HEALTHCARE CHALLENGES OF RURAL NORTH DAKOTA

Successful Strategies for Healthy Communities

Why is this Session Important to YOU?

• You are invested in rural health care issues and want to be part of the solution

• Session offers a strategy of community engagement … the “Rural Health Dialogues” offer a process that can be used at the local level

• Gain further understanding of North Dakota’s rural health issues … are these similar to your community?
  – What’s the same?
  – What’s unique to your community?

• What is available to assist your community?
  – CRH Update on its activities based on community feedback … can we help you?
  – What else might we do?
  – What strategies have you used to address your community’s issues … can you share and help others?
• Rural Health Workforce
  Health Professional Shortage Area designations
  Health professions recruitment and retention
  Workforce trends

• Community Development and Technical Assistance
  Network enhancement
  Strategic Planning
  Community needs assessment

• Native American Health
  Native American community research
  Native elders project development
  Native American health issues

• Rural Health Research
  Develop and implement programs in rural areas
  Address rural/frontier health issues and trends
  Cancer
  Uninsured
  Traumatic Brain Injury
  Nursing Needs Study
  Pesticide Survey

• Education, Training, and Resource Awareness
  Presentations on rural health topics
  Disability issues for children
  Survey Development
  Mental Health
  Epidemiology
  Grant development

• Rural Health Policy
  Public policy leadership
  Rural Health Fact Sheets
  Policy Briefs

Why use such a Community Engagement Process

• A motivating process … networking
• Educational for all involved
• Provides a voice for others… valuable feedback
• Validates your interest in hearing from others
• Inform your strategic plan … validates need to access resources
• Strengthens staff relations … morale, awareness
• Deemed newsworthy
Engaging Communities

PURPOSE: To identify rural health priorities and to share information

WHEN: Fall of 2003

WHERE: 13 communities including 5 tribal communities

WHO: Rural healthcare, human services and tribal agencies (282 people attended)
How was this done?

1. Selection of communities
2. Selection of facility
3. Establish a host site contact
4. Identify participants and invite
5. Track participants
6. Prepare site
7. Deliver a formal presentation
Informal Dialogue

• 2 questions
  1) What is the key current or emerging health care priority for your facility or your community?

  2) How do you think the Center for Rural Health should align its efforts to assist your community in meeting these needs?
Survey

1) What are the three greatest threats to healthcare in North Dakota?

2) List the top three issues faced in your organization related to healthcare and what role could CRH play in addressing these issues?

3) Additional comments or questions.

What did we learn?
What did healthcare providers say?

[Bar chart showing percentages for various categories like Workforce, Technology, Financial, Quality Care, Prevention, Networking, Health Insurance, Population, and Access, with separate bars for Rural Non-Tribal and Rural Tribal.]

Full report w/results:  www.med.und.nodak.edu/depts/rural/pdf/dialogue_report.pdf
What are we doing?

WORKFORCE

Current activities…
- Project CRISTAL
- SEARCH
- Health Professions Tracking
- Nursing Workforce Study

On our “Radar”…
- Expand Health Professions Tracking
- McNair Mentoring at CRH

What are we doing?

FUNDING

Current activities…
- Insurance Fact Sheet and Policy Brief
- Bremer proposals

On our “Radar”…
- State Planning Grant Pilot
- Rural Health Clinic Survey
- Rural Health Clinic Grants
Lessons Learned
Community Engagement Process

- Make process as convenient as possible
- Reminders are needed
- Map was useful tool …
- Interactive process
- User-friendly information
- Direct loop back to community is key … has to be applicable … something they can use

Next Steps …

- There is a wealth of knowledge & experience in ND … how do we optimize this for building/implementing solutions?

- Is there an issue that might benefit from such a process in your community?
  - What do the elderly of your community see as health issues?
  - What is the perspective of the business development community?
  - Are we serving the needs of our community?

  (Use to inform your quality improvement plan).
After thoughts