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
Established in 1996 in honor of William B. Walsh, M.D., founder or 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.
Regional Differences in Mortality: Females; 25-64; Appalachia

Please select:
- Age: 25 to 64 Years
- Sex: Females
- Region: Appalachia Region

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.

Cerebrovascular diseases, Diabetes, Heart disease, Homicide, Liver disease, Lower respiratory disease, Malignant neoplasms, Septicemia, Suicide, Unintentional injuries

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Source: Centers for Disease Control and Prevention, National Center for Health Statistics, Multiple Cause of Death.
Regional Differences in Mortality: Males; 25-64; Appalachia

Source: Centers for Disease Control and Prevention, National Center for Health Statistics, Multiple Cause of Death.

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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.

Drug Overdose in Appalachia

Drug Overdose Deaths in Appalachia

Socio Demographic
Race / Ethnicity
Age
Educational Attainment
Disability Status

Economic
Median Household Income
Poverty Rate
Unemployment Rate
Accident-prone Employment

The Walsh Center for Rural Health Analysis
NORC AT THE UNIVERSITY OF CHICAGO
Drug Overdose in Appalachia

Map showing drug overdose deaths in Appalachia by unemployment rate and other socio-demographic factors.
Drug Overdose in Appalachia
U.S. life expectancy declines for the first time since 1993

An addiction crisis along ‘the backbone of America’

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

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

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

- N/A
- Minimal Rate Increase
- Minimal Rate Decline
- Rate Increase > 10 deaths per 100,000
- Rate Decline > 10 deaths per 100,000
- Rate Increase > 20 deaths per 100,000
- Rate Decline > 20 deaths per 100,000
- Rate Increase > 30 deaths per 100,000
- Rate Decline > 30 deaths per 100,000
- No Change

<table>
<thead>
<tr>
<th>County</th>
<th>2007-2011 Drug Overdose Mortality Rate</th>
<th>2012-2016 Drug Overdose Mortality Rate</th>
<th>Difference</th>
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<tbody>
<tr>
<td>Carter County, KY</td>
<td>66.0/100,000</td>
<td>37.7/100,000</td>
<td>28.3/100,000</td>
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<tr>
<td>Clay County, KY</td>
<td>79.5/100,000</td>
<td>37.1/100,000</td>
<td>42.4/100,000</td>
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<td>Floyd County, KY</td>
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<td>75.8/100,000</td>
<td>31.1/100,000</td>
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<td>Johnson County, KY</td>
<td>90.2/100,000</td>
<td>45.6/100,000</td>
<td>44.6/100,000</td>
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<tr>
<td>Powell County, KY</td>
<td>98.1/100,000</td>
<td>75.9/100,000</td>
<td>22.2/100,000</td>
</tr>
</tbody>
</table>
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
**Cultural Assets:** Factors that operate as a variety of levels and are particular to the culture of the community or region, including historical context and belief systems

**Community Assets:**
Assets and resources physically located within a community but are not often controlled locally

**Organizational Assets:**
Organizational and associational resources that are primarily controlled on the local level

**Individual Assets:**
Knowledge, skills, attributes, abilities, and actions of people
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

Issue

• High priority on at-risk youth development, improving education system, and economic development

Assets

• Community mobilization, eagerness to solve problems, natural collaboration

Partners

• City government, public schools, volunteer community members

Strategy

• Mentorship program between at-risk youth and community member with weekly visits until graduation

Outcome

• Relationship building, retaining youth in the community, preparing youth for graduation and workforce
Forum #2: Delta

**Issue**
- Little to no community capacity or collaborative efforts to improve health and well-being

**Assets**
- Federal funding, leadership, close community ties

**Partners**
- Local university, local government, healthcare, business, faith-based organizations

**Strategy**
- Community encouragers in 21 parishes to organize community needs assessments, bring together a coalition, and mobilize local project

**Outcome**
- Community implementation capacity, leadership development
- Regional efforts
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 RHIIhub

• 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

Module 1: Introduction to Topic Area

Module 2: Program Models

Module 3: Implementation Considerations

Module 4: Sustainability Strategies

Module 5: Evaluation Considerations

Module 6: Dissemination of Best Practices

Module 7: Program Clearinghouse
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 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.
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
Evidence-Based Toolkits for Rural Community Health

Evidence-based toolkits help you build effective community health, tobacco, and substance abuse prevention and treatment 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

A short form of a guide to building rural community health programs to address any health issues. Learn to identify community needs, find evidence-based models, plan and implement your programs, monitor results, and much more.

Seizing Change Toolkit

Explore program models and approaches to support rural aging in place.

Case Certification Toolkit

Finds 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), as well as CHW training approaches.

Food Access Toolkit

Examine how rural communities can improve access to healthy food.

Health Promotion and Disease Prevention Toolkit

Learn about strategies and models for rural health promotion and disease prevention in the workplace.

Glycemic Prevention Toolkit

Finds tools to improve nutrition, physical activity, and care for rural residents.

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 strategies for developing substance abuse prevention and treatment programs in rural communities.

About the Evidence-Based Toolkits

Evidence-based toolkits showcase program approaches that you can adapt to fit your community and the people you serve. Knowing why to:

• Reduce approaches to community health programs
• Discover what works and why
• Learn about common obstacles
• Connect with program experts
• Evaluate your program to achieve impact

These toolkits are available through the NOC (Natl. Health Center for Rural Health Analysis and the University of Minnesota) Rural Health Information Hub funded 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 representative of ideas about their work and guidance for other rural communities interested in undertaking a similar project.

More Useful Tools

Rural Health Models and Innovations
- Findings of rural health programs and innovations, including evidence-based approaches

Rural Community Health Capacity
- Measures to assess surge of program implementation, from funding and awareness, to securing funding, to planning for long-term sustainability

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www.ruralhealthinfo.org/toolkits
Find our full report and practice briefs: Exploring Strategies to Improve Health and Equity in Rural Communities project page:

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!
Thank You!

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