



BUILDING
resilient inclusive
COMMUNITIES

Creating Equitable Systems Change in Rural Community Settings

Sept 15, 2021 | 2:00 - 3:30 pm ET

Welcome!

BRIC Monthly Webinar Series



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.



A few housekeeping items...



Ask questions via
Q&A Box



Use **Chat** for
comments and
reactions.





After today's webinar, we hope you will

Understand the unique health and equity challenges facing rural communities and their root causes

Learn approaches and partners for advancing equity in rural community settings related to

- nutrition security
- safe physical activity access, and
- social connectedness





Brief Overview of Today's Webinar

Set the stage: High Level Overview and Perspective of Rural Health

Panel Discussion and Q & A (Part 1)

Community Panel – Experiences and Examples in the Rural Setting

Panel Discussion and Q & A (Part 2)





BRIC National Technical Assistance Partner



Phil Bors, MPH
Technical Assistance Director
Healthy Places by Design





Meet our speakers



Dr. Diane Hall, PhD, MEd
Associate Director for Policy and Strategy
Rural Health Lead
Centers for Disease Control and Prevention





Meet our Rural Community Panel



Tyler Healy
Director
Youth 360



Ruth Brock, MEd
Extension Specialist
Auburn University,



Lori Phillips, MPH
Director, DNPAO
South Carolina Dept of Health
and Env. Control





CHAT “WATERFALL”

1. Think about or write down your answer to this question

What is one aspect of rural communities that helps support health and equity among their residents?

2. Type your answer in Chat box. Wait to hit enter “on the count of 3”



Rural Public Health: A High-Level Overview

Diane M. Hall, Ph.D., MEd.

Senior Scientist for Policy and Strategy

Lead, CDC Rural Health

Office of the Associate Director for Policy



Rural: What Is It and Why Focus On It?

This is Rural



So is this...



Ulrich-Schad, J. D., & Duncan, C. M. (2018). People and places left behind: work, culture and politics in the rural United States. *The Journal of Peasant Studies*, 45(1), 59-79.

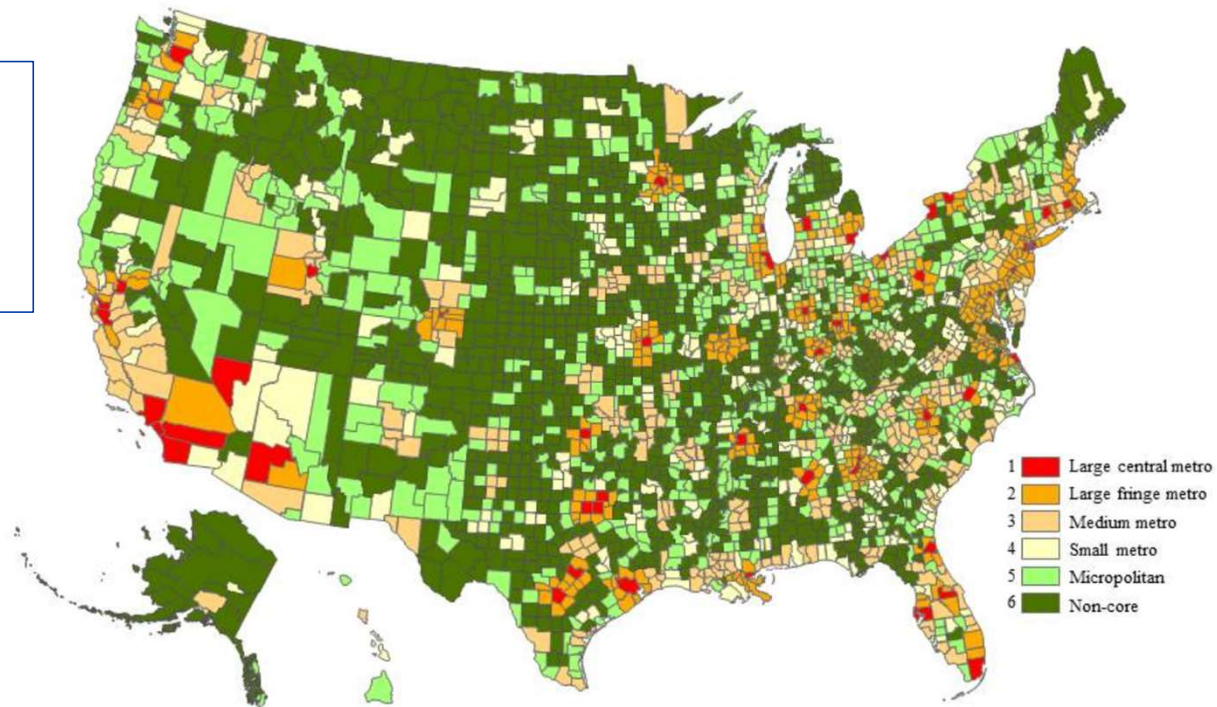
Rural Counties in the US

2013 Urban-Rural Classification Scheme for Counties

Most US counties are non-metro

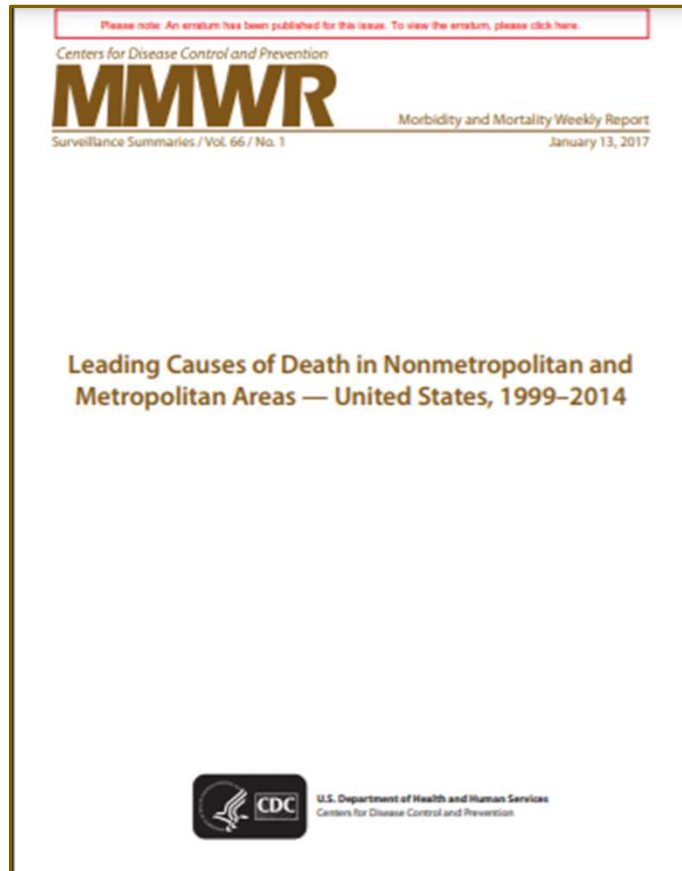
15% of the population

(15-20%, depending on rural definition)



What Are Some Rural Challenges?

MMWR Rural Health Series (2017)



- Leading Causes of Death (1/13/17)
- Reducing Potentially Excess Deaths (1/13/17)
- Health-related Behaviors (2/3/17)
- Children’s Mental Health (3/17/17)
- Diabetes Self-Management Education (4/28/17)
- Air and Drinking Water Quality (6/23/17)
- Cancer (7/7/17)
- BRCA Genetic Testing (9/8/17)
- Passenger Vehicle Deaths (9/22/17)
- Suicide (10/6/17)
- Illicit Drug Use (10/20/17)
- Occupational Air Quality (11/3/17)
- Racial/ethnic disparities (11/17/17)

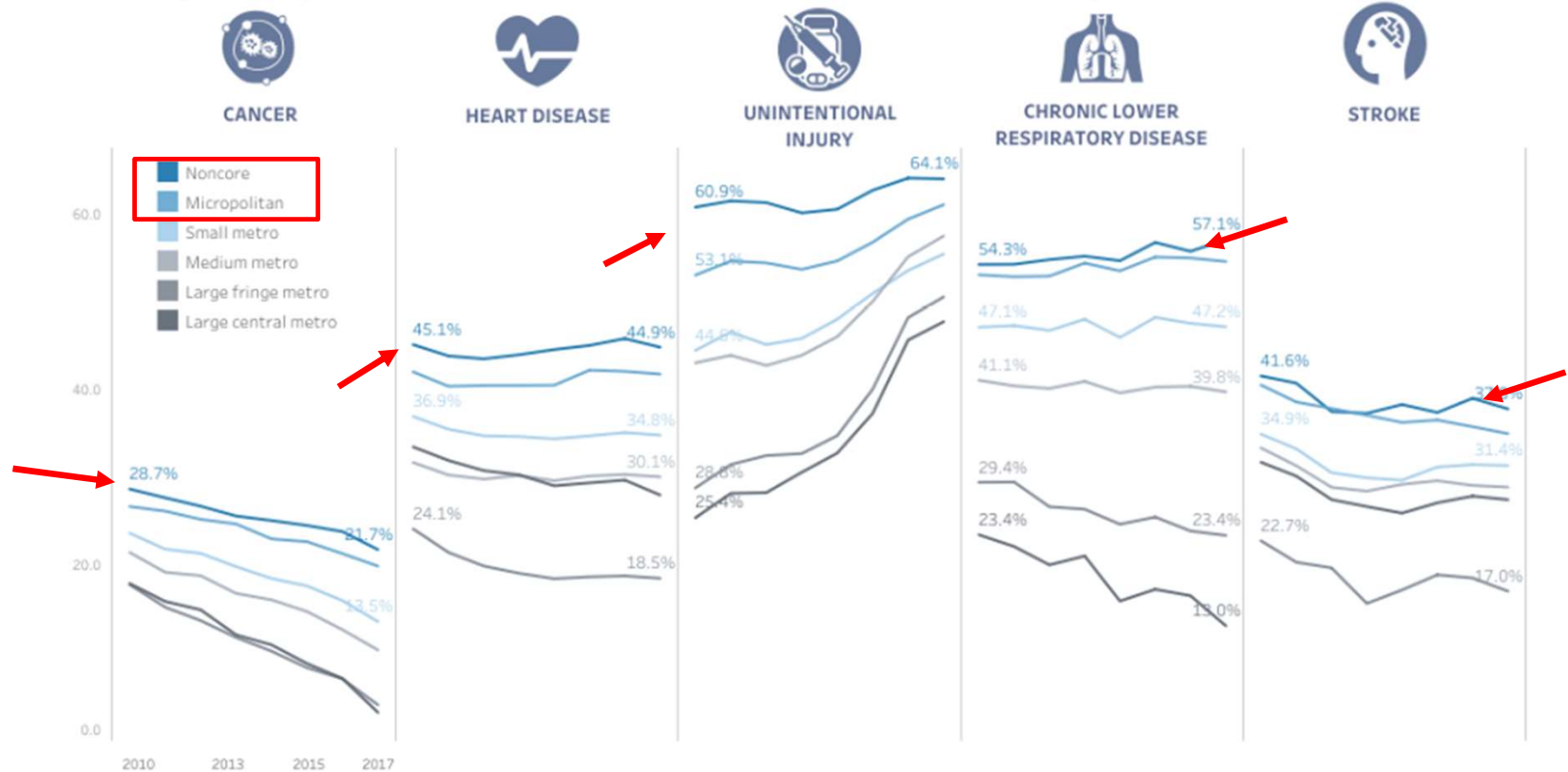
https://www.cdc.gov/mmwr/rural_health_series.html

Causes of Death by Rurality, Trends Over Time

Potentially Excess Deaths from the Five Leading Causes

Exploring eight years of potentially preventable deaths in the United States, 2010-2017

Percentages of potentially excess deaths from the five leading causes were higher in the most rural (noncore) counties than in the most urban (large central metro) counties



Garcia MC, Rossen LM, Bastian B, et al. Potentially Excess Deaths from the Five Leading Causes of Death in Metropolitan and Nonmetropolitan Counties — United States, 2010–2017. MMWR Surveill Summ 2019;68(No. SS-10):1–11. DOI: <http://dx.doi.org/10.15585/mmwr.ss6810a1>

Health Disparities Can Be Found in Rural Communities

- **Communities differ in their demographic, environmental, economic, and social characteristics**
- **Nonmetropolitan areas**
 - Have higher rates of cigarette smoking, hypertension, obesity, and physical inactivity during leisure time
 - Have more residents who live in poverty AND
 - Have residents who are more likely to report less access to health care and lower quality of health care

Barriers to Accessing Health Services in Rural Areas

- Distances
- Transportation
- Health Insurance Coverage
- Health Literacy
- Stigma
- Privacy
- Workforce shortages
- Limited capacity



<https://www.ruralhealthinfo.org/topics/healthcare-access>

Rural and COVID-19

CDC's COVID Data Tracker and Rural: "Demographic Trends" Tab

https://covid.cdc.gov/covid-data-tracker/#pop-factors_totaldeaths

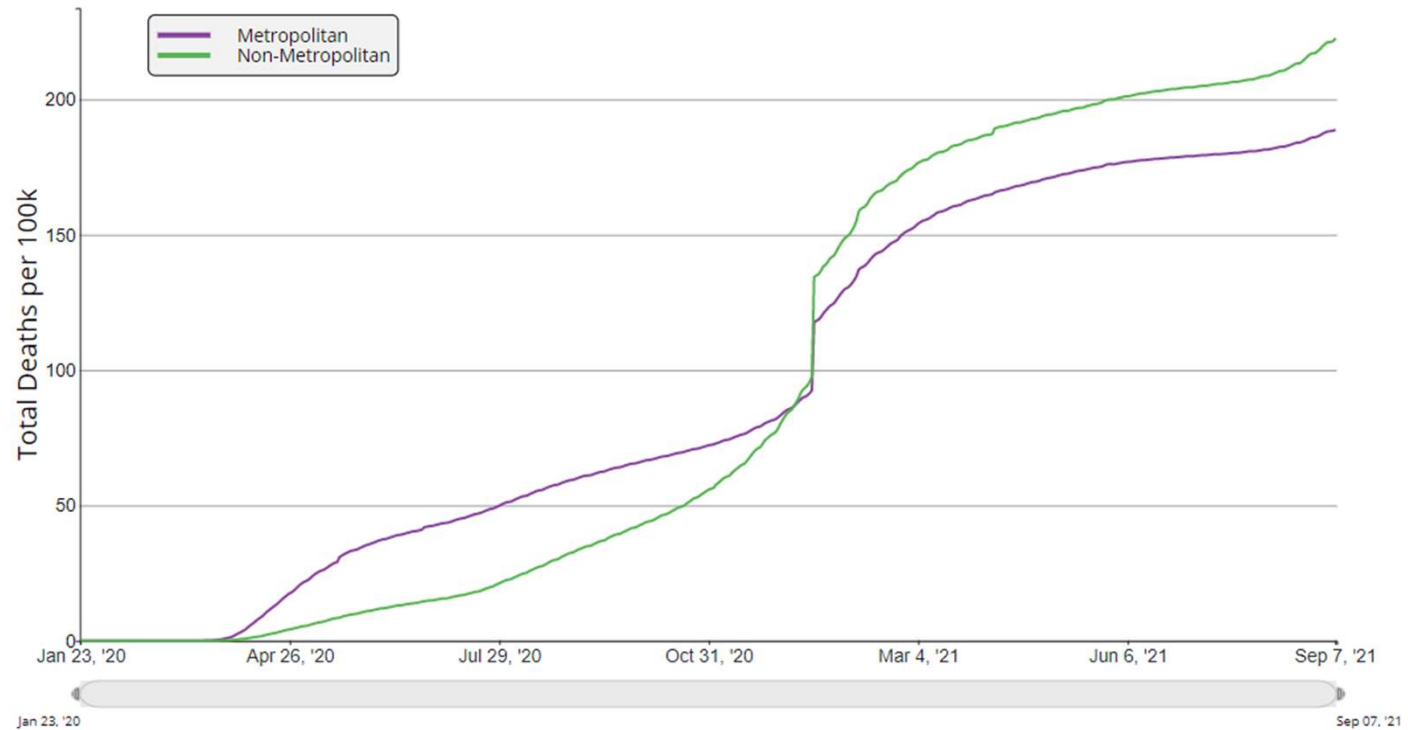


Select US, [Region](#), or State:

Select Classification:

View:	Measure:
<input type="radio"/> Cases	<input type="radio"/> New - 7 Days
<input checked="" type="radio"/> Deaths	<input type="radio"/> New - 14 Days
	<input checked="" type="radio"/> Cumulative

COVID-19 Cumulative Death Rate per 100,000 Population in United States, by Metro vs. Non-Metro



CDC's COVID Data Tracker and Rural: "Demographic Trends" Tab

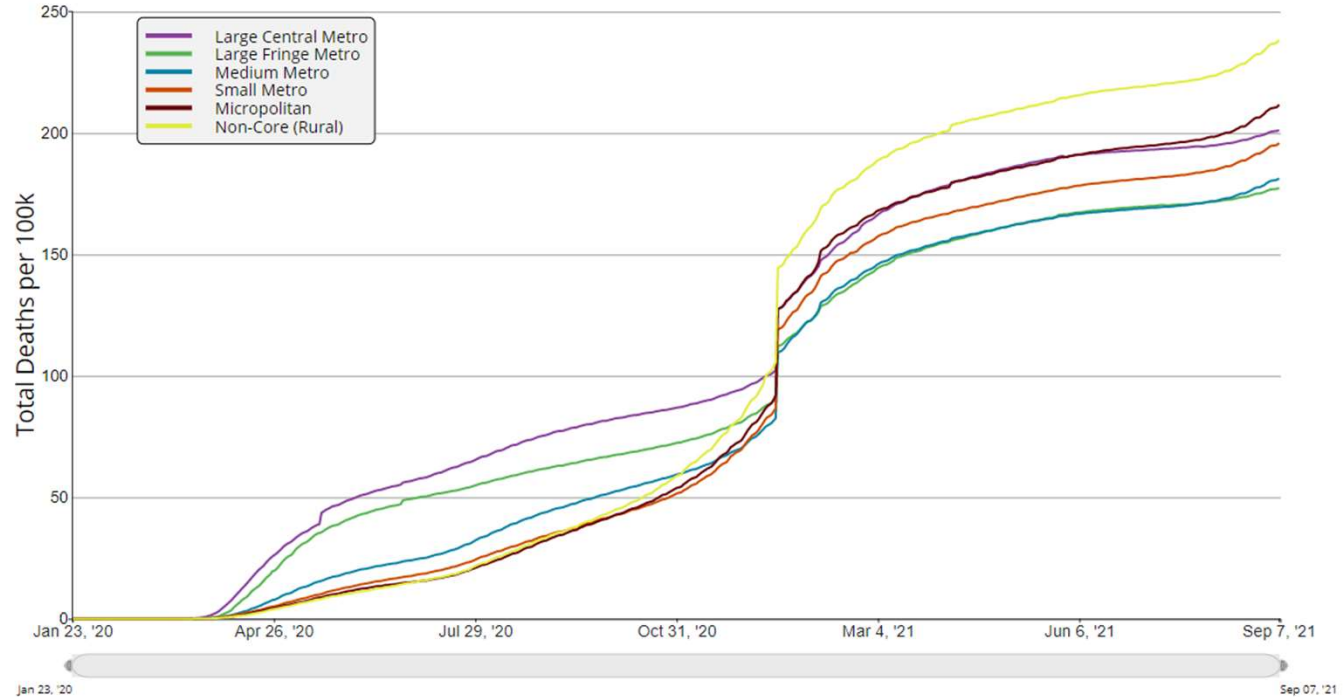
Select US, [Region](#), or State:

Select Classification:

View:
 Cases
 Deaths

Measure:
 New - 7 Days
 New - 14 Days
 Cumulative

COVID-19 Cumulative Death Rate per 100,000 Population in United States, by County Urban/Rural Classification Type



https://covid.cdc.gov/covid-data-tracker/#pop-factors_totaldeaths

Vaccination Status and Intent by Demographics - United States

Data Collection Period: August 8 – August 14, 2021 (N= 13,901)

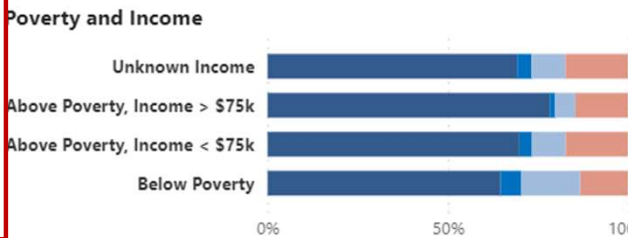
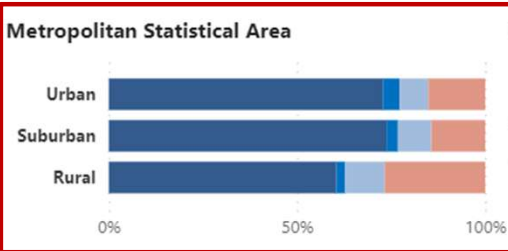
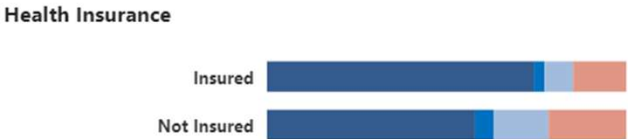
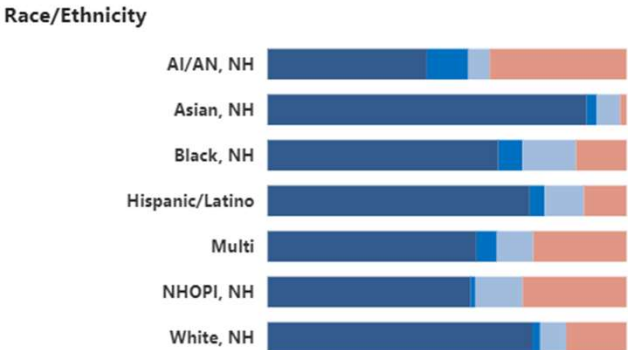
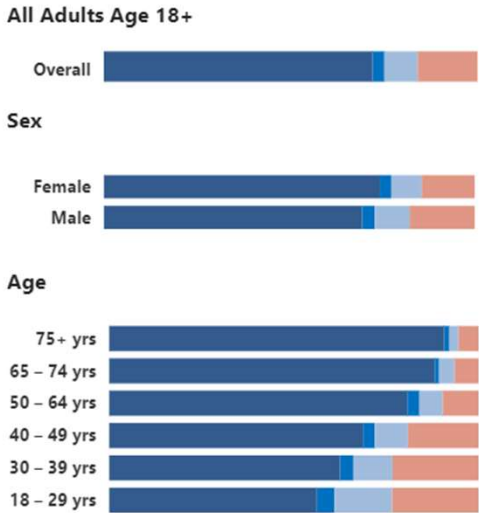
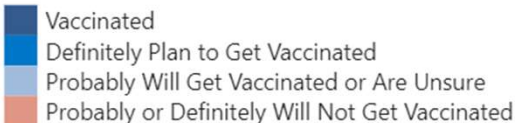
National Jurisdictional

Overall

75.1% are **Vaccinated (71.9%)**
or **Definitely Plan**
to Get Vaccinated (3.2%)

8.9% **Probably Will Get Vaccinated**
or **Are Unsure**

16.0% **Probably or Definitely**
Will Not Get Vaccinated



Weighted Percentage (%)



<https://covid.cdc.gov/covid-data-tracker/#vaccine-confidence>

Assets and Opportunities

Assets in rural communities

- Creativity and innovation
- Vetting and approvals might “go faster”
- Values
 - Importance of kinship
 - Independence
 - “The communal individual”
 - Pride of place
 - Trust in neighbors
 - “Native wisdom”
 - Hard-working

Adapted from Kellogg Foundation's *Perceptions of Rural America* Report (2005) and Richards, K. (2017) What advertisers need to know about values in rural America today, *Adweek*.



The Importance of Rural Culture and History

- Social connectedness, cooperation, cohesion
- Importance of family and neighbors
- Religious affiliation
- Pride in self and family
- Self-reliance and independence
- Importance of justice, loyalty, and faith
- Regional differences

Discussion Points

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ruralhealth@cdc.gov

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.





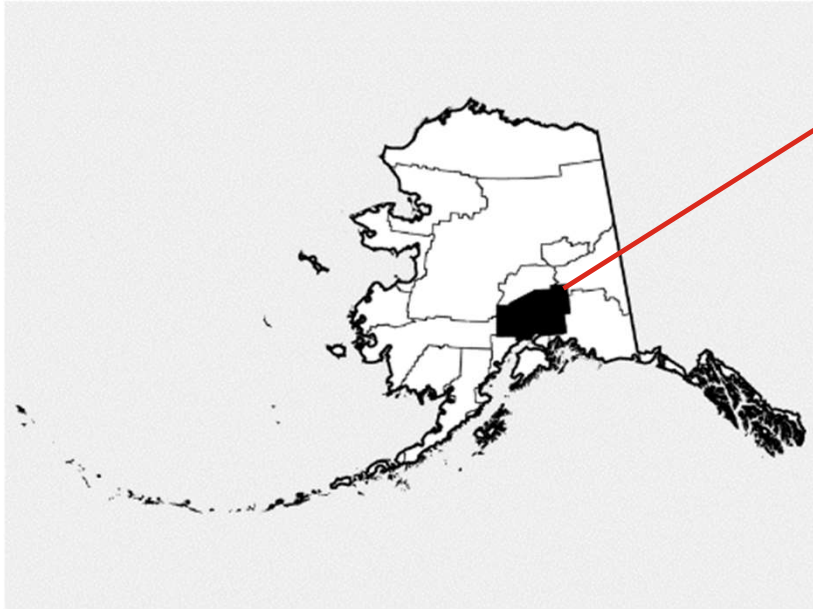
Q & A





**YOUTH 360:
BUILDING SOCIAL
CONNECTIONS
FOR YOUNG
ALASKANS**





Matanuska-Susitna Borough

~25,000 sq. miles

Population: 108,000 (2010: 88K, 2000: 59K)

Our assets are our challenges: dispersed and varied communities, low density, strong community values of "independence" and "self-sufficiency".





Programs and Priorities: “Activity Participation as Primary Prevention”

- Youth Clubs and Activities, focusing on underserved local communities
- Transportation and Food
- Stipends for Community Activities
- Youth Leadership and Feedback
- Community Training and Capacity-Building
- Advocacy, Outreach and Visibility Efforts - “Social in all”
 - Families
 - Schools
 - Communities and Governments
 - Community Members

Local Youth Surveying and Data Loop

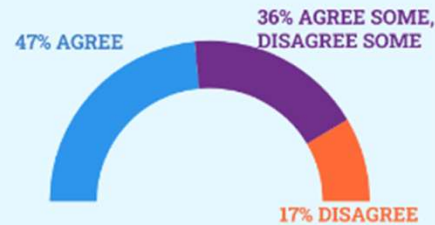


Collaborative Participation & Community Integration



Youth 360 surveyed nearly 1,000 Mat-Su teens in December 2020. Here's some of what we learned!

"I feel like I matter to people in my community."



Mat-Su students who AGREE that they matter to people in their community are:



5x less likely to consider suicide
4x less likely to feel alone in life
1/2 as likely to use marijuana

"My parents often or always know my friends."



Mat-Su students who say that their parents know their friends are about **1/2** as likely to:



Feel alone in life (17% vs. 33%)
 Consider suicide (13% vs. 28%)
 Report heavy drinking (4% vs. 10%)

Parents who make the effort to stay involved are setting their teens up for success.



Tyler Healy, Youth 360 Director

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E-Mail: director@youth-360.org

www.youth-360.org

Developing Active Transportation Plans in Rural Alabama

Building Resilient Inclusive Communities
Monthly Webinar
September 15, 2021

ALProHealth Program Faculty and Staff

Barb Struempler | Auburn University | Alabama Extension

Jeff LaMondia | Auburn University | Department of Civil & Environmental Engineering

Ruth W. Brock | Auburn University | Alabama Extension

Mitch Carter | Auburn University | Alabama Extension



THIS IS ENGINEERING.



Challenges to Routine Physical Activity

- Lack of sidewalks
- Inadequate pedestrian lighting
- No pedestrian crosswalk
- No bike lanes

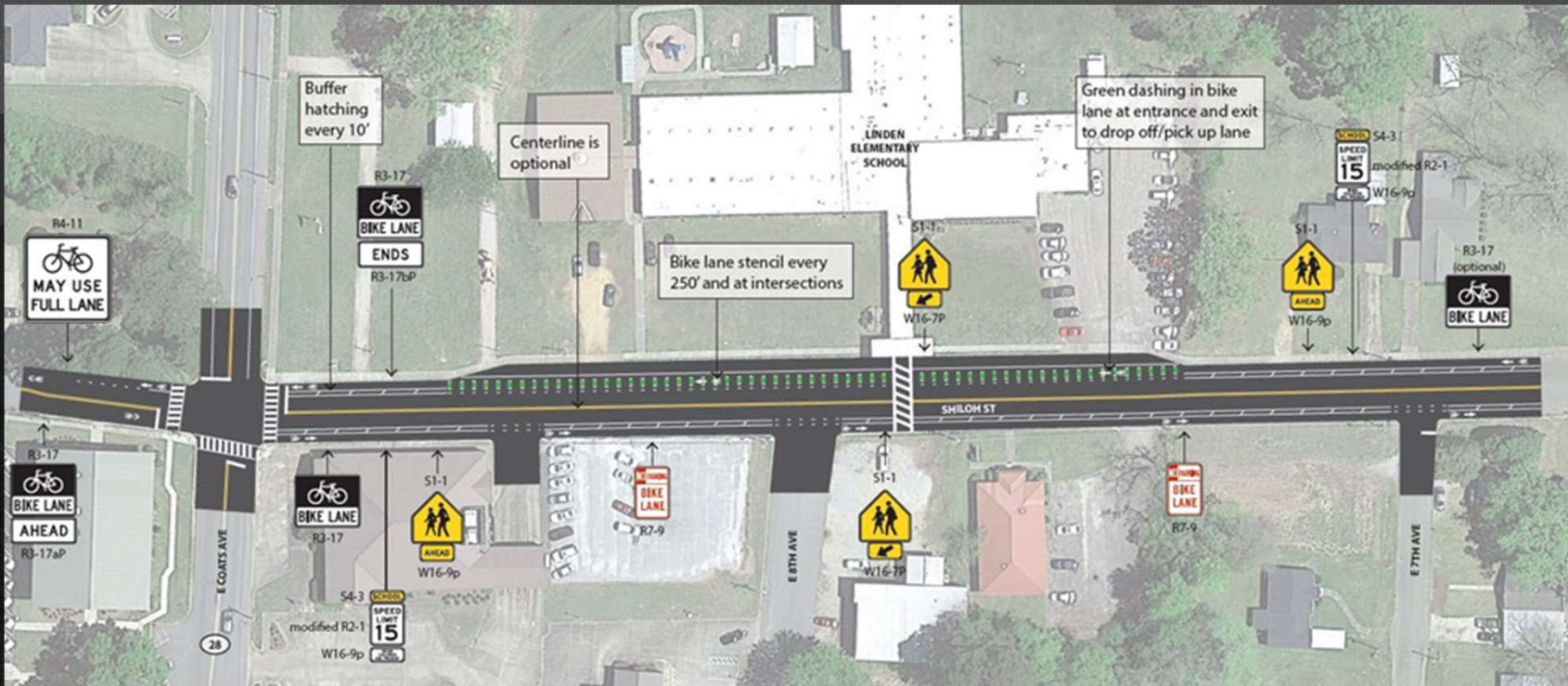
Population of Linden:
1,794



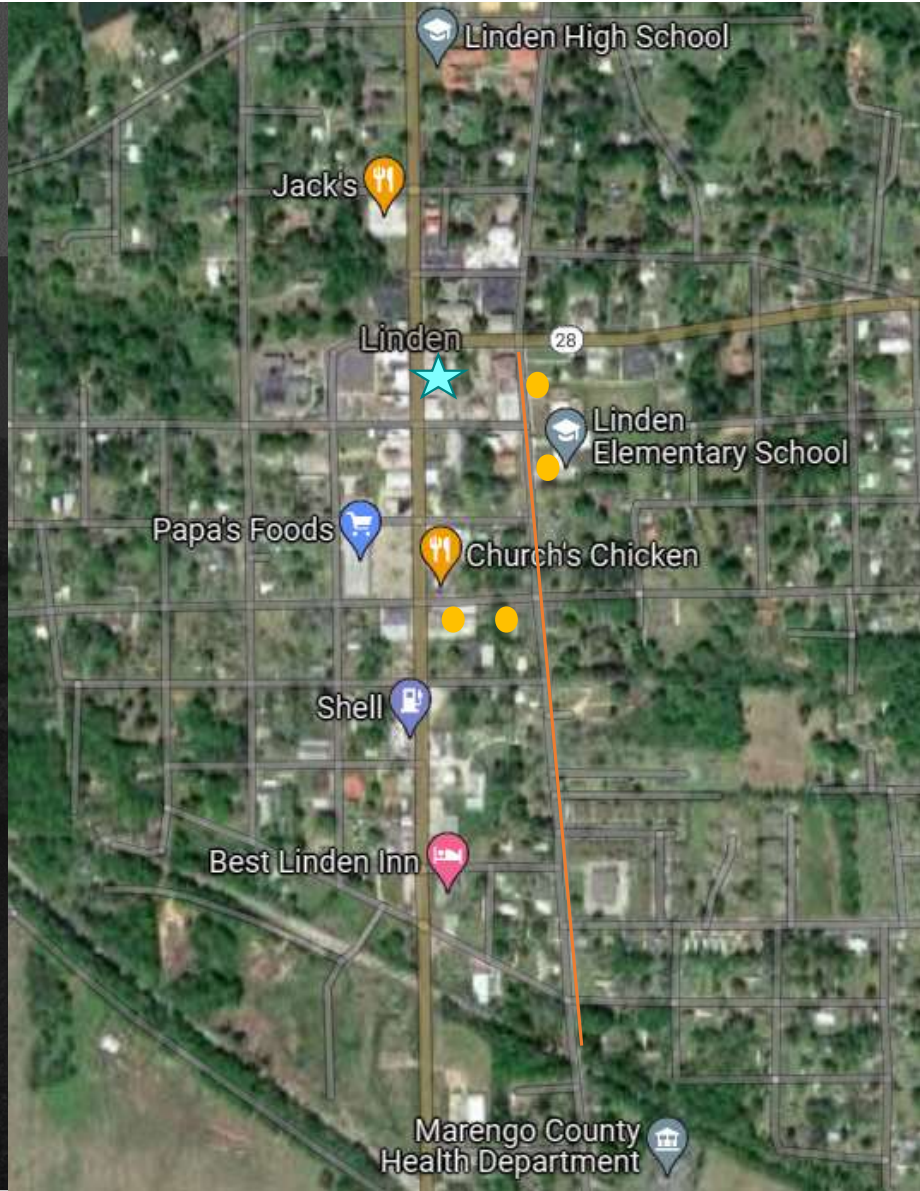
Active Transportation Coalition

- County Extension Coordinator
- SNAP-Ed Educator
- Mayor
- School Officials
- City Administrator
- City Engineer
- Business Owners
- Retired Teachers
- Bank President
- Nursing Home Director
- Chamber Members
- Industrial Board Member





Active Transportation Design by Alta Planning + Design







Lori Phillips, MPH, MCHES®

Director, DNPAO

Bureau of Community Nutrition
Services

SC Department of Health and
Environmental Control



Creating Equitable Systems Change
in Rural Community Settings:
Concepts and Examples for
Advancing Equity for Safe Physical
Activity, Nutrition Security, and
Social Connectedness

September 15, 2021



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resilient inclusive
COMMUNITIES



S.C. Department of Health and
Environmental Control

SOUTH CAROLINA OFFICE OF
RURAL HEALTH
Investment. Opportunity. Health.

AARP Real Possibilities
South Carolina

CLEMSON
UNIVERSITY



SC Department on Aging

SCHA
SC HOSPITAL ASSOCIATION



Pee Dee Public Health Region



Dillon, Lee, Marlboro, and Williamsburg Counties

- Total Population: 103,793 (2% of the state's population)
- Higher levels of:
 - public health insurance coverage,
 - disability,
 - food stamp usage, and
 - food deserts
- Some of the worst health outcome & health factor scores in the state

South Carolina Partner Highlight



Established
trusted
relationships with
rural communities

History of funding
local communities

Nearly 50
participants for
the BRIC Kick-Off
Event



* GOOD HEALTHY *
FOOD FOR ALL

n

Our Belief

Access to fresh, affordable food should not be limited by where you live or how much you make.





FOODSHARE

provides...

- **OneBox Ordering System**
- **Wholesale pricing list**
- **Training from start to finish**
- **Guidance of asset development**
- **Grant & fundraising assistance**
- **Ongoing marketing & technical support**





Hub + Spoke Model



**Member Hub
Partner
provides...**

- **Warehouse & Storefront space**
- **Human Capital to support ongoing function**
- **Financial Support of Hub Manager**
- **Transportation**
- **Cold Storage with growing capacity**
- **FNS Number to process SNAP**
- **Infrastructure needs: BRIC Grant**



Fresh Food Box

Twice Monthly
\$5 SNAP
\$10 Healthy Bucks Match
20-25 #





Mashed Cauliflower

Ingredients

- 2 small heads cauliflower, cored and leaves removed and cut into small florets
- 2 cups chicken broth
- 1/4 cup grated Parmesan cheese
- 1/4 cup chopped fresh chives
- Kosher salt and freshly ground black pepper

Instructions

- In a medium saucepan, combine the cauliflower and chicken broth and bring to a boil. Reduce heat to simmer, cover and cook 15-20 minutes or until the cauliflower is tender, but not completely falling apart.
- Use a slotted spoon to transfer the cauliflower to a food processor and puree until silky smooth. Transfer to a bowl and stir in the Parmesan and chopped chives and season with kosher salt and freshly ground black pepper. Serve warm.

Adapted from foodiecrush.com

Cauliflower Fried Rice

Ingredients

- 1 Tablespoon + 1 teaspoon sesame oil
- 2 eggs
- 1 small head cauliflower
- 1/2 cup frozen mixed vegetables
- 2 green onions
- 3 cloves garlic, minced
- salt and pepper
- 3 Tablespoons soy sauce

Instructions

- In a medium saucepan, combine cauliflower and chicken broth and bring to a boil. Combine 1 teaspoon sesame oil with eggs in a bowl then whisk to combine and set aside. Chop cauliflower head into big chunks then send through a food processor fitted

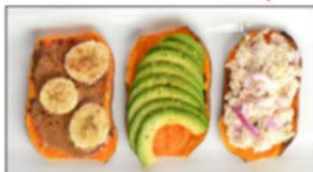


with the grating attachment. Alternatively you could grate the cauliflower on a box grater. Measure out 4 cups grated cauliflower then save the rest for another use.

- Heat remaining 1 Tablespoon sesame oil in a wok or large nonstick skillet over high heat. Add cauliflower, green onions, and frozen mixed vegetables then stir fry until cauliflower is just beginning to turn tender, 3-4 minutes. Add garlic, season with salt and pepper, and then continue to stir fry until garlic is fragrant, 30 seconds or so.
- Push mixture to the sides of the wok to create an opening in the center then add the eggs and scramble. Toss mixture to combine then drizzle in soy sauce and mix again to combine. Serve hot.

Adapted from littlebitsof.com

Sweet Potato Toast 3 Ways



To Make Sweet Potato Toast

Slice sweet potatoes lengthwise into 1/4 inch slices. Add to the toaster like you would bread and toast on high. It may take a round or two to get it cooked how I like it. It's best with a little bit of broiling on both sides.

For Avocado

Remove skin from avocado and slice. Add to toast and sprinkle with salt, pepper and some lemon zest.

For Almond Butter

Spread some almond butter on toast and add sliced banana and a bit of cinnamon.

For Tuna

Combine 1 tablespoon mayonnaise, 1 tablespoon relish and 1 tablespoon diced red onion to a small can of tuna. Scoop tuna onto toast!

Adapted from littlebitsof.com

How to Cut & Cook Spaghetti Squash



If you're looking for a low-carb alternative to spaghetti, the aptly named spaghetti squash might be just the ticket. Spaghetti squash is a non-starchy vegetable that contains about 5 grams of carbohydrates per half-cup serving, according to the American Diabetes Association. Its stringy flesh also provides about 20 calories and vitamin C, B-complex vitamins and fiber.

It's easy to prepare spaghetti squash in under an hour. In fact, the hardest part about making spaghetti squash for dinner is most certainly cutting it open, so without further ado, here's how to bake spaghetti squash.

Instructions

- Preheat Oven to 375°F. Oil a sheet pan with olive oil.
- Carefully cut spaghetti squash in half lengthwise.



- Scoop out the seeds and connecting strands, then place cut side down on the prepared sheet pan.



- Bake for 45 minutes, or until the squash flesh becomes tender and separates easily into strands with a fork.



- Finish by gently loosening and removing the "spaghetti strands" from the shells.



- Serve spaghetti squash warm or with cheese and your favorite pasta sauce or simply drizzle with olive oil and parmesan.

Adapted from bestrecipebox.com

Spaghetti Squash with Tomatoes, Spinach & Garlic



Cook spaghetti squash using above directions then continue with recipe below.

Ingredients

- 1 spaghetti squash (cooked)
- 5 cloves garlic, peeled and finely chopped
- Olive oil
- 3 Large, firm tomatoes
- 5 big handfuls of baby spinach leaves
- Feta Cheese to top each dish
- Salt & Pepper

Instructions

- In a big, heavy bottomed pot, coat the bottom with olive oil and start to sauté garlic on medium heat. Sauté for about 4-5 minutes until aromatic, but not brown.
- Add spaghetti squash to cooking garlic, and season with salt and pepper.
- Over medium heat, stir squash and add in spinach. Stir until spinach is wilted.
- Add chopped tomatoes and stir again until combined and tomatoes are warm.
- Serve immediately and top with crumbled feta, and more salt and pepper to taste.

Adapted from theseasalt.com



Member Hub: Mt. Calvary Missionary Church, Lee Co.





FoodShare Grand Opening



FoodShare Grand Opening

Member Hub: CMD's Pantry, Williamsburg County



**Drop your questions
in Q&A Box.**





Please Share Your Feedback
Open survey link in chat





THANK YOU!

Join us
*Operationalizing Health Equity
within Parks*
Wed Oct 20th @ 2:00 pm ET

To register and for more information:

www.chronicdisease.org/bric

Email: BRICInfo@chronicdisease.org

