

How Do SORHs and Their Partners Plan to Celebrate National Rural Health Day?



NOSORH Webinar
August 23, 2011



Today's Agenda



1. Welcome/Introductions
2. NOSORH Update – What's Been Done So Far & What's in the Works
3. What Others Have Planned
 - a) Lisa Davis, Pennsylvania Office of Rural Health
 - b) Kylie Nissen, North Dakota Center for Rural Health
 - c) Gloria Vermie, Iowa State Office of Rural Health
4. Q & A / Additional State Sharing
5. Closing
 - a) What We Need from You
 - b) What Else Do You Need from Us?

National Rural Health Day



➤ First *National Rural Health Day* scheduled for November 17, 2011

➤ Hope to make it an annual celebration (perhaps the third Thursday of November each year)



What Have We Done So Far?

National Rural Health Day Logo/Brand

Key Messages:

- ✓ Rural communities are wonderful places to live and work
- ✓ Surprising things are happening in rural America
- ✓ Being a rural healthcare provider offers tremendous opportunities
- ✓ Health care in rural America is unique

Gubernatorial Proclamation Template

"Save the Date" Postcard

Identified/Met with Partners



What's in the Works?

- National Rural Health Day [Website](#)
- *Why Care about Rural America?* Fact Sheet
- Press Release Draft/Template for SORHs
- Contacting National Media
- Presidential/Congressional Proclamation
- NOSORH Director, President, Communications Committee Chair available for media interviews



Pennsylvania Celebrates National Rural Health Day!



Lisa Davis, Director
Pennsylvania Office of Rural Health



North Dakota Celebrates National Rural Health Day!



Kylie Nissen, SORH Project Director
North Dakota Center for Rural Health



Iowa Celebrates National Rural Health Day!



Gloria Vermie, RN, MPH, Director
Iowa State Office of Rural Health



Iowa Activities to Date



- Convened small work group
- Obtained Governor's Proclamation
- Distributed postcards & stickers
- Promoted at conferences
- Developing tool kit and making it available on website



Iowa NRHD Tool Kit

Link will be at IA Rural Health Association Site

Items include:

- ✓ Local proclamation template
- ✓ 11x14 poster
- ✓ Media release
- ✓ Iowa Rural Health Fact Sheet



Iowa Notification Post Card (Front)




National Rural Health Day
2011
Celebrating the Power of Rural!

11.17.2011





Iowa Notification Post Card (Back)




Celebrate the first-ever NATIONAL RURAL HEALTH DAY in honor of our rural culture and quality health care!

COMING SOON!
A resource tool kit to help celebrate
Available at www.iaruralhealth.org



RURAL ROCKS!



STATE OFFICE OF RURAL HEALTH
www.iodph.org/pressroom/201108



Q & A / Additional State Sharing



What Do We Need from You?

- Put National Rural Health Day logo on your website
- Seek gubernatorial/legislative proclamations
- Share the news – tell partners, media contacts, etc.
- Share your rural “community success stories” with us
- Suggest “famous rural faces” from your state to feature
- Tell us what you’re doing ([link on NOSORH homepage](#))
- Celebrate on November 17!



What Else Do You Need from Us?



Need More Info?



Contact:

- Bill Hessert, Communications Coordinator
 - 814.308.8697 (phone)
 - billh@nosorh.org (email)
- Karen Madden, Communications Committee Chair
 - 518.402.0102 (phone)
 - kam13@health.state.ny.us (email)