



THE 43RD ANNUAL

RURAL HOSPITAL LEADERSHIP CONFERENCE

 Washington State
Hospital Association

 Association of Washington
Public Hospital Districts

Beyond the Hospital: Partnering with Communities to Improve Rural Health

THE 43RD ANNUAL

RURAL HOSPITAL LEADERSHIP CONFERENCE



An aerial photograph of a rural landscape featuring rolling green hills. In the middle ground, a farmstead is visible with several white buildings, including a barn and silos. A line of trees runs across the background, and a dirt road winds through the hills. The scene is bathed in soft, golden light, suggesting late afternoon or early morning.

Rural Communities

Life in Rural America Survey

Biggest stressor facing rural families:



Finances



Health Care Concerns

Source: [Life In Rural America](#)

Life in Rural America Survey

**Most urgent health
needs currently facing
rural communities:**



Substance Use
Disorder



Cancer



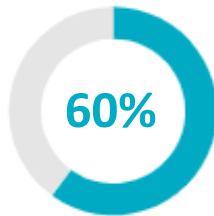
Access to
Health Care

Source: [Life In Rural America](#)

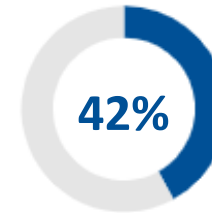
Life in Rural America Survey

Know someone who has struggled with opioid addiction:

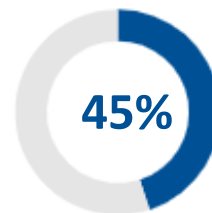
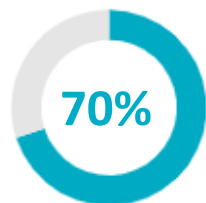
Younger Rural Americans



Older Rural Americans



Know someone who has struggled with suicide:



Source: [Life In Rural America](#)

A photograph of a rural landscape. In the foreground, a dirt road curves to the right, bordered by a wire fence with wooden posts. The background features rolling green hills with scattered trees under a cloudy sky. The text "How do we improve rural health?" is overlaid in white on the right side of the image.

How do we improve
rural health?

Equity vs Equality

THE 43RD ANNUAL

RURAL HOSPITAL LEADERSHIP CONFERENCE



Don't we treat
all patients the
same?



[This Photo](#) by Unknown Author is licensed under [CC BY-NC-ND](#)

Equality vs Equity

Equality



Equity

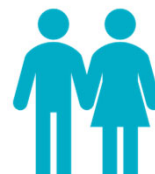


© 2017 Robert Wood Johnson Foundation
May be reproduced with attribution.

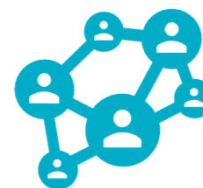
Source: [Robert Wood Johnson Foundation](#)

Equitable Care

Providing care that does not vary in quality because of personal characteristics such as gender, ethnicity, geographic location and socioeconomic status.



Gender



Ethnicity



Geographic Location



Socioeconomic Status

Source: [Agency for Healthcare Research and Quality](#).



Health equity will be achieved when everyone is able to reach their full health potential.

Health Disparities

THE 43RD ANNUAL

RURAL HOSPITAL LEADERSHIP CONFERENCE





A Rising Tide
Does Not
Lift All Boats

Health Disparities



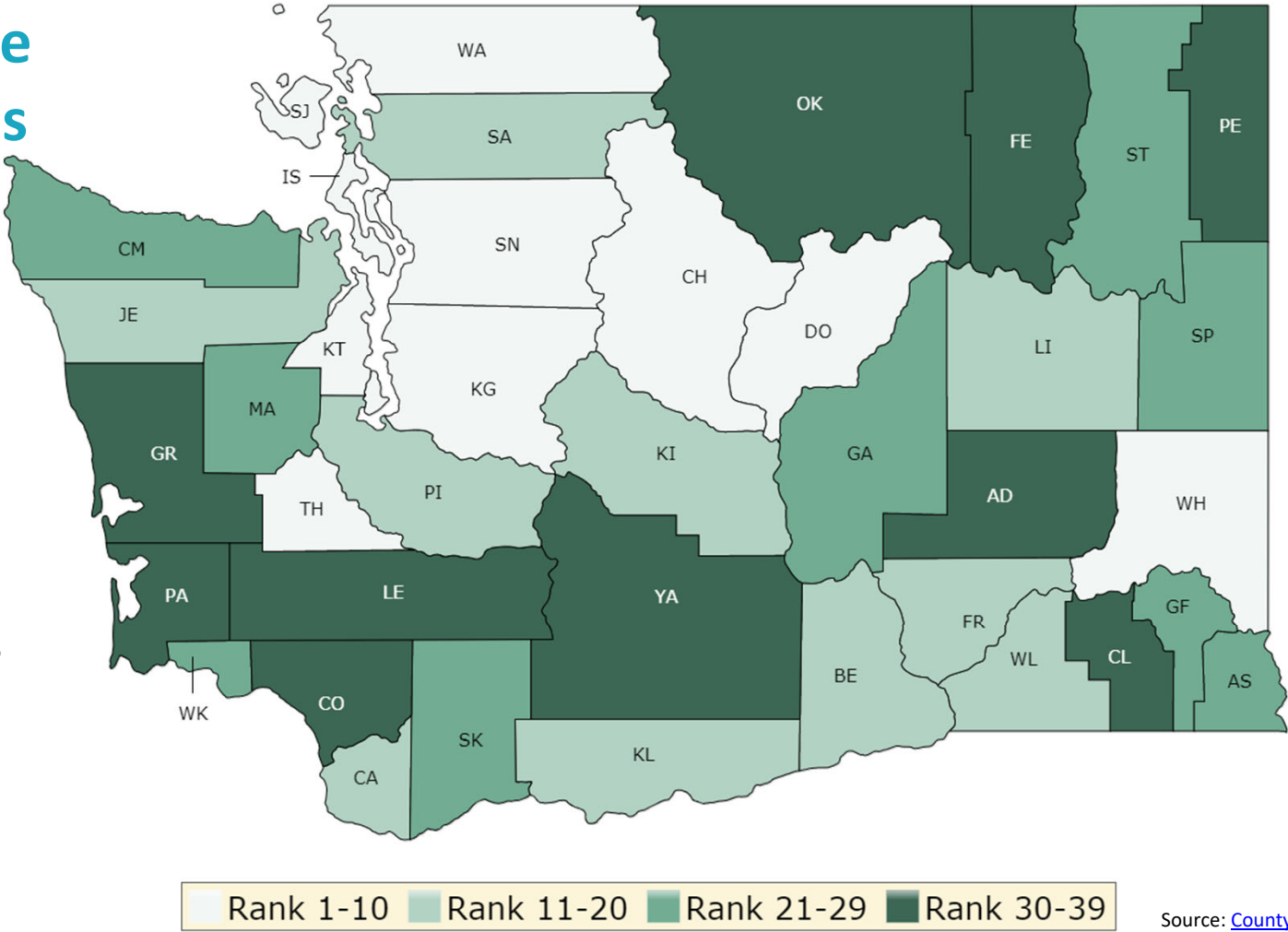
Differences in health between groups of people



Avoidable, unfair and unjust

Washington State Health Outcomes

Darker color =
Poorer Outcomes



Source: [County Health Rankings](#)

Social Determinants of Health



**House instability /
homelessness**



Food insecurity



Transportation



Education



Utility Needs



Interpersonal violence



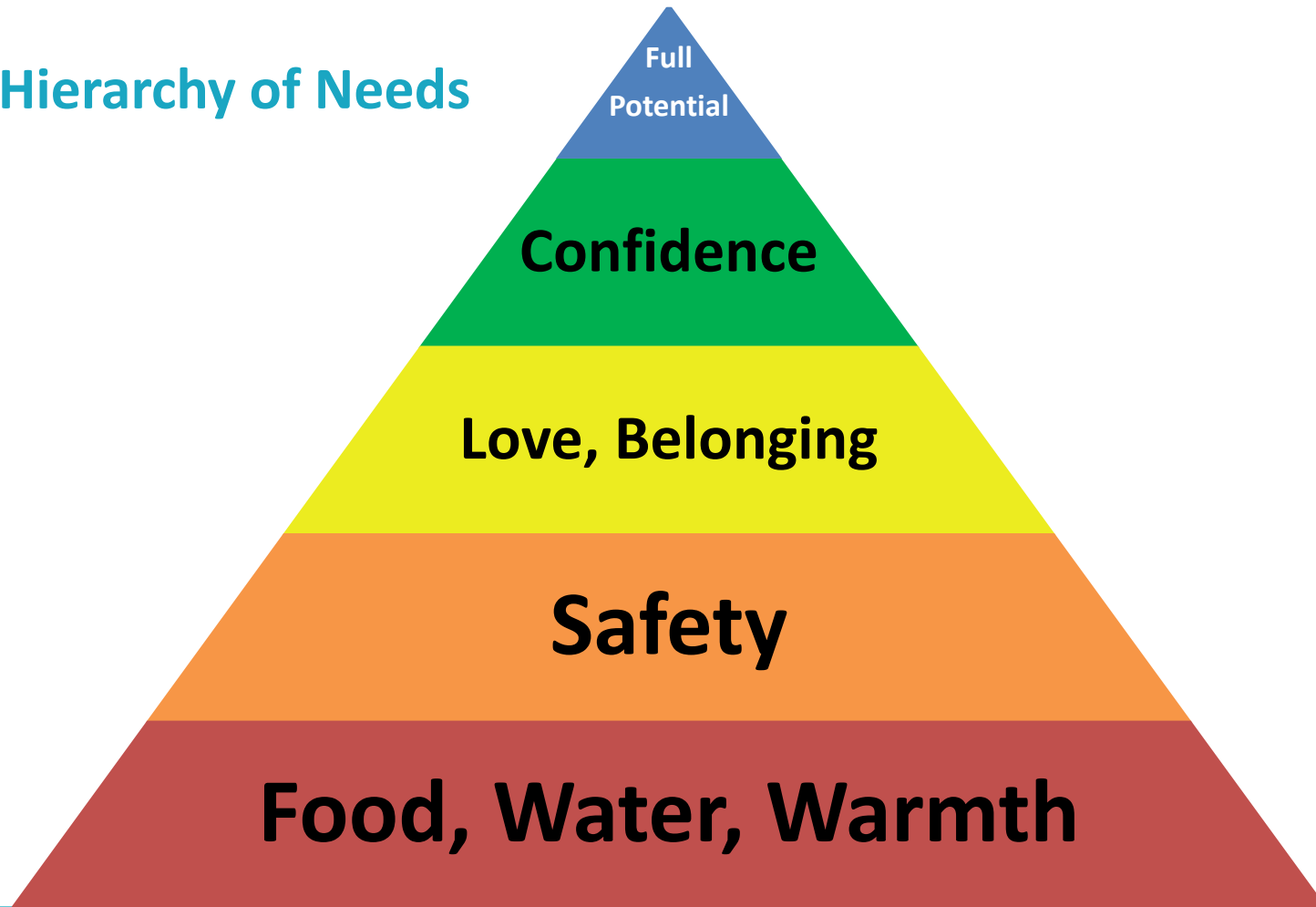
Family and social supports

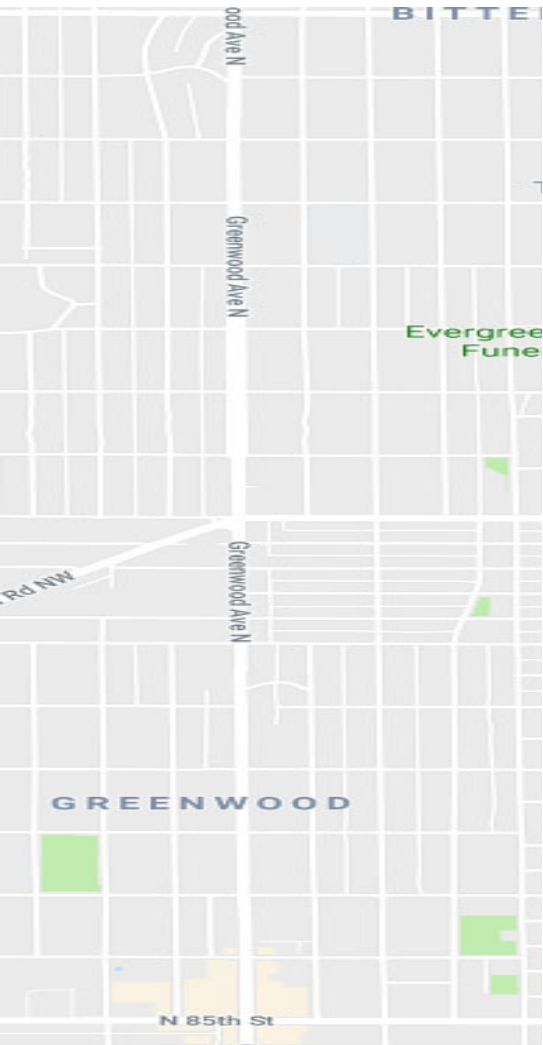


Employment and income

Source: [Deloitte](#)

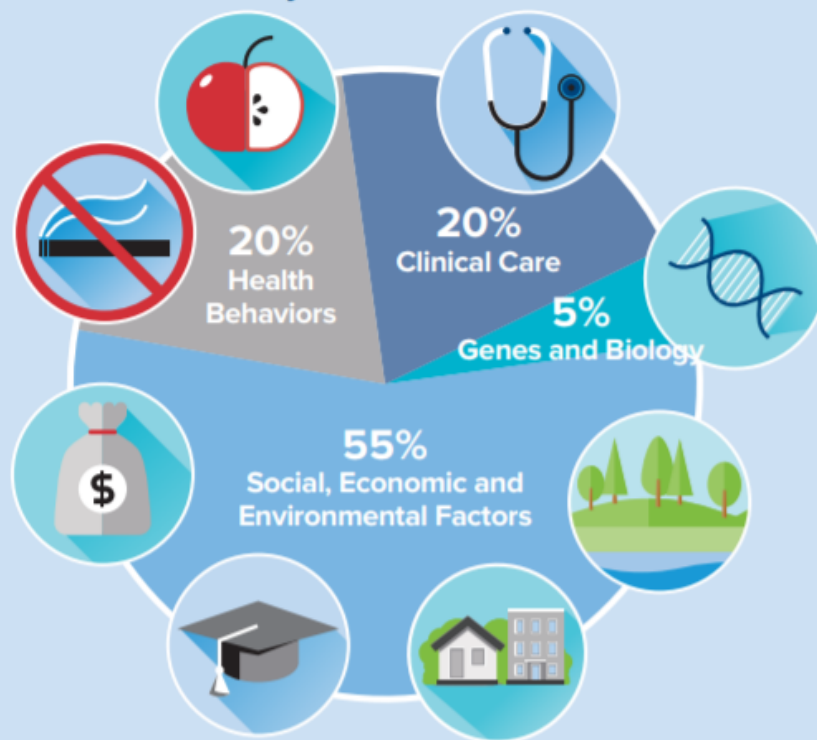
Maslow's Hierarchy of Needs



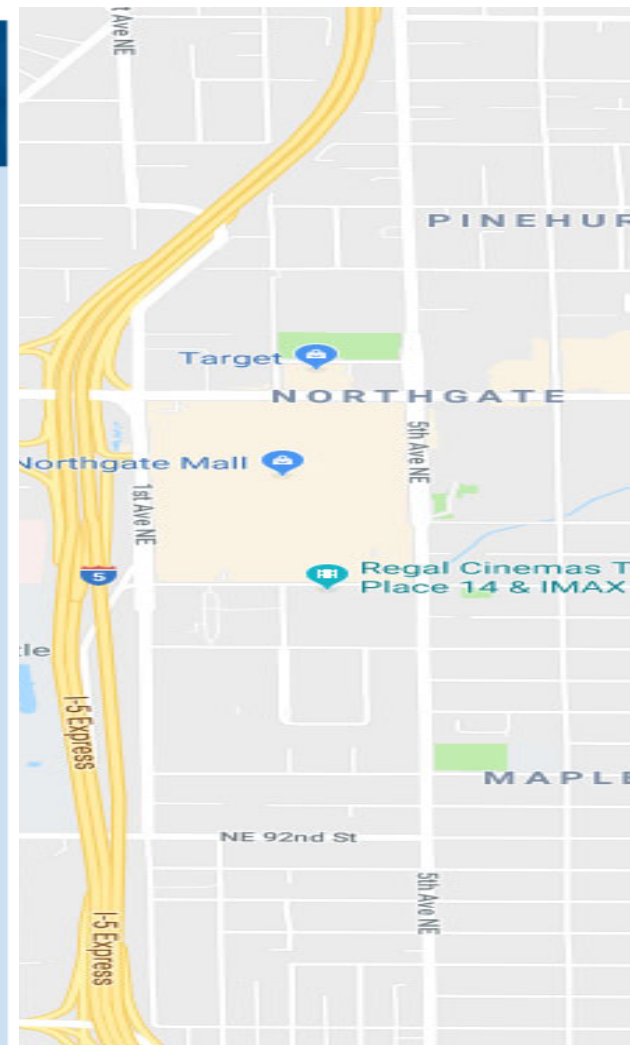


Health Starts Where We Live, Learn, Work and Play.

What makes us healthy?



Adapted from <http://www.cdc.gov/socialdeterminants/FAQ.html>



Social Needs in America



1/3 of Americans are stressed over providing for their families



40% of families experienced at least one unmet social need in the past year



The most common social needs are food insecurity and social isolation

Source: [Kaiser Permanente Survey 2019](#)

Social Needs in America



Americans with unmet social needs experience poorer physical and mental health



Americans lack confidence in identifying social support resources



4 in 10 would turn to their medical provider for information on community resources

Source: [Kaiser Permanente Survey 2019](#)

Partnering with Communities to Improve Rural Health

THE 43RD ANNUAL

RURAL HOSPITAL LEADERSHIP CONFERENCE





Klamath County, Oregon

Robert Wood Johnson Foundation Culture of Health Prize Winners

Klamath County, Oregon

Video: <https://www.youtube.com/watch?v=vLiA7Z106SE&feature=youtu.be>

Getting Started



Choose what is right
for your community



Assess needs and
resources



Engage stakeholders

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

What Works? Strategies to Improve Rural Health

This report outlines key steps toward building healthy communities along with some specific policies and programs that can improve health in rural areas.

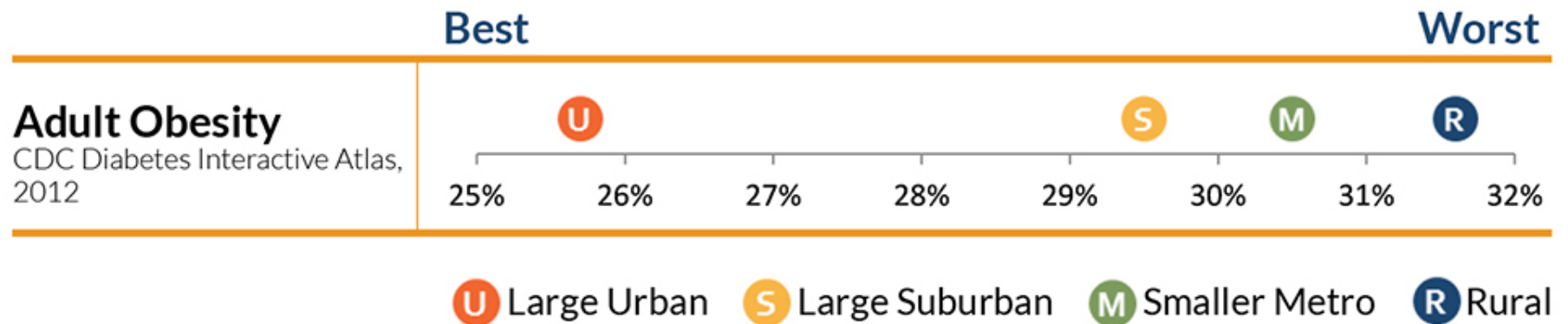
Source: [County Health Rankings](#)

THE 43RD ANNUAL
RURAL HOSPITAL LEADERSHIP CONFERENCE

 Washington State
Hospital Association

 Association of Washington
Public Hospital Districts

Adult Obesity



Source: [County Health Rankings](#)

What's working to improve diet and exercise?



Activity programs
for older adults



Healthy food
initiatives for food
banks



Places for physical
activity

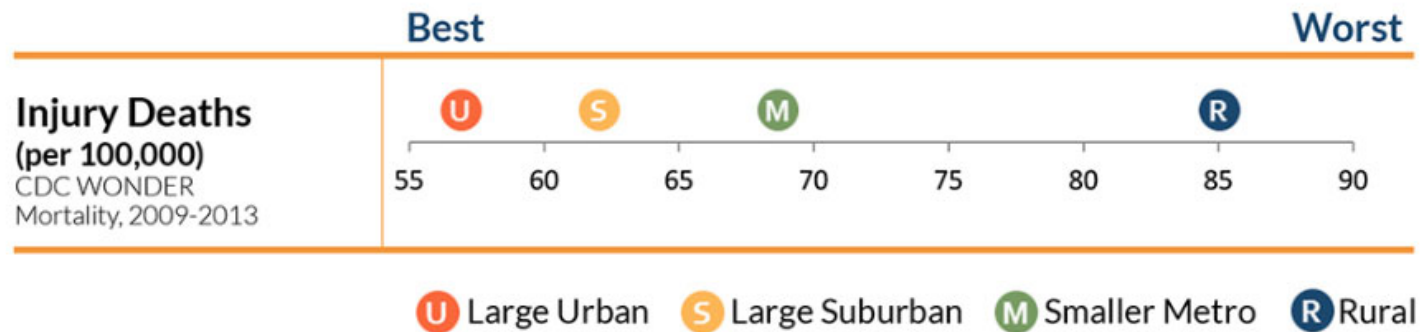


Prescriptions for
physical activity

Source: [County Health Rankings](#)

Injuries

What's Working to Reduce Injuries?



Source: [County Health Rankings](#)

What's working to reduce injuries?



Fall prevention
strategies for older
adults



Enhanced seat belt
enforcement
programs



Naloxone Access



Breath testing
checkpoints

Source: [County Health Rankings](#)

WSHA's Support



Tie to your
organization's goals



Complete a Health
Equity Assessment



Onsite Visits and
Coaching

Sue Bergmann
Senior Director, Safety & Quality
Washington State Hospital Association
sueb@wscha.org

THE 43RD ANNUAL

RURAL HOSPITAL LEADERSHIP CONFERENCE



Washington State
Hospital Association



Association of Washington
Public Hospital Districts