Center *for* Rural Health

Community Capacity: Working with Rural Communities to Solve Rural and Community Health Issues

Presented to the Activity Professionals of North Dakota Areas III and IV

Aneta, ND

Brad Gibbens, Deputy Director and Assistant Professor

April 13, 2018

Center *for* Rural Health
University of North Dakota
School of Medicine & Health Sciences

Center *for* Rural Health

- 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

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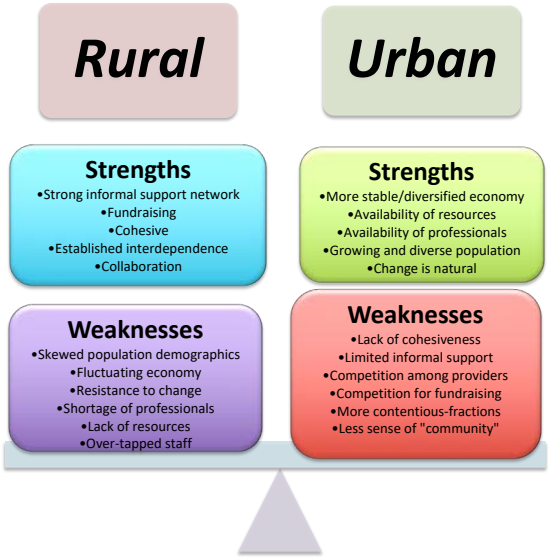
Rural and Urban Strengths and Weaknesses



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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.**

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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

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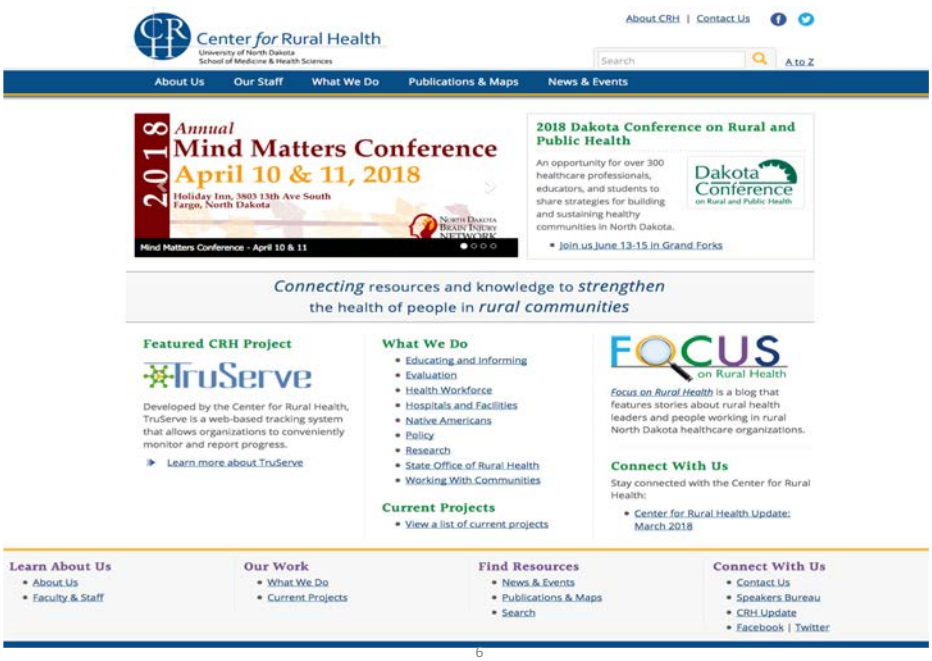

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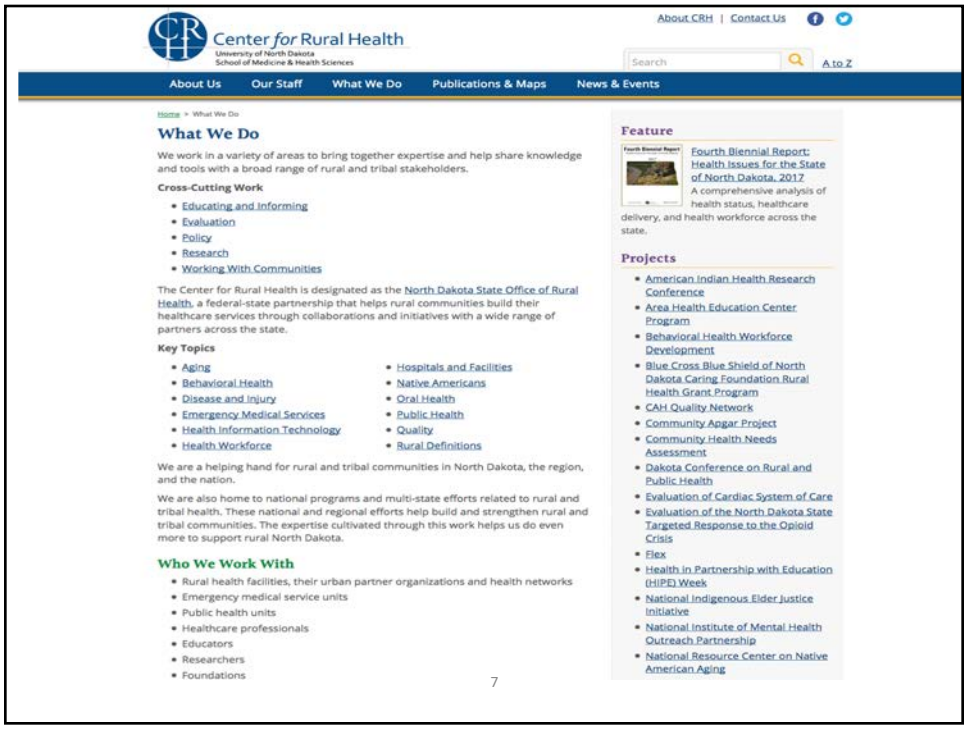
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What We Do
We work in a variety of areas to bring together expertise and help share knowledge and tools with a broad range of rural and tribal stakeholders.
Cross-Cutting Work
Educating and Informing
Evaluation
Policy
Research
Working With Communities
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
Behavioral Health
Disease and Injury
Emergency Medical Services
Health Information Technology
Health Workforce
Hospitals and Facilities
Native Americans
Oral Health
Public Health
Quality
Rural Definitions
We are a helping hand for rural and tribal communities in North Dakota, the region, and the nation.
We are also home to national programs and multi-state efforts related to rural and tribal health. These national and regional efforts help build and strengthen rural and tribal communities. The expertise cultivated through this work helps us do even more to support rural North Dakota.
Who We Work With
Rural health facilities, their urban partner organizations and health networks
Emergency medical service units
Public health units
Healthcare professionals
Educators
Researchers
Foundations
Feature
Fourth Biennial Report: 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 Caring Foundation Rural Health Grant Program
CAH Quality Network
Community Apgar Project
Community Health Needs Assessment
Dakota Conference on Rural and Public Health
Evaluation of Cardiac System of Care
Evaluation of the North Dakota State Targeted Response to the Opioid Crisis
Flex
Health in Partnership with Education (HIPE) Week
National Indigenous Elder Justice Initiative
National Institute of Mental Health Outreach Partnership
National Resource Center on Native American Aging
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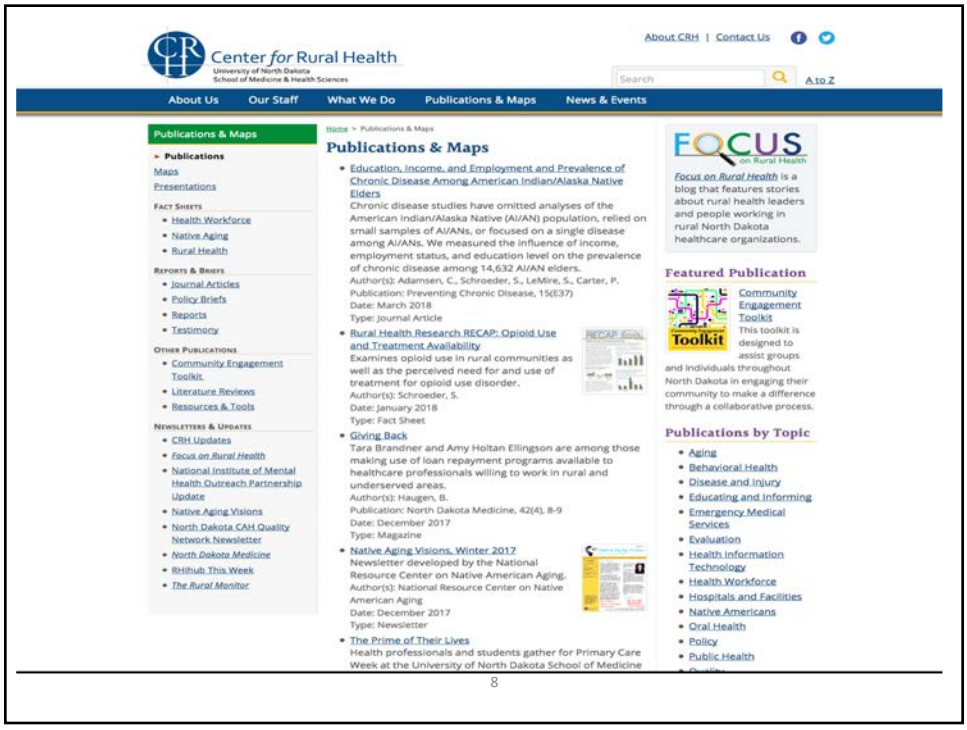
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CRH Updates
Focus on Rural Health
National Institute of Mental Health Outreach Partnership Update
Native Aging Visions
North Dakota CAH Quality Network Newsletter
North Dakota Medicine
RHIhub This Week
The Rural Monitor
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Education, Income, and Employment and Prevalence of Chronic Disease Among American Indian/Alaska Native Elders
Chronic disease studies have omitted analyses of the American Indian/Alaska Native (AI/AN) population, relied on small samples of AI/ANs, or focused on a single disease among AI/ANs. We measured the influence of income, employment status, and education level on the prevalence of chronic disease among 14,632 AI/AN elders.
Author(s): Adamsen, C., Schroeder, S., LeMire, S., Carter, P.
Publication: Preventing Chronic Disease, 15(E37)
Date: March 2018
Type: Journal Article
Rural Health Research RECAP: Opioid Use and Treatment Availability
Examines opioid use in rural communities as well as the perceived need for and use of treatment for opioid use disorder.
Author(s): Schroeder, S.
Date: January 2018
Type: Fact Sheet
Giving Back
Tara Brandner and Amy Holtan Ellingson are among those making use of loan repayment programs available to healthcare professionals willing to work in rural and underserved areas.
Author(s): Haugen, B.
Publication: North Dakota Medicine, 42(4), 8-9
Date: December 2017
Type: Magazine
Native Aging Visions, Winter 2017
Newsletter developed by the National Resource Center on Native American Aging.
Author(s): National Resource Center on Native American Aging
Date: December 2017
Type: Newsletter
The Prime of Their Lives
Health professionals and students gather for Primary Care Week at the University of North Dakota School of Medicine
FOCUS on Rural Health
Focus on Rural Health is a blog that features stories about rural health leaders and people working in rural North Dakota healthcare organizations.
Featured Publication
Community Engagement Toolkit
This toolkit is designed to assist groups and individuals throughout North Dakota in engaging their community to make a difference through a collaborative process.
Publications by Topic
Aging
Behavioral Health
Disease and Injury
Educating and Informing
Emergency Medical Services
Evaluation
Health Information Technology
Health Workforce
Hospitals and Facilities
Native Americans
Oral Health
Policy
Public Health
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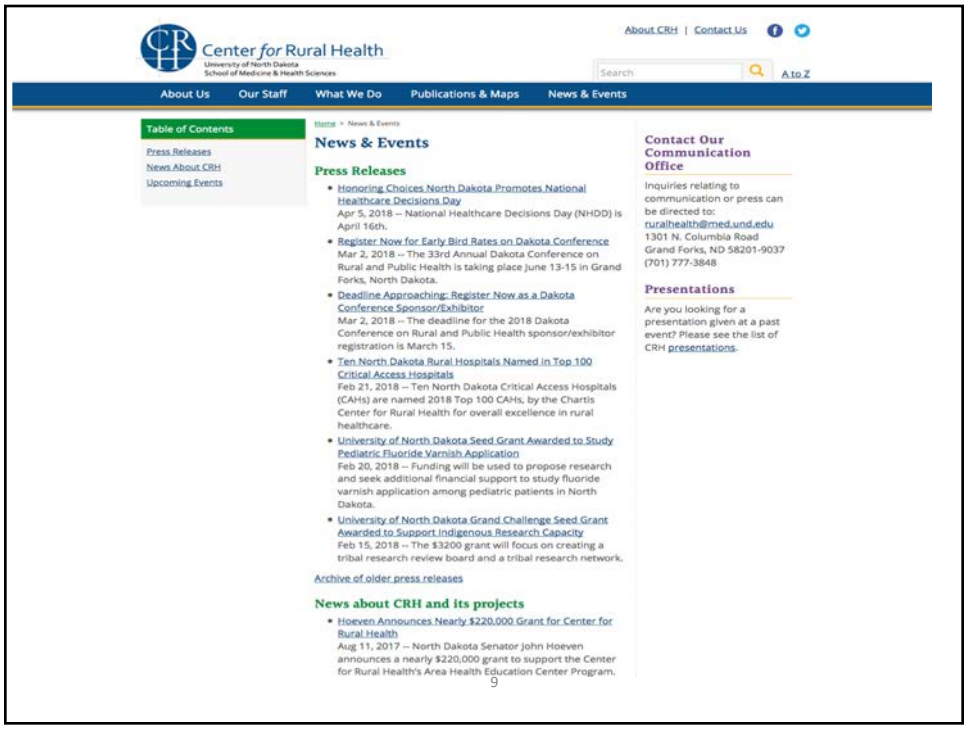
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Press Releases
Honoring Choices North Dakota Promotes National Healthcare Decisions Day
Apr 5, 2018 -- National Healthcare Decisions Day (NHDD) is April 16th.
Register Now for Early Bird Rates on Dakota Conference
Mar 2, 2018 -- The 33rd Annual Dakota Conference on Rural and Public Health is taking place June 13-15 in Grand Forks, North Dakota.
Deadline Approaching: Register Now as a Dakota Conference Sponsor/Exhibitor
Mar 2, 2018 -- The deadline for the 2018 Dakota Conference on Rural and Public Health sponsor/exhibitor registration is March 15.
Ten North Dakota Rural Hospitals Named in Top 100 Critical Access Hospitals
Feb 21, 2018 -- Ten North Dakota Critical Access Hospitals (CAHs) are named 2018 Top 100 CAHs, by the Chartis Center for Rural Health for overall excellence in rural healthcare.
University of North Dakota Seed Grant Awarded to Study Pediatric Fluoride Varnish Application
Feb 20, 2018 -- Funding will be used to propose research and seek additional financial support to study fluoride varnish application among pediatric patients in North Dakota.
University of North Dakota Grand Challenge Seed Grant Awarded to Support Indigenous Research Capacity
Feb 15, 2018 -- The $3200 grant will focus on creating a tribal research review board and a tribal research network.
Archive of older press releases
News about CRH and its projects
Hoeven Announces Nearly $220,000 Grant for Center for Rural Health
Aug 11, 2017 -- North Dakota Senator John Hoeven announces a nearly $220,000 grant to support the Center for Rural Health's Area Health Education Center Program.
Contact Our Communication Office
Inquiries relating to communication or press can be directed to:
ruralhealth@med.und.edu
1301 N. Columbia Road
Grand Forks, ND 58201-9037
(701) 777-3848
Presentations
Are you looking for a presentation given at a past event? Please see the list of CRH presentations.

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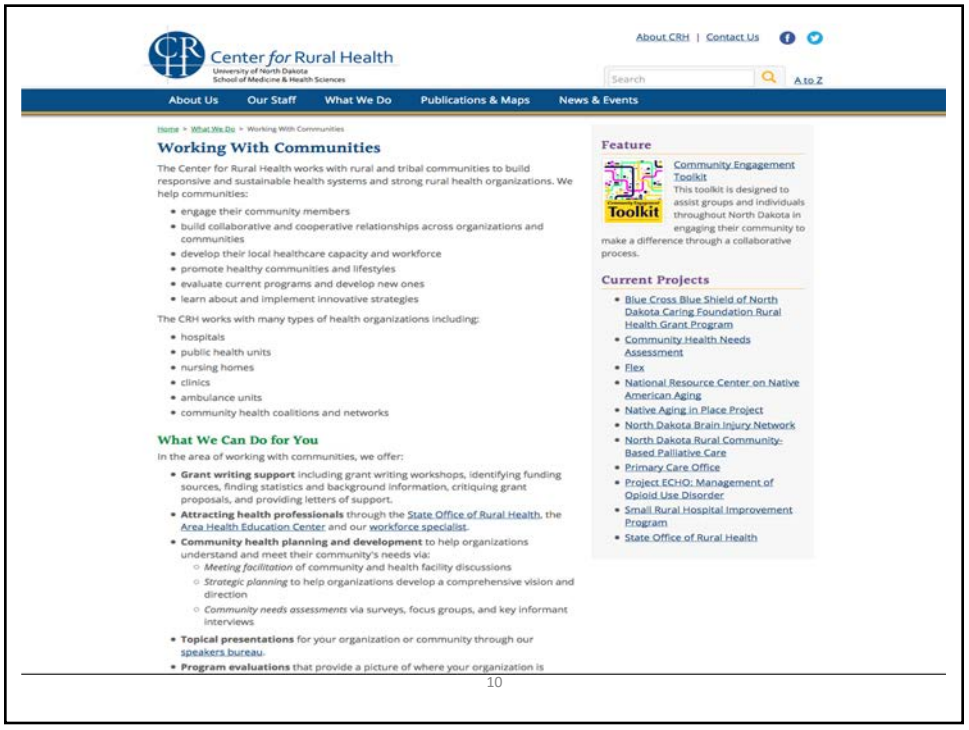
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Working With Communities
The Center for Rural Health works with rural and tribal communities to build responsive and sustainable health systems and strong rural health organizations. We help communities:
engage their community members
build collaborative and cooperative relationships across organizations and communities
develop their local healthcare capacity and workforce
promote healthy communities and lifestyles
evaluate current programs and develop new ones
learn about and implement innovative strategies
The CRH works with many types of health organizations including:
hospitals
public health units
nursing homes
clinics
ambulance units
community health coalitions and networks
What We Can Do for You
In the area of working with communities, we offer:
Grant writing support including grant writing workshops, identifying funding sources, finding statistics and background information, critiquing grant proposals, and providing letters of support.
Attracting health professionals through the State Office of Rural Health, the Area Health Education Center and our workforce specialist.
Community health planning and development to help organizations understand and meet their community's needs via:
Meeting facilitation of community and health facility discussions
Strategic planning to help organizations develop a comprehensive vision and direction
Community needs assessments via surveys, focus groups, and key informant interviews
Topical presentations for your organization or community through our speakers bureau.
Program evaluations that provide a picture of where your organization is
Feature
Toolkit
Community Engagement Toolkit
This toolkit is designed to assist groups and individuals throughout North Dakota in engaging their community to make a difference through a collaborative process.
Current Projects
Blue Cross Blue Shield of North Dakota Caring Foundation Rural Health Grant Program
Community Health Needs Assessment
Flex
National Resource Center on Native American Aging
Native Aging in Place Project
North Dakota Brain Injury Network
North Dakota Rural Community-Based Palliative Care
Primary Care Office
Project ECHO: Management of Opioid Use Disorder
Small Rural Hospital Improvement Program
State Office of Rural Health

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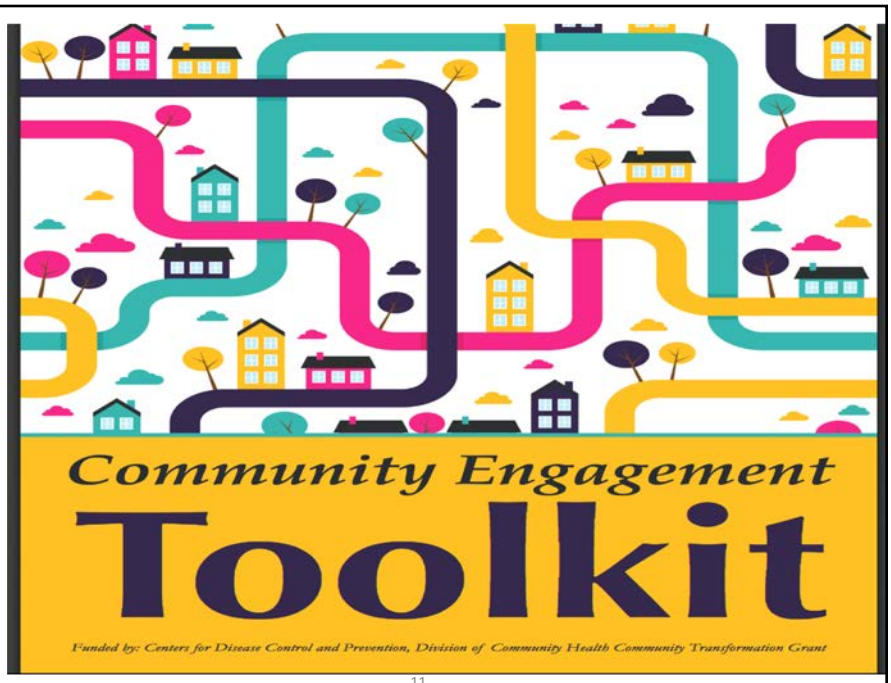

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Introduction

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.

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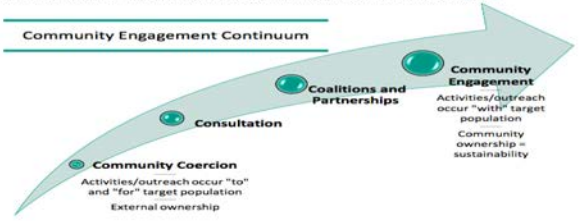
What is Community Engagement?
Community engagement is a process by which community members and organizations come together with a mission to make a change to benefit their community. Community, for the purposes of this toolkit, is a group of individuals with unique qualities, who are connected through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

Community engagement can occur on 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, as you're starting this process, that the more people who "own" your community engagement process, the more successful, and long-standing the overall change will be.



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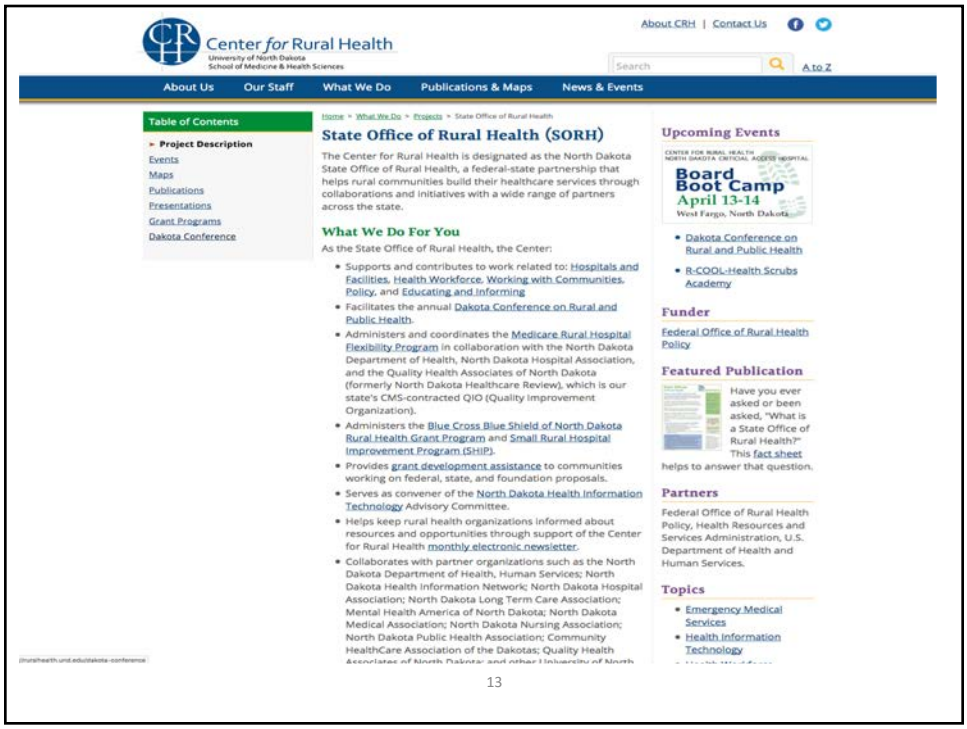
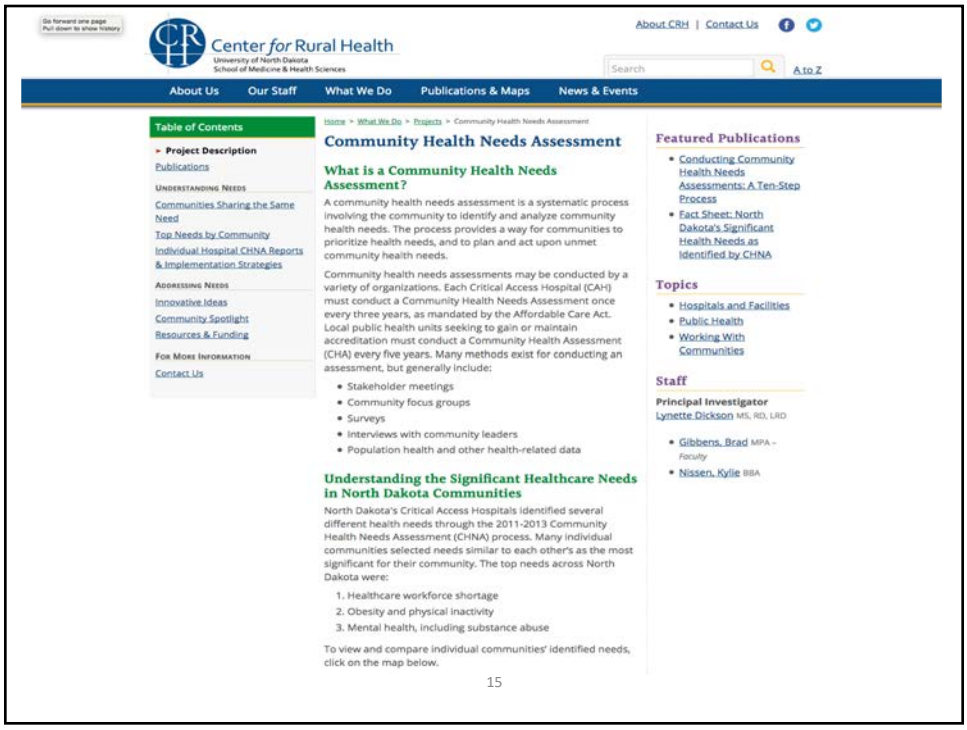


Examples of Rural Health Grants

- 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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Community Health Needs Assessment
What is a Community Health Needs Assessment?
A community health needs assessment is a systematic process involving the community to identify and analyze community health needs. The process provides a way for communities to prioritize health needs, and to plan and act upon unmet community health needs.
Community health needs assessments may be conducted by a variety of organizations. Each Critical Access Hospital (CAH) must conduct a Community Health Needs Assessment once every three years, as mandated by the Affordable Care Act. Local public health units seeking to gain or maintain accreditation must conduct a Community Health Assessment (CHA) every five years. Many methods exist for conducting an assessment, but generally include:
Stakeholder meetings
Community focus groups
Surveys
Interviews with community leaders
Population health and other health-related data
Understanding the Significant Healthcare Needs in North Dakota Communities
North Dakota's Critical Access Hospitals identified several different health needs through the 2011-2013 Community Health Needs Assessment (CHNA) process. Many individual communities selected needs similar to each other's as the most significant for their community. The top needs across North Dakota were:
1. Healthcare workforce shortage
2. Obesity and physical inactivity
3. Mental health, including substance abuse
To view and compare individual communities' identified needs, click on the map below.
Featured Publications
Conducting Community Health Needs Assessments: A Ten-Step Process
Fact Sheet: North Dakota's Significant Health Needs as Identified by CHNA
Topics
Hospitals and Facilities
Public Health
Working With Communities
Staff
Principal Investigator
Lynette Dickson MS, RD, LRD
Gibbens, Brad MPA – Faculty
Nissen, Kylie BBA

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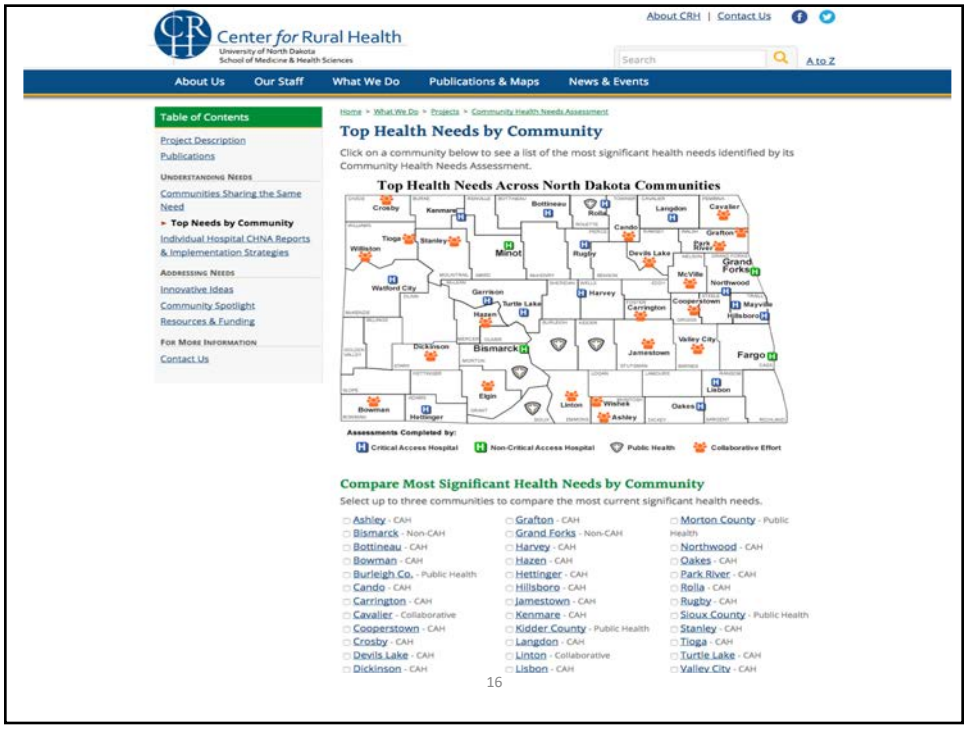
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Top Health Needs by Community
Click on a community below to see a list of the most significant health needs identified by its Community Health Needs Assessment.
Top Health Needs Across North Dakota Communities
Assessments Completed by:
Critical Access Hospital
Non-Critical Access Hospital
Public Health
Collaborative Effort
Compare Most Significant Health Needs by Community
Select up to three communities to compare the most current significant health needs.
Ashley - CAH
Bismarck - Non-CAH
Bottineau - CAH
Bowman - CAH
Burleigh Co. - Public Health
Cando - CAH
Carrington - CAH
Cavalier - Collaborative
Cooperstown - CAH
Crosby - CAH
Devils Lake - CAH
Dickinson - CAH
Grafton - CAH
Grand Forks - Non-CAH
Harvey - CAH
Hazen - CAH
Hettinger - CAH
Hillsboro - CAH
Jamestown - CAH
Kenmare - CAH
Kidder County - Public Health
Langdon - CAH
Linton - Collaborative
Lisbon - CAH
Morton County - Public Health
Northwood - CAH
Oakes - CAH
Park River - CAH
Rolla - CAH
Rugby - CAH
Sioux County - Public Health
Stanley - CAH
Tioga - CAH
Turtle Lake - CAH
Valley City - CAH

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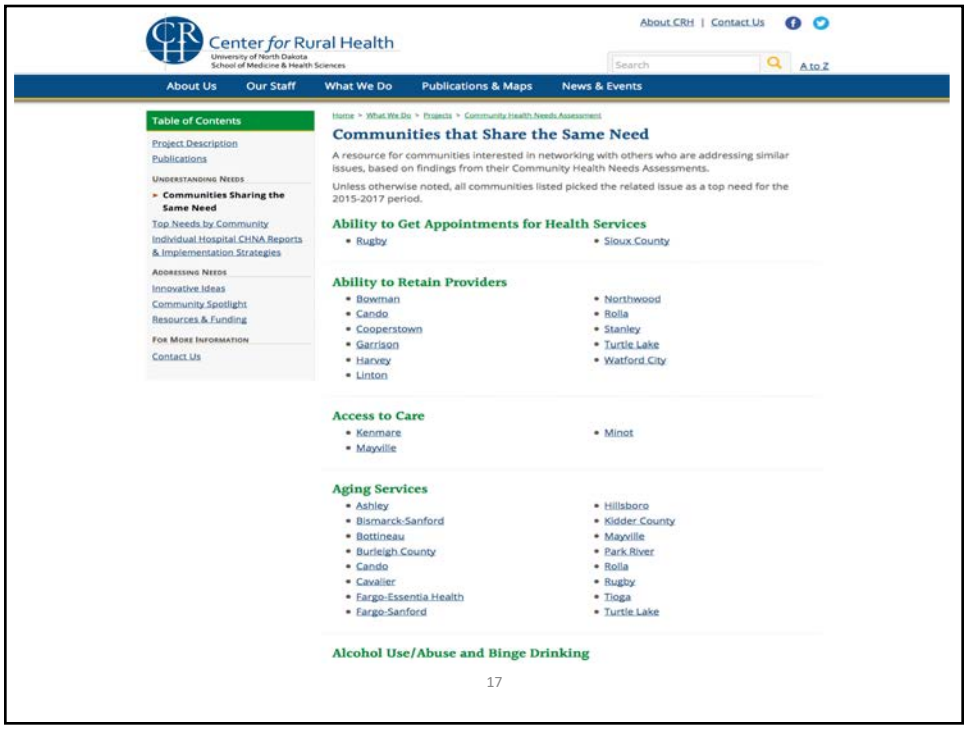
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Communities that Share the Same Need
A resource for communities interested in networking with others who are addressing similar issues, based on findings from their Community Health Needs Assessments.
Unless otherwise noted, all communities listed picked the related issue as a top need for the 2015-2017 period.
Ability to Get Appointments for Health Services
Rugby
Sioux County
Ability to Retain Providers
Bowman
Cando
Cooperstown
Garrison
Harvey
Linton
Northwood
Rolla
Stanley
Turtle Lake
Watford City
Access to Care
Kenmare
Mayville
Minot
Aging Services
Ashley
Bismarck-Sanford
Bottineau
Burleigh County
Cando
Cavalier
Fargo-Essentia Health
Fargo-Sanford
Hillsboro
Kidder County
Mayville
Park River
Rolla
Rugby
Tioga
Turtle Lake
Alcohol Use/Abuse and Binge Drinking

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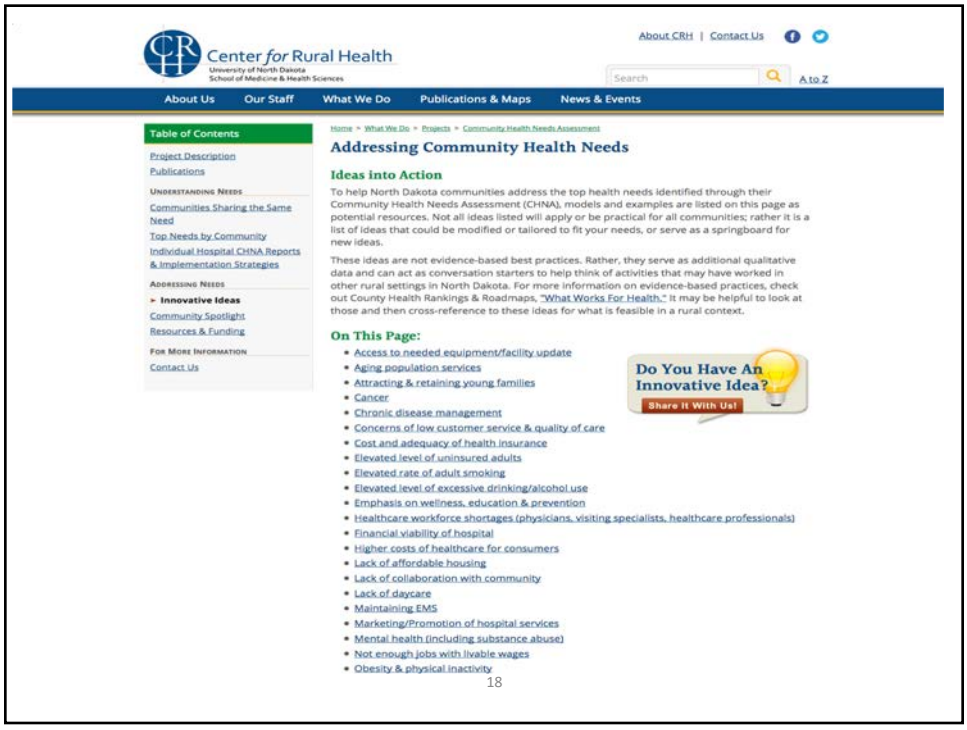
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Addressing Community Health Needs
Ideas into Action
To help North Dakota communities address the top health needs identified through their Community Health Needs Assessment (CHNA), models and examples are listed on this page as potential resources. Not all ideas listed will apply or be practical for all communities; rather it is a list of ideas that could be modified or tailored to fit your needs, or serve as a springboard for new ideas.
These ideas are not evidence-based 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 County Health Rankings & Roadmaps, "What Works For Health." It may be helpful to look at those and then cross-reference to these ideas for what is feasible in a rural context.
On This Page:
Access to needed equipment/facility update
Aging population services
Attracting & retaining young families
Cancer
Chronic disease management
Concerns of low customer service & quality of care
Cost and adequacy of health insurance
Elevated level of uninsured adults
Elevated rate of adult smoking
Elevated level of excessive drinking/alcohol use
Emphasis on wellness, education & prevention
Healthcare workforce shortages (physicians, visiting specialists, healthcare professionals)
Financial viability of hospital
Higher costs of healthcare for consumers
Lack of affordable housing
Lack of collaboration with community
Lack of daycare
Maintaining EMS
Marketing/Promotion of hospital services
Mental health (including substance abuse)
Not enough jobs with livable wages
Obesity & physical inactivity
Do You Have An Innovative Idea?
Share It With Us!

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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.

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CRH and Behavioral Health

- 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.

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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.

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RHIhub Rural Health Information Hub

Customized Assistance

Tailored Searches of Funding Sources for Your Project

Foundation Directory Search

FREE Service!

info@ruralhealthinfo.org

1-800-270-1898

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

Photo Credit:
www.diaryofaquilter.com

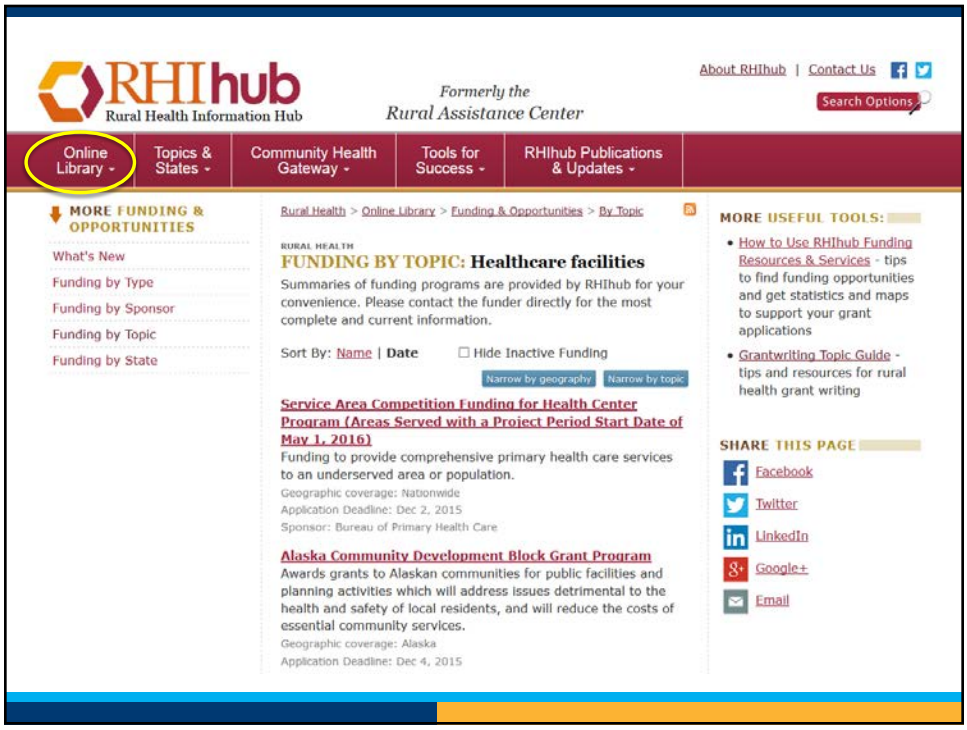
RHIhub
Rural Health Information Hub

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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RURAL HEALTH
FUNDING BY TOPIC: Healthcare facilities
Summaries of funding programs are provided by RHIhub for your convenience. Please contact the funder directly for the most complete and current information.
Sort By: Name | Date
Hide Inactive Funding
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Service Area Competition Funding for Health Center Program (Areas Served with a Project Period Start Date of May 1, 2016)
Funding to provide comprehensive primary health care services to an underserved area or population.
Geographic coverage: Nationwide
Application Deadline: Dec 2, 2015
Sponsor: Bureau of Primary Health Care
Alaska Community Development Block Grant Program
Awards grants to Alaskan communities for public facilities and planning activities which will address issues detrimental to the health and safety of local residents, and will reduce the costs of essential community services.
Geographic coverage: Alaska
Application Deadline: Dec 4, 2015
MORE USEFUL TOOLS:
How to Use RHIhub Funding Resources & Services - tips to find funding opportunities and get statistics and maps to support your grant applications
Grantwriting Topic Guide - tips and resources for rural health grant writing
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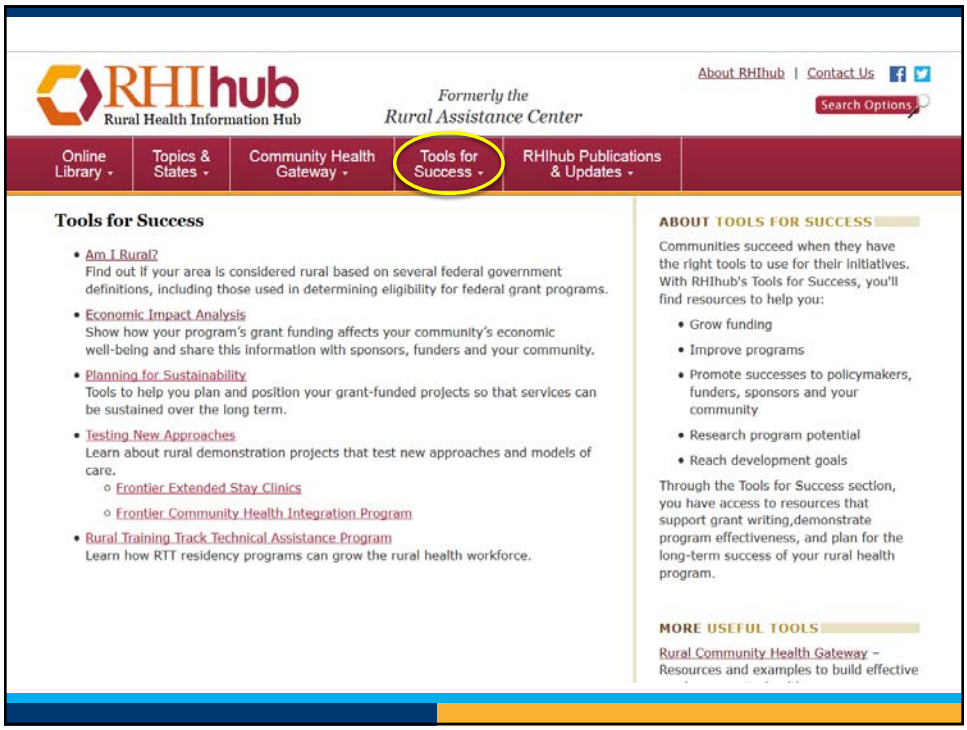
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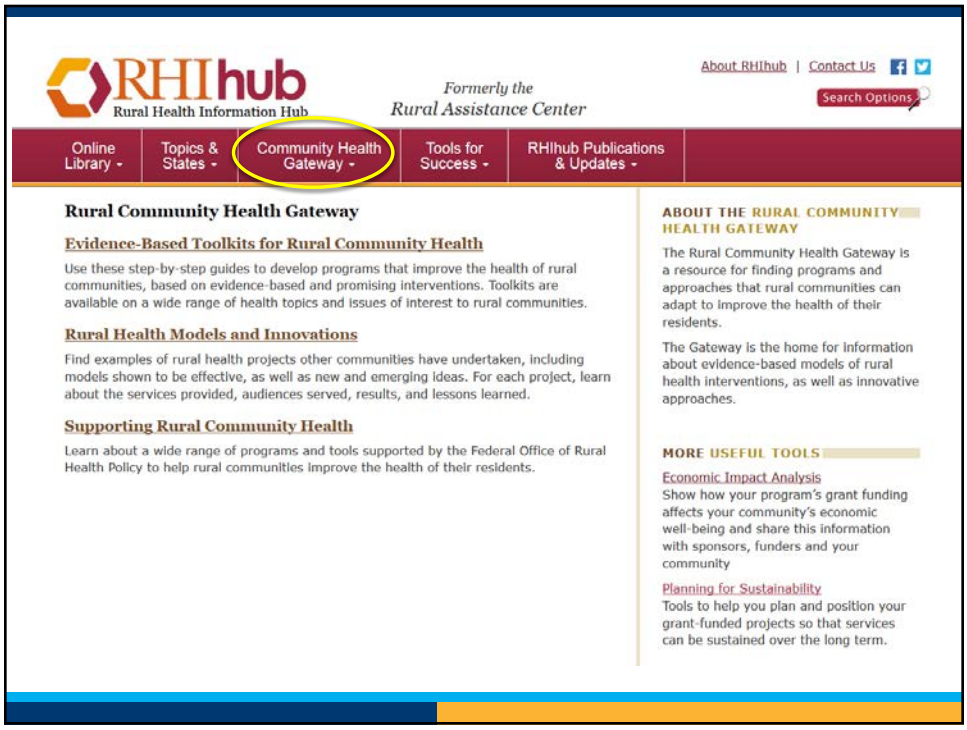
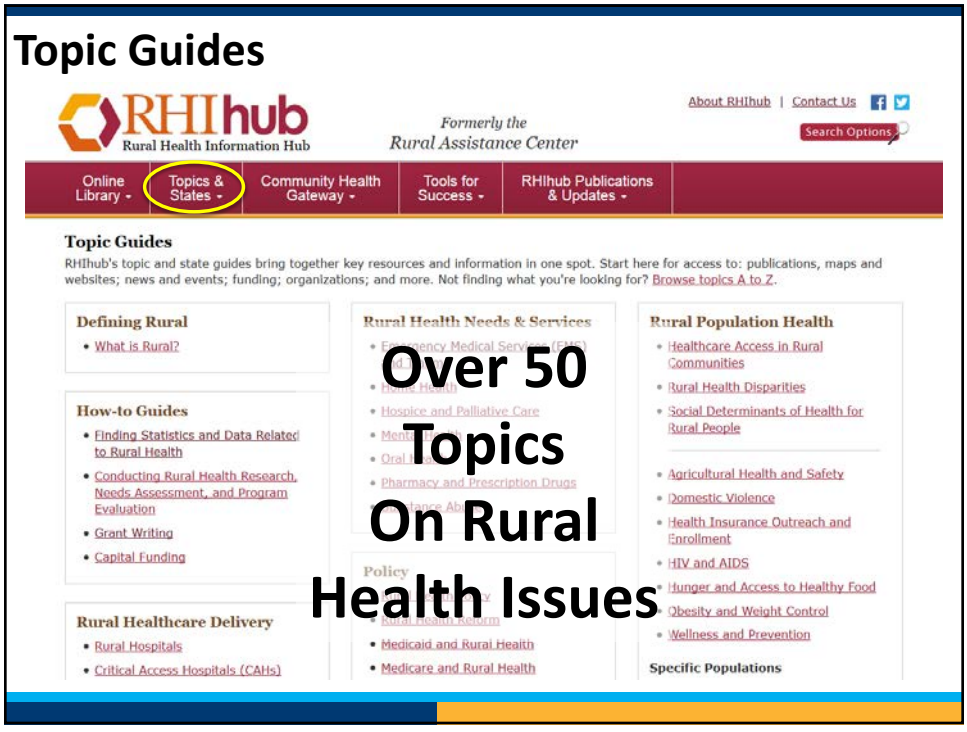
Am I Rural?
Find out if your area is considered rural based on several federal government definitions, including those used in determining eligibility for federal grant programs.
Economic Impact Analysis
Show how your program's grant funding affects your community's economic well-being and share this 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

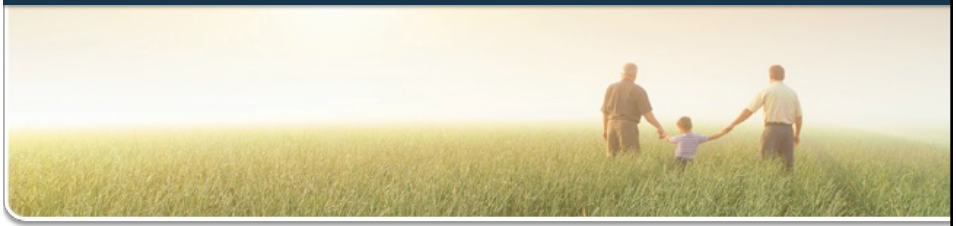


Topic Guides



Over 50 Topics On Rural Health Issues

Rural Health Research Gateway



The Rural Health Research Gateway provides access to all publications and projects from seven different research centers. Visit our website for more information.
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RHRC Rural Health Research & Policy Centers

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Questions

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