Preparing a Strong Rural Health Message

January 2017

Shawnda Schroeder, PhD
Assistant Professor, Research
Rural Health Research Gateway PI
Shawnda.Schroeder@med.und.edu
1(701) 777-0787

Rural Health Research Gateway

Provide access to publications and projects funded through FORHP

- Aim to reach diverse audiences
- Make Gateway a resource for:
  - Students
  - Policy Makers
  - Other Health Researchers
  - Rural Health Providers
  - Rural Health Professionals/Organizations/Associations

https://www.ruralhealthresearch.org
Dissemination of Rural Health Research: A Toolkit

- Developed in April, 2015
- Assist researchers/authors with reaching intended audiences
- Addresses:
  - Dissemination products
  - Writing elements
  - Modes of dissemination

https://www.ruralhealthresearch.org/toolkit

Topic Selection

What do you plan to write about?
- Research results
- Best practices
- Evaluation
- Research method
- Lessons learned
- Advertisement
- Announcement
Audience

• Who?
• Engage in the development of the topic
• How do they consume information?
• Consider more than one audience
  o More than one product
• Time considerations
• How do you want your information to be used:
  o Cited
  o Applied

Research Products

• Policy Brief
• Fact Sheet
• Full Report/Working Paper
• Journal Publication
• Chartbook
• PowerPoint Slide Presentation
• Poster Presentation
• Infographic
• Promotional Products
Fact Sheet vs. Policy Brief

- **Fact Sheet**
  - Contain to one page (front & back)
  - Write in active voice, present tense, and in lay terms
  - Avoid percentages within text
  - Identify most important information in the first paragraph
  - Do not include details of study methods or statistical significance
  - Readers are interested in the facts, not where they came from – put the source/citation as a footnote or endnote

- **Policy Brief**
  - Short and to the point
  - 4-6 pages/3,000 words
  - Non-technical, jargon-free language
  - Short paragraphs
  - Several subtitles
  - Do not over-use statistics in text
  - More likely to be read if attractive, interesting, short, and easy to read

**Sections:**
- Introduction
- Methods
- Findings
- Conclusions
- Implications
Using Gateway

This online resource of rural health research connects you to:

- Research and Policy Centers
- Reports & Journal Publications
- Fact Sheets
- Policy Briefs
- Research Projects
- Email Alerts
- Experts
- Dissemination Toolkit
The Rural Health Research Gateway provides access to all publications and projects from seven different research centers. Visit our website for more information.

www.ruralhealthresearch.org

Sign up for our email or RSS alerts!

www.ruralhealthresearch.org/alerts
Your First STOP for Rural Health INFORMATION

- **Visit the website**
  - Online library
  - Funding opportunities
  - 50+ topic guides on key rural health issues
  - State guides
  - Community Health Gateway - toolkits and model programs
  - Am I Rural tool
  - More…

- **Sign up for email updates**
- **Contact our Resource and Referral Service**
  800.270.1898 or info@ruralhealthinfo.org

All services are free!

RHIhub is a partnership of:

Funded by the
Federal Office of Rural Health Policy
RHIhub Helps You...

PLAN
DEVELOP
LEARN
CONNECT

ruralhealthinfo.org
RHIhub Online Library

Find:
- Funding & Opportunities
- News
- Calendar of Events
- Organizations
- Maps
- Publications

Narrow by Geography/Topic
**Topic Guides**

50+ guides, includes:
- Critical Access Hospitals
- Healthcare Access
- Rural Health Disparities
- Rural Health Clinics
- Oral Health
- Healthcare Workforce
- Substance Abuse
- Transportation
- FQHCs
- Social Determinants of Health

**Finding Statistics and Data**

Includes:
- List of data sources with rural and/or county level data
- Short tutorial using American Factfinder to get rural Census Bureau statistics
- Discusses challenges and limitations of rural data
- Considerations when comparing data
State Pages

Compiles resources from across RHIhub website that are specific to your state:

- Publications
- Websites
- Organizations
- New
- Events
- Funding & Opportunities

ruralhealthinfo.org

Community Health Gateway

**Building the evidence-base for rural health interventions**

Features

- Evidence-Based Toolkits for Rural Community Health
- Rural Health Models and Innovations
- Supporting Rural Community Health

ruralhealthinfo.org
Community Health Gateway Levels of Evidence

- **Evidence-Based**: Review study of the approach in a peer-reviewed publication
- **Effective**: Reported in a peer-reviewed publication
- **Promising**: A formal evaluation conducted
- **Emerging**: Anecdotal account

Evidence-Based Toolkits

- Rural Community Health
- Access to Care for Rural People with Disabilities
- Care Coordination
- Community Health Workers
- Diabetes Prevention and Management
- Health Promotion and Disease Prevention
- HIV/AIDS Prevention and Treatment
- Mental Health and Substance Abuse
- Obesity Prevention
- Oral Health
- Service Integration

More to come!
Models & Innovations

Over 250 rural project examples - each record includes:

- Summary (Need, Intervention, Results)
- Evidence-level
- Description
- Services offered
- Results
- Barriers
- Replication
- Source
- Contact person

Tools for Success

- Economic Impact Analysis Tool
- Planning for Sustainability
- Testing New Approaches
- Am I Rural?
Am I Rural?

Enter an address. Find out if it:

- Meets rural eligibility requirements for:
  - CMS Rural Health Clinic
  - FORHP grants
- Is considered rural by various definitions:
  - Urbanized Areas/Urban Clusters
  - Core Based Statistical Areas (CBSAs)
  - Rural Urban Commuting Areas (RUCAs)
  - Rural Urban Continuum Codes (RUCCs)
  - Urban Influence Codes
- Is in a federal shortage area:
  - Health Professional Shortage Area (HPSA)
  - Medically Underserved Area (MUA)
  - Medically Underserved Population (MUP)
RHIhub Publications/Updates

**RHIhub This Week**
Receive email updates with the latest news, funding opportunities, publications, model programs, new Rural Monitor articles, and more:
- Subscribe

**More ways to keep current**
- RSS Feeds
- Facebook

**RHIhub Webinars**
Upcoming and archived webinars hosted by the Rural Health Information Hub

**RHIhub Maps**
Customizable maps on key rural topics. A great resource for grant writing, presentations and reports

**RHIhub RSS Feeds**
Get updates on new information added to the Online Library and RHIhub’s Topic and State Guides

**Spread the Word**
Help us let stakeholders know about RHIhub’s free resources and services.

---

**Resource & Referral Service**

Need help finding information? Our information specialists can provide free assistance customized to your needs:
- Funding & opportunities
- Statistics
- Experts
- Research
- More

ruralhealthinfo.org
Contact, Connect, & Stay Informed

Kristine Sande, kristine@ruralhealthinfo.org

RHIhub Contact Info:
1-800-270-1898
info@ruralhealthinfo.org

facebook.com/RHIhub
@ruralhealthinfo