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NOSORH Board

NOSORH Leadership Volunteers by Region					
	Region A	Region B	Region C	Region D	Region E
Exec. Committee	2	0	2	1	1
Regional Reps	2	2	2	2	2
Ex-Officio	1*	1*	1*	0	0
Liaison	0	1	1	1	0
Total Individuals -21	5	4	5	4	3

\* There are a total of 26 positions some individuals also serve as Ex-Officio or Liaison positions – included in the count of volunteers for regional reps or executive committee.

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Thanks to leaders in the Region

- Karen Madden, President effective 7/1/11, Communication Chair
- Alisa Druzba, Secretary
- Barbara Berger, Regional Representative, Educational Exchange Co-Chair
- Lisa Davis, Policy Co-Chair

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ORHP Cooperative Agreement Goal 1

**ASSIST ORHP IN THE DEVELOPMENT OF STATE LEVEL LEADERSHIP IN THE AREA OF RURAL HEALTH BY COORDINATING RURAL HEALTH CARE IN COMMUNITIES STATEWIDE WITH THE INTENT OF INCREASING RESOURCES AND ELIMINATING DUPLICATION.**

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ORHP Cooperative Agreement – Goal II

**FACILITATE PARTNERSHIPS AND COLLABORATION AT THE NATIONAL AND STATE LEVELS TO IMPROVE THE EXCHANGE OF INFORMATION AND ENGAGE IN COLLABORATIVE ACTIVITIES FOR SUPPORTING RURAL HEALTH.**

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### Stop the insanity!



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### Where are we going?

- Give more back
  - Role model ideas
  - Inspiration for states offices to "steal" (i.e., newsletter "steal" sheet)
  - Meaningful thanks for participation & contribution
- Reduce the clutter
  - Website: improve appearance and organization
  - Quarterly newsletters and weekly (bi-weekly?) "updates"
  - Simplify registration, membership database and credit card capacity
- Increase the value of NOSORH resources
  - Meaningful (something SORHs care about)
  - Help SORH perform their jobs better
  - Interesting
  - Fun

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### Focus: High Priority Activities

- Supporting SORHs – new and “struggling”
- Promoting promising practices of SORHs
- Performance measures for SORHs
- Policy and program monitoring
- Promote “Power of Rural”
- Build the capacity of NOSORH to provide TA to SORHs
- Build community leadership & connections to SORHs

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**Address needs of struggling and new SORH directors**

**Activities:**

- Maintain contact with states without a SORH Director and offer temporary assistance (education), as needed
- Develop a resource kit for new SORH staff
- Define key elements of successful SORHs (Promising Practices)
- Offer and promote educational exchange program
- ORHP Orientation

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**But...what about struggling SORHs?**

- 23 states expect or experienced layoffs or furloughs
- 36 are travel restricted
- 10 states are contracting restricted
- 20 states have carry forward funds >\$10,000

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**What is best work we can do for struggling SORHs?**

- Pinching pennies
- Building partners' roles to support SORHs
- Sustainability strategy
- Expecting the unexpected
- NOSORH outreach to governors, state health directors, state legislators, partners and state rural health associations

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**Promoting Promising Practices**

**2010 – 2011 Activities:**

- Review and catalog website resources to highlight promising practices
- Identify mechanism and track use or replication of promising practices
- Prioritize areas of promising practices to feature on website

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**Promoting Promising Practices Action Step:**  
*Challenge: Name a SORH who does good work on...*

**Promising Practices –**

- Grantsmanship and funding
- Marketing and communications
- Networking and bridge building
- Policy development
- Staff leadership and development
- Strategic planning

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**Performance measures**

- Measure the overall impact of SORH
  - Supports data collection for PIMS
  - Access through the NOSORH website
  - UND CATS system
    - Basic package \$1,000 until July 2012
    - Enhanced package \$7,000

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### Action step for SORHs

- Review webinar recording
- Review enrollment package
- Enroll
- Understand the measure
- Appoint a key contact
- Training
- Begin utilizing the tool
- Tell us what you think

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### Policy Program Monitoring Team

**Activities:**

- Deploy a focused group of SORH experts to scan for changes and translate for SORHs
- Educate SORHs on legislative and rule changes via webinars, conferences, etc.
- Health reform focus: Accountable Care Organizations, broadband deployment, Health Insurance Exchanges

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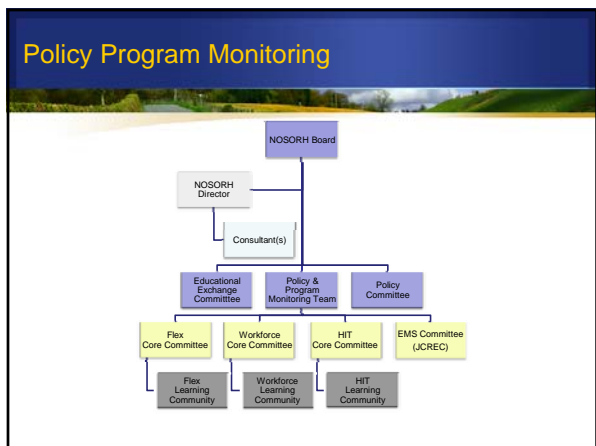
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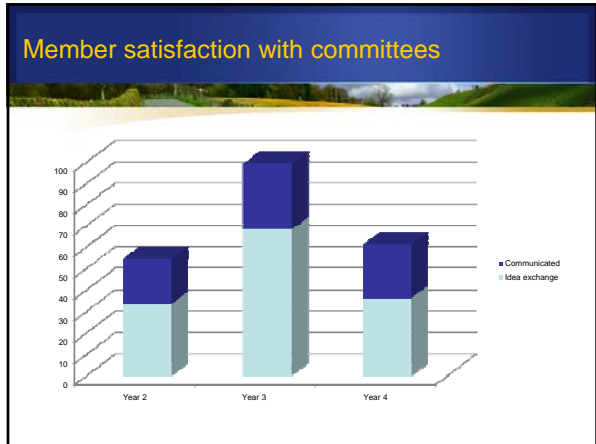
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- ### Core Committees:
- Meet at the discretion of the chair(s), as needed, to plan response to the PPMT priorities and other NOSORH activities
  - Small focused group of existing committees' participants
  - Subject matter experts who recommend policy responses and educational responses to the PPMT, Policy, and Educational Exchange Committees
  - Made up of representatives from the Learning Communities

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- ### Learning Community:
- Meets as convened by the Core Committee
  - "Large" informal group interested in receiving subject specific information. Made up of 2010 committee members and interested others.
  - Learning shared through email and occasional conference calls and webinars

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**Action step for SORH**

- Join learning communities (beginning September 1)
- Utilize the draft comments
- Participate in information sessions and webinars
- Volunteer to serve as a Core Committee member

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**Power of Rural**

**Need:** Tout the strength of rural communities as places to live and work and increase public awareness of rural health issues

**Activities:**

- Identify messages and partners for rural America
- Promote a National Rural Health Day with and for SORHs

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**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*



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### National Rural Health Day



- First step/launching pad for Power of Rural campaign
- 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)



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### Action step for your SORH:

- Share the news – tell partners, media contacts, etc. (NOSORH will provide a fact sheet, draft media releases)
- Seek gubernatorial/legislative proclamations (NOSORH will provide template)
- Put National Rural Health Day logo on your website
- Celebrate on November 17<sup>th</sup> (could be as simple as answering the phone by saying “Happy National Rural Health Day”)
- More information to be shared throughout the summer

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### Build community leadership & connections to SORHs

**Activities:**

- Utilize the Denny Berens Community Leaders Fund to identify new strategies for building community leadership
- Focus group
- Plan for the meaningful engagement of diverse leaders

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**Action step for SORHs**



- Consider the value of engaging community leaders
- Nominate a potential leader for training with NOSORH
- Support NOSORH's outreach efforts to community-based leaders and encourage community-based solutions to health care issues

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**Strengthen NOSORH's capacity to provide technical assistance to SORHs**



**Activities:**

- Tap into expertise of current and former SORH staff to build the TA capacity of the organization and respond to SORH needs
- Work with sponsors to develop strategic, meaningful SORH partnerships and programs
- Engage associate members
- Identify funders with interest in non-profit capacity building
- Build NOSORH services beyond educational activities

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**NOSORH Educational Exchange**



- For SORHs by SORHs and their partners
- Travel scholarships for individualized mentoring and learning from another state
- Annual meeting September 7-8
- Workshop on Community Benefit August 9<sup>th</sup>
- Grant Writing Institute – Fall 2010
- Leadership Institute – 2012
- Monthly webinars – recorded & posted for your use “on demand”

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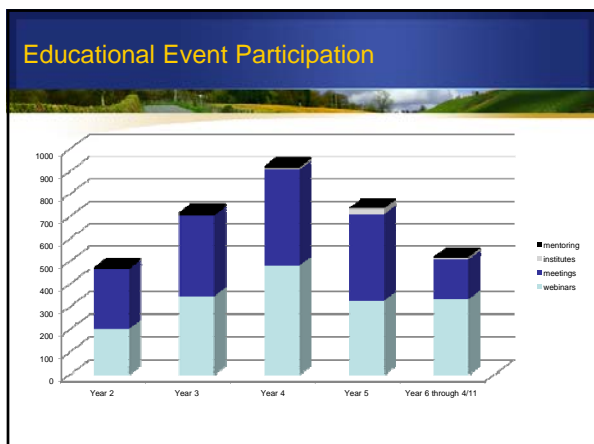
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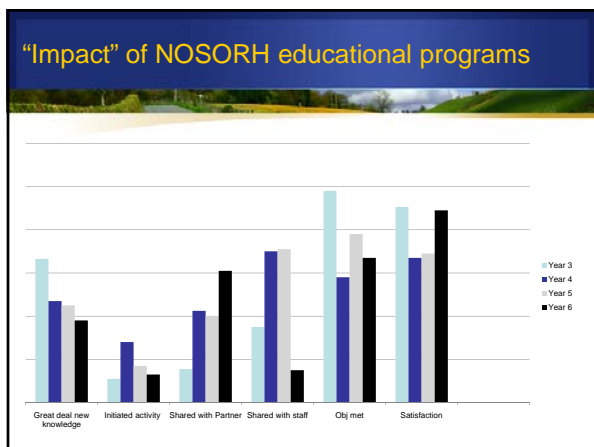
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- ### Supporting SORHs beyond education
- Build partnerships to support SORH
  - Focus on VHA, ASHTO, NGA, NCSL, NCHN, NACO
  - Special initiatives
    - NORC – evaluation of outreach projects
    - NRHA – support of rural training tracks
  - Partner projects
    - Rural psychology training models – Virginia ORH/SRHA
    - Rural and frontier oral health – Alaska/NCFC
    - Addressing rural general surgery – Maine/Rocky Coast/NRHA

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Supporting SORHs – beyond education

- Miscellaneous services – survey monkey, webinar service, newsletter, listserves, website, etc...
- SORH profile survey – profiles
- Other committees
  - Policy
  - Joint Committee on Rural Emergency Care
  - Educational Exchange
- Building capacity of SORH to work with Rural Health Clinics

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Projects:  
Rural Health Clinic Project –

- “Working with Rural Health Clinics” learning modules and RHC survey results posted on NOSORH website
- Bi-monthly conference calls for RHC Learning Community starting this summer
- On-going development of RHC learning modules
- “Introduction to RHCs” web-conference recording is posted on the NOSORH website
- TA and support to work with RHCs available on request

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