



Preparing a Strong Rural Health Message

Dakota Conference on Rural and Public Health
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Shawnda Schroeder, PhD
Assistant Professor, Research
Rural Health Research Gateway PI
Shawnda.Schroeder@med.und.edu
1(701) 777-0787



Rural Health Research Gateway

Provide access to publications and projects funded through FORHP

- Aim to reach diverse audiences
- Make Gateway a resource for:
 - Students
 - Policy Makers
 - Other Health Researchers
 - Rural Health Providers
 - Rural Health Professionals/Organizations/Associations



<https://www.ruralhealthresearch.org>

Using Gateway

This online resource or rural health research connects you to:

- Research and Policy Centers
- Reports & Journal Publications
- Fact Sheets
- Policy Briefs
- Research Projects
- Email Alerts
- Experts
- Dissemination Toolkit



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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](#)



Research Centers

- Learn about the Rural Health Research Centers Program
- View list of currently funded research centers



Research Alerts

- Email notifications when new research products are completed
- See five most recent alerts



Current Projects

- Learn about research projects currently funded by FORHP
- Also contains link to completed projects




Research Products

- Access free policy briefs, chartbooks, full reports, and more
- Browse peer-reviewed journal articles by date



Dissemination Toolkit

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



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Browse Research

Rural Health Research Gateway > Topics

Topics

Projects

Products & Publications

Quality

Projects on this Topic

The Centers have 5 research projects currently underway to explore this issue. In the past, 53 research projects have been completed on this topic.

Research Findings

View publications, including policy briefs, working papers, and final reports, on this topic:

- Research Products - (64)
- Journal Articles - (3)

Additional Resources

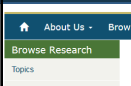
Access other FORHP-funded resources on this topic:

From the Flex Monitoring Team:

- Community Benefit Publications
- Plex Program Publications
- Hospital Compare Publications
- MBQIP Publications
- Patient Safety Publications
- Pay-for-Performance Publications
- Quality Publications

From the Rural Health Information Hub:

- Rural Healthcare Quality Topic Guide



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Browse Research

Rural Health Research Gateway > Products & Publications

Topics

Projects

Products & Publications

Rural Health Research Products

The full list of freely available research products from the Rural Health Research Centers, including policy briefs, reports, chartbooks, interactive data websites, and more.

Browse Research Products:

- By Date
- By Topic
- By Research Center

Five Most Recent Research Products

- The Financial Importance of the Sole Community Hospital Payment Designation**
North Carolina Rural Health Research and Policy Analysis Center Assesses the financial importance of the Sole Community Hospital (SCH) program by the proportion of SCHs that was reimbursed at the hospital specific rate between 2008 and 2015; the profitability of providing services to Medicare patients in SCHs between 2006 and 2015, and, the financial consequences if the SCH program had not existed in 2015.
- Medicare Accountable Care Organizations: Quality Performance by Geographic Categories (Policy Brief)**
RUPRI Center for Rural Health Policy Analysis This brief provides an analysis of the differences in ACO performance on the quality measures among the Medicare Shared Savings Program (MSSP) ACOs with varying levels of rural presence. Findings suggest that ACOs with a significant rural presence have performed as well as, if not better than, urban ACOs in delivering quality care.

More from the Research Centers

A list of journal articles appearing in peer-reviewed publications is also available. (Access may be restricted.)

Subscribe to Research Alerts


Sign-up to receive email notifications when new research products are completed

First Name

Last Name

Email

[Sign up](#)



Rural Health Research & Policy Centers
 Funded by the National Office of Rural Health Policy

www.ruralhealthresearch.org

Health Research for rural life | <http://www.ruralhealthresearch.org/health-research>

Community Factors and Outcomes of Home Health Care for High-Risk Rural Medicare Beneficiaries

Outcomes of care varied by region of the country for rural Medicare beneficiaries receiving home health services for high-risk conditions, including acute myocardial infarction, heart failure, pneumonia, and chronic obstructive pulmonary disease. Rural beneficiaries in the West, South Central and West South Central Census Divisions had lower rates of being discharged to the community and higher rates of hospital readmission and emergency department use. Rural beneficiaries in New England, Middle Atlantic, West North Central, and Pacific Census Divisions had higher rates of being discharged to the community and lower rates of hospital readmission and emergency department use. Differences in rural beneficiaries' home health outcomes appear to be related primarily to the region of the country where they live rather than other included community factors such as rurality of beneficiary residence (large, small, or isolated small rural townships), county-level economic status, and availability of local health resources.

Contact Information:

Tracy Wenz
 WRH&R Rural Health Research Center
 Phone: 208-588-3399
tracy@wrh.edu

Additional Resources of Interest:

- [Access to Rural Home Health Services: Views from the Field](#)
- [Home Information from the WRH&R Rural Health Research Center](#)
- [Home Information from the Rural Health Information Hub, Rural Aging, Healthcare Access in Rural Communities, Rural Home Health, Medicare and Rural Health, Rural Health Disparities topic guide](#)




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This award was given to tracy@wrh.edu and wrh@wrh.edu

Dissemination of Rural Health Research: A Toolkit

- Developed in April, 2015
- Assist researchers/authors with reaching intended audiences
- Addresses:
 - Dissemination products
 - Writing elements
 - Modes of dissemination



<https://www.ruralhealthresearch.org/toolkit>

Fact Sheet

H.A.P.A.®

A fact sheet is a one-page document that provides basic information and important facts on a specific topic or issue. It is an important part of the fact-finding process. It is a tool used to communicate and share a lot of information quickly, concisely, ensuring readers will find the facts that are self-evident. Fact sheets are particularly useful when disseminating information to an audience with very little time and outside of the classroom.

General Guidelines

- Focus on a single topic; limit fact sheet to a particular and specific area of concern
- Consider to one page (use front and back)
- Keep font simple and between sizes 10-14
- Write in active voice, present tense, and in lay terms
- Avoid use of generalizations unless true
- Do not use jargon
- The fact sheet must be self-sufficient – do not rely on previous documents or external sources for necessary background

Format

Present facts, not opinions! Include the structure of paragraph's inverted pyramid, begin with the most important information.

- Identify most important information in the first paragraph – what if you, number, and what action is intended
- Use several lead-ins to segment points (ones – label the main message)
- Easy to read head
- Easy to follow
- Easy to follow the flow of ideas
- Do not include details of any methods or statistical significance
- Make comparisons where possible and measure against other things the audience will be more familiar with (similar problems or topics)
- Provide explanations for statistics and facts that do not speak for themselves – make a clear definition on assumptions in the facts, not where they came from – put the assumptions in a footnote or reference

Design

- Employ bullet points that follow paragraphs; each bullet express complete thought, more than one or two words per bullet, grouping of 3-5 bullets is ideal
- The heading, text boxes, and graphics to emphasize important points
- Use tables, graphs and statistics if information could be presented as graph
- Provide graphs and charts that provide information in a glance and do not require further explanation in the narrative

Center for Rural Health

Office of Medicine & Health Services
Department of Health Services

Fact Sheet

Characteristics of US and International Medical Graduates in Primary Care Physicians in North Dakota

This fact sheet has a number 12 on the right side of the page indicating physicians in North Dakota.

Currently there are 122 primary care physicians practicing in North Dakota. Of these 122 physicians, 100 are US born and 22 are international medical graduates (IMGs) (Table 1). North Dakota has a 10% higher rate of IMGs than the US. Primary care physicians in North Dakota are 4% higher than the national average (Table 2). The top three states with the highest rates of IMGs are New York, New Jersey, and South Dakota. The top three states with the lowest rates of IMGs are Alaska, Nevada, and Idaho.

Figure 1. Country of medical school education for IMG physicians in North Dakota

Country	Percentage
United States	72%
Philippines	25%
Other	3%

Figure 2. Rates and medical school status of USMG and IMG primary care physicians

Category	Percentage
USMG	100%
IMG	100%
USMG Primary Care	100%
IMG Primary Care	100%

realhealth.nd.edu

Topic Selection

What do you plan to write about?

- Research results
- Best practices
- Evaluation
- Research method
- Lessons learned
- Advertisement
- Announcement

Audience

- Who?
- Engage in the development of the topic
- How do they consume information?
- Consider more than one audience
 - More than one product
- Time considerations
- How do you want your information to be used:
 - Cited
 - Applied

Research Products

- Policy Brief
- Fact Sheet
- Full Report/Working Paper
- Journal Publication
- Chartbook
- PowerPoint Slide Presentation
- Poster Presentation
- Infographic
- Promotional Products

Journal Articles

- Audiences vary
- Qualitative, quantitative, and mixed methods
- Journal rigor
- Urgency of publication
- Get to know the journal

International Journal of Emergency
Mental Health and Human
Resilience



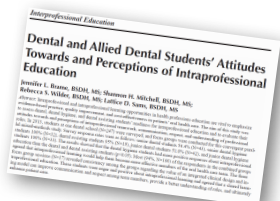
CANADIAN JOURNAL OF
INFECTIOUS DISEASES &
MEDICAL MICROBIOLOGY

Journal Articles

Journals look for innovative and original research that will either impact patient care or add to the field of study

- Active voice & third person
- Report findings clearly and concisely
- Typical outline:

- Introduction
- Method
- Results
- Discussion & Conclusion
- Acknowledgements
- References



Press Release

- Tailor press release to meet needs of media outlets
- Professional assistance
- Focus on facts
- Send to several local/state/national news outlets
- Plain language
- Early in the day/week
- One page
- Pyramid Style

Press Release

- First paragraph: who, what, when, where, why
- Share easy to understand data to support message
- Quote an expert
- Grab attention with a good headline
- Be prepared to give an interview

Promotional

- Ask intended audience
- Provide content – leave design to professionals
- Include only relevant information
- Include information not quickly outdated
- Contact information is last
- Include a call to action
- Make it accessible
- Flyer > Brochure



Social Media

- Make sure you have time to maintain
- Be aware of target population
- Make content easy to share
- Interact with end users
- Write in active voice
- No acronyms
- Post frequently
- Images and videos

Posters

- Limit the focus of the poster and provide supplemental resources as needed
- Use graphics to tell the story as much as possible, but only graphics that have a purpose
- Hire a graphic designer if possible
- Do not make the poster dense with text; average viewing time is between 3 and 5 minutes
- Create clear sections with spacing and headers

Fact Sheet

- One page document - provides basic information and important facts on a specific topic or issue
- simple and easy to understand
- an audience with very little time and outside of the discipline
- Keep text brief
- Do not include details of study methods or statistical significance
- Readers are interested in the facts, not where they came from

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

July 2016

Fact Sheet

Pediatric Oral Health Disparities in North Dakota

This fact sheet is Number 4 in a series of analyses regarding oral health in North Dakota.

In 2013, North Dakota's Medicaid reimbursement rates for dental services were 50% of private dental health plan rates, compared to 60% in the U.S. Through North Dakota's low rates of reimbursement, dental services are less accessible to Medicaid patients than to those with private insurance. This is a barrier to care for many children, especially those in underserved areas. The purpose of this fact sheet is to provide information on the current state of oral health in North Dakota, and to highlight the disparities in oral health care access and outcomes for children in North Dakota.

Third Grade Students in North Dakota

In 2013, roughly 70% of all third grade students in North Dakota had untreated dental decay. Roughly 20% had untreated dental decay in the past 12 months. This is significantly higher than the national average of 50% and 10%, respectively. The rate of untreated dental decay was significantly higher for American Indian (75%) and other minority children (70%) than for the third grade state average (70%). Compared to non-Hispanic White children, American Indian, and other minority third grade students:

- Significantly higher rates of dental decay
- Significantly higher rates of untreated dental decay
- Significantly higher rates of untreated dental decay

Middle School Students in North Dakota

American Indian middle school students are the least likely to have dental insurance. White students are the most likely to have dental insurance. This trend has been consistent for eight years, see Figure 1.

Figure 1: Rate of Dental Insurance by Race, 2007-2013

Figure 2: Rate of Dental Insurance by Race, 2007-2013

Figure 3: Rate of Dental Insurance by Race, 2007-2013

Figure 4: Rate of Dental Insurance by Race, 2007-2013

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Figure 98: Rate of Dental Insurance by Race, 2007-2013

Figure 99: Rate of Dental Insurance by Race, 2007-2013

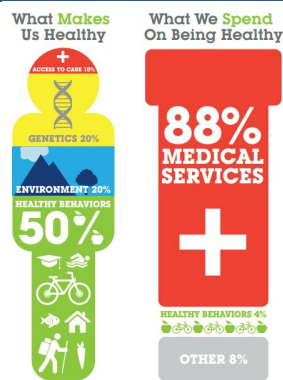
Figure 100: Rate of Dental Insurance by Race, 2007-2013

Policy Brief

- Offer research findings and evidence informed policy options in a synthesized, neutral, and user-friendly format to a non-specialized audience
- Short, succinct, and easily accessible information
- Focus on a single topic
- No more than 4-6 pages
- Briefs are more likely to be read if they are attractive, interesting, short, and easy to read
- Format: key findings, introduction, methods, findings, conclusions, implications

Infographics

- Visual explanations of data, information, or knowledge
- Final product will clearly present complex information/data/findings and be easy to consume
- Work with graphic designer – data visualization specialist
- Do not make it too complex
- Make it easy to share
- Colorful, lively, shocking, and educational



Why just one?

- If time and resources permit, do not provide just one product
- Oral Health Example
 - Flyer on the Oral Health Research Project
 - Chartbook with all frequencies from survey of long term care
 - Fact sheet on aging population's oral health status
 - Journal article on the rural/urban comparison from the same survey of long term care
 - Press release when the survey was completed and chartbook was available online
 - Shared Figures and the link to the resource on social media

Activity

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



Grammar Check in Word

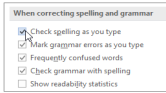
Turn the automatic spelling and grammar checker on or off

If you don't want Word to mark potential errors with squiggly lines while you are working, you can turn automatic spelling and grammar checking off:

1. Open the spelling and grammar options:

- In OneNote, PowerPoint, Publisher, Visio, and Word: On the **File** menu, click **Options**, and then click **Proofing**.
- In InfoPath: On the **Home** tab, click the arrow next to or under **Spelling**, and then click **Spelling Options**.
- In Outlook: On the **File** menu, click **Options**, and click **Mail**, and then click **Spelling and Autocorrect**.

2. Select or clear the **Check spelling as you type** check box. In some programs, you may also select or clear the **Mark grammar errors as you type** check box.



NOTE: In Word, you can turn the spelling checker on or off for the document you're working with or for all new documents. Select an option in the **Exceptions for list**, and then select or clear the **Hide spelling errors in this document only** and **Hide grammar errors in this document only** check boxes.

<https://support.office.com/en-us/article/Check-spelling-and-grammar-in-Word-2010-and-later-5a0e0d47-0e-4e-8e-ef5d0ee909277>

Reading Level in Word for Mac

Word uses the Flesch Reading Ease scale to indicate the relative complexity of written text. This system uses an analysis that is based on the average number of syllables per word and words per sentence. Higher scores correspond to text that is easier to understand, and lower scores correspond to text that is more difficult to understand. Most documents should have a score between 60 and 70.

1. On the **Word** menu, click **Preferences**.

NOTE: To open Word Preferences, you must have a document open.

2. Under **Authoring and Proofing Tools**, click **Spelling and Grammar**.

3. Under **Grammar**, select the **Check grammar with spelling** check box.

4. Select the **Show readability statistics** check box, and then click **OK**.

5. On the **Tools** menu, click **Spelling and Grammar**.

After Word finishes checking spelling and grammar, it displays information about the reading level of the document.

TIP: If you set up Word to check the spelling and grammar of text in other languages, and a document contains text in multiple languages, Word displays readability statistics only for text in the last language that you check. For example, if a document contains three paragraphs — the first in Spanish, the second in French, and the third in English — Word displays readability statistics for the English text only.

<https://support.office.com/en-us/article/Determine-the-reading-level-of-a-document-ace642a-44e5-44ee-bb08-d47b381bb94>

Reading Level in Word for PC

Word

1. Click the **File** tab, and then click **Options**.

2. Click **Proofing**.

3. Under **When correcting spelling and grammar in Word**, make sure the **Check grammar with spelling** check box is selected.

4. Select **Show readability statistics**.

After you enable this feature, open a file that you want to check, and [check the spelling](#). When Outlook or Word finishes checking the spelling and grammar, it displays information about the reading level of the document.

<https://support.office.com/en-US/article/test-your-document-s-readability-85b4969e-e80a-4777-8d34-77c3c8b3fd2>

Understand readability scores

Each readability test bases its rating on the average number of syllables per word and words per sentence. The following sections explain how each test scores your file's readability.

Flesch Reading Ease test

This test rates text on a 100-point scale. The higher the score, the easier it is to understand the document. For most standard files, you want the score to be between 60 and 70.

The formula for the Flesch Reading Ease score is:

$$206.835 - (1.015 \times ASL) - (84.6 \times ASW)$$

where:

ASL = average sentence length (the number of words divided by the number of sentences)

ASW = average number of syllables per word (the number of syllables divided by the number of words)

Flesch-Kincaid Grade Level test

This test rates text on a U.S. school grade level. For example, a score of 8.0 means that an eighth grader can understand the document. For most documents, aim for a score of approximately 7.0 to 8.0.

The formula for the Flesch-Kincaid Grade Level score is:

$$(.39 \times ASL) + (11.8 \times ASW) - 15.59$$

where:

ASL = average sentence length (the number of words divided by the number of sentences)

ASW = average number of syllables per word (the number of syllables divided by the number of words)