

National Rural 2011 Health Day

Celebrating the Power of Rural!



November 17, 2011

www.celebratepowerofrural.com

WHY A NATIONAL RURAL HEALTH DAY?

- ***Approximately 62 million people – one in five Americans – live in rural areas. These community-minded people possess a selfless, “can do” spirit that has helped our country grow and thrive.***
- ***Rural communities are a wonderful place to live and work:***
 - They possess a strong sense of community where everyone has a voice – people know each other, listen to/respect each other and work together to benefit the community.
 - They are wonderful places to start a small business and test your “entrepreneurial spirit.”
 - They provide America with a wealth of worthwhile products and services (farm commodities, clean energy, tourism/recreation).
 - They can offer an outstanding quality of life.

National Rural 2011 Health Day

Celebrating the Power of Rural!



- ***Surprising things are happening in Rural America:***
- Rural America has a rich history of creativity and ingenuity.
- Rural America is the economic engine that helped the United States become the world power it is today.
- Rural doesn't necessarily mean "remote" – diverse economic, cultural and recreational opportunities abound in rural America.
- Rural also isn't just "farming" – agriculture is an important component of the economy, but so are small businesses and larger industries.
- Rural areas in each part of the country are unique – rural New York is not the same as rural Arizona or rural West Virginia. But that's no different than urban parts of the country – southern California is not the same as southern Florida or southern Massachusetts.

National Rural 2011 Health Day

Celebrating the Power of Rural!



- ***Being a rural healthcare provider offers tremendous opportunities:***
 - Health care, like so many other things in rural America, focuses on relationships – healthcare providers get to know the people they care for.
 - There is a more holistic, patient-centered approach to health care in rural communities – providers have the opportunity to provide more comprehensive care to their patients.
 - Ambulatory and emergency medical services are especially critical in rural America, where 20 percent of the nation’s population lives but nearly 60 percent of all trauma deaths occur.
 - Rural hospitals are sources of innovation and resourcefulness that are able to reach beyond geographical boundaries and deliver quality care. They are also typically the economic foundation of their communities – every dollar spent on rural hospitals generates about \$2.20 for the local economy.

National Rural 2011 Health Day

Celebrating the Power of Rural!



- ***Health care in rural America is unique:***
 - Rural health care is constantly evolving; it continues to tackle accessibility and health workforce issues while meeting the unique needs of aging and un-/underinsured citizens.
 - Healthcare needs can't be addressed through a “one size fits all” approach – because each community is different, programs and policies must be flexible enough to enable rural communities to identify and address the unique needs of their residents.

National Rural 2011 Health Day

Celebrating the Power of Rural!



- What Can You Do on National Rural Health Day?
 - Celebrate
 - Celebrate your health care providers, facilities, community
 - Educate
 - Educate your state/federal legislator
 - Write letters to the editors
 - Talk to you neighbors

National Rural 2011 Health Day

Celebrating the Power of Rural!



- The ORH, ORHA and our other partners will be getting more information out over the next few weeks—
 - Stay tuned and get ready to celebrate

November 17, 2011

www.celebratepowerofrural.com