

The Power of Rural

NOSORH Annual Conference Presentation
November 16, 2010

How It All Began ...

- August 2009 – Meeting with the American Public Health Association
- November 2009 – Darlene Bainbridge shares “Power of Small” concept
- January 2010 – NOSORH Board adopts *The Power of Rural* as a high-priority activity for 2010

What is *The Power of Rural*?

A public awareness campaign designed to:

- Tout the strengths of rural communities as places to live and work
- Increase awareness of rural health-related issues
- Promote the efforts of SORHs and NOSORH in addressing those issues

What Will It Accomplish?

- Bolster the health professional recruitment and retention efforts of rural communities
- Ensure that rural health-related concerns are addressed in current and future health policy
- Strengthen the capacity of SORHs and NOSORH to respond to the needs of rural Americans

What Is Being Planned?

- **National Rural Health Day**
 - First one tentatively scheduled for Fall 2011 (perhaps in conjunction with NOSORH Annual Meeting)
 - Hope to make it an annual celebration
- Tools/resources/toolkits that help SORHs promote **National Rural Health Day** and **Power of Rural**
- Possible future events/activities for 2012 and beyond (White House Conference on Rural Health, Power of Rural media campaign, Rural Health "Call to Action, etc.)

What Have We Done So Far?

- Developed **Power of Rural** Action Plan (endorsed May 12, 2010 by NOSORH Board)
- Identified and began contacting potential partners
- Hired PR consultant to assist with early steps of campaign (prepare creative brief, begin shaping Power of Rural brand/identity)

What's Next?

December 2010 – February 2011:

- Develop/refine key messages, target audiences, etc.
- Convene meeting of potential partners
- Identify/submit proposals to potential funding sources

What's Next?

March 2011 – May 2011:

- Establish/refine identity and graphic elements
- Begin developing materials/resources/toolkits
- Begin seeking **National Rural Health Day** proclamations

What's Next?

June 2011 – August/September 2011:

- Complete and distribute materials/toolkits to SORHs
- Launch **National Rural Health Day/Power of Rural** website
- Prepare media kits; contact national media outlets

What's Next?

Fall 2011:

- Celebrate **National Rural Health Day!!!!**
- Possibly host **National Rural Health Day** reception or dinner in conjunction with NOSORH Annual Meeting

What's Next?

2012 and Beyond:

- Assess impact/effectiveness of **National Rural Health Day**
- Plan/implement additional **Power of Rural** activities and events
- Make **National Rural Health Day** an annual celebration

What Can You Do to Help?

- Join the NOSORH Communications Committee
- Share community success stories from your state
- Tell us what you think

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Need More Info?

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