





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.

Thanks to leaders in the Region

- Caroline Ford, President
- Alison Hughes, Leadership Liaison
- Gerald Ackerman, Regional Representative
- Corie Kaiser, Regional Representative
- Scott Daniels, Flex Committee Co-Chair

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.

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.

Stop the insanity!




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

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

Address needs of struggling and new SORH directors




- **Need:** Turnover in SORHs, budget challenges and other issues
- **Focus:** Improve SORH leadership, develop a recipe for success
- **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

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

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

Promoting Promising Practices



- **Need:** Improve coordination/sharing of best practices; ability to track/report what SORHs have implemented a project/program from another state
- **Focus:** Improve identification and dissemination of promising practices including webinars or regional meeting updates
- **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


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

Performance Measures Project



- **Need:** Documentation and data on the collective impact of the SORH program
- **Focus:** SORHs have a tool to benchmark impact
- **Activities:**
 - Built on 2009 pilot
 - Identified deliverables and capacity
 - RFP for tool
 - Selection of the vendor
 - Definition of the measures

Performance measures

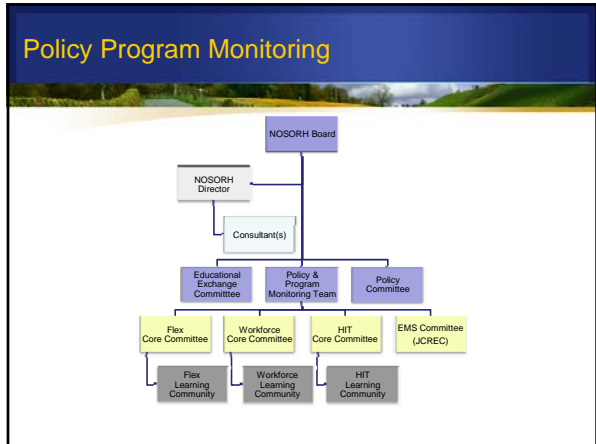
- Measure the overall impact of SORH
 - Supports data collection for PIMS
 - Access through the NOSORH website
 - UND CATS system
 - Basic package \$1,000 until July 2012
 - Enhanced package \$7,000

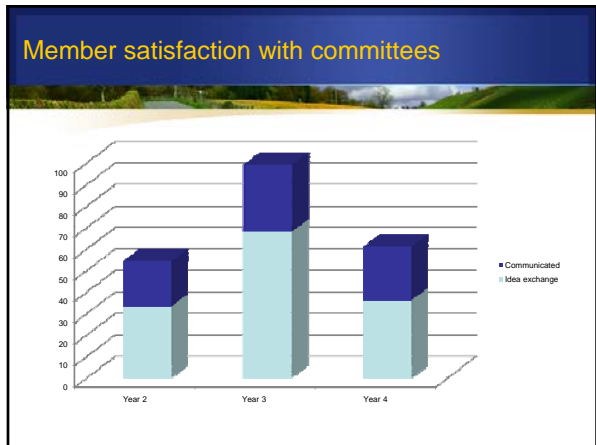
Action step for SORHs

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

Policy Program Monitoring Team

- **Need:** SORHs need a reliable source of information to understand program and policy changes at the national level and its potential impact at the state level.
- **Focus:** Help SORHs be more prepared to respond to issues and seize available opportunities.
- **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





- ### 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

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

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

Power of Rural

- Need:** Tout the strength of rural communities as places to live and work and increase public awareness of rural health issues
- Focus:** Promote the efforts of SORHs and NOSORH ensure that “rural” is included in policy decisions and that SORHs are named in legislation and funding opportunities.
- Activities:**
- Identify messages and partners for rural America
 - Promote a National Rural Health Day with and for SORHs

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



National Rural Health Day



- First step/launching pad for Power of Rural campaign
- First **National Rural Health Day** tentatively scheduled for November 17, 2011
- Hope to make it an annual celebration (perhaps the third Thursday of November each year)



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 17th (could be as simple as answering the phone by saying “Happy National Rural Health Day”)
- More information to be shared throughout the summer

Build community leadership & connections to SORHs



- **Need:** SORHs need to be build connections with rural community leaders
- **Focus:** Promote the development of rural leaders to address issues which affect rural health
- **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

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

Strengthen NOSORH's capacity to provide technical assistance to SORHs



Need: Enhance coordination of TA activities for SORHs and the resources to increase this work

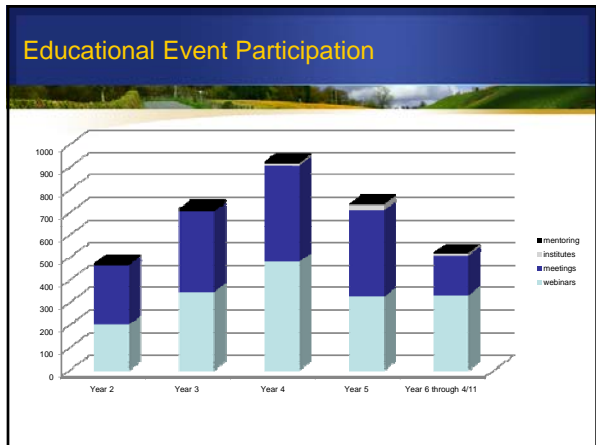
Focus: Identify services and resources SORHs need to build thriving SORH programs

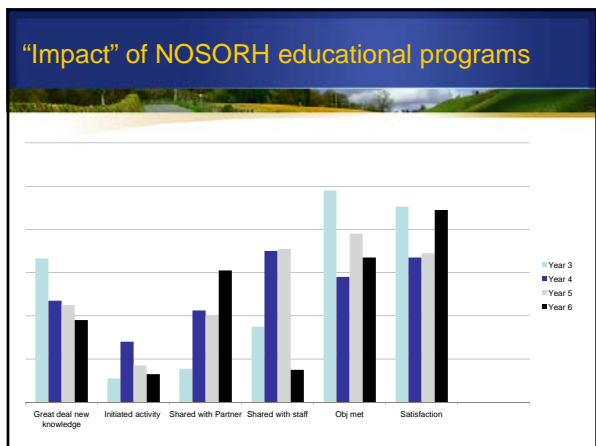
Activities:

- 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

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 9th
- Grant Writing Institute – Fall 2010
- Leadership Institute – 2012
- Monthly webinars – recorded & posted for your use “on demand”





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

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

**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