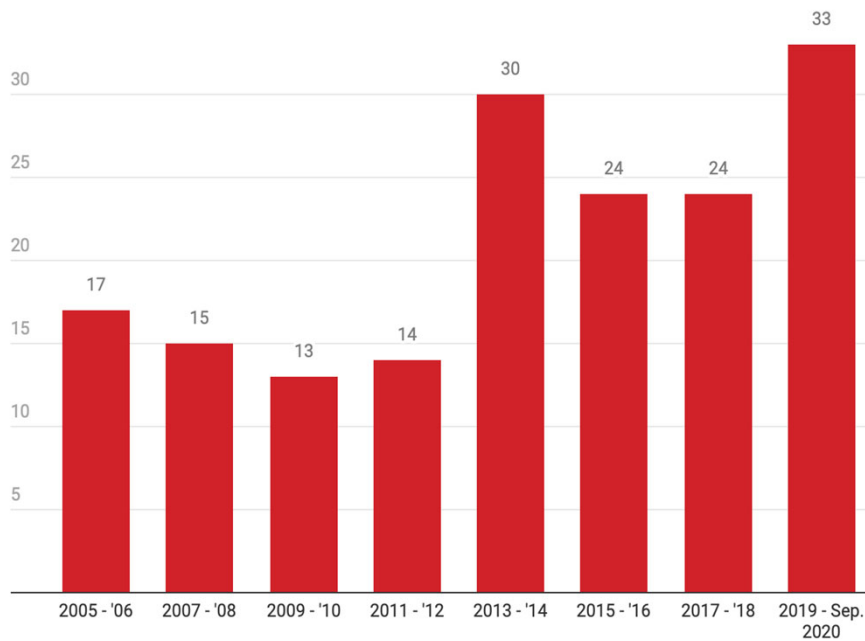
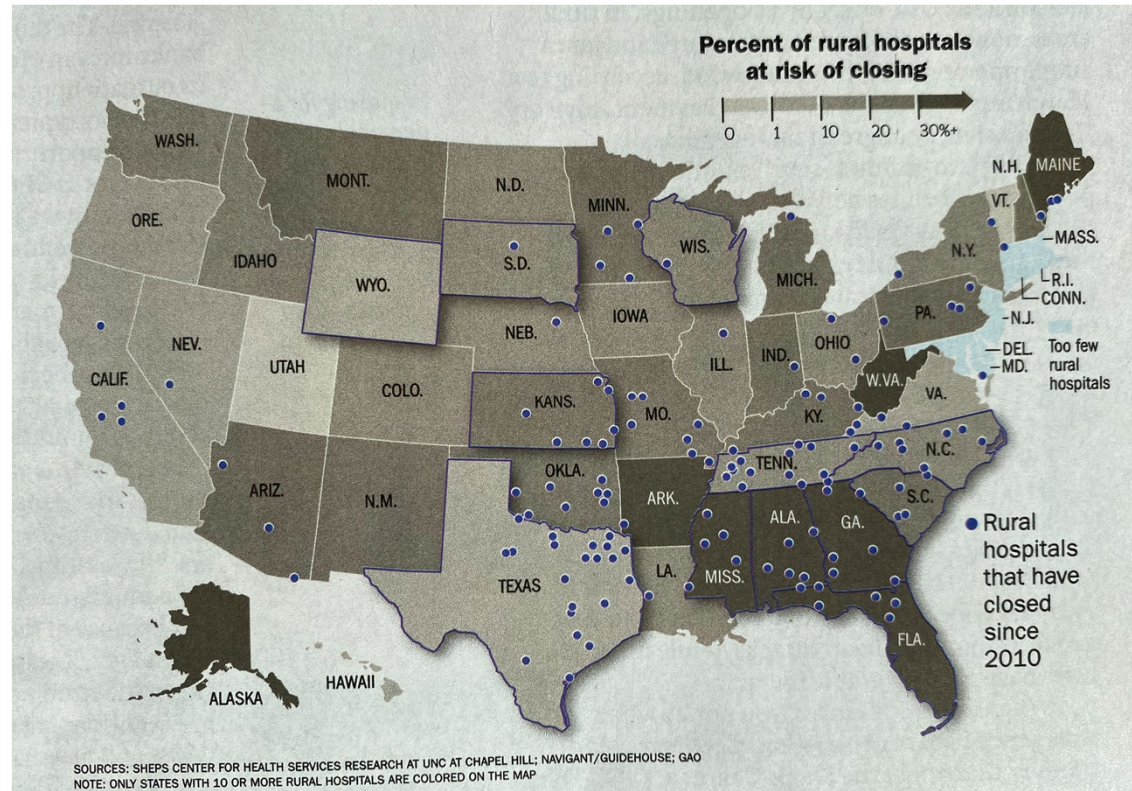
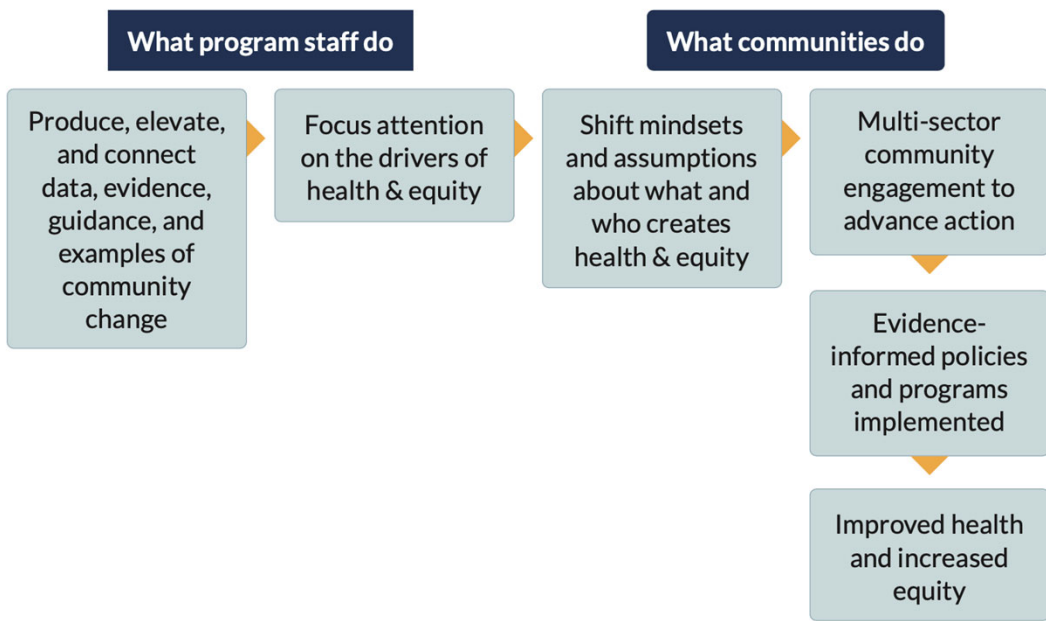


Chart: Emily Barone for TIME • Source: Cecil G. Sheps Center at UNC Chapel Hill • [Get the data](#) • Created with [Datavrapper](#)



Source: TIME magazine, Rural U.S. Hospitals are On Life Support; UNC Sheps Center for Health Services Research

# Theory of Change & Moving America Forward



## What Works for Health Reports

Read our reports for deeper looks into what's working for specific topics and areas of the country.



### What Works? Social and Economic Opportunities to Improve Health for All

When we work together to improve education, employment, income, and family and social supports—the social and economic factors that influence our communities—we can improve the health of all who live, learn, work, and play there.

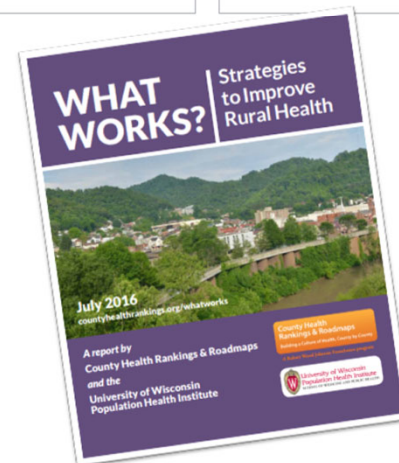
[View the Report](#)



### What Works for Health: Strategies to Improve Rural Health

The What Works for Health: Strategies to Improve Rural Health report outlines key steps toward building healthy communities – rural, urban, and anywhere in between – along with some specific policies and programs that can improve health.

[View the Report](#)



Source: County Health Rankings & Roadmaps and Prize

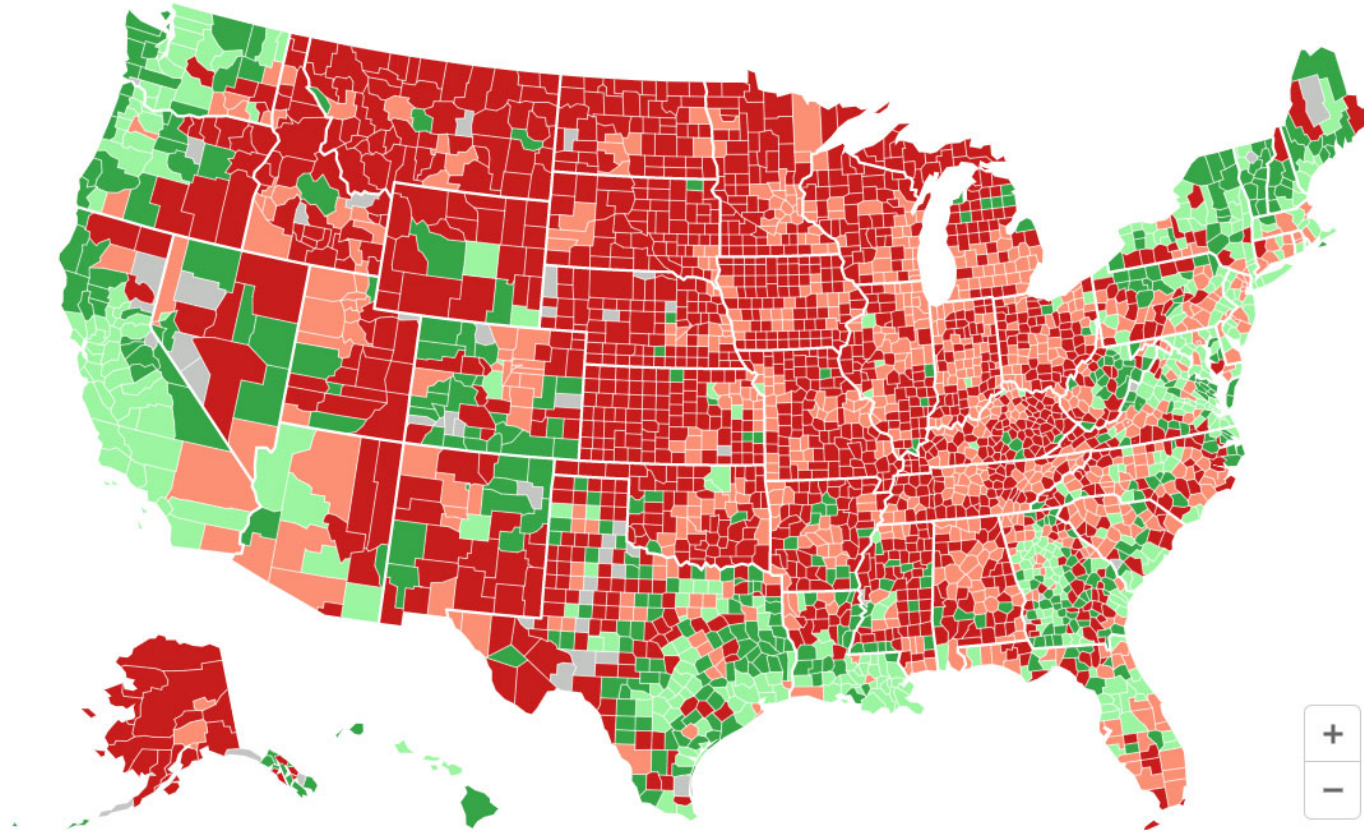


## Covid-19 Red Zones, October 25 - 31

Red-zone counties have a one-week infection rate of 100 or more new cases per 100,000 population.

### New Cases over a Seven-Day Period

**■** Non-metro Red Zone   **■** Metro Red Zone   **■** Non-metro, New Infection Rate Below 100 per 100k   **■** Metro, New Infection Rate Below 100 per 100k   **■** Non-metro, No New Cases



Map: Daily Yonder #usafacts • Source: [USA Facts](#) • [Get the data](#) • Created with [Datawrapper](#)



## Rural Health in Summit, Washington

**Josh Martin**

CEO

Summit Pacific Medical Center



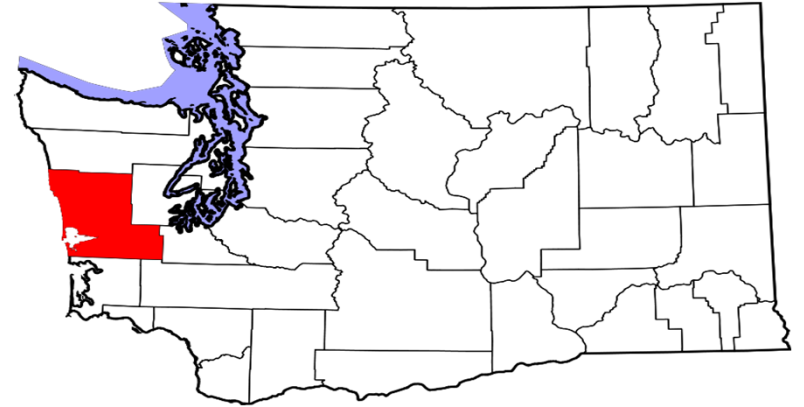
# *Building a Thriving Rural Community Through a Public Hospital District*

**Josh Martin, MBA | CEO | Summit Pacific Medical Center**



## Grays Harbor County Health Status- Current State

- Population: 75,000
- 17% live **below** the Federal Poverty Level
- Rank **36/39<sup>th</sup>** in the State in Health Factors, social determinants of health
- GH residents die 3 years sooner than any other county in Washington
- Unemployment rate 7.5% (GH) vs 4.8% (WA)
- Deaths from alcohol and drugs are about twice the state average
- Large efforts to improve Health Rankings over time with little impact



Source: County Health Rankings & Roadmaps, 2019

## New Vision Statement:

**“Through Summit Care, we will build the healthiest community in the Nation.”**



“We are choosing to go to the Moon not because it is easy, but because it is hard.”

- JFK



















## COVID-19

- COVID-19 has impacted rural hospitals with limited resources and support
- COVID-19 has impacted rural communities with access to childcare, increased unemployment, and “crisis within the crisis”
- The crisis has stretched us in a way we are comfortable with. Agility and the right team are keys to success





## How did we respond?

- We put people at the center
- Connected with community through events and outreach
- Leveraged technology
- Developed our “Agile Manifesto”
- New “Big Goal 2023”
  - **By 2023, Summit Pacific will identify and cultivate relationships with community partners who share a commitment to create measurable improvements in the health and well-being of our youth.**
- Doubled down on Value Transformation
- Investing in community development
- Keep your head above water and eye on the horizon: now is the time to plan.

## What helped?

- Local, state, and federal vital for crisis response and long term recovery
- Similarities in response to both Opioid and COVID-19 crisis.
  - All the resources are devoted to the crisis and limited attention on prevention or recovery.
- Banks were vital for PPP
- Payor partnership instrumental to improving community health
- Grants, Grants, Grants
- Foundation fundraising is essential, now more than ever.



*Dare to Disrupt! Dare to Innovate !*

*“Be the change you wish to see in the world”*  
*Mahatma Gandhi*







Health and Food in Williamson West Virginia

**Maria Arnot**

Williamson Health and Wellness Center

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- We are in Mingo County, WV, a rural county on the border of Kentucky.
  - Community Outreach: “Healthy in the Hills” promoting physical activity, healthy eating and prescription veggies.
  - Our local hospital went bankrupt over the winter and has been closed. The Clinic finalized plans to purchase the hospital in April.
  - Pull Up for Produce and Meal Kits
  - Robust SNAP Stretch program to increase food security
  - Virtual Learning for nutrition classes

# Join us for the breakout room discussion

- To enter the breakout session: Simply use the Zoom breakout link provided in the Chat Box.
  - We sent every registered email that link again during this hour.
  - If you did not receive it – please send a note to [csg.program@aspeninstitute.org](mailto:csg.program@aspeninstitute.org)
  - Each room will include one of our speakers and a facilitator – it may take a few minutes to get them sorted into the right room. Chat until they get there!
  - Open discussion!

## Today's Event Partners



A Robert Wood Johnson Foundation program

See you in the Breakout Room!