

Leveraging Strengths & Assets to Improve Rural Health & Well-Being

And I think the greatest asset that we have in Appalachia is people and their identification with their culture and their home. --- Community member

Michael Meit

The Walsh Center 
for Rural Health Analysis

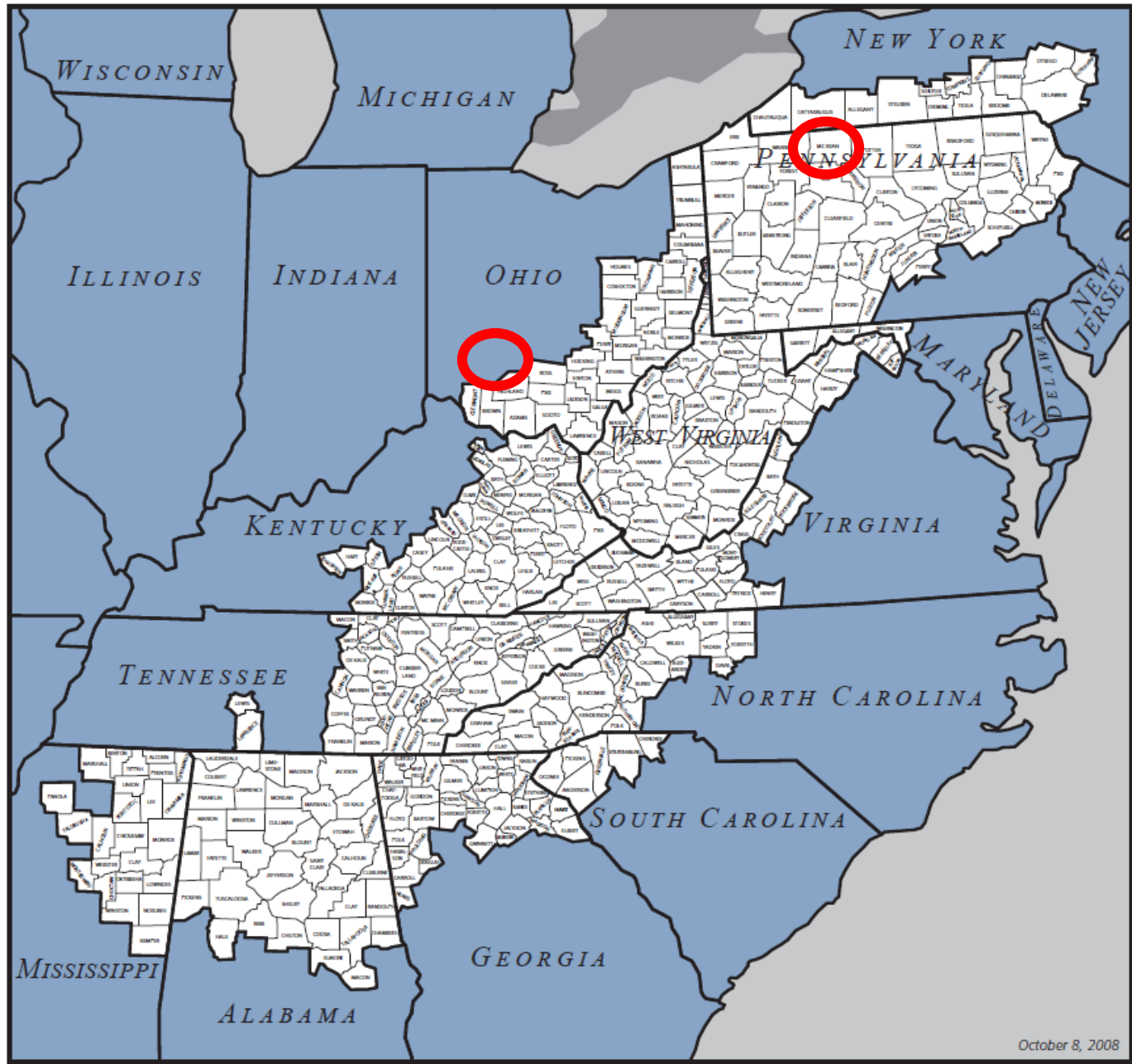
NORC AT THE UNIVERSITY OF CHICAGO

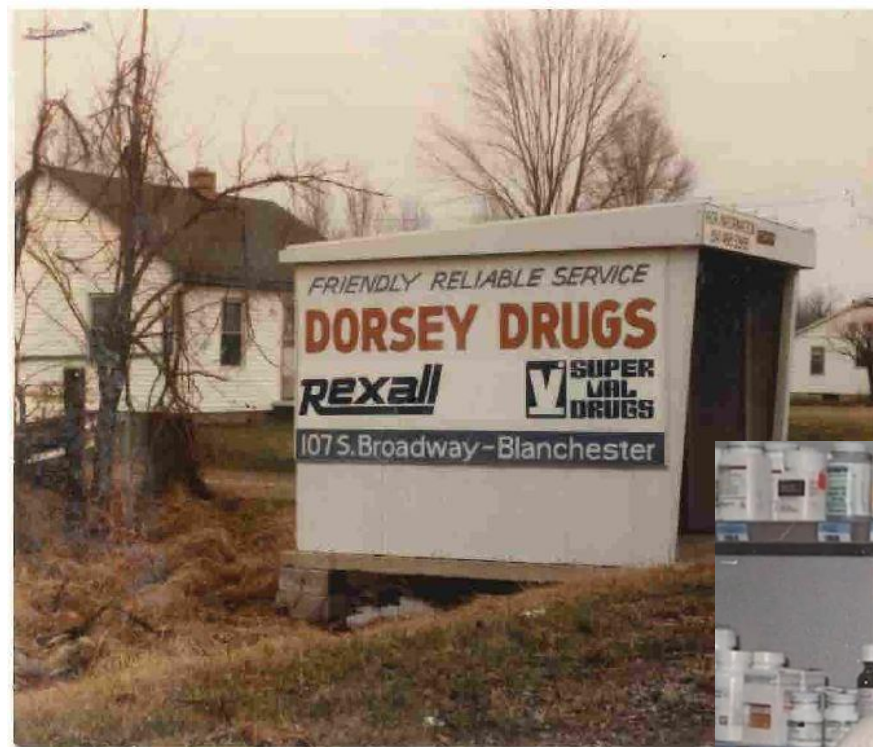
The Walsh Center

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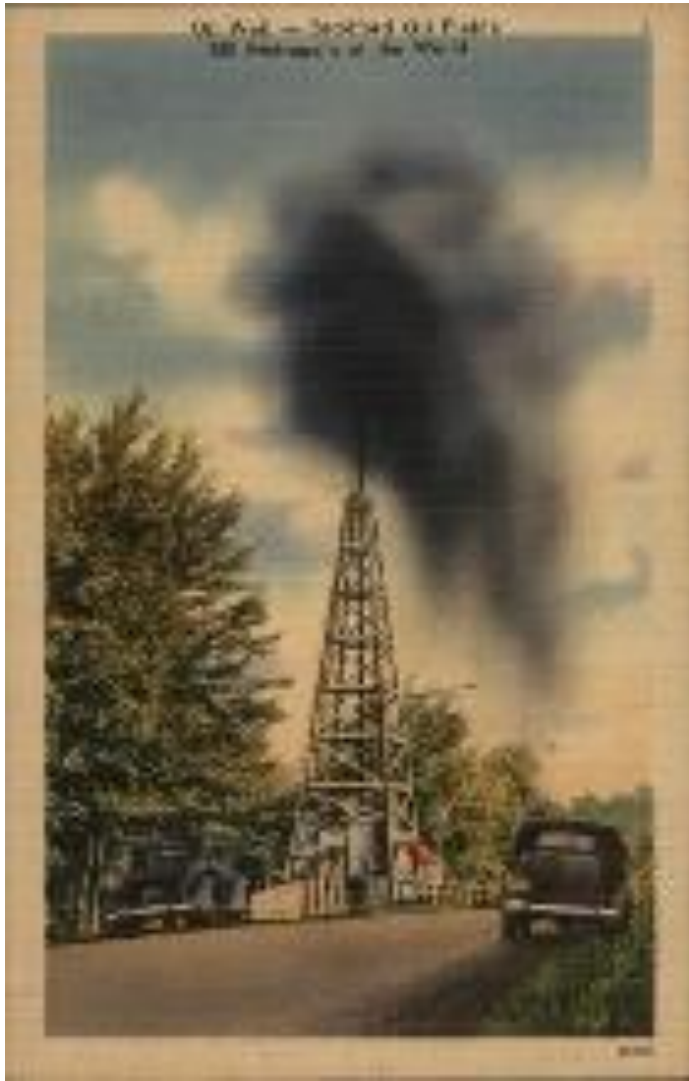
- Established in 1996 in honor of William B. Walsh, M.D., founder of Project HOPE.
- Brought to NORC in 2003, with the mission of conducting research and analysis to improve rural health and well being in America.
- Studies on behalf of the Federal Office of Rural Health Policy, the Robert Wood Johnson Foundation, the Centers for Disease Control and Prevention, USDA, the Appalachian Regional Commission, and many others.











The Bradford Era





Regional Differences in Mortality: Females; 25-64; Appalachia

Please select:

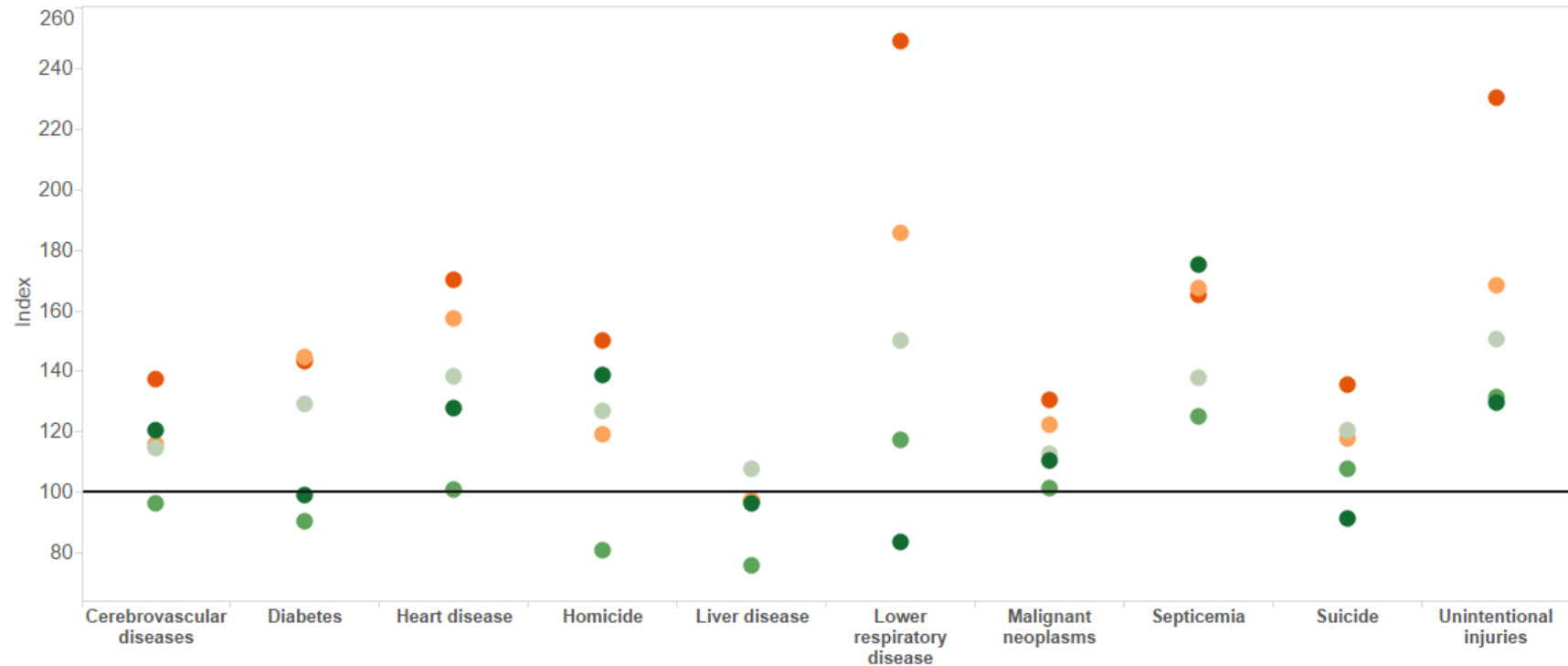
Age 25 to 64 Years
Sex Females
Region Appalachia Region

Rural-Urban Status
 Large Central
 Large Fringe
 Medium/Small Metro
 Micropolitan
 Non-core



Index for Mortality Rates for Cause Related to the National Mortality Rate among Persons (Females) Age 25 to 64 Years, in Appalachia Region, by Rural-Urban Status: United States, 2011-2013

Objects above the horizontal line where index=100 indicates mortality rates higher than the national average, below the line are values below the average.



Michael Meit, Co-Director of the Walsh Center
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Regional Differences in Mortality: Males; 25-64; Appalachia

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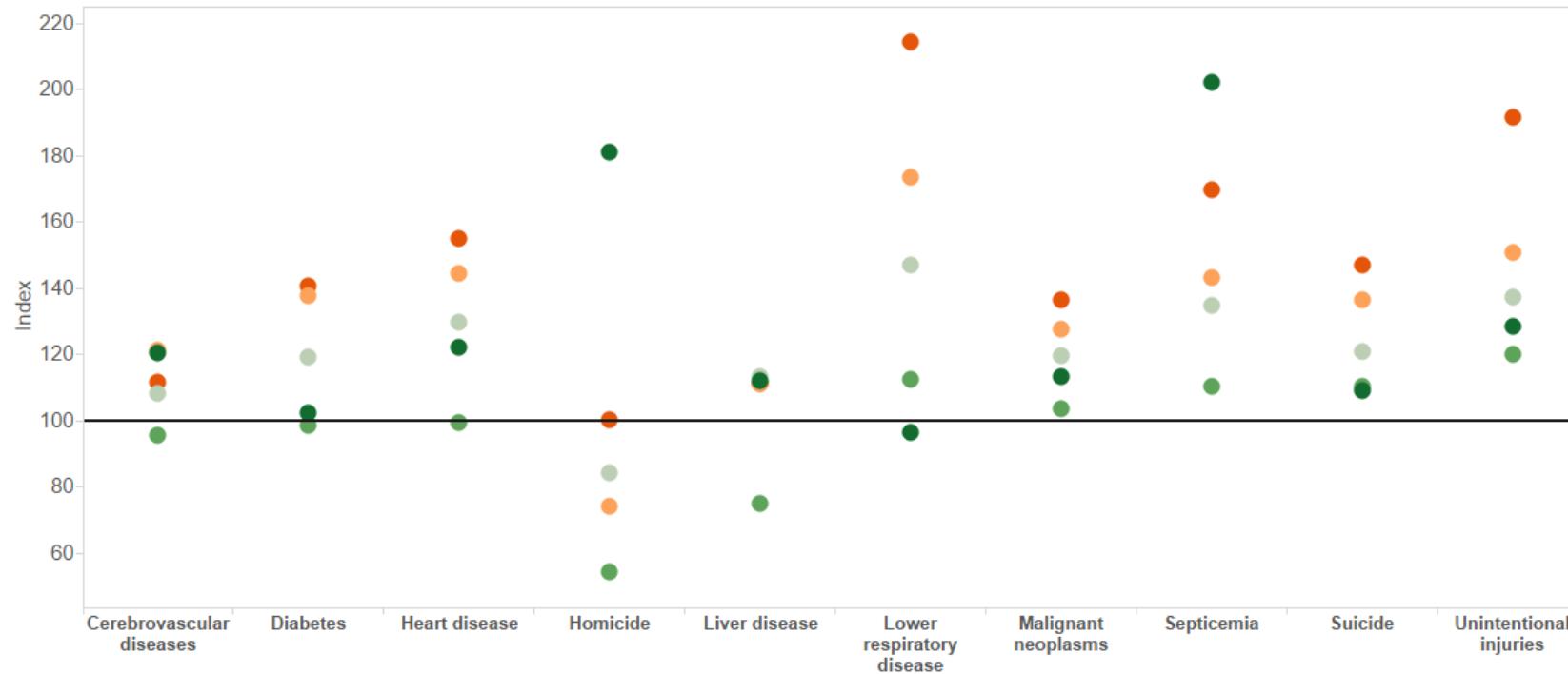
Age 25 to 64 Years
Sex Males
Region Appalachia Region

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Index for Mortality Rates for Cause Related to the National Mortality Rate among Persons (Males) Age 25 to 64 Years, in Appalachia Region, by Rural-Urban Status: United States, 2011-2013

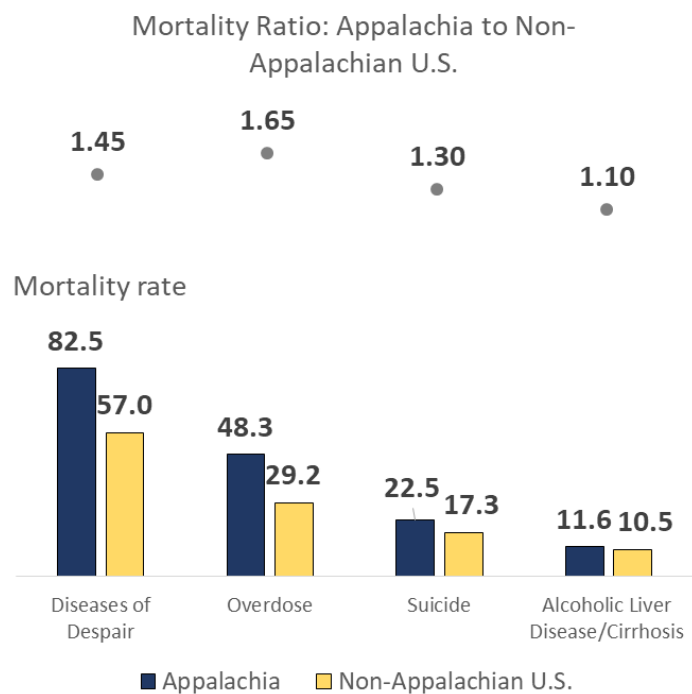
Objects above the horizontal line where index=100 indicates mortality rates higher than the national average, below the line are values below the average.



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Deaths of Despair in Appalachia

*Diseases of despair mortality rates, ages 15–64, by disease and region (2017)**



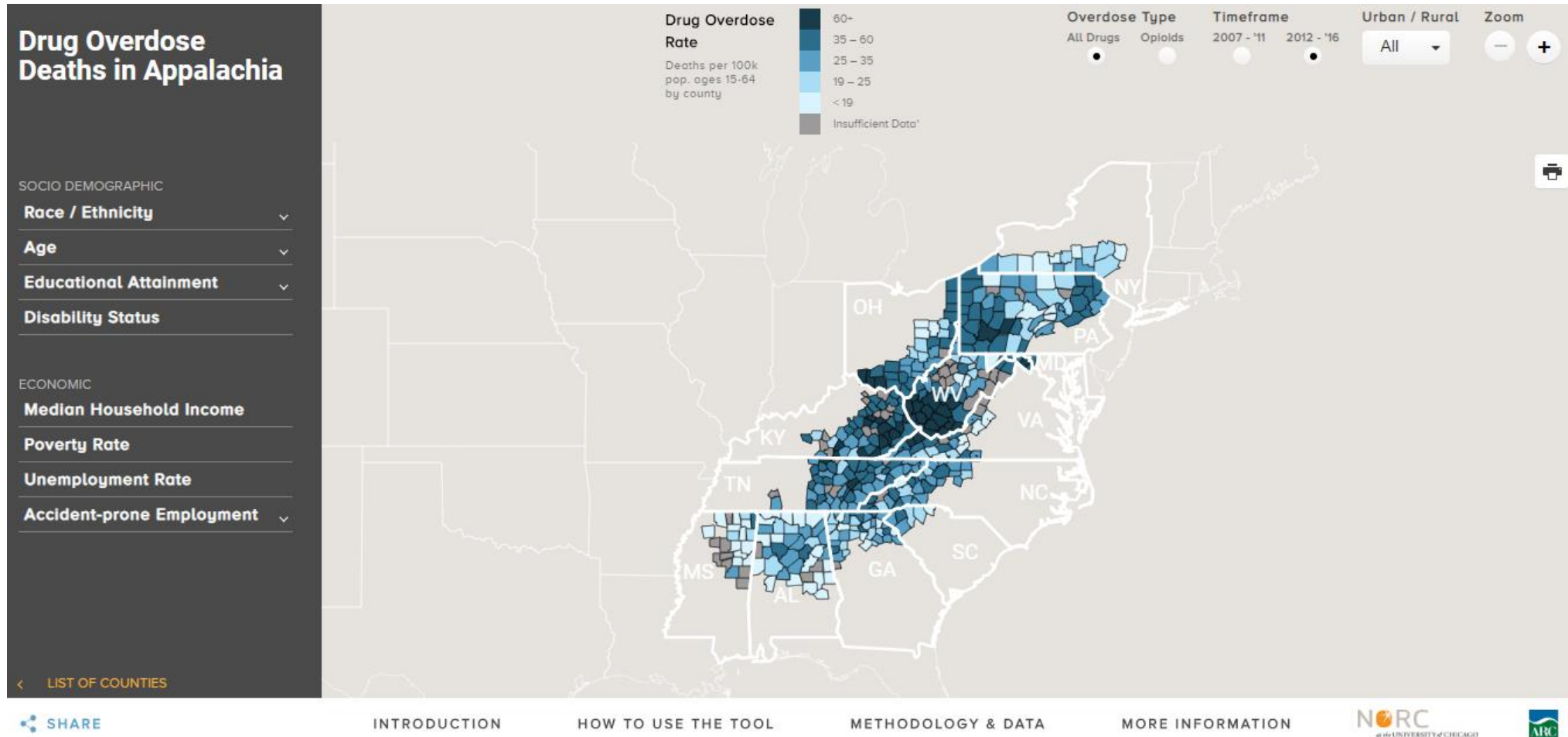
In 2017, **13,613** deaths in Appalachia among 15 to 64 year olds were attributable to diseases of despair*:

- **7,572** overdose deaths
- **3,691** suicide deaths
- **2,350** alcoholic liver disease/cirrhosis deaths

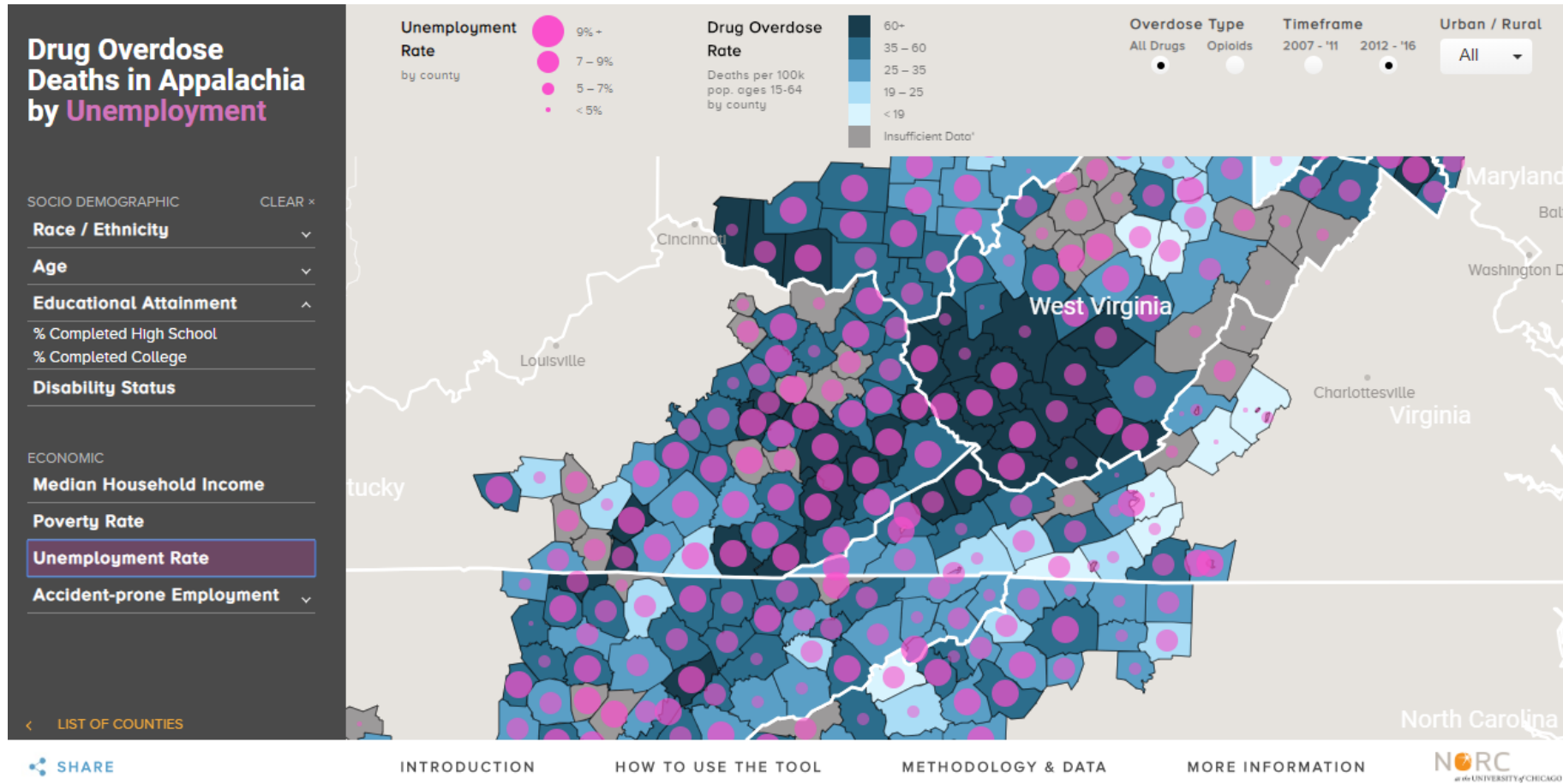
*Data has been updated to include 2016 and 2017 data. The report included data through 2015.

Meit M, Heffernan M, Tanenbaum E, Hoffman T. (2017). Appalachian Diseases of Despair. Retrieved from: https://www.arc.gov/research/researchreportdetails.asp?REPORT_ID=139

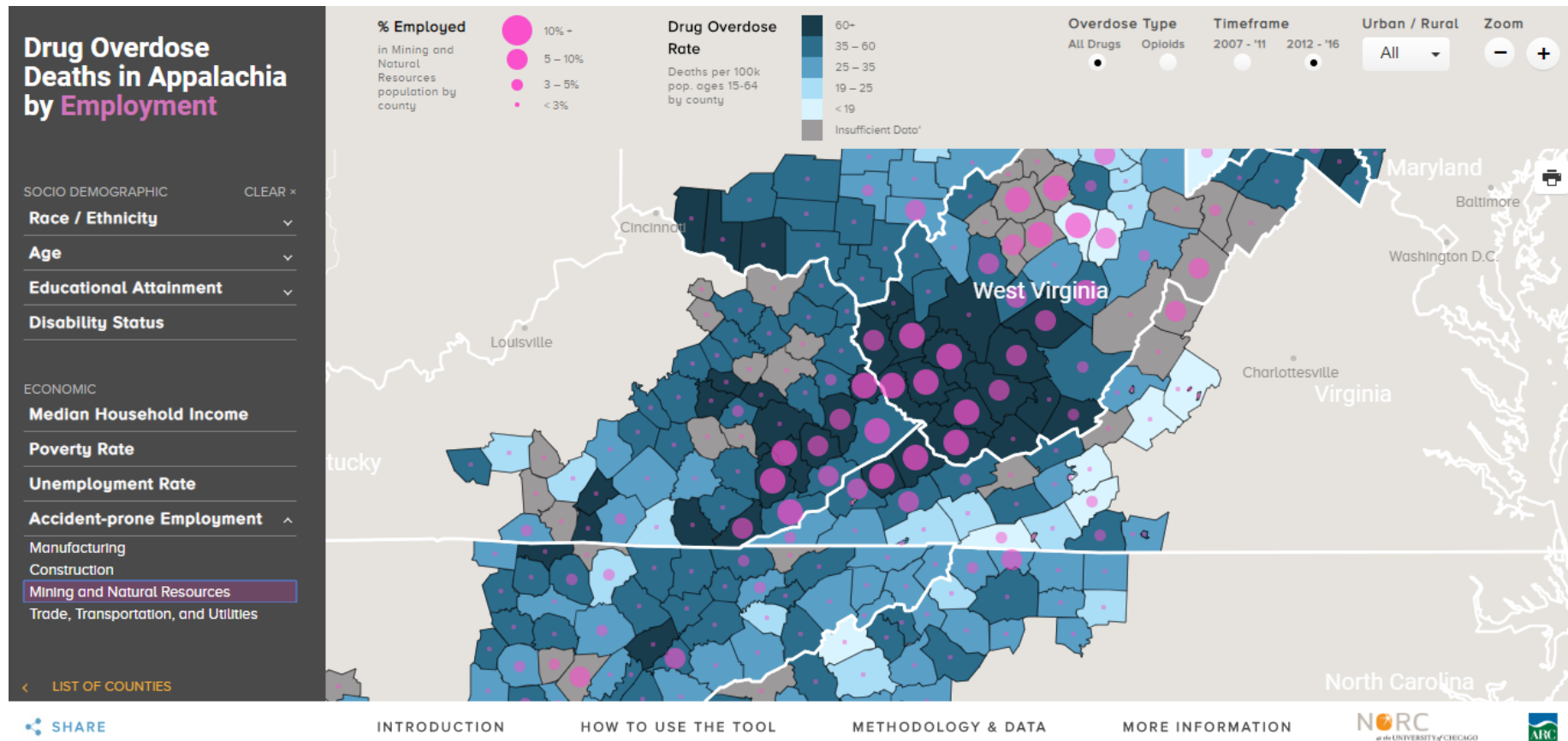
Drug Overdose in Appalachia



Drug Overdose in Appalachia



Drug Overdose in Appalachia



Health & Science

U.S. life expectancy declines for the first time since 1993

By [Lenny Bernstein](#) December 8, 2016

To Your Health

An addiction crisis along ‘the backbone of America’

By [Joel Achenbach](#) December 30, 2016

Health & Science

No longer ‘Mayberry’: A small Ohio city fights an epidemic of self-destruction

By [Joel Achenbach](#) December 29, 2016

National

Life lessons from a small-town undertaker as white women die younger in America

By [Terrence McCoy](#) August 20, 2016

Orphaned by America’s opioid epidemic

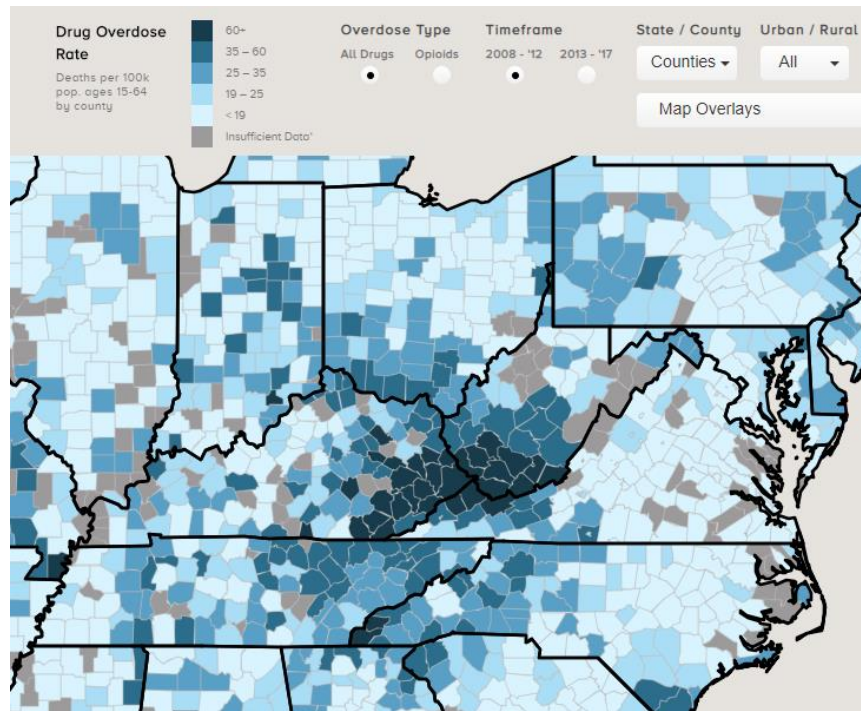
After losing their parents to overdoses, three children in West Virginia confront what it means to grow up in the midst of one of the country's biggest public health crises.



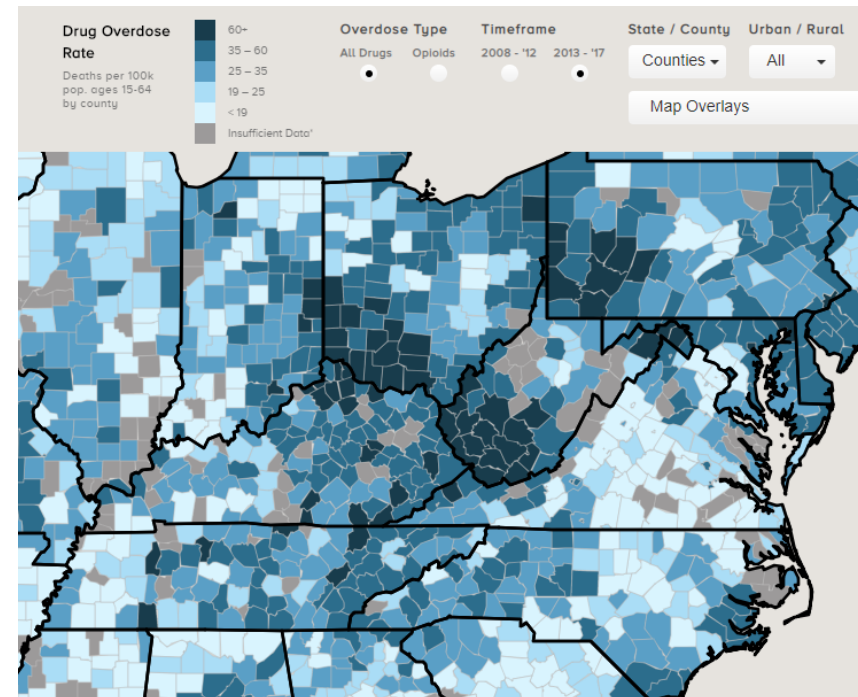
Change Over Time – By Region

Central Appalachia

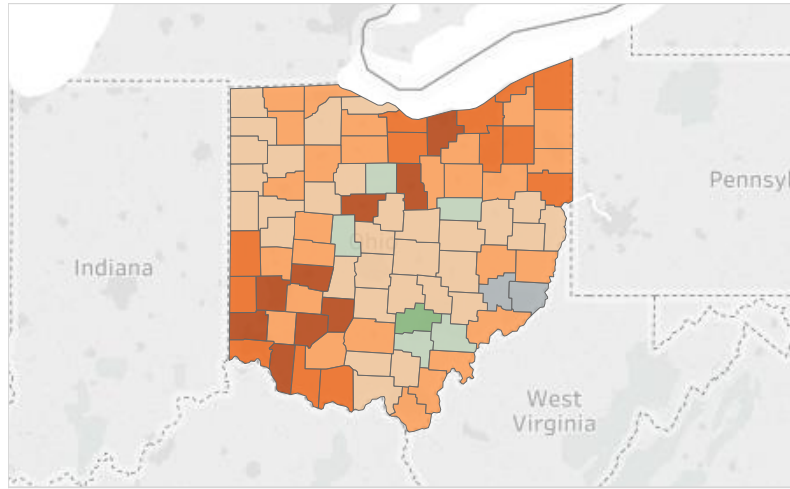
2008 – 2012



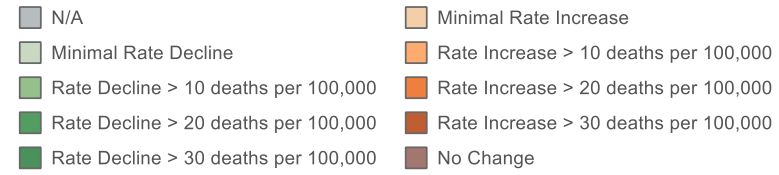
2013 – 2017



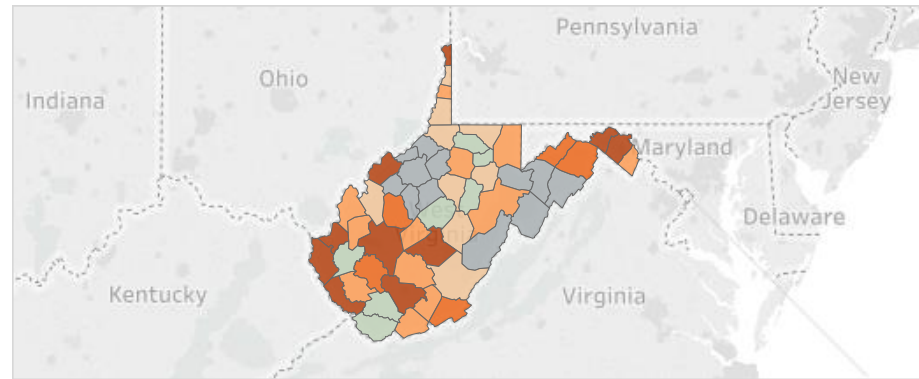
Ohio



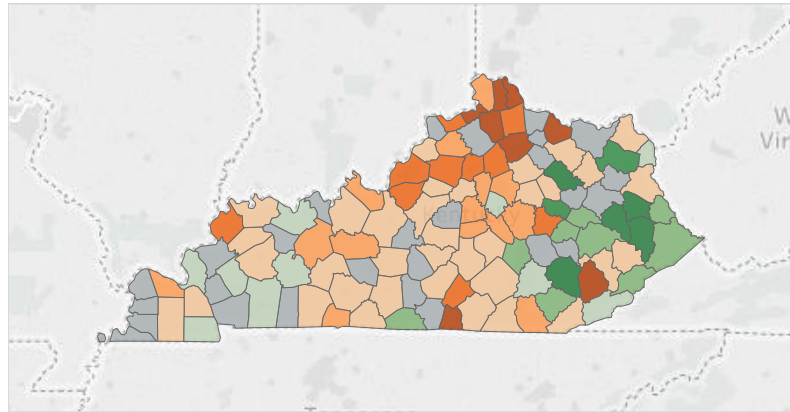
Comparing Drug Overdose Mortality Rate (2012-2016 rate to 2007-2011 rate)



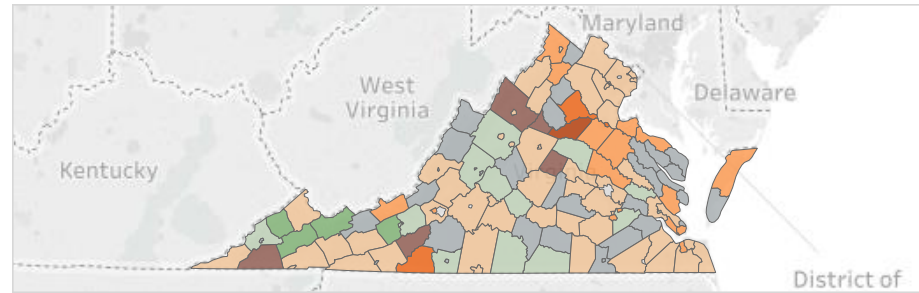
West Virginia



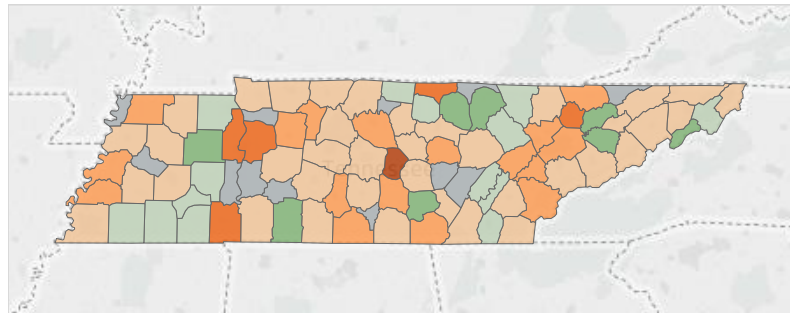
Kentucky



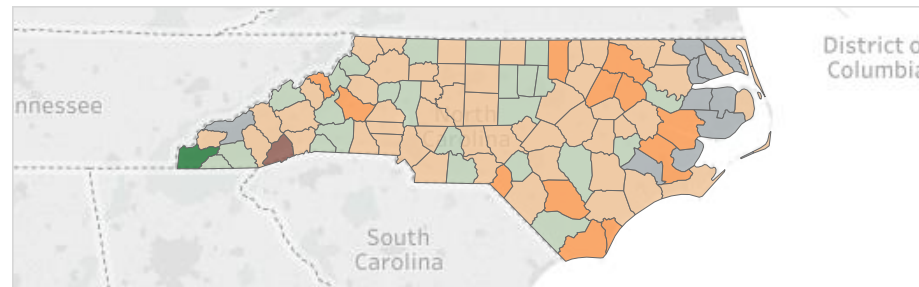
Virginia



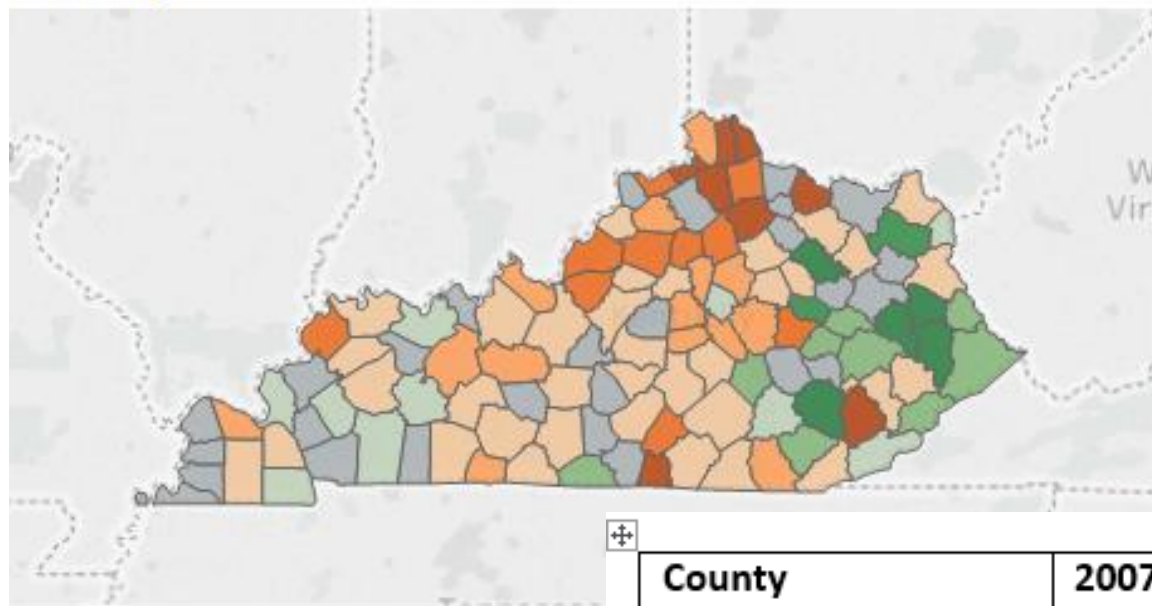
Tennessee



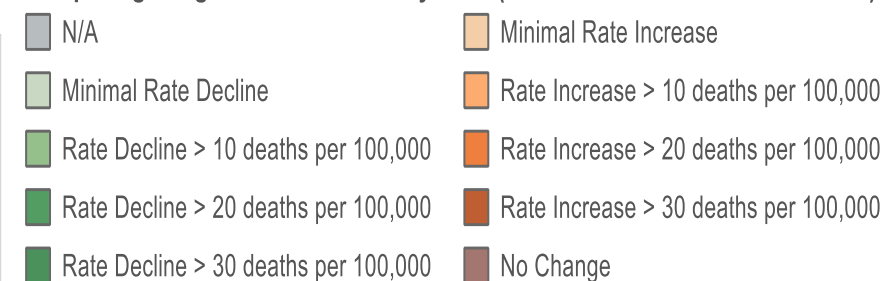
North Carolina



Kentucky



Comparing Drug Overdose Mortality Rate (2012-2016 rate to 2007-2011 rate)

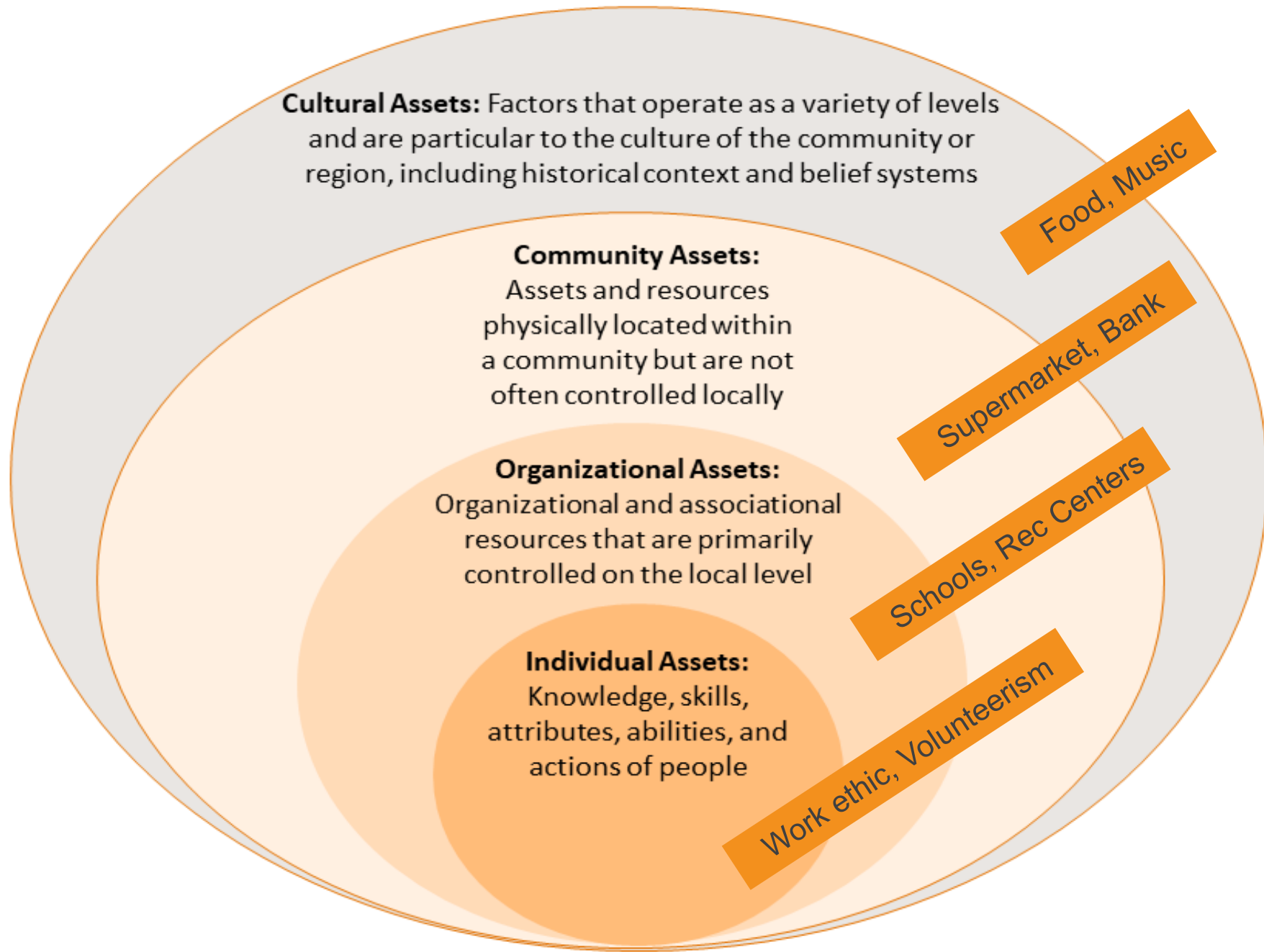


County	2007-2011 Drug Overdose Mortality Rate	2012-2016 Drug Overdose Mortality Rate	Difference
Carter County, KY	66.0/100,000	37.7/100,000	28.3/100,000
Clay County, KY	79.5/100,000	37.1/100,000	42.4/100,000
Floyd County, KY	106.9/100,000	75.8/100,000	31.1/100,000
Johnson County, KY	90.2/100,000	45.6/100,000	44.6/100,000
Powell County, KY	98.1/100,000	75.9/100,000	22.2/100,000

Rural Strengths & Assets

- Core values, including:
 - Close-knit sense of community
 - Support systems and neighborly social ties
 - Religious affiliation and faith
 - Pride in self, family, and place
 - Self-reliance and independence
 - Justice, loyalty, and patriotism
 - Strong work ethic
- Social cohesion
 - “Culture of collaboration”
 - Collective efficacy
 - “Community spirit”
- Shared history & culture
- Innovation & creativity

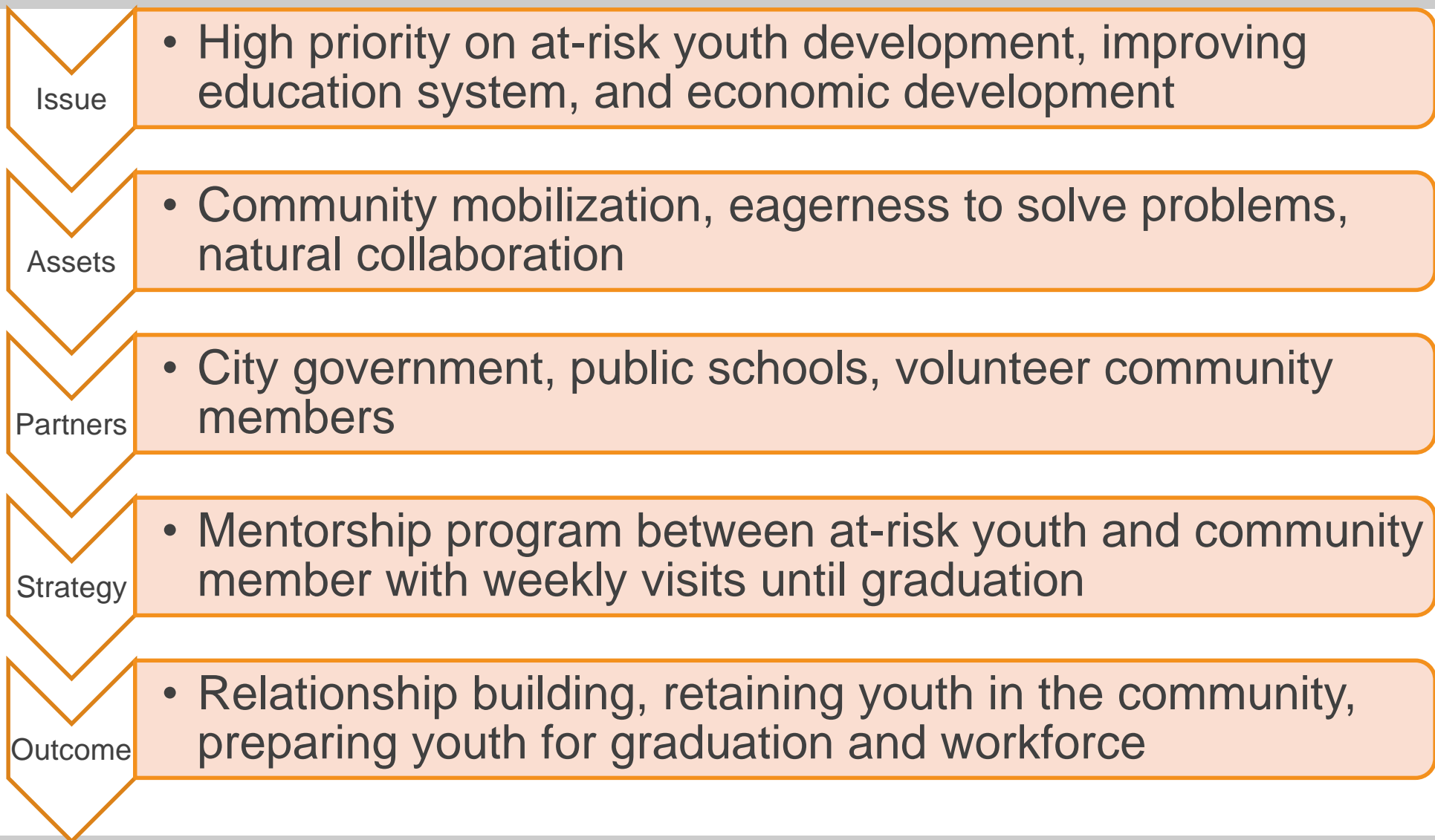




Opportunities for Action

- Focus on capacity building as opposed to sustainability planning
- Support local quantitative and qualitative data collection and analysis to build a rural evidence base
- Leverage public-private partnerships to navigate perceptions of government
- Utilize regional approaches to increase collective impact, distribute resources, and address social determinants of health
- Implement pilot programs and then scale-up to larger communities or scale-across to other 'like' communities
- Network building to align groups and programs working to achieve related missions
- Facilitate learning across rural communities
- Grow the next generation of rural health leaders

Forum #1: U.S. Mexico Border



Forum #2: Delta



What is the story for your community?

Issue	
Assets	
Partners	
Strategy	
Outcome	

Rural Evidence-Based Toolkits

1. Identify
evidence-based
and promising
community health
programs in rural
communities



2. Study
experiences of
these programs
including
facilitators of
their success



3. Disseminate
lessons learned
through
Evidence-Based
Toolkits



Rural Health Information Hub: <https://www.ruralhealthinfo.org/>

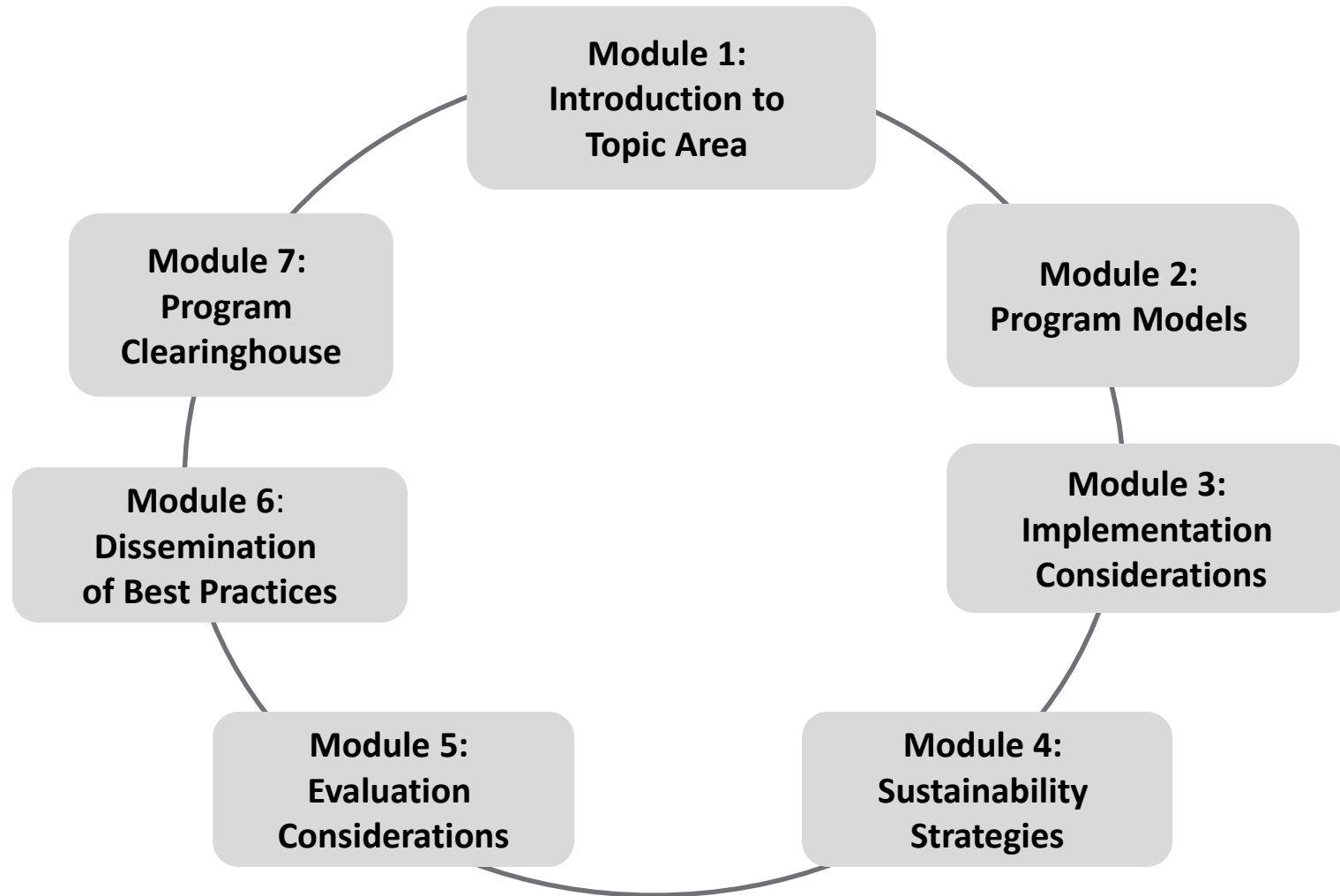
Current Rural Toolkits Available on RHIhub

- Rural community health
- Access to care for people with disabilities
- Aging in place
- Care coordination
- Community health workers
- Diabetes prevention and management
- Food access
- Health networks and coalitions
- Health promotion and disease prevention
- HIV/AIDS prevention and treatment
- Mental health
- Oral health
- Obesity prevention
- Philanthropy
- Prevention and treatment of substance use disorders
- Services integration
- Tobacco control and prevention
- Transportation

Toolkits Under Development in 2019

- Rural social determinants of health
- Chronic Obstructive Pulmonary Disease
- Farmer mental health
- Maternal health
- Suicide prevention

Organization of Toolkits



Online Library ▾

Topics & States ▾

Community Health Gateway ▾

Tools for Success ▾

RHIhub Publications & Updates ▾

↓ **IN THIS TOOLKIT**
Modules

- 1: Introduction
- 2: Program Models
- 3: Program Clearinghouse
- 4: Implementation Considerations
- 5: Evaluation Considerations
- 6: Sustainability Considerations
- 7: Dissemination
- About this Toolkit

[Rural Health](#) > [Community Health Gateway](#) > [Evidence-Based Toolkits](#)
> [Rural Prevention and Treatment of Substance Abuse Toolkit](#)

Rural Prevention and Treatment of Substance Abuse Toolkit

Rural Prevention and Treatment of Substance Abuse Toolkit



Welcome to the Rural Prevention and Treatment of Substance Abuse Toolkit. This toolkit provides evidence-based examples, promising models, program best practices, and resources that can be used by your organization to implement substance abuse prevention and treatment programs.

There are seven modules in this toolkit. Each module contains resources and information that your organization can use to develop, implement, evaluate, and sustain rural programs to prevent and treat substance abuse. There are more resources on general community health strategies available in the [Rural Community Health Toolkit](#).


 **RHIhub This Week**

Sign-up to receive our [weekly newsletter](#):

 **RELATED RHIhubCONTENT**

- [Substance Abuse in Rural Areas Topic Guide](#)

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Organization of the Toolkit

↓ IN THIS TOOLKIT Modules

1: Introduction

2: Program Models

3: Program Clearinghouse

4: Implementation
Considerations

5: Evaluation Considerations

6: Sustainability
Considerations

7: Dissemination

About this Toolkit

2: Program Models

- Medication Assisted Treatment
- Behavioral Therapy
- Harm Reduction
- Care Delivery
- Peer-based Recovery Support
- Prevention

[Rural Health](#) > [Tools for Success](#)

Evidence-Based Toolkits for Rural Community Health

Step-by-step guides to help you build effective community health. Resources and examples are drawn from evidence-based and promising programs. By learning from programs that are known to be effective, you can make the best use of limited funding and resources.

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.

Access to Care for Rural People with Disabilities Toolkit



Learn about approaches rural communities can use to improve access to care for people with disabilities.

Care Coordination Toolkit



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

Community Health Workers Toolkit



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

Diabetes Prevention and Management Toolkit



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

Food Access Toolkit



Explore how rural communities can improve access to healthy food.

Health Networks and Coalitions Toolkit



Find resources and strategies to help create or expand a rural health network or coalition.

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.

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 Abuse Toolkit



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

ABOUT THE EVIDENCE-BASED TOOLKITS

The evidence-based toolkits showcase program approaches that you can adapt to fit your community and the people you serve, allowing you to:

- Research approaches to community health programs
- Discover what works and why
- Learn about common obstacles
- Connect with program experts
- Evaluate your program to show impact

These toolkits are made available through the NORC Walsh Center for Rural Health Analysis and the University of Minnesota Rural Health Research Center in collaboration with the Rural Health Information Hub. Funding is provided by the Federal Office of Rural Health Policy (FORHP), Health Resources and Services Administration.

Toolkits are developed based on a review of FORHP grantees' applications, foundation-funded projects, and an extensive literature review, to identify evidence-based and promising models. Programs featured in the toolkit are interviewed to provide insights about their work and guidance for other rural communities interested in undertaking a similar project.

MORE USEFUL TOOLS

[Rural Health Models and Innovations](#) – Features rural health programs and interventions, including evidence-based approaches

[Rural Community Health Gateway](#) – Resources for every stage of program implementation, from finding an approach, to securing funding, to planning for long-term sustainability

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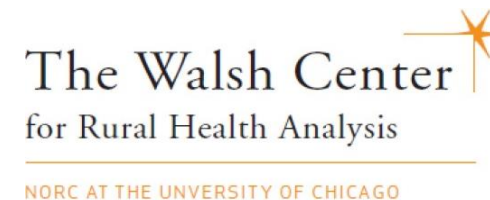
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Find our full report and practice briefs:
Exploring Strategies to Improve Health and
Equity in Rural Communities project page:

<http://www.norc.org/Research/Projects/Pages/exploring-strategies-to-improve-health-and-equity-in-rural-communities.aspx>



Opioid Misuse Community Assessment
Tool: <http://opioidmisusetool.norc.org>



NORC Walsh Center for Rural Health
Analysis website: <http://walshcenter.norc.org>

Follow us on Twitter @Walsh Center!



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Thank You!

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