

Rural Healthy People: Where We've Been and Where We're Going

- ✓ All attendees are muted
- ✓ Today's session will be recorded
- ✓ Submit questions using the chat function
- ✓ Q&A will follow the presentation



About Per Ostmo

Per Ostmo is an Outreach Specialist at the Center for Rural Health at the University of North Dakota School of Medicine & Health Sciences. He provides outreach and web support for two federally funded programs. The Mountain Plains Mental Health Technology Transfer Center, funded by the Substance Abuse and Mental Health Services Administration, provides training, resources, and technical assistance to individuals serving persons with mental health disorders. The Rural Health Research Gateway, funded by the Federal Office of Rural Health Policy, disseminates rural health research.



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Rural Health Research Gateway

Provide access to publications and projects funded through the Federal Office of Rural Health Policy, Health Resources and Services Administration.

Gateway is a resource for:

- Policy makers
- Students
- Rural health researchers
- Health care providers
- Rural health organizations, professionals, associations, and more



The screenshot shows the homepage of the Rural Health Research Gateway. At the top, there is a logo for the Rural Health Research Gateway and social media icons for Facebook, Twitter, and YouTube. A search bar is located in the top right corner. Below the logo, a navigation menu includes links for Home, About Us, Browse Research, Webinars, Research Alerts, and Other Resources. The main content area features a large banner for a webinar titled "Rural health research webinars" with a "WEBINAR" text overlay. To the right of the banner is a text block titled "Rural Health Research Gateway" that describes the site's purpose and provides links for "Gateway flyer" and "Learn more". Below the banner and text block, there are five columns of featured content, each with a representative image and a title: "Rural Health Research Recaps", "Research Alerts", "Research Products", "Research Centers", and "Dissemination Toolkit". Each column contains a bulleted list of key features or resources available on the site.

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](#)
- [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 Products

- Access policy briefs, chartbooks, journal publications, 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

Dissemination Toolkit

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

ruralhealthresearch.org

Rural Healthy People: Where We've Been and Where We're Going



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PUBLIC HEALTH

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- The information, conclusions, and opinions expressed in this presentation are those of the authors and no endorsement by FORHP, HRSA, or HHS is intended or should be inferred.
- None of the researchers have any conflicts of interest to disclose

How did Rural Healthy People come about?

- First Principal Investigator: Dr. Larry Gamm (Professor Emeritus – Texas A&M University School of Public Health)
- Collaborators:
 - Southwest Rural Health Research Center led by Dr. Catherine Hawes
 - Dr. Jane Bolin
 - Linnae Hutchinson
 - Dr. Alicia Dorsey
 - Other Texas A&M faculty and graduate students



Dr. Larry Gamm



Linnae Hutchinson



Dr. Catherine Hawes



Dr. Jane Bolin

A Rural Companion for Healthy People

- Commissioned by the Office of Rural Health Policy (ORHP) in 2002
- Healthy People 2010's health objectives for the nation had just been released
- Rural Healthy People 2010: A Companion to Healthy People
 - In which the focus of the companion documents was on identifying rural health priorities AND presenting current rural health research and models for addressing rural health priorities

Rural Healthy People 2010: Companion Documents to Healthy People 2010



Rural Health Research Gateway: <https://www.ruralhealthresearch.org/projects/286>

Rural Healthy People 2010: Top Rural Health Priorities

Top 10 Priorities	
Rank	Objective
1	Access to Quality Health Care
2	Heart Disease and Stroke
2	Diabetes
4	Mental Health and Mental Disorders
5	Oral Health
6	Tobacco Use
6	Substance Abuse
6	Education and Community-Based Programs
6	Maternal, Infant, and Child Health
10	Nutrition and Overweight Status
10	Cancer
10	Public Health Infrastructure

Priorities 11-15	
Rank	Objective
13	Immunization and Infectious Disease
13	Injury and Violence Prevention
15	Family Planning
15	Environmental Health

Note: Priority ranking based on average percentages of four groups of state and local rural health leaders choosing objectives as a priority. There were virtual ties among some priorities.



TEN YEARS LATER...

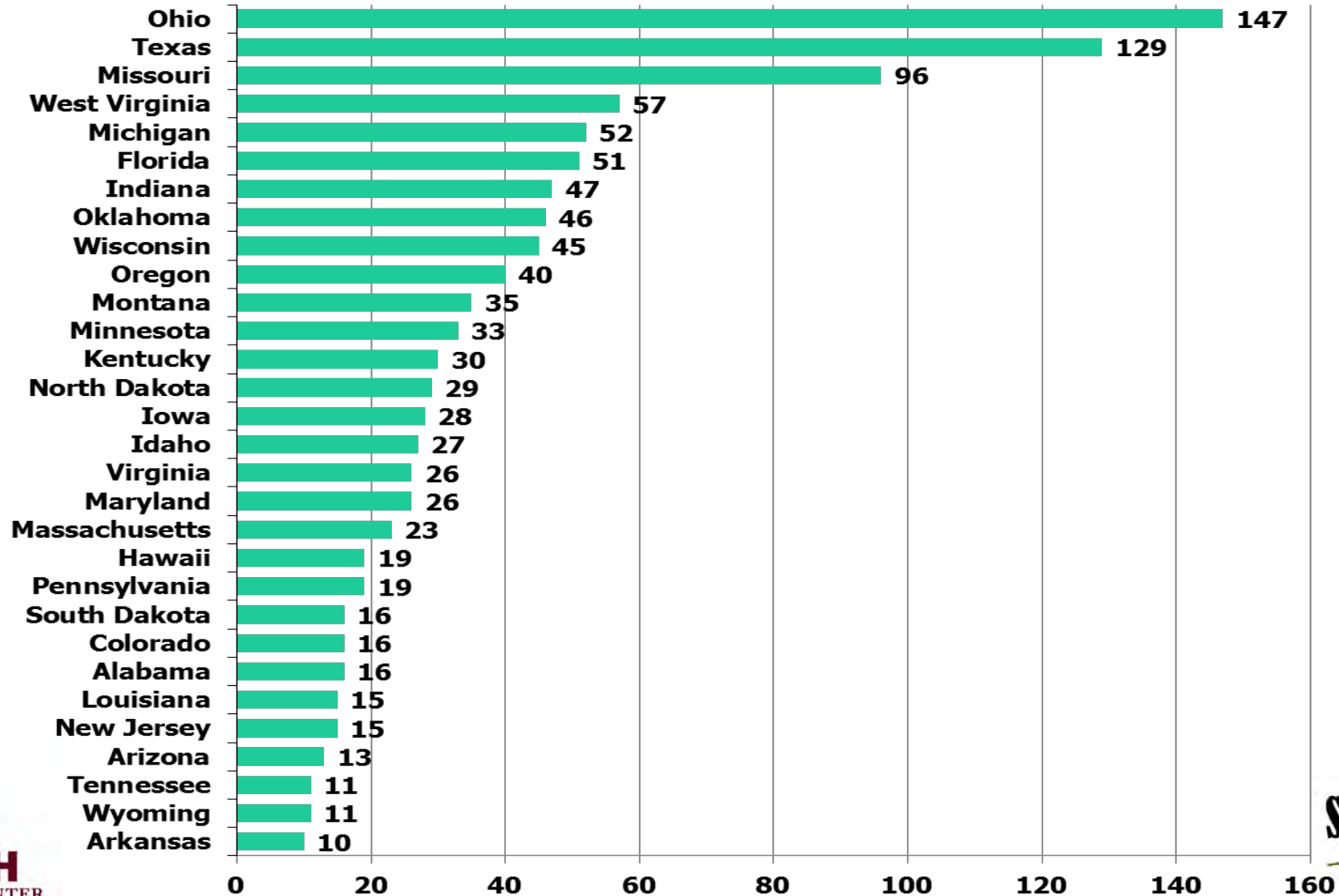
Rural Healthy People 2020 Aims & Objectives

- Convene a Rural Healthy People 2020 Advisory Board to include representatives from funding partners, rural health providers, state rural health agencies, and national rural health agencies
- Conduct a national survey of rural stakeholders to identify Healthy People objectives that are most critical to rural America
- Identify and catalogue what has worked or had promise based on the evidence
- Disseminate this information to local, state, and federal policymakers
- Work with federal, state, and local agencies as well as other rural stakeholders to continue discussions on what to measure, how to measure it, and strategies for improving population health in rural America

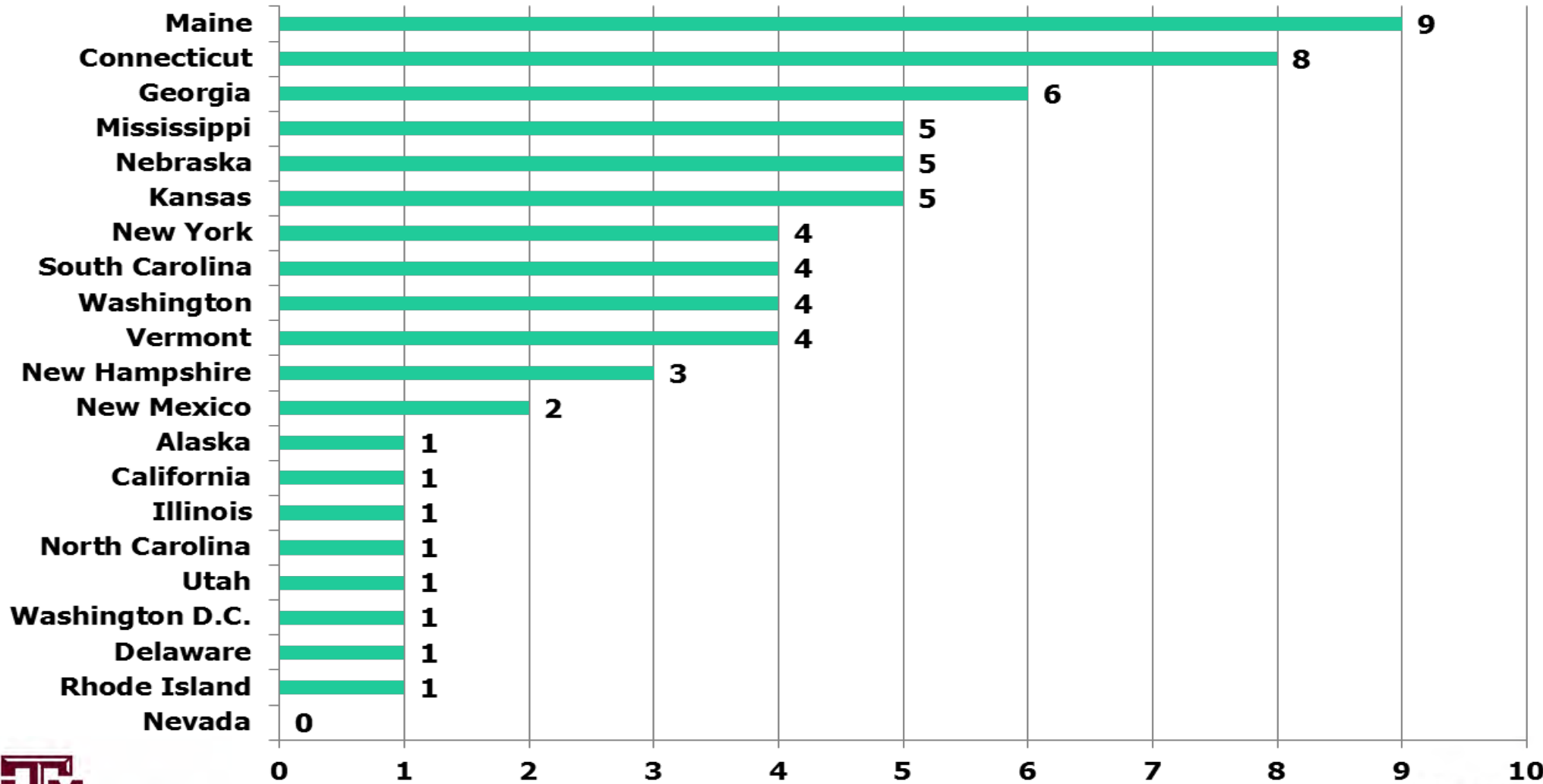
Rural Healthy People 2020 Survey

- Survey originally fielded in December 2010
 - 755 respondents
- Survey fielded again in Spring 2012 preceded by:
 - Webinar on Rural Healthy People sponsored by the National Organization of State Offices of Rural Health (NOSORH)
 - Letters to select State Health Officers
- Resulted in a total of 1,214 respondents

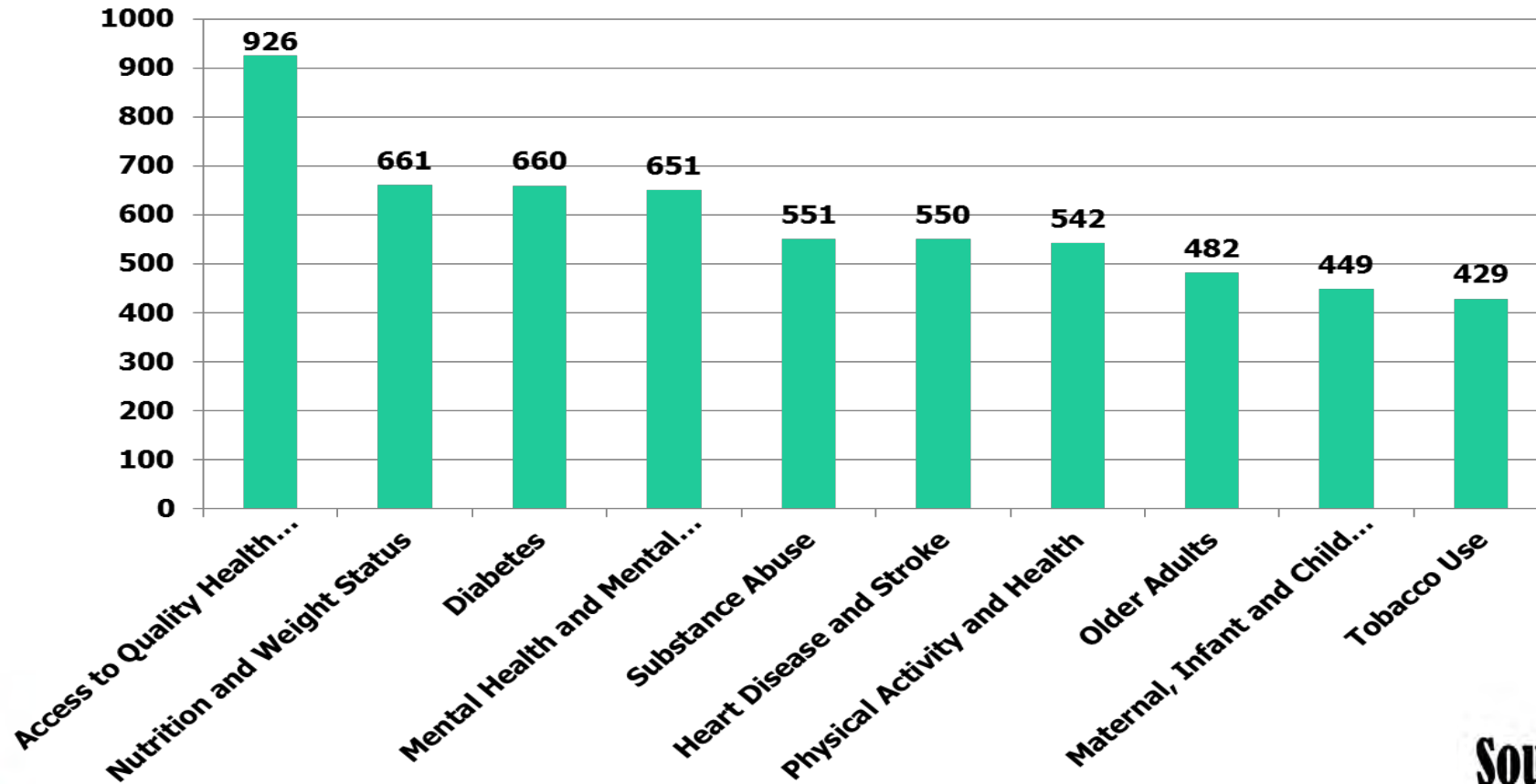
States with >10 Respondents to the Rural Healthy People 2020 Survey



States with <10 Respondents



Top 10 Rural Healthy People 2020 Priorities (N=1214)



Rural Healthy People 2020: Top 20 Rural Health Priorities

Top 20 Priorities 10 Years Later	
Rank	Objective
1	Access to Quality Health Care
2	Nutrition & Weight Status
3	Diabetes
4	Mental Health and Mental Disorders
5	Substance Abuse
6	Heart Disease and Stroke
7	Physical Activity and Health
8	Older Adults
9	Tobacco Use
10	Cancer

Priorities 11 - 20	
Rank	Objective
11	Education and Community-Based Programs
12	Oral Health
13	Quality of Life and Well-Being
14	Immunizations and Infectious Disease
15	Public Health Infrastructure
16	Family Planning and Sexual Health
17	Injury and Violence Prevention
18	Social Determinants of Health
19	Health Communication & Health IT
20	Environmental Health

Rural Healthy People 2010 vs 2020: How Have Priorities Changed?

Top 20 Priorities 10 Yrs. later	
Change?	Objective
1	Access to Quality Health Care
2	Nutrition & Weight Status
3	Diabetes
4	Mental Health and Mental Disorders
5	Substance Abuse
6	Heart Disease & Stroke
7	Physical Activity & Health
8	Older Adults
9	Tobacco Use
10	Cancer
11	Educ. & Comm. Based Programs
12	Oral Health
13	Quality of Life & Well-Being
14	Immunizations & Infectious Diseases
15	Public Health Infrastructure
16	Family Planning & Sexual Health

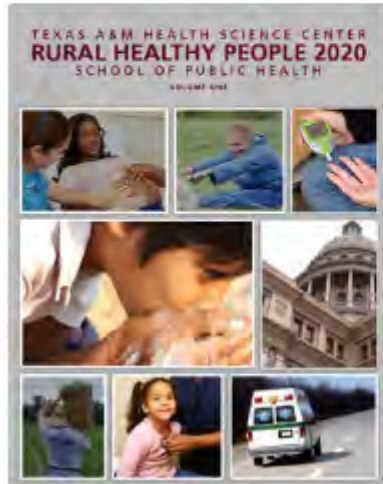
= Stayed Same
 = Moved Up
 = Moved Down



Rural Healthy People 2020

Volume 1

Volume 1 includes chapters on rural health priorities 1-10:



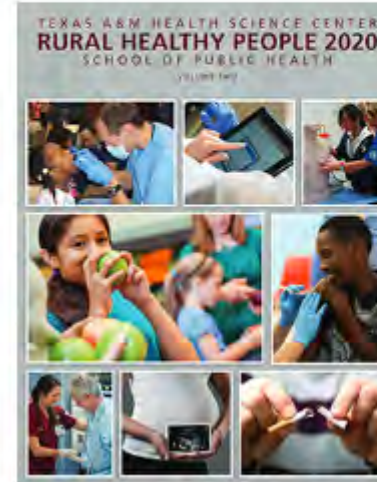
- Access to Quality Health Services
- Nutrition and Weight Status
- Diabetes
- Mental Health
- Substance Abuse
- Heart Disease and Stroke
- Physical Activity
- Older Adults
- Maternal and Child Health
- Tobacco Use

Volume 1 posted online in May, 2015

<https://srhrc.tamhsc.edu/rhp2020/rhp2020-v1-download.html>

Volume 2

Volume 2 includes chapters on rural health priorities 10-20:



- Cancer
- Health Education
- Oral Health
- Quality of Life
- Immunizations, Infectious Diseases
- Public Health Infrastructure
- Sexual Health and Family Planning
- Injury and Violence Prevention
- Social Determinants of Health
- Information Technology

Volume 2 posted online in November, 2015

<https://srhrc.tamhsc.edu/rhp2020/rhp2020-v2-download.html>

Healthy People 2030

- Launched by federal government in August 2020
- Fifth iteration of Healthy People
- Once again focused on national objectives to address nation's top public health priorities
- Focus on fewer objectives and higher data standards

Biggest Differences HP 2020 vs. HP 2030

- While the number of overall HP objectives has gone down (including sub-objectives), the number of overall objectives (the focus of Rural Healthy People) has gone up
- There are now 62 overall objectives to guide health promotion and disease prevention efforts
- For the first time, objectives grouped into 5 topics:
 - Health Conditions (i.e. Addiction, Diabetes, Obesity, Mental Health Conditions)
 - Health Behaviors (i.e. Sleep, Physical Activity, Vaccination, Injury Prevention)
 - Populations (i.e. Older Adults, People with Disabilities, Children, LGBT)
 - Settings and Systems (i.e. Schools, Transportation, Community, Hospitals and Emergency Services)
 - Social Determinants of Health (i.e. Economic Stability, Education Access, Neighborhood)

Why is Rural Healthy People Still Vital?

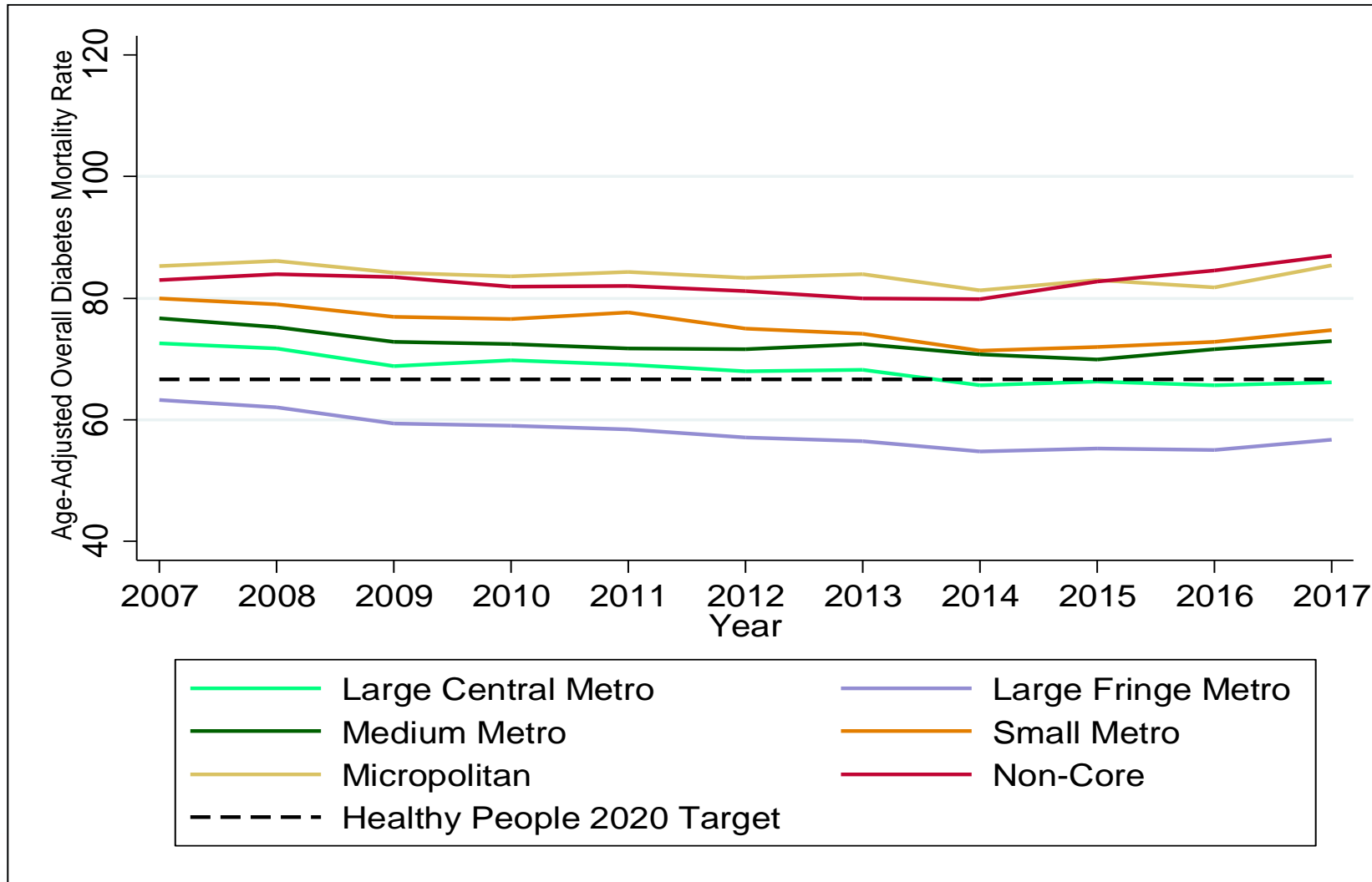
- The changes in Healthy People 2030 mean that we know very little about the importance of new objectives to rural America
- Research over past several years by our rural center indicates that rural areas lag in achieving Healthy People objectives
 - Yaemsiri, S., Alfier, J. M., Moy, E., Rossen, L. M., Bastian, B., Bolin, J., ... & Heron, M. (2019). Healthy People 2020: rural areas lag in achieving targets for major causes of death. *Health Affairs*, 38(12), 2027-2031.
 - Callaghan, T., Ferdinand, A., Akinlotan, M., Primm, K., Lee, J., Bolin, J. (2020). Healthy People 2020 Progress for Leading Causes of Death in Rural and Urban America: A Chartbook. Policy Brief. Southwest Rural Health Research Center. *Prepared for the Federal Office of Rural Health Policy.*

Data Source & Study Sample

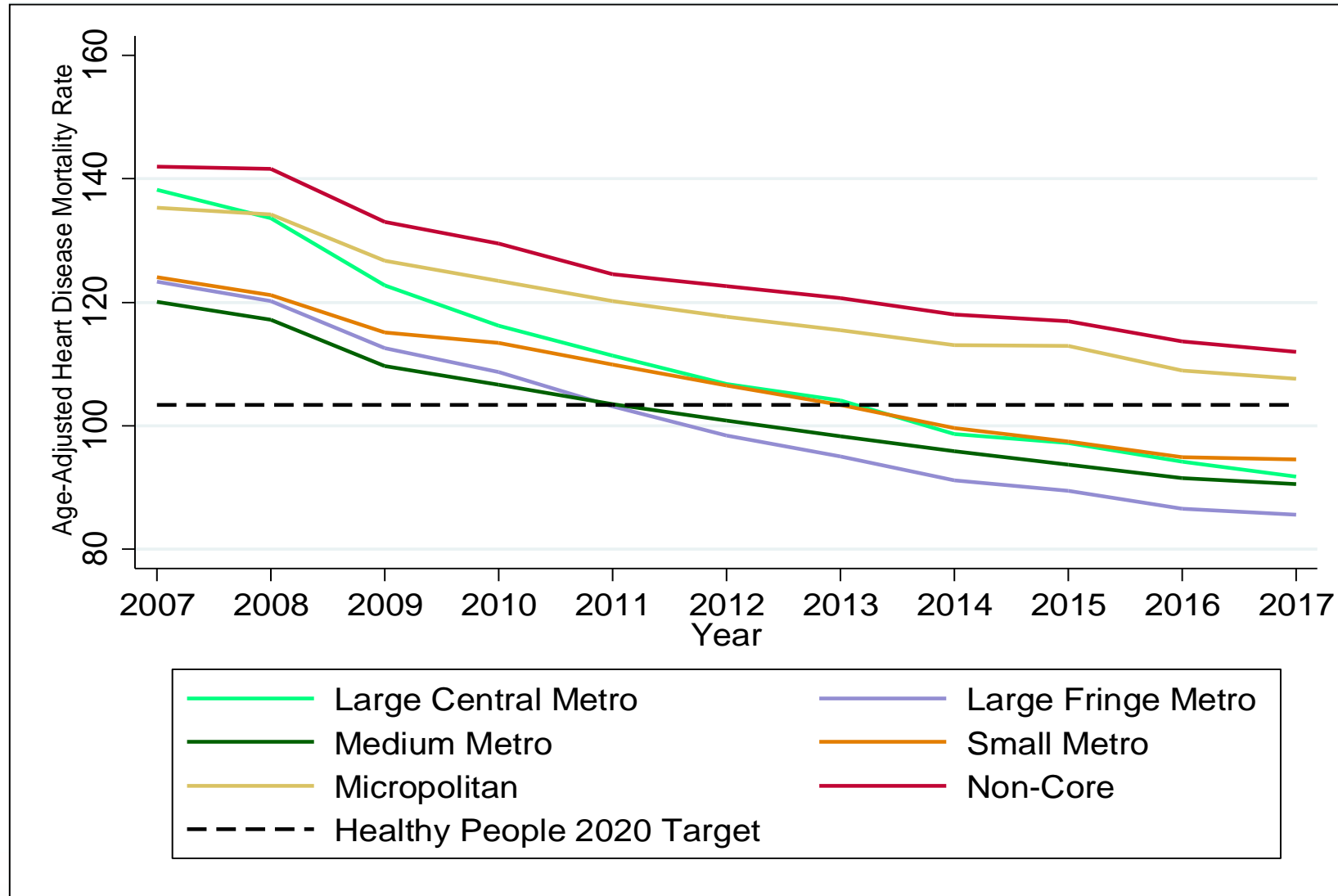
- Data source:
 - National Center for Health Statistics Mortality Data
 - Available through CDC Wonder platform
 - 2007 (HP 2020 baseline year)-2017
 - Mortality rates are age-adjusted and reflect the number of individuals who have died from each cause per 100,000 people who live in the area being analyzed in a given year

- Study sample:
 - All US deaths attributed to cancer, suicide, and heart disease as the underlying cause of death from 2007-2017
 - Diabetes mortality reflects all deaths attributed to diabetes as a multiple cause of death from 2007-2017 to maintain consistency with Healthy People 2020 standards
 - Identified using ICD 10 codes

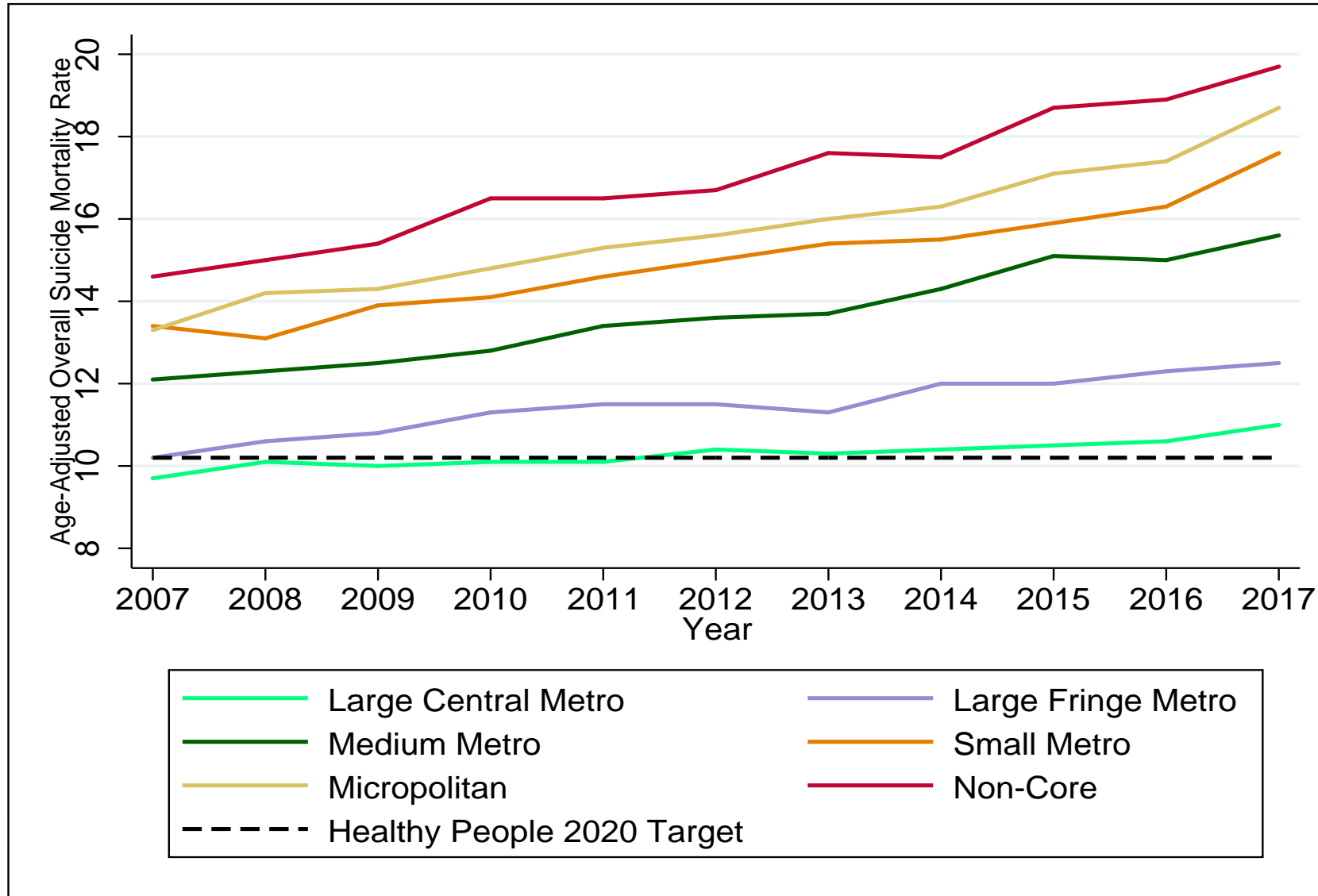
Overall Age Adjusted Diabetes Deaths by Year



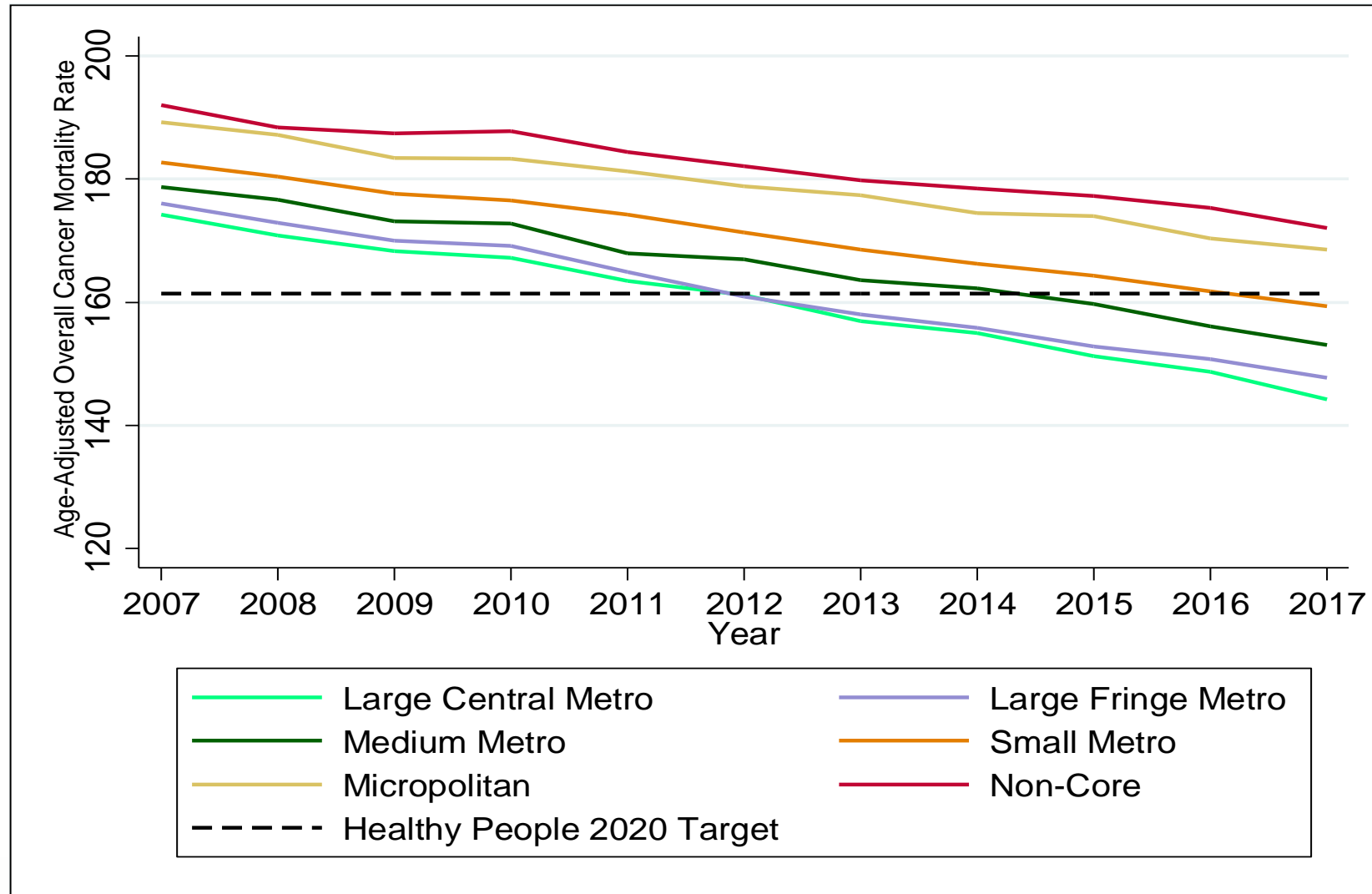
Overall Age Adjusted Heart Disease Deaths by Year



Overall Age Adjusted Suicide Deaths by Year



Overall Age Adjusted Cancer Deaths by Year



Rural Healthy People 2030

- 3rd iteration of Rural Healthy People
- Launched Spring 2021
- Tentative Timeline
 - Survey of Rural Stakeholders: July-October 2021
 - Analysis of Data: Fall 2021
 - Findings Published: 2022
 - RHP 2030 Volumes Written: 2022-2023

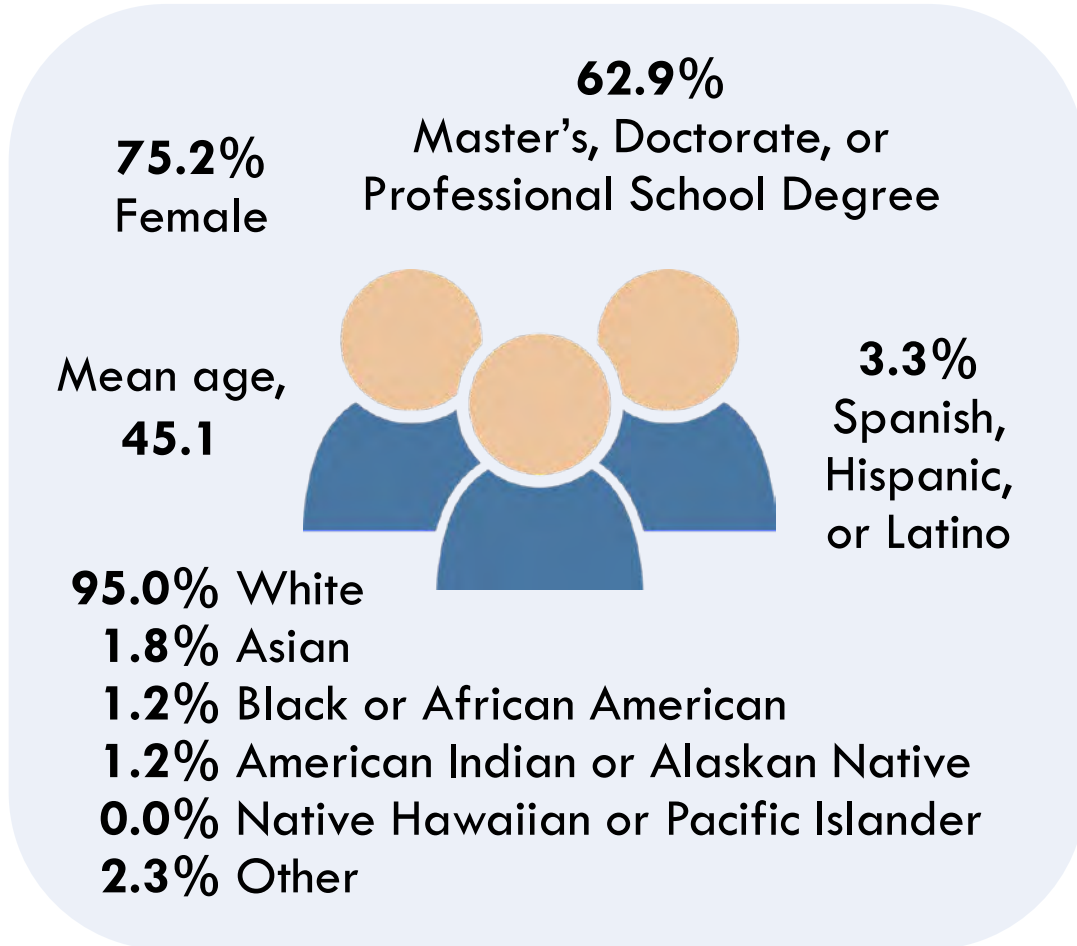
Rural Healthy People 2030 Survey

- Launched July 12
- Over 800 participants have weighed in on their top 10 priorities so far
- Target: Over 1,000; 1200 ideal
- Survey starts with objectives, we include lots of new research questions we will share in future presentations

Survey Administration

- Snowball sampling – participants suggest other participants
- Emails to all who have previously downloaded RHP 2020
- Partnerships with relevant organizations
 - National Rural Health Association (NRHA)
 - The American Hospital Association (AHA)
 - Federal Office of Rural Health Policy (FORHP)
 - The Centers for Disease Control and Prevention (CDC)
 - United States Department of Agriculture (USDA)
 - National Association of Rural Health Clinics (NARHC)
 - Catholic Health Associates
 - National Association of County and City Health Officials (NACCHO)
 - State Office of Rural Health (SORH) program officers

RHP 2030 Sample Demographics



Participation from Numerous Sectors

Ex.) Healthcare, Education,
Human Services, Media,
and Housing



>64%
Work within a
Rural Health Clinic or
Rural Hospital

>100 Professions

Health Care Administrator (25.1%), Other
(20.9%), Nurses (16.4%), Physician (13.1%),
Researcher (5.3%), Health Educator (5.2%)
University Professor (4.2%)

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Number of RHP 2030 Responses by State and Census Region

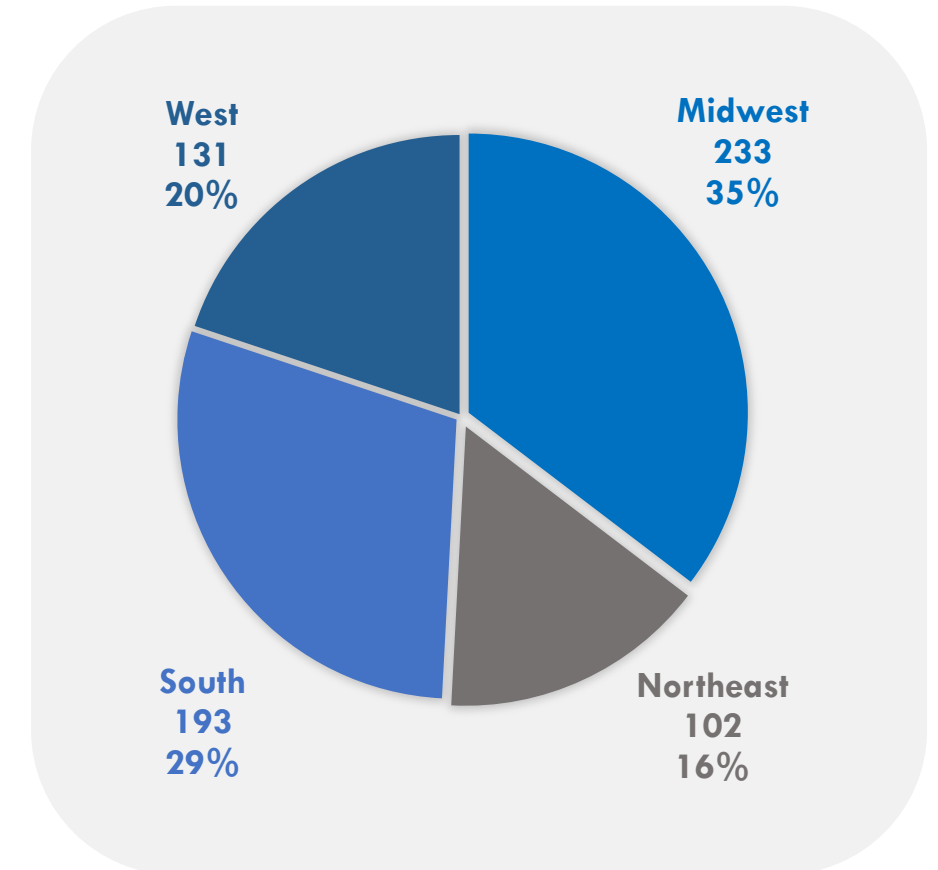
(n=659 not missing / 821)

States with More than 10 Responses

California (16)	Louisiana (10)	New York (39)	Tennessee (13)
Colorado (11)	Maine (10)	North Carolina (17)	Texas (75)
Illinois (26)	Michigan (29)	North Dakota (17)	Vermont (25)
Indiana (19)	Minnesota (26)	Ohio (14)	Virginia (10)
Iowa (15)	Missouri (20)	Oklahoma (12)	Washington (14)
Kansas (18)	Montana (25)	Oregon (22)	Wisconsin (25)
Kentucky (11)	Nebraska (16)	Pennsylvania (13)	

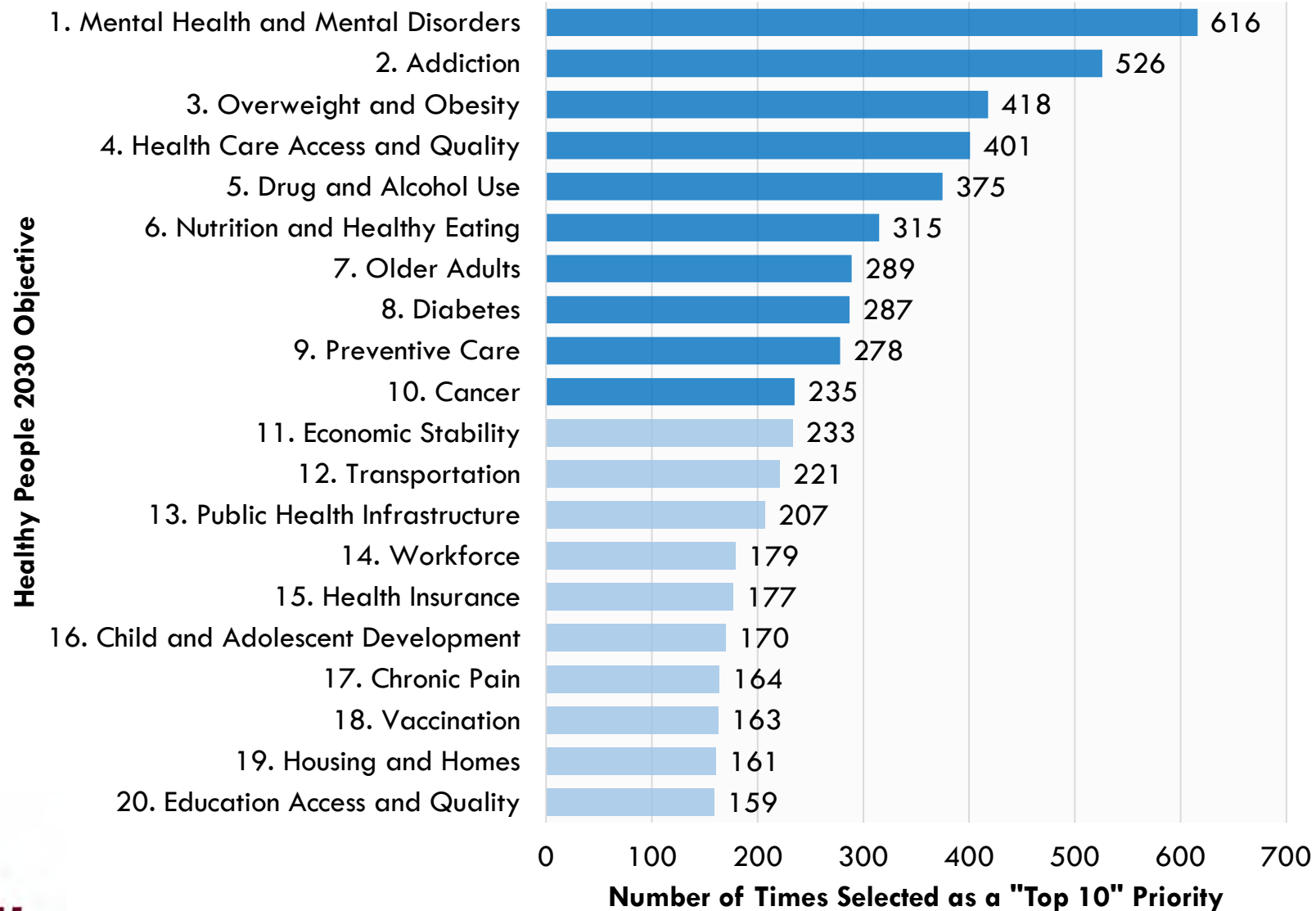
States with Fewer than 10 Responses

Alabama (6)	Florida (3)	Mississippi (4)	South Carolina (8)
Alaska (4)	Georgia (6)	Nevada (8)	South Dakota (8)
Arizona (8)	Hawaii (1)	New Hampshire (9)	Utah (2)
Arkansas (6)	Idaho (8)	New Jersey (3)	Washington D.C. (0)
Connecticut (0)	Maryland (5)	New Mexico (6)	West Virginia (7)
Delaware (0)	Massachusetts (2)	Rhode Island (1)	Wyoming (6)



Note: States shown in orange text are those that we feel are currently comparatively underrepresented in our sample.

RHP 2030 Top 20 Healthy People Priorities for Rural America (n=821)



Top Priorities by Region (n=659)

Top 20 Priorities, Overall	Midwest (n=233)	Northeast (n=102)	South (n=193)	West (n=131)
1 Mental Health and Mental Disorders	1	1	1	1
2 Addiction	2	2	2	2
3 Overweight and Obesity	3	5	3	5
4 Health Care Access and Quality	4	4	5	3
5 Drug and Alcohol Use	5	3	6	4
6 Nutrition and Healthy Eating	6	6	7	7
7 Older Adults	7.5	8	9	6
8 Diabetes	10	15.5	4	9
9 Preventive Care	7.5	10	8	11.5
10 Cancer	12	12.5	10	13.5
11 Economic Stability	9	9	11	16
12 Transportation	11	7	12	17
13 Public Health Infrastructure	13	12.5	14	8
14 Workforce	14	19	24	10
15 Health Insurance	16.5	20	21.5	15
16 Child and Adolescent Development	20.5	17.5	17.5	22.5
17 Chronic Pain	19	35.5	24	13.5
18 Vaccination	15	21.5	16	22.5
19 Housing and Homes	23.5	11	19.5	11.5
20 Education Access and Quality	23.5	14	15	18

Legend	
	Priorities 1-3
	Priorities 4-10
	Priorities 11-20
	Priorities 21+



Ranked Priorities

- Respondents were also asked to rank their HP priorities in terms of importance for rural America
 - 1st choices were assigned 3 points, 2nd choices were assigned 2 points, 3rd choices given 1 point
 - The total number of points given to each priority were used to create an overall ranking
- “Health Care Access and Quality” was most frequently ranked first (20.3%)
- “Mental Health and Mental Disorders” was most frequently ranked second and third (12.7% and 9.0%, respectively)

1.) Health Care Access and Quality

2.) Mental Health and Mental Disorders

3.) Addiction

4.) Overweight and Obesity

5.) Economic Stability

6.) Drugs and Alcohol Use

7.) Diabetes

8.) Preventive Care

9.) Workforce

10.) Hospital and Emergency Services



RHP 2030 Key Take-Aways So Far

- For the third decade in a row, RHP survey respondents are ranking **access to health care as the number one public health priority** for rural America
- Selected priorities are **not homogenous across regions**
- Both overall and across census regions, more respondents are including “Mental Health and Mental Disorders” and “Addiction” in their list of top 10 public health priorities, than access to health care
- While **health access remains a highly concerning** issue in many rural areas, **mental health and substance use disorders** have become even more **ubiquitous**

Help Us Reach Rural Stakeholders!

- Take the survey yourself!
- Survey Link: https://tamu.qualtrics.com/jfe/form/SV_73qcXw58n1Z2LRk
- Share it with others! We particularly interested in hearing more from people who:
 - Identify as Hispanic, Spanish or Latino
 - Identify as a race other than White
 - Live in any of the states listed in the table

States with a Large Rural Population and Relatively Few Responses

Alabama (6)	Mississippi (4)
Arkansas (6)	Pennsylvania (13)
Florida (3)	South Carolina (8)
Georgia (6)	Tennessee (13)
Kentucky (11)	West Virginia (7)
Louisiana (10)	

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Published Journal Articles
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New Research Product
- **December 21, 2020**
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New Research Product
- **December 17, 2020**
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Webinar Recording

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The Rural Health Research Gateway ensures this research lands in the hands of our rural leaders.

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