Established in 1980, at The University of North Dakota (UND) School of Medicine and Health Sciences in Grand Forks, ND

One of the country’s most experienced state rural health offices

UND Center of Excellence in Research, Scholarship, and Creative Activity

Home to seven national programs

Recipient of the UND Award for Departmental Excellence in Research

Focus on

- Educating and Informing
- Policy
- Research and Evaluation
- Working with Communities
- American Indians
- Health Workforce
- Hospitals and Facilities

ruralhealth.und.edu
Rural and Urban Strengths and Weaknesses

**Rural**

**Strengths**
- Strong informal support network
- More stable/diversified economy
- Availability of professionals
- Growing and diverse population
- Change is natural

**Weaknesses**
- Skewed population demographics
- Fluctuating economy
- Resistance to change
- Shortage of professionals
- Lack of resources
- Over-tapped staff

**Urban**

**Strengths**
- More cohesiveness
- Availability of resources
- Availability of professionals
- Growing and diverse population
- Change is natural

**Weaknesses**
- Limited informal support
- Competition among providers
- Competition for fundraising
- More contentious-fractions
- Less sense of "community"

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**Center for Rural Health**

**Why is Community Engagement Important to Rural Health**

- Health care providers and organizations cannot operate in isolation.

- Even more important as we implement health reform – new payment models – movement from volume payments to value based payments as more and more providers are assessed and reimbursed on outcomes and patient satisfaction.

- Community members input on needs, issues, and solutions more critical than ever – community involvement in finding solutions (CHNA) that reflect their needs – community ownership not just the health providers – hospitals must address “community benefit”

- Building local leadership and local capacity – think of the next generation of community leadership.

- Communication – listening to the community – educating the community.

- Simple answer: You need to be engaged because you need to survive.
Preliminary CHNA Issues (2014-2016)

- 41 CHNA analyzed out of 45
- 182 ranked needs (range 2 to 9 ranked needs per CHNA, most 4-5)

Issues

- Behavioral Health 23 out of 41
- Mental Health 20
- Health Workforce (physician/provider R&R, specialists) 17
- Obesity and Overweight 13
- Elderly Services (availability of resources) 10
- Wellness (Lifestyle, exercise, physical activity) 10
- Costs (healthcare, insurance, prescriptions) 9
- Childcare/daycare 9
- Jobs with Living Wages 8
- Ability to Recruit and Retain Young Families 8
- Illness and disease (heart disease, cancer, diabetes) 6
- Housing 4
- Poverty 2
What We Do

We work in a variety of areas to bring together expertise and help share knowledge and tools with a broad range of rural and tribal stakeholders.

Cross-Cutting Work
- Evaluation
- Policy
- Research

Working With Communities

The Center for Rural Health is designated as the North Dakota State Office of Rural Health, a federal-state partnership that helps rural communities build their healthcare services through collaborations and initiatives with a wide range of partners across the state.

Key Topics
- Aging (resources and facilities)
- Behavioral Health
- Disease and Injury
- Emergency Medical Services
- Health Information Technology
- Health Workforce

Who We Work With
- Rural health facilities, their urban partner organizations and health networks
- Emergency medical service units
- Public health units
- Healthcare professionals
- Researchers

Feature

North Dakota: Health Issues for the State of North Dakota, 2017

A comprehensive analysis of health status, healthcare delivery, and health workforce across the state.

PROJECTS

- American Indian Health Research Conference
- Area Health Education Center Program
- Behavioral Health Workforce Development
- Blue Cross Blue Shield of North Dakota Living Forward Rural Health Grant Program
- CHIP Quickstart
- Community Action Program
- Community Health Needs Assessment
- Dakota Conference on Rural and Public Health
- Evaluation of Center Ecosystems of Care
- Evaluation of the North Dakota State Regional Health Workforce Development Program
- Health in Partnership with Education (HiPE)
- National Indigenous Elder Justice Initiative
- National Institute on Minority Health Outreach Partnership
- National Resource Center on Native American Aging

Publications & Maps

- Publications
- News Presentations
- About Us
- Our Staff
- What We Do
- Publications & Maps
- News Events
- Find Us
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FOCUS

Epidemiology, Income, and Employment of Diabetes Among American Indians/Alaska Native Elders

Recent studies have shown differences in the American Indian/Alaska Native (AI/AN) population, relying on a small sample of AI/ANs, focused on a high-risk group. This publication examines the influence of income, employment status, and education level on the prevalence of diabetes among American Indians/Alaska Natives.

Date: March 2016

Rural Health Research (RHR) - Grant Program

The RHR is committed to supporting the development and implementation of evidence-based interventions that address the unique healthcare needs of rural and underserved populations.

Date: December 2017

Native Health Professionals

The Native Health Professionals program is designed to increase the number of qualified Native American health professionals and workforce development opportunities for Native American communities.

Date: December 2017

The Power of Their Lives

Elder professionals and students gather for an annual Celebration of Elders and Native Elders at the University of North Dakota School of Medicine.
Introduction

This toolkit is designed to assist groups and individuals throughout North Dakota in engaging their community to make a difference through a collaborative process. As with any toolkit, we do not claim to have all the answers, but hope that the tools and ideas provided will help you move forward in a positive way, through developing trust and relationships among individuals, partners, and organizations.

Contents
- Module 3: Finding a Common Mission
- Module 4: Assessment (Defining the Problem)
- Module 3: Planning
- Module 4: Implementation & Evaluation
- Module 5: Sustainability
- Worksheets, Activities and Attachments

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What is Community Engagement?

Community engagement is a process by which community members and organizations come together with a mission to make a change to benefit their community. Community engagement, for the purposes of this toolkit, is a group of individuals with unique questions, who are connected through social relationships, mutual viewpoints, or engage in joint efforts in geographical locations or settings.

Community engagement can occur at different levels. True community engagement will occur with the community, business or target population’s participation and support, and will in turn, be owned by this group. Later, we will discuss group ownership in more detail, but it’s important to recognize, this level of ownership is where true community engagement occurs in a community. The more successful and long-standing the overall change will be.

Community Engagement Continuum

1. Community Engagement
   - Activities reach community target
   - Community ownership
   - Sustainability

2. Coalition and Partnerships
   - Activations and outreach from community target
   - Community ownership
   - Sustainability

3. Consultation
   - Activities reach “in” or “out” target collaboration
   - External ownership

1 – Community Engagement Toolkit
Examples of Rural Health Grants

- Rural Health Network Planning Grant
- Rural Health Network Development Grant
- Rural Health Outreach Grant
- Blue Cross Blue Shield of ND Rural Grants
- USDA Rural Telemedicine Grant Programs
Communities that Share the Same Need

A resource for identifying shared interests in researching with others who are addressing similar issues, based on findings from Rural Community Health Needs Assessments. Unless otherwise noted, all communities listed possess the related issue as a top need for the 2015-2017 period.

Driving Providers
- Railroad
- Cardio
- Guidance
- Kanata
- Health
- Action

Access to Care
- Recreational
- Maple

Aging Services
- Ashley
- Birchwood-Gardner
- Bethel
- Brookhaven
- Canada
- Gander
- Forage-Essential Health
- Forage-Shelter

Alcohol Use/Abuse and Illicit Drinking

Addressing Community Health Needs

Ideas into Action
To help North Dakota communities address the top health needs identified through their Community Health Needs Assessment (CHNA), models and examples are based on this page. Potential resources and all ideas listed will apply or be practical for all communities, and it is a list of ideas that could modify or supplement the needs or services a springboard for new ideas.

These ideas are not evidence-based or best practices. Rather, they serve as additional qualitative data and can act as conversation starters to help think of activities that may have worked in other rural settings in North Dakota. For more information on evidence-based practices, check out the County Health Rankings & Roadmaps, "What Works for Health," it may be helpful to look at those and then cross-reference those ideas for what is feasible in your community.
CRH and Behavioral Health

- North Dakota Health Workforce Group (HWI to UNDSMHS)
  - Licensure data for BH workforce – how many and location.
  - Providers tend to be siloed.
  - Developing one stop for data.

- Behavioral Health Workforce Strategic Development (Justice Reinvestment- ND)
  - 16 policy options.
  - Analyzed potential impact and likelihood of implementation in two years.
  - Develop BH Workforce Strategic Plan.

- Peer Support Development (Justice Reinvestment –ND)
  - New provider group – certified, people who have had their own addiction, maybe prison time “walk the walk and talk the talk.”
  - CRH developed protocol for trainers to respond.
  - CRH one of the those trained to train-the-trainer.

- Behavioral Health Workforce Education and Training (BHWET) Program (SAMHSA)
  - Stipend program to BH students in final year.
  - Rural and underserved placement.
  - Six disciplines, inter-professional.

- Project ECHO (Extension for Community Healthcare Outcomes) (SAMHSA for State Targeted Response)
  - Hub and spoke system for webinar training of rural health providers on BH issues.
  - Training 30-40 teams (physician, NP, PA, and others).
  - Meet 2 x a month on line.
  - Some lecture but primarily rural based case studies.

- SEOW Evaluation (State Epidemiology Outcomes Workgroup) (ND DHS)
  - DHS BH and other staff as workgroup.
  - Epidemiological profile of BH data.
  - Wide range of subjects – underage drinking, youth marijuana use, tobacco use, adult alcohol and drug use, BH and crime, prescription drug abuse, mental illness, and more.
  - Reports, fact sheets, and infomatics – help with policy and planning.
CRH and Behavioral Health

- Evaluation of the State Targeted Response to Opioid Crisis
  - Bismarck, Fargo, Grand Forks, Minot, Valley City and the four Native American reservations
  - Reduce opioid related deaths through increasing access to treatment and recovery services, awareness and prevention, and reducing stigma surrounding opioid use disorder.
  - CRH evaluation of community efforts – develop performance measures and monitor, assessment of progress, and sharing recommendations.

- Statewide Tele-behavioral Health Survey
  - 36 Critical Access Hospitals participating.
  - Importance in a LTC setting.

Customized Assistance

info@ruralhealthinfo.org
1-800-270-1898

Tailored Searches of Funding Sources for Your Project

Foundation Directory Search

FREE Service!
What is RHIhub?

Online library focused on rural health and human services.
Over 13,000 rural relevant resources, including:
- Funding opportunities
- Over 60 topic guides
- State pages
- News
- Reports and publications
- Events calendar
- Maps

16 years old
10 million visitors to our website
9,500 requests

Funded by the federal Department of Health and Human Services (DHHS), Health Resources and Services Administration (HRSA), Federal Office of Rural Health Policy (FORHP).

What RHIhub Does...

- Help rural communities access the full range of available programs, funding, and research
- Provide easy access to information gathered from many sources
Jana Reese, Funding Specialist

Phone: (701) 777-6458
Email: jana.reese@med.und.edu
Website: www.ruralhealthinfo.org

Searches 900+

funding sources daily:
– Government, foundations
– Statewide, regional, national
– Grants.gov
– Foundation Directory
Service Area Competition Funding for Health Center Programs (Areas Served with a Project Period Start Date of May 1, 2014)

Funding to provide comprehensive primary health care services to an underserved area or population.

Geographic Coverage: Nationwide
Sponsor: Bureau of Primary Health Care

Alaska Community Development Block Grant Program

Awards grants to Alaska communities for public facilities and planning activities which will address issues detrimental to the health and safety of its residents, and will reduce the costs of essential community services.

Geographic Coverage: Alaska
Application Deadline: Dec. 4, 2013

Tools for Success

- Am I Rural?
  Find out if your area is considered rural based on several federal government definitions, including those used in determining eligibility for federal grant programs.

- Economic Impact Analysis
  Show how your program’s grant funding affects your community’s economic well-being and share this information with sponsors, funders, and your community.

- Planning for Sustainability
  Tools to help you plan and position your grant-funded projects so that services can be sustained over the long term.

- Testing New Approaches
  Learn about rural demonstration projects that test new approaches and models of care.
  # Frontier Extended Stay Clinics
  # Frontier Community Health Integration Program

- Rural Training Track Technical Assistance Program
  Learn how RTT residency programs can grow the rural health workforce.

About Tools for Success

Communities succeed when they have the right tools to use for their initiatives. With RHIhub’s Tools for Success, you’ll find resources to help you:

- Grow funding
- Improve programs
- Promote successes to policymakers, funders, sponsors, and your community
- Research program potential
- Reach development goals

Through the Tools for Success section, you have access to resources that support grant writing, demonstrate program effectiveness, and plan for the long-term success of your rural health program.

More Useful Tools

Rural Community Health Gateway Resources and examples to build effective
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

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