

## Collaborative Partnerships



Office of Minority Health  
& Public Health Policy  
*Advancing Health Equity For All Virginians*

Janice Wilkins & Mara Servaites

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## VRHA Weekly Updates

- ▶ Weekly e-newsletter to all VRHA members, GA members and all health district directors.
  
- ▶ VRHA and SORH collaborate to assure valuable and timely information:
  - Scholarship availability
  - Educational opportunities
  - SORH staff changes
  - Meeting announcements
  - Other relevant items

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## SRHP Facebook Page

- ▶ Facebook page created by SORH Staff
  
- ▶ Maintained by SORH & VRHA staff
  - Allows for timely updates
  - Relevant information
  - Up to date announcements and information flow
  - Easy way for network members to spread the word about rural health issues to others

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### Strategic Planning Meetings

- ▶ VRHA and VRHRC staff participate in SORH quarterly strategic planning meetings.
  - Opportunity for diverse organizations to collaborate
  - Allows coordination of efforts
  - Avoids duplication
  - Maximizes resources
  - Promotes networking

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### Policy Education

- ▶ VRHA works with state and federal elected officials to help them understand how the decisions they make impact health in the rural areas of Virginia.
- ▶ SORH offers insight as to how policy language can be interpreted.

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### Stakeholder Education

- ▶ VRHA Annual Conference
  - 1 ½ day skills training and education
  - Focus on tools that can be brought back to home communities
  - SORH is major sponsor

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### Collaboration Impact

The Virginia SORH will contract with VRHA/VRHRC for projects totaling over a **half-million dollars** in 2010.

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### Support for the SRHP – Councils & Contracts

- ▶ SORH contracts with VRHRC through VRHA to provide:
  - Extensive support for implementation of the Virginia State Rural Health Plan
  - Oversight of the Councils
  - Oversight of financial management of projects
  - Staff support for the councils.

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### Support for the SRHP – PR

- ▶ VRHA provides marketing of rural health plan through:
  - Press releases
  - Public speaking
  - Other venues as appropriate

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## Technical Assistance

- SORH has arranged for all Virginia SHIP facilities to be members of VRHA
  - Allows receipt of VRHA weekly e-newsletter
  - Allows receipt of bi-annual print newsletter
  - Allows attendance at VRHA annual conference at member rates
  - Allows participants to serve on VRHA board of directors

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## SHIP Technical Assistance

- SORH & VRHA co-host small rural hospital conference
  - Educational event
  - Specific to their needs
  - Optimized for their facilities
  - Focused on their staff

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“Our SORH recognizes the need to engage grassroots support and that they have shortcomings (very little rural experience & major metro office) and see our folks as providing synergy to their knowledge base. They knew they would need to have significant input to make a usable rural health plan. This group isn’t afraid to swallow their pride if they know it is for the good of the people of the Commonwealth.”

- VRHA Founding Member and 1<sup>st</sup> President

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“I think it is the dedication of the people that has made it work ... the willingness to share resources for the good of “rural health” and not put department/agency agendas or personal egos in front of what is best for the citizens”

- 1st Executive Director of VRHA

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### Results?

- ▶ 180 attendees at the 2010 Rural Health Summit
- ▶ Summit related events including EMS summit, Workforce summit and Telehealth summit
- ▶ Rural Health Plan website: [www.va-srhp.org](http://www.va-srhp.org)
- ▶ Presentation at the NRHA annual conference
- ▶ Data Portal!



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Shall we try it out?



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## Questions?

▶ Contact info:

- Janice Wilkins      jawilkins2008@yahoo.com
- Mara Servaites      mservaites@gmail.com
- Beth O'Connor      boconnor@vcom.vt.edu



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