



NATIONAL RURAL HEALTH ASSOCIATION

National Rural Health Association
Rural Health Equity Conference
June 16, 2020 — Virtual Event
All times are Pacific Daylight Time

8 – 9:30 a.m.

Opening Plenary

Addressing Inequities in Access to Care

Carrie Henning-Smith, PhD, MPH, MSW, Assistant Professor, University of Minnesota School of Public Health
Megan Lahr, MPH, Research Fellow, University of Minnesota Rural Health Research Center

This session will focus on rural-urban and within-rural differences in access to health care. Rural-urban comparisons will focus on differences in access among Medicare beneficiaries and within-rural comparisons will focus on differences by race and ethnicity. We will also include an on-the-ground perspective of how to address access barriers.

9:30 – 9:45 a.m.

Networking Break, Poster Session

9:45 – 10:20 a.m.

Concurrent Sessions

1A. Evaluating Rural Communities with a Health Equity Lens

Gary Nelson, PhD, President, Healthcare Georgia Foundation
Samantha Tucker, Evaluation Manager, Healthcare Georgia Foundation

Healthcare Georgia Foundation's *The Two Georgias Initiative* addresses within-rural disparities by race and income. This interactive session will share the role of philanthropy and intermediaries, innovative evaluation tools and resources, results, and lessons learned about what it takes to build rural community capacity to measure health equity impact.

1B. Rural-Urban Differences in factors for successful aging among LGBT individuals

Elizabeth Crouch, PhD, Assistant Professor, Deputy Director of the Rural and Minority Health Research Center, University of South Carolina
Kevin Bennett, PhD, Associate Professor, University of South Carolina School of Medicine

Rural LGBT individuals are less likely to be out and have family and social supports as they age. This session uses a recent national sample of LGBT individuals aged 45 and older to examine and discuss factors contributing to LGBT individual's satisfaction with aging, by rurality.

1C. The Oral Health Progress & Equity Network (OPEN) Rural

Marcia Brand, Ph.D, Senior Advisor, DentaQuest Foundation
Joni Nelson, Ph.D, MS, Assistant Professor and Deputy Director, Medical University of South Carolina

The Oral Health Progress & Equity Network (OPEN) Rural Network Response Team, DentaQuest Partnership, collaborates with a nationwide network to elevate rural oral health equity as a priority within healthcare delivery systems. We will describe our efforts to mobilize a diverse network in rural policy advocacy for oral health.

10:25 – 11:00 a.m.

Concurrent Sessions

2A. HEAL on Wheels: Implementing a Student-Run Mobile Clinic

Christopher Ervin, MD, Director of Clinical Operations, HEAL Clinic, Morehouse School of Medicine
Chivon Brown-Stubbs, MD, Clinical Advisor, Morehouse School of Medicine

The session will discuss the successes and challenges in operating a student-run free HEAL clinic (Health Equity for All Lives) to serve underserved communities in rural Georgia. The session will discuss the rationale, the processes, and the challenges to successfully operate a mobile unit through a medical education framework

2B. Prevention and Treatment of HIV in Primary Care

Annie Chang, MD, MS, Prevention and Treatment of HIV in Primary Care, Valley Homeless Healthcare Program, Santa Clara County Medical Center Hospital and Clinics System

Learning goals for the session includes: overview of HIV prevention in primary care (such as PrEP, PEP), rapid ART for treatment naive HIV positive persons, and comprehensive strategy to address key drivers of HIV in rural communities, namely the opioid crisis, substance use, and stigmatized behaviors.

2C. Oral Health, Telehealth and Rural Populations

Paul Glassman, DDS, MA, MBA, Associate Dean for Research and Community Engagement, California Northstate University College of Dental Medicine

Most rural populations, particularly low income and diverse groups do not get dental care in traditional dental office settings. This presentation will review 15 years of experience using telehealth-connected teams and virtual dental homes to reach and improve oral health and the application of these systems in rural areas.

11 – 11:15 a.m.

Networking Break, Poster Session

11:15 a.m. – 11:50 a.m.

Concurrent Session

3A. Community-Driven Strategies Addressing Stigma in Rural Towns

Charles Dwyer, Senior Program Officer, Maine Health Access Foundation
Jana Richards, Healthy Lakes Program Manager, The Opportunity Alliance

Presentation of three case studies describing stigma reduction strategies developed and implemented in rural communities to create more equitable systems of care for people experiencing poverty, mental health challenges and substance use disorders.

3B. Building capacity through rural community-based academic partnerships

Stephanie Sun, MD, Internist, Massachusetts General Hospital
Matt Tobey, MD, Internist, Massachusetts General Hospital

The Indian Health Service (IHS) provides care to 2.5 million American Indians and Alaska Natives. Few pathways link academic medical programs to IHS sites. We will describe potential models based upon the lessons learned from one academic partnership. Topics will include cultural humility; medical education; systems strengthening; and tribally driven approaches.

3C. Rural worksite immigration raids: implications for community health

Nicole Novak, PhD, Assistant Research Scientist, University of Iowa College of Public Health
William Lopez, PhD, MPH, Clinical Assistant Professor, University of Michigan School of Public Health

Large-scale immigration enforcement is associated with poorer mental health and birth outcomes. In 2018, six large worksite raids occurred in rural “new destination” communities. We conducted in-depth qualitative interviews with 70 rural residents in Nebraska, Iowa, Ohio, Texas and Tennessee to examine the mechanisms of health impacts after ICE raids.

11:55 a.m. – 12:30 p.m.

Concurrent Session

4A. Healthy Farms - A model for Farmworker Community Capacity Building

Gail Emrick, Executive Director, Southeast Arizona Area Health

Linda Cifuentes, Program Coordinator, Southeast Arizona Area Health

Healthy Farms is a unique initiative building local capacity while addressing social determinants of health within a Latino farmworker community in rural Arizona. SEAHEC, and partners including local FQHC and a community action board, built a community center which now serves as a catalyst for action and change, improving health.

4B. Training Physicians to Address SDOH in a Rural Residency

Robert Atkins, MD, Director, East Kentucky Family Medicine Residency, University of Kentucky, Department of Community and Family Medicine

Key Douthitt, MD, Medical Director, North Fork Valley Community Health Center, FQHC, University of Kentucky, North Fork Valley Community Health Center, FQHC

The East Kentucky Family Medicine residency is located in Rural Appalachia, an area well known for disparities in healthcare. Our service population displays evidence of need in all aspects of the SDOH. Our training prepares physicians to recognize and meet these needs, with the goal of improving the regions health.

4C. Border Detainment Centers in the COVID-19 Response

David Line, PhD, MPH, Masters of Public Health Program Director, Eastern Washington University

Mary-Katherine Smith McNatt, DrPH, Chair and Associate Professor in Public Health, A.T. Still University

Detention centers for immigrants along the United States-Mexican border have created many demands on regional and state public health agencies. Public health officials must navigate ethical expectations while providing COVID-19 response services. These demands include inspecting the centers, addressing diseases outbreaks, and community health concerns.

1:30 p.m. – 2:30 p.m.

Plenary Presentation

Rural Minority Disparities across the Life Span

Whitney Zahnd, PhD, Research Assistant Professor, Rural & Minority Health Research Center at the University of South Carolina

Elizabeth Crouch, PhD, Assistant Professor and Deputy Director, Rural & Minority Health Research Center at the University of South Carolina

Peiyin Hung, PhD, Assistant Professor, Rural & Minority Health Research Center at the University of South Carolina

Jan Eberth, PhD, Director and Associate Professor, Rural & Minority Health Research Center at the University of South Carolina

Rural populations are not demographically monolithic. This session will summarize disparities experienced by rural racial, ethnic, and sexual minorities across the life span from infancy to older adulthood through the discussion of analysis of sociodemographic, public health surveillance, and population-based survey data and relevant policy implications.

2:30 p.m. – 2:45 p.m.

Networking Break, Poster Session

2:45 – 3:45 p.m.

Concurrent Session

3A. Community Health Initiative: Highlighting Programs that have Sustained and Expanded Impact

Kathryn Umali, HRSA, Federal Office of Rural Health Policy, Director, Community-Based Division

Amy Elizondo, National Rural Health Association, Vice President Program Services

Toniann Richard, Health Care Collaborative of Rural Missouri, Chief Executive Officer

Mellie B. Bridewell, Arkansas Rural Health Partnership, Chief Executive Officer

Teryl Eisinger, National Organization of State Offices of Rural Health (NOSORH), Director

The Community Health Initiative, a new initiative within the National Rural Health Association (NRHA), is designed to support and promote the innovative programs in rural areas that aim to move health care outside of the four walls of the hospital, without undermining the sustainability of these community hospital anchors. This effort will highlight success happening through community-based programs under the 330A section of the Public Health Service Act, which provide funding to increase access to care in rural communities and to address their unique health care challenges. This panel will highlight strategies of how funded organizations have been able to sustain, replicate and expand their projects and organizations to make significant improvements to health care access in rural communities.

3B. Making Sustainable Agriculture Cool with Youth

Chester Williams, BS, BFA, MS, CEO, A Better Chance A Better Community

Amber Primus, Communications Specialist, A Better Chance A Better Community

Trevon Fields, Community Farm Coordinator, A Better Chance A Better Community

Joshua Melton, Social Media Influencer, A Better Chance A Better Community

A Better Chance A Better Community is dedicated to youth empowerment in rural North Carolina. They are developing a community farm and found success in organizing youth around health outcomes. Join this interactive session to learn from the youth themselves how these programs are empowering youth to become community leaders.

3C. Research and the Rural Health Community: A model for strategies and best practices

The All of Us Research Program is a historic effort to gather data from one million or more people to accelerate research and improve health. The program prioritizes engagement with communities that have been historically underrepresented in research. Learn about program strategies and best practices found in rural Louisiana.

4:00 – 5:15 p.m.

Plenary Presentation

Coordinating CHNAs to Improve Rural Community Health

John Gale, MS, Senior Research Associate, Maine Rural Health Research Center

Alana Knudson, PhD, Co-Director, NORC Walsh Center for Rural Health Analysis

Hospitals, public health, and FQHCs conduct community health needs assessments (CHNAs) to support their missions. These efforts are often disconnected and focus on organizational rather than community needs. We will explore opportunities to better coordinate CHNAs to address the social determinants of health, leverage resources, and enhance rural health equity.

5:15 p.m.

Conference Adjourns

Exhibitors

All of Us

Thank you for your attendance and your continued support of NRHA and the Health Equity Conference! Join us next year in New Orleans, LA on May 4, 2021.

DRAFT

**National Rural Health Association
2020 Health Equity Conference Poster Sessions**

Submission Title: Modelling Geographic Access to Primary Care in Rhode Island

Speaker: Lila Bhattarai, MPH

Organization: Rhode Island Department of Health

Topic: Other (Geographic access to primary care)

Social determinant(s) of health addressed in presentation: Health Services and Social Services

Session Description: Access to primary health care is a significant determinant of health outcomes. Our goal is to test the assumption that smaller travel distance is not a significant factor in determining access by exploring models of the relationship between geography and access and compare the accessibility between rural and urban areas.

Submission Title: Assessing Healthcare Accessibility in Rural Georgia

Speaker: Elisa Childs, MSW

Organization: The University of Georgia

Topic: Other (Rural Healthcare Access)

Social determinant(s) of health addressed in presentation: Health Services and Social Services

Session Description: Individuals living in rural America experience significant health disparities, however, few studies have examined why these individuals may not access local healthcare services. The purpose of this study was to identify predictors that might influence a person's decision to access healthcare in rural Georgia.

Submission Title: NIH Workshop Insights that Offer Promise for Rural Communities

Speaker: Melissa Green Parker, Ph.D.

Organization: National Institutes of Health (NIH)/NHLBI

Topic: Other (Preventive Services)

Social determinant(s) of health addressed in presentation: Health Services and Social Services

Session Description: This poster will provide updates regarding a recent federal activity aimed at improving preventive health services for populations adversely affected by disparities. Specifically, this activity highlighted the need for more research in rural populations on the effects of barriers to the adoption of clinical preventive services, strategies for bundling preventive services and implementing Health IT, and the integration of social and medical care. The recommendations, along with implementation examples appropriate for rural settings, will be discussed.

Submission Title: The Primary Care Workforce in Rural South Carolina

Speaker: Kathleen Greenberg, PhD

Organization: South Carolina Area Health Education Consortium (SC AHEC)

Topic: Other (Healthcare Workforce)

Social determinant(s) of health addressed in presentation: Health Services and Social Services

Session Description: Rural communities are likely to be hardest hit by a projected shortage in the number of primary care physicians. Data will be presented showing that the negative effect of this shortage on access to primary care services may be mitigated by growth in the physician assistant and nurse practitioner workforce.

Submission Title: Diabetes management program outcomes for rural patients

Speaker: Elizabeth Hall-Lipsy, JD, MPH

Organization: The University of Arizona College of Pharmacy

Topic: Mental/Behavioral Health

Social determinant(s) of health addressed in presentation: Health Services and Social Services

Session Description: Patients newly diagnosed with Type II Diabetes, were invited to participate in disease management classes. Patient were tracked for clinical indicators and depression screening at each follow up visit for a year. The most rural patients had the greatest improvement in diabetes control, but didn't improve their depression screening outcomes.

Submission Title: Pain Population Management: The Non-MAT Prescription

Speaker: Nicole Heath,

Organization: Richard G. Lugar Center for Rural Health

Topic: Capacity Building (include skill building, leadership skills, finance, and partnership development)

Social determinant(s) of health addressed in presentation: Personal Health Practices and Coping Skills | Health Services and Social Services

Session Description: This collaborative and multidisciplinary approach to managing geriatric, pulmonary, cardiac and pain patients seeks to decrease opioid usage in rural areas where OTPs are uncommon. Learn how to replicate a cost-effective blueprint to decrease pain, increase everyday functioning, and improve mental health using a holistic alternative or complement to MAT.

Submission Title: Operation Change Comes to Rural Appalachia

Speaker: Keisha Hudson, AS

Organization: University of Kentucky Center of Excellence in Rural Health

Topic: Women's Health

Social determinant(s) of health addressed in presentation: Education | Physical Environments | Personal Health Practices and Coping Skills | Social Environments | Race/Culture

Session Description: Women in Perry County, KY have lower life expectancies compared to the State and Nation, at 74.1, 78.8 and 81.5 years, respectively. Perry County is located in the rural Appalachian Mountains. Operation Change is a unique 18-week community-based behavioral health program targeting underserved women experiencing obesity, joint pain, limited mobility.

Submission Title: Evidence of What Works in Rural

Speaker: Madison Lambert, MSPH

Organization: Centers for Disease Control

Topic: Other (Rural Health Research)

Social determinant(s) of health addressed in presentation: Physical Environments | Health Services and Social Services

Session Description: The presentation will discuss the process of identifying High Impact Policies (HIP) and interventions that have evidence of success in rural areas. This will also show the evidence gap identified in rural areas, which can be helpful for informing research agenda planning to potentially achieve health equity.

Submission Title: Compare Rural-Urban Differences in Mental Care Utilization

Speaker: Wei-Chen Lee, PhD

Organization: University of Texas Medical Branch

Topic: Mental/Behavioral Health

Social determinant(s) of health addressed in presentation: Health Services and Social Services

Session Description: Using 2011-2016 MEPS data of working-age adults in rural areas, this study seeks to identify their utilization of home health, inpatient, outpatient, ER, and medication services in comparisons with urban populations. The study also compares the utilization difference by type of disability across six years.

Submission Title: Characteristics of Medical Schools that Attract and Retain Rural Students

Speaker: Zakia Nouri, MA

Organization: Association of American Medical Colleges (AAMC)

Topic: Other (Health education)

Social determinant(s) of health addressed in presentation: Education | Gender | Race/Culture

Session Description: We explore the variance among institutions in the proportion of rural students who apply, are admitted, and matriculate to medical school in more detail. We do this by examining characteristics of top performer medical schools who develop and maintain student interest in rural practice over the course of medical school.

Submission Title: My parents are on strike

Speaker: Velia Nuño, PhD, MSW

Organization: University of Arizona

Topic: Children's Health

Social determinant(s) of health addressed in presentation: Employment and Working Conditions | Income and Social Status

Session Description: The poster describes findings from 3 focus groups with 20 high school students in rural Arizona experiencing the ASARCO mine strike.

Submission Title: recruitment/retention strategies for childhood obesity prevention program

Speaker: Rosie Piper

Organization: Mariposa community Health Center

Topic: Other (Childhood obesity prevention)

Social determinant(s) of health addressed in presentation: Education | Healthy Child Development | Social Support Networks

Session Description: Mariposa Community Health Center, an FQHC in Nogales, Arizona, is implementing an 8-week, family-focused, program called La Vida Buena (The Good Life) to address childhood obesity. Participants are Hispanic children 5-8 years old with overweight/obesity and their adult caregivers.

Submission Title: Trends in the rural-urban cardiac catheterization utilization disparity

Speaker: Adam Powell, PhD

Organization: HealthHelp

Topic: Health & Nutrition

Social determinant(s) of health addressed in presentation: Physical Environments | Social Environments

Session Description: This analysis characterizes trends in the rural-urban disparity in cardiac catheterization utilization. Claims data from a national organization offering commercial and Medicare Advantage health plans were extracted for 2012-2018, and relative annual utilization rates were calculated. Rural utilization was 167% of urban utilization in 2012, and 154% in 2018.

Submission Title: Dental Treatment Model for Children with Severe Tooth Decay and Special Needs

Speaker: Viveka Rydell-Anderson, JD

Organization: PDI Surgery Center

Topic: Oral Health

Social determinant(s) of health addressed in presentation: Race/Culture | Income and Social Status | Social Support Networks

Session Description: Share sustainable model of 33 rural counties referring patients to Ambulatory Surgery Center for dental treatment under general anesthesia: Together, bridging dental-medical healthcare divide, lack of access to dental care for all, addressing food insecurity and raise awareness of importance of dental care to overall health, fighting dental decay crisis.

Submission Title: Lessons learned from a stand alone Ambulatory Surgery Center (ASC) providing specialty care to FQHC clients in 33 No Cal counties.

Speaker: Viveka Rydell-Anderson, JD

Organization: PDI Surgery Center

Topic: Oral Health

Social determinant(s) of health addressed in presentation: Healthy Child Development

Session Description: PDI Surgery Center (501c3) provides dental treatment under general anesthesia to patients with severe tooth decay/Special Needs. Health centers in 33 No Cal counties refer patients who cannot be safely seen in a clinic. Our 5 promotores/lay health workers educate families on the link between dental and overall health.

Submission Title: Smartphone Train-the-Trainer Platform for Rural CHWs on Incontinence Self-Management

Speaker: Lori Saiki, PhD, RN, CCCN

Organization: New Mexico State University

Topic: Capacity Building (include skill building, leadership skills, finance, and partnership development)

Social determinant(s) of health addressed in presentation: Education | Personal Health Practices and Coping Skills | Social Support Networks

Session Description: In the rural, Hispanic community, misconceptions about urinary incontinence persist yet stigma leads to non-disclosure to healthcare providers. To build capacity in disseminating evidence-based incontinence self-management strategies, we partnered with the Southern New Mexico Promotora Committee to test the usability of an online, smartphone-accessible, train-the-trainer program on incontinence self-management strategies.

Submission Title: Breaking the Link: Generational Poverty and Chronic Diseases

Speaker: Sylvia Sibley

Organization: Community Infusion Solutions

Topic: Health & Nutrition

Social determinant(s) of health addressed in presentation: Physical Environments | Biology and Genetics | Personal Health Practices and Coping Skills | Social Environments | Income and Social Status

Session Description: Generational poverty and chronic disease have been inextricably linked historically. Learn how to use analytical data coupled with effective care management to break the link between generational poverty and multiple chronic diseases in rural populations.

Submission Title: Diabetes Risk Factors in Grandparent Caregivers

Speaker: Brittany Smalls, PhD, MHSA

Organization: Department of Family and Community Medicine, University of Kentucky

Topic: Health & Nutrition

Social determinant(s) of health addressed in presentation: Personal Health Practices and Coping Skills | Social Environments | Race/Culture | Social Support Networks

Session Description: The purpose of this study is to assess T2DM risk factors in grandparent caregivers living in a rural environment. By clinical definition of T2DM, 21% were prediabetic and 28% had undiagnosed T2DM. Considerations should be given to leveraging existing community resources to support grandparent caregivers to optimize health and wellbeing.

Submission Title: Coal Slurry Impoundments Near Children in Rural Appalachia

Speaker: Sarah Surber, MS, JD, PhD

Organization: Marshall University

Topic: Children's Health

Social determinant(s) of health addressed in presentation: Physical Environments | Race/Culture | Income and Social Status

Session Description: This poster will cover research on the presence of large-scale coal slurry impoundments surrounding central Appalachian rural communities in West Virginia and the concern for children's health.

Submission Title: Antimicrobial stewardship in rural community hospitals-challenges and opportunities

Speaker: Raghavendra Tirupathi, MD FACP

Organization: Keystone Rural Health Center

Topic: Capacity Building (include skill building, leadership skills, finance, and partnership development)

Social determinant(s) of health addressed in presentation: Education | Health Services and Social Services

Session Description: Studies show that about one in three antibiotics prescribed in hospitals is not needed. Antibiotic use can cause serious side effects such as Clostridium difficile (C. difficile) infection, other adverse events as resistance. Rural hospitals and outpatient practices face unique challenges and opportunities which will be addressed in this presentation.

Submission Title: Cesarean Section Respiratory Effects within children in Memphis, Tennessee

Speaker: Shukura Umi, MPH

Organization: The University of Memphis

Topic: Children's Health

Social determinant(s) of health addressed in presentation: Education | Employment and Working Conditions | Physical Environments | Biology and Genetics | Personal Health Practices and Coping Skills | Healthy Child Development | Health Services and Social Services | Income and Social Status

Session Description: This poster will highlight how the embedded relationship between cesarean sections and allergies needs better communication between providers in the continuity of care to their patients who are parents. That way, parents can be fully informed when deciding on how they want to have their birth be planned.

Submission Title: Evaluation of a Statewide Health Equity Curriculum

Speaker: Clea Vannet, MPH

Organization: IMPAQ International

Topic: Capacity Building (include skill building, leadership skills, finance, and partnership development)

Social determinant(s) of health addressed in presentation: Education | Gender | Race/Culture | Income and Social Status

Session Description: IMPAQ's evaluation of the Community Leaders in Health Equity found an increase in participants' knowledge about the social determinants of health, self-efficacy for social action toward equity, leadership and communication skills. Participants included a diverse group of rural and urban community members across the state of Colorado.

Submission Title: Evaluating discourses in rural health research

Speaker: Kameko Washburn, MPH

Organization: University of California, Irvine

Topic: Capacity Building (include skill building, leadership skills, finance, and partnership development)

Social determinant(s) of health addressed in presentation: Social Environments | Race/Culture

Session Description: Rhetorical patterns in recent articles examining rural health in the US were assessed to determine what discourses exist. Resultant discourses were found to (1) 'other' rural populations, (2) highlight disadvantage, and (3) homogenize a 'rural culture'. These narratives should be re-evaluated to minimize their construction of social and political inequities.

Submission Title: Amplifying Voice: Using Focus Groups in Rural Schools

Speaker: Eric Wiedenman, MA

Organization: Southern Illinois University School of Medicine Center for Rural Health and Social Service Development

Topic: Children's Health

Social determinant(s) of health addressed in presentation: Education | Personal Health Practices and Coping Skills | Healthy Child Development | Social Environments | Race/Culture | Income and Social Status | Social Support Networks

Session Description: This poster proposes a student-led focus group design in rural southern Illinois schools. Schools are often ideal public health intervention spaces. However, these interventions lack substantial ownership from school-aged youth. Researchers developed a training protocol to instruct students how to run and evaluate focus groups regarding their own health.

Submission Title: Racial Disparities in Emergency Pre-Hospital Pain Management

Speaker: Laurel Wimbish, MA

Organization: Wyoming Survey & Analysis Center

Topic: Other (EMS)

Social determinant(s) of health addressed in presentation: Health Services and Social Services

Session Description: Analysis of patient care reports (PCRs) for patients experiencing pain or injury in a frontier/rural state found significant differences in pre-hospital pain management for Native American patients.

Native American patients had significantly lower odds of having a recorded pain score and of receiving opioid pain medication compared to White patients.

Submission Title: Disparities in Needle Biopsy Receipt for Breast Cancer

Speaker: Anja Zgodic

Organization: Rural and Minority Health Research Center

Topic: Women's Health

Social determinant(s) of health addressed in presentation: Physical Environments

Session Description: This would be a poster examining the Impact of Patient Metropolitan Status and Facility Region on Disparities in Needle Biopsy Receipt for Breast Cancer Diagnosis

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