



**Mark your
Calendar!**

The Branch

An Update for State Offices of Rural Health and our

August 2008



September

3 @ 12 pm (edt)

Workforce Committee Meeting Reminder

Dial 866.910.4857 and enter passcode 983448 to join in

10 “Addressing Rural Substance Abuse” webinar

Understanding rural substance abuse and identifying the resources needed to tackle the issue will be the focus of the “Addressing Rural Substance Abuse” Webinar at 1:00 pm, EDT on September 10. Staff from the Pennsylvania Office of Rural Health will also discuss their efforts in coordinating a statewide educational conference on rural substance abuse. [Click here](#) for additional information on registering for this informative Webinar.

23 HIT for Rural Health Partners

24 NOSORH Annual Meeting and ORHP to 26 SORH Grantees Meetings

See You in Traverse City!

Don't forget that this year's **NOSORH Annual Meeting** and the **ORHP SORH Grantees Meeting** will be held September 24-26 at the Holiday Inn West Bay in Traverse City, Michigan.

Strengthening the “voice” of SORHs at the state and national level will be a key theme of this year's NOSORH Annual Meeting (September 24 & 25), with sessions focusing on lessons learned building the Rural Voice Panel of SORHs and developing a NOSORH policy platform to support/strengthen SORHs. Other sessions will explore the rural health platforms of other stakeholders and discuss what presidential candidates are saying about rural healthcare-related issues.

This year's Grantees Meeting (September 25 & 26) will focus on increasing collaborative opportunities for SORHs; measuring and reporting the impact of SORHs; and using Promising Practices to your Office's advantage. There will also be a discussion on what caregivers are saying about meeting the healthcare needs of rural America.

Those with a special interest in Health Information Technology-related issues should also plan on attending the **HIT for Rural Health Partners** pre-conference workshop on September 23. The hands-on, day-long session will offer a glimpse of how other states are running various HIT projects and allow attendees to walk away with ideas and resources they can use.

And of course, there will be plenty of time to catch up with old friends and make new ones!

Registration fee for this year's meetings is \$200; information can be found at <http://www.nosorh.org/events/events.php>. Submit your registration by September 5th, @ 5PM.

APHA “Help Wanted”

Interested in helping NOSORH with its exhibit at the American Public Health Association meeting in San Diego on October 26-29? If so, NOSORH has received two additional complimentary registrations to the meeting.

If you can help and would like to attend, please contact Teryl Eisinger (586.739.9940, nosorhpd@comcast.net) as soon as possible.

NOSORH Hires Program Writer/Liaison

Please join us in welcoming Bill Hessert, owner/president of Pennsylvania-based Bill Hessert Ink, who NOSORH recently hired to serve as its first-ever program writer/liaison. In this capacity, Bill will work with the NOSORH board and staff to develop communication strategies that strengthen NOSORH's position as one of the leading rural health voices in the nation. He will also focus on developing new and refining existing tools/resources that enhance communications between NOSORH and its members and partners.

Bill brings more than 20 years of public relations, development/grant writing and nonprofit management experience to NOSORH ([click here](#) for a copy of his biosketch). You can reach Bill by calling 814.231.1213 or by e-mailing swilliamjr@billhessertink.com.

Contact Information

[Teryl Eisinger](#)

Director

(586) 739-9940

[Betty King](#)

Program Specialist

(520) 319-0113

[Bill Hessert](#)

Program Writer/Liaison

(814) 231-1213

[Donna Pfaendtner](#)

Program Assistant

(586) 336-4627

Promising Practices

We continue our look at the promising practices and strategies that characterize strong SORHs. This month, we look at being a **Resourceful Resource and Funding Developer (Characteristic #3)** – being innovative in finding and using funds to achieve more than can be done with independent funding or SORH Grant funds alone.

Key abilities of the characteristic include:

- Leveraging and using available funds as seed money, attracting additional resources from partners and stimulating multi-source funding
- Demonstrating the economic return on the Office's programs and grants acquired
- Attracting new funding from Federal sources such as ORHP or through other programs (e.g., Delta Project, HIT initiatives, special studies)
- Attracting and retaining funding from other state agencies/organizations to sustain or expand the Office
- Facilitating the development of multi-source funded initiatives without that don't require Office funding
- Securing funds from foundations and other sources that sustain or expand Office activities and build a sustainable platform for future activities

Examples of Promising Practices demonstrated by SORHs in this area include:

- Convinced state legislatures to channel programs through SORH (LA, MN)
- Provided strong examples of financial leveraging and economic return in grant applications (AZ, GA)
- Explored joint funding opportunities for the SORH and the state's 15 CAHs (ME)
- Leveraged funding by linking SORH strategies with broader state health strategies, such as addressing chronic disease through implementation of a chronic care model (VT)

Past Webinars Available

Information from the July 22, 2008 Webinar – *The Federal Communication Commission's Rural Health Care Pilot Program: What Have SORHs Got to Do with It?* – and other Webinars can be viewed and downloaded from the NOSORH Web site (<http://www.nosorh.org/mentoring/profdev.php>). This is a wonderful resource for those who were interested in participating in a previous Webinar but were not able to do so.