

Contact Person: Name, Title Lisa Davis, Director	Email, Phone, Fax lad3@psu.edu; (814) 863-8214; (814) 865-4688
Project Description: Publication of a semi-annual magazine and an annual report	
Time Frame when program was conducted: The magazine is published twice a year (fall and summer) and the annual report is published once a year in the spring	State: Pennsylvania
Type of Project: Publication	Pick one: See expertise list from mentoring website Communications and Publicity
Description of Project: <ul style="list-style-type: none"> ○ Describe value of project to your Office and if or why you consider it to be innovative ○ What are the short-term (one-year) and longer-term implications of this activity? For example: Are there follow-up activities? Where do you think the results to date will lead? ○ How was the project accomplished? ○ Describe the results of the project or initiative. ○ Describe the effectiveness of the project on building or enhancing collaborative relationships with other parties? Magazine: <i>Pennsylvania Rural Health</i> For 14 years, the Pennsylvania Office of Rural Health published a quarterly newsletter, <i>Pennsylvania Rural Health News</i> , that was distributed to more than 5,200 rural health advocates, educators, and policy makers throughout the State and nationally. In fiscal year 2006-2007, PORH, revised this publication and initiated an on-going publication of a magazine, <i>Pennsylvania Rural Health</i> , published two times per year. This publication provides an expanded opportunity to highlight issues affecting the delivery of healthcare services in rural areas and to showcase innovative and effective community- and State-based policies and practices in the areas of rural health, agricultural health and safety, and community and economic development. This publication continues to be distributed to the SORH's mailing list and also is located on the SORH's Web site at http://porh.psu.edu under the "Publication" link.	
Annual Report In 2002, the Pennsylvania Office of Rural Health began the publication of an annual report. The intent of the report was to showcase the accomplishments of the office from the preceding fiscal year (July to June) and provide a snapshot of the SORH's income and expenditures. This publication, now in its sixth year, has proven to be an excellent summary of the SORH's activities and an outstanding marketing tool for use with constituents, policy makers, Penn State leadership, and other stakeholders. This publication is distributed to the office's mailing list and also is located on the office's Web site at http://porh.psu.edu under the "Strategic Plan and Annual Reports" link.	
Cost and funding sources Costs include the costs of staff time, consultant time, and printing and mailing charges These costs are supported through federal and state grants and from accounts at Penn State	Estimated cost of one issue of the magazine: \$12,815 Estimated cost of the annual report: \$7,075
Website where additional information or report may be located.	www.porh.psu.edu (see the "Strategic Plan and Annual Reports" and "Publications" link on the left-hand side of the home page)
Outcome measurement: Any specific impacts on rural health? What are any quantitative and qualitative indicators that indicate the relationship of actions to meeting objectives of the Office?	These publications have been a great venue for showcasing successful programs in the state, highlighting salient rural health issues, and as promotion and marketing tools for the SORH.
Have any Economic Impact or Return-On-Investment assessments been done for this initiative? If so, please summarize the findings.	No formal assessments have been completed.
Suggestions for SORH who may try to adapt this project?	Plan, plan, plan and check, check, and recheck for accuracy.