



Utilizing Social Media to Increase Community Engagement in Rural Areas

2022 National Ryan White Conference on HIV Care and Treatment

August 25, 2022

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HIV/AIDS Bureau (HAB)

Vision: Healthy Communities, Healthy People



Health Resources and Services Administration (HRSA)

Overview



Supports more than 90 programs that provide health care to people who are geographically isolated, economically or medically challenged



HRSA does this through grants and cooperative agreements to more than 3,000 awardees, including community and faith-based organizations, colleges and universities, hospitals, state, local, and tribal governments, and private entities



Every year, HRSA programs serve tens of millions of people, including people with HIV/AIDS, pregnant women, mothers and their families, and those otherwise unable to access quality health care

HRSA's HIV/AIDS Bureau Vision and Mission

Vision

Optimal HIV care and treatment for all to end the HIV epidemic in the U.S.

Mission

Provide leadership and resources to advance HIV care and treatment to improve health outcomes and reduce health disparities for people with HIV and affected communities.



HRSA's Ryan White HIV/AIDS Program (RWHAP) Overview

- Provides a comprehensive system of HIV primary medical care, medications, and essential support services for low-income people with HIV.
- Funds grants to states, cities, counties, and local community-based organizations to improve health outcome and reduce HIV transmission.
 - Recipients determine service delivery and funding priorities based on local needs and planning process.
- Provided services to nearly 562,000 people in 2020—more than half of all people with diagnosed HIV in the United States.
- 89.4% of RWHAP clients receiving HIV medical care were virally suppressed in 2020, exceeding national average of 65.5%ⁱ.



Agenda

- RWHAP and HIV in Rural Areas
- RWHAP and Community Engagement
- Social Media use in Rural Areas
- HRSA Federal Office of Rural Health Policy (FORHP)



Objectives

1. Identify barriers to community engagement in rural areas that impact health outcomes for people with HIV
2. Highlight social media strategies for community engagement in rural areas leading toward positive health outcomes for people with HIV
3. Identify available resources to develop and implement social media strategies in rural areas to support and improve community engagement activities

HAB Rural Health and HIV Workgroup

Workgroup Mission

To provide support and resources to RWHAP recipients and stakeholders to assist in the delivery of optimal care and treatment for people with HIV in rural communities.

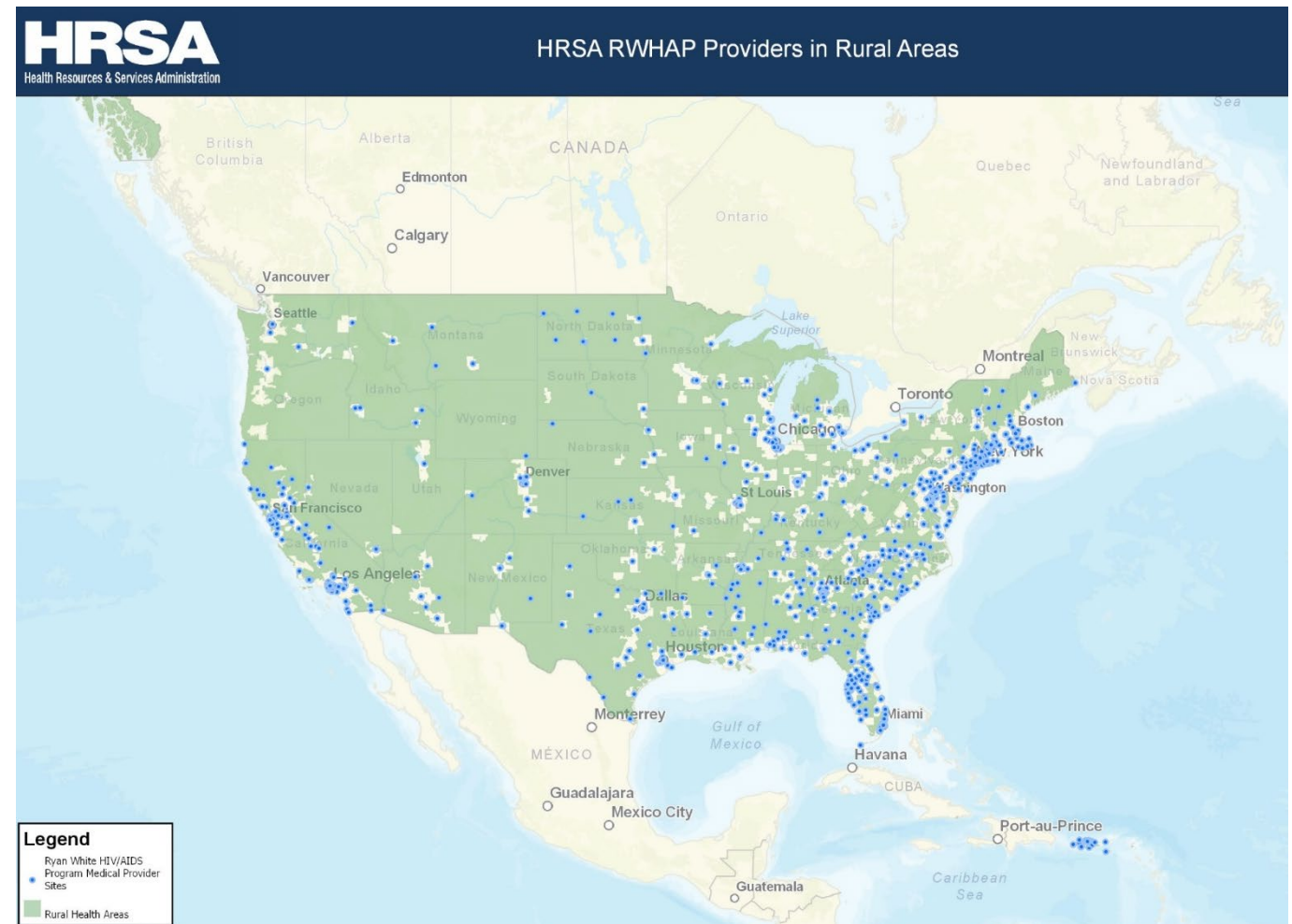
Workgroup Goals

- Determine how the workgroup can support the Ending the HIV Epidemic Initiative
- Identify barriers/challenges faced by RWHAP recipients in rural communities and facilitate strategies to ameliorate them
- Provide a platform for rural RWHAP recipients to share successes and challenges, and collaborate with other rural recipients
- Create partnerships with other HRSA Bureaus and Offices, federal, state and local stakeholders to develop activities and initiatives that address the needs of people with HIV in rural communities
- Expand the visibility of RWHAP in rural communities in national meetings, conferences, and other platforms



HRSA RWHAP Providers in Rural Areas, 2020

- Nationally, 8.2% of RWHAP providers were located in rural areas
- Nearly 90% (85.6%) of rural providers received Public Health Service Act 330 funding (HRSA-funded Health Centers)
- Nearly half (46.8%) served more than 100 RWHAP clients



Data in this slide was updated from the following article: Klein PW, Geiger T, Chavis NS, Cohen SM, Ofori AB, et al. (2020) The Health Resources and Services Administration's Ryan White HIV/AIDS Program in rural areas of the United States: Geographic distribution, provider characteristics, and clinical outcomes. PLOS ONE 15(3): e0230121. <https://doi.org/10.1371/journal.pone.0230121>
Map: HRSA Map Tool. <https://data.hrsa.gov/maps/map-tool/>. HRSA RWHAP Providers in Rural Areas Created 5/19/2022.



Top 10 Services Delivered by Rural RWHAP Providers, 2020

2020 Rank	Service Category	% Rural Providers Delivering Service
1	Outpatient Ambulatory Health Services	52.40%
2	Medical Case Management	50.60%
3	Medical Transportation	44.70%
4	Oral Health Care	40.60%
5	Emergency Financial Assistance	40.60%
6	Non-Medical Case Management	37.70%
7	Mental Health Services	31.80%
8	Early Intervention Services (EIS)	22.40%
9	Health Insurance Premium and Cost Sharing Assistance	21.30%
10	Housing	19.40%



In 2020, nearly 20,000 clients visited rural RWHAP providers the United States and 3 territories^a




3.5%

of all RWHAP clients (n=19,814) visited rural providers in 2020

57.6%
were racial/
ethnic minorities





50.4%
were aged 50
years and older

5.0%
had unstable
housing



 **57.6%**
were living at or
below 100% of
the Federal
Poverty Level


18.9%
had no health
care coverage

Data in this slide was updated from the following article: Klein PW, Geiger T, Chavis NS, Cohen SM, Ofori AB, et al. (2020) The Health Resources and Services Administration's Ryan White HIV/AIDS Program in rural areas of the United States: Geographic distribution, provider characteristics, and clinical outcomes. PLOS ONE 15(3): e0230121. <https://doi.org/10.1371/journal.pone.0230121>



Viral Suppression among RWHAP Clients who Visited Rural RWHAP Providers, 2020

90.0%

of clients who visited rural providers reached viral suppression in 2020

- ✓ **Consistent with the national RWHAP average of 89.4% clients virally suppressed in 2020**
- ✓ **Increased 5 percentage points over the last 5 years (85.1% viral suppressed in 2016)**



Viral suppression was based on data for people with HIV who had at least 1 outpatient ambulatory health services visit during the measurement year and whose most recent viral load test result was <200 copies/mL.

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RWHAP Rural HIV Care Fact Sheet

HRSA's Ryan White HIV/AIDS Program: HIV Care and Treatment in Rural Communities

<https://ryanwhite.hrsa.gov/resources/factsheets>



HRSA's Ryan White HIV/AIDS Program: HIV Care and Treatment in Rural Communities

Population Fact Sheet | September 2021

RWHAP Providers in Rural Communities

RWHAP encourages innovative practices to best meet the needs of people with HIV in rural communities. Although barriers remain, RWHAP service programs in rural areas have demonstrated success in such areas as:

- Telemedicine
- Rapid antiretroviral therapy
- Transportation service
- Use of community health workers



Rural Health and HIV Resources

- [RWHAP Part F AIDS Education and Training Centers \(AETC\) Program](#)
- [HIV Prevention and Treatment Challenges in Rural America: A Policy Brief and Recommendations to the Secretary](#)
- [National Rural Health Association \(NRHA\): Rural Health Resources and Best Practices](#)
- [National Rural Health Resource Center \(NRHRC\): Rural Response to Coronavirus Disease 2019 \(COVID-19\)](#)
- [Prevention and Treatment of HIV Among People Living With Substance Use and/or Mental Disorders](#)
- [Rural HIV/AIDS Prevention and Treatment Toolkit](#)
- [Telehealth Resource Centers \(TRCs\)](#)
- [HRSA's RWHAP HIV Care and Treatment in Rural Communities Fact Sheet](#)
- [Rural HIV/AIDS Planning Program Grantee Sourcebook 2020-2021](#)



Community Engagement and the Ryan White HIV/AIDS Program

- **Community engagement can vary based upon a number of factors including whether communities are being engaged in research or in traditional public health planning.**
- **Guiding principles for community engagement:**
 - Intentional
 - Committed
 - Sustainable
 - Flexible and Tailored
 - Transformational



Why Is Community Engagement Important?

- The voices of people with HIV, their communities, and the greater communities that support people with HIV have been the cornerstone of the Health Resources and Services Administration's (HRSA) Ryan White HIV/AIDS Program (RWHAP) since its passage by Congress in 1990.
- While the RWHAP has successfully provided care, support and treatment for more than 560,000 people with HIV in 2019, there remains hundreds of thousands of people who have HIV but are not diagnosed or are inconsistently in care.
- With a renewed focus on community engagement to meet the goals for Ending the HIV Epidemic in the U.S., our collective success depends on how well communities are involved in the planning, development, and implementation of HIV care and treatment strategies.

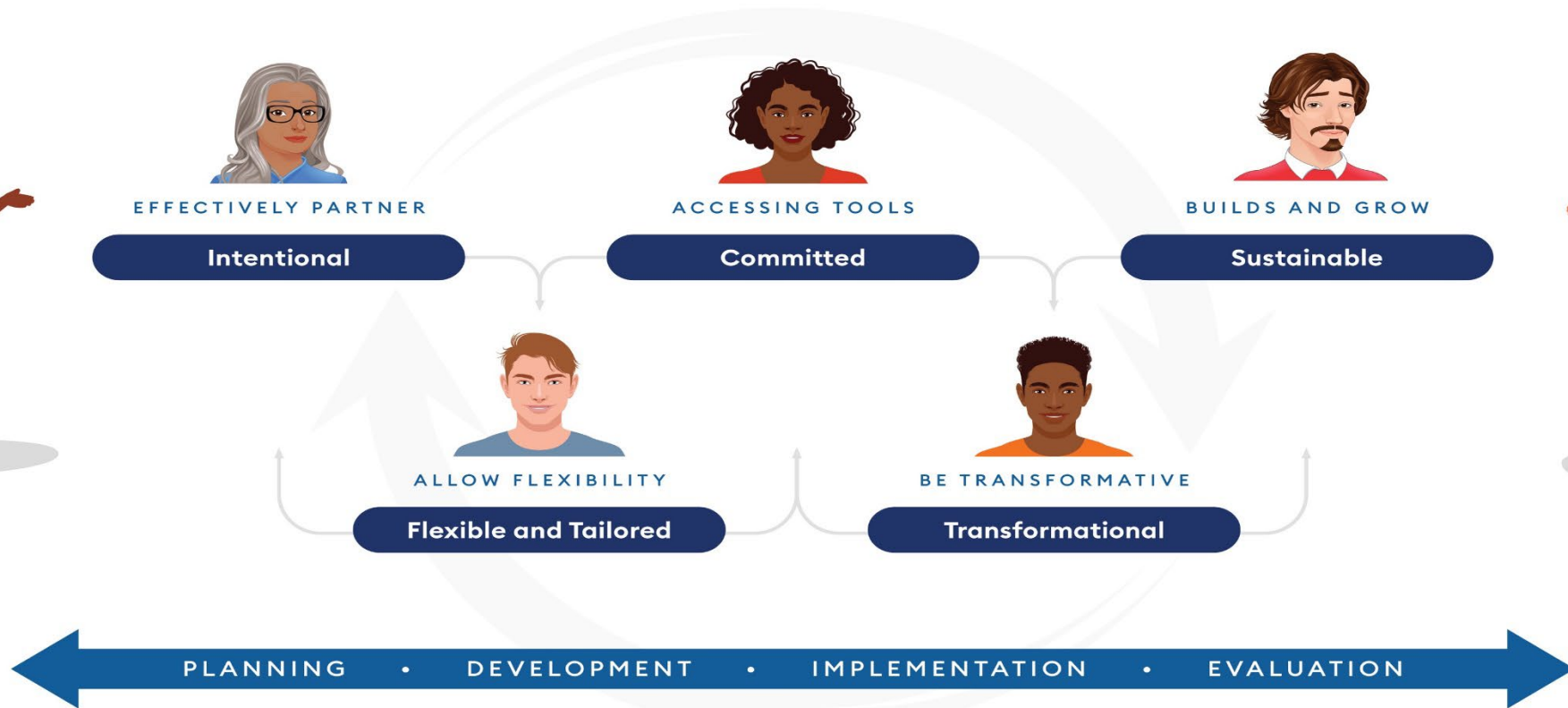


Community Engagement Framework



Community Engagement Guiding Principles

“voices of the community from beginning to end”



Valuing People with Lived Experience

- Valuing people with lived experience is critical to the success of community engagement.
 - HRSA's HIV/AIDS Bureau (HAB) expects that RWHAP recipients work with people with lived experience and communities in ways that support these guiding principles.
 - The HRSA HAB framework is for understanding how to achieve and sustain community engagement **and should not be seen as limiting recipients' and stakeholders' innovative and creative ideas for engaging their respective communities.**



Contact Information

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Connect with the Ryan White HIV/AIDS Program

Learn more about our program at our new website:

www.ryanwhite.hrsa.gov



Sign up for the Ryan White HIV/AIDS Program Listserv:

<https://public.govdelivery.com/accounts/USHHSRSA/signup/29907>

Connect with HRSA

Learn more about our agency at:

www.HRSA.gov



[Sign up for the HRSA eNews](#)

FOLLOW US:



Collier Health Services, dba Healthcare Network

Presented by Sherry Byler

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Collier Health Services, dba Healthcare Network

- Healthcare Network is a medical and dental home committed to ensuring quality healthcare is accessible to everyone in our community, regardless of employment, income or insurance status.
- Founded in 1977 (we celebrated our 45th birthday this year) to serve migrant farmworkers and their families in Immokalee, Healthcare Network now provides care to 42,300 patients in practices throughout Collier County including the Ronald McDonald Care Mobile[®], Health and Smiles Mobile and Outreach mobile.
- Since 1991, as a recipient of Ryan White HIV/AIDS Program, Part C funding, Collier Health Services, Inc dba Healthcare Network has provided quality, comprehensive care to individuals living with and risk of contracting HIV/AIDS in and around Immokalee area.

Healthcare Network Mission and Vision



Mission: To provide quality healthcare accessible to everyone in our community



Vision: We strive for a community where every person has access to appropriate healthcare

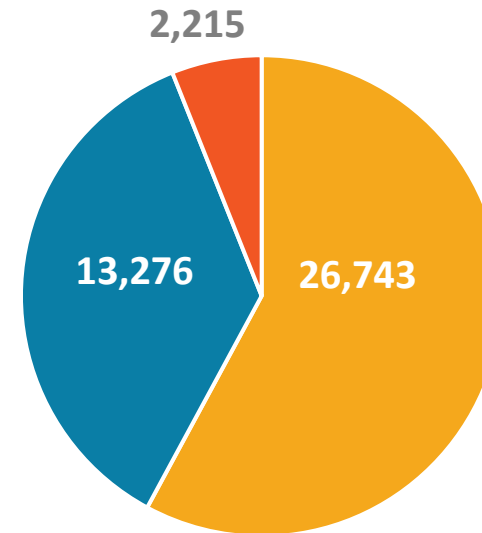
Healthcare Network Services

- Family Care
- Women's Care
- Children's Care
- Ryan White Program
- Radiology
- Medical Nutrition Therapy
- Senior Care
- Dental Care
- Pharmacy
- Integrated Behavioral Health
- Traditional Behavioral Health
- Lab
- Community Health Workers
- Case Management
- Translation
- Transportation
- Assisters with Marketplace Insurance
- HIV Counseling and Testing

Healthcare Network Patients

People of all ages and backgrounds need access to quality primary care.

- Children ages 0 -17
- Adults 18 - 64
- Seniors 65+



Healthcare Network Impact

- In 2021, Healthcare Network provided more than **\$13.9 million** in uncompensated care serving approximately **42,300** patients.
- Healthcare Network provided **147,684** patient visits and cared for **7,136** individual migrant workers and their families.
- Notably, **26%** of adult patients seen did not have any form of insurance and **61%** of pediatric patients were covered by Medicaid.
- Additionally, **58%** of patients were living at or below the national poverty level.

Healthcare Network Integrated Care Model

- Behavioral Health is embedded in all Healthcare Network practices.
- Integrated Behavioral Health is a collaborative form of care where our medical and behavioral health providers work together, as a team, to promote total wellness by addressing the physical, mental, emotional and social needs of patients.
- In 2021, Healthcare Network provided integrated behavioral health to **5,636** patients, through **6,651** pediatric visits and **6,072** adult visits.

Healthcare Network Medical and Dental Home

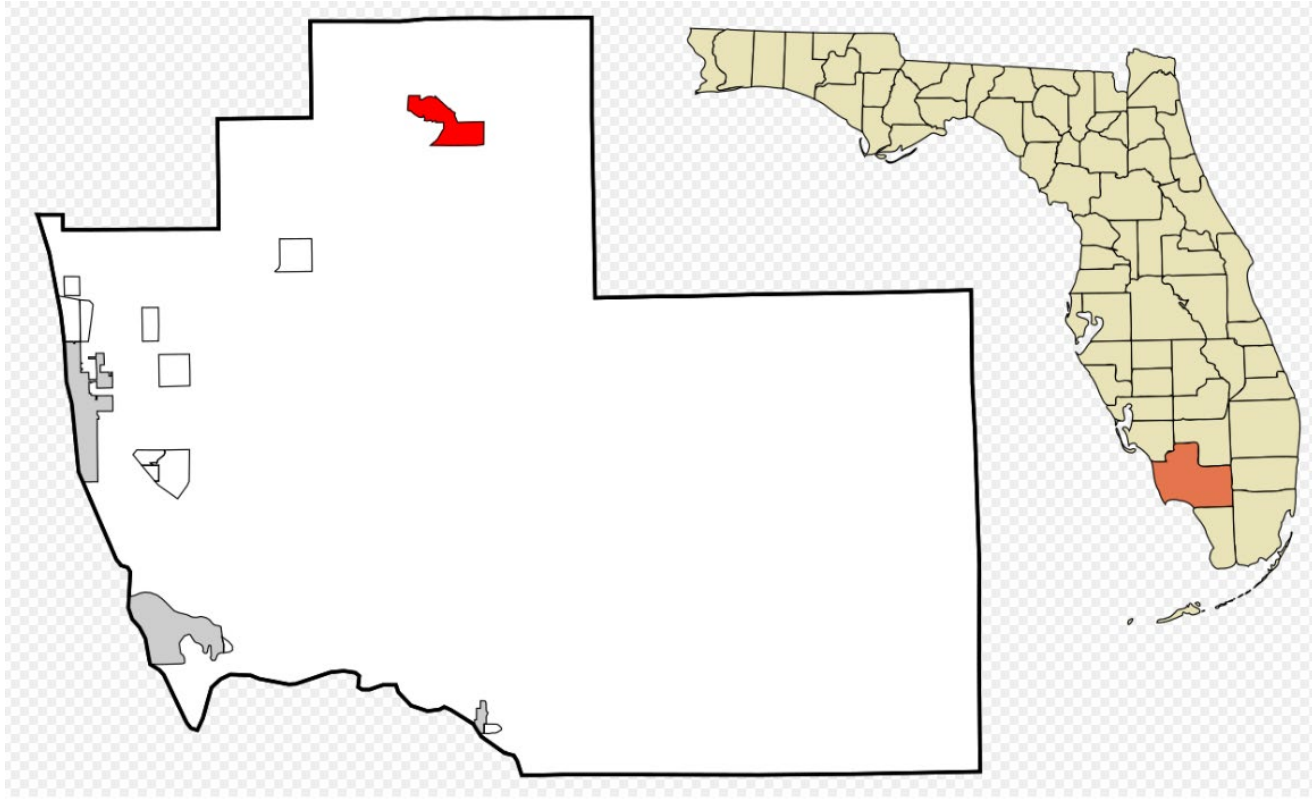
- As a medical and dental home, we provide the full spectrum of care to meet each patients' unique needs.
- Our providers work as a care team to offer the highest level of coordinated care to every patient at every age and stage of life.
- This team-based approach ensures all the providers are communicating and aligned on each patient's care

Healthcare Network Ryan White Part C Program

- Translation Services
- Medical Transportation Services
- Case Management
- Medical Case Management
- Behavioral Health Services
- Substance Abuse Services-
Outpatient
- Dental Services
- Laboratory Services
- ADAP (Referral Only)
- PAP (Patient asst. program)
- Medical Nutrition Therapy
- HIV Counseling and Testing
- Treatment Adherence Counseling
- Health education/risk reduction
- Outpatient Ambulatory medical
care
- Radiology Services

Immokalee, FL a Rural Farming Town

Race	Number	Percentage
White (NH)	709	2.89%
Black or African American (NH)	4,875	19.85%
Native American or Alaska Native (NH)	70	0.29%
Asian (NH)	37	0.15%
Pacific Islander (NH)	3	0.01%
Some Other Race (NH)	75	0.31%
Mixed/Multi-Racial (NH)	239	0.97%
Hispanic or Latino	18,549	75.53%
Total	24,557	



The Immokalee area is heavily agricultural. It is one of the nation's major centers of tomato growing.

Healthcare Network Ryan White Program Information

Risk Factors / Exposures

- MSM-14
- Heterosexual: 138
- IDU- 1
- Perinatal- 2

Sex

- Male-92
- Female-63

Ethnicity

- Hispanic: 56
- Haitian: 77
- Caucasian: 3
- African American: 17
- American Indian: 2

Healthcare Network Ryan White Barriers to Care

- The mobility of migrant workers and their families disrupts their continuity of care and provider networks, reducing access further and leading to worse health outcomes.
- Migrants may encounter additional health risks such as heat or cold stress, dehydration, and exposure to disease, when crossing borders or traveling within a country. Migrants are also vulnerable to incidences of human trafficking, abuse and exploitation

Healthcare Network Ryan White Barriers to Care Con'd

- Haitian/Creole population having HIV/AIDS find it shameful and do not want anyone to know of their sickness. Haitians in our community speak very little or no English and prefer to speak to creole speaking individuals only.
- Most of our patients cannot read or write and prefer in person visits. These same patients cannot afford internet services and don't know how to use technology. Our patient population rely on our caseworkers to help them make appointments, ordering medications, help with insurances, set up transportation and help with referrals.

Healthcare Network Community Engagement



We outreach monthly to our local community to provide HIV testing and education

Ryan White Video for Haitian Population

Our population of Ryan White patients has changed over the years. Currently over half of our patient population in our Ryan White program are Haitian. The Haitian population we serve find it shameful to have HIV/AIDS and do not want anyone to know of their sickness. Our patients were not adhering to their prescribed medications. We needed to find a way for the population to understand what HIV / AIDS was and stress the importance to taking their medication.

Ryan White Video for Haitian Population con'd

We searched for materials that would help our Haitian patients better understand the importance of their medications and medical care and found nothing in the creole language.

Our population of Haitian patients have little to no reading and writing skills, so we needed to have something they could watch that was culturally sensitive.

Ryan White Video for Haitian Population cont'd

We have a collaboration with Florida State University (FSU), so we reached out to them to see if they had any ideas to help our Haitian patient that would educate them about HIV/AIDS. Together Healthcare Network and FSU produced the idea of creating a video that could be used for our creole speaking patient at any stage of their illness. The videos were started just before the COVID-19 pandemic, so it took over two years to complete. The videos were made for our Haitian population, but an English version was made as well, for all to understand. Currently we are working on a culturally appropriate Spanish video.

Healthcare Network Video Tablet



We utilize a tablet in our specialty department, where our patients can watch the Ryan White videos about HIV / AIDS.

We have the video links on our website.

We are in the process of downloading the videos to tablets that our Community Health Worker's can take into the community.

We also show the videos at Health fairs and all outreach events in the community.

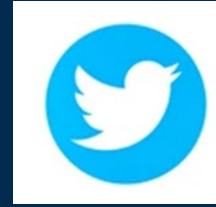
Healthcare Network

For Questions or a copy of the video's played today in English or Creole, please contact

Tami Raznoff, MBA
traznoff@healthcareswfl.org

Sherry Byler,
sbyler@healthcareswfl.org

[Healthcare Network | Addressing Every Patient's Needs \(healthcareswfl.org\)](https://healthcareswfl.org)



Mobile County Health Department

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22

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MELISSA CREIGHTON

MOBILE COUNTY HEALTH DEPARTMENT

FAMILY HEALTH

GRANTS MANAGER



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Mobile County Health Department (MCHD) Overview

- 2nd largest county department in Alabama
- Established in 1816 as the Board of Health for the Mississippi Territory to address sanitation and vector control
- Over time, has evolved to address multiple health issues, and in the 1960's became a player in the delivery of early intervention services



Mobile county health department (MCHD) Overview

- 1979 - MCHD entered into a co-applicant agreement to begin providing primary care services due to unmet oral and health needs in the area
- The Community Health Center (CHC), known as Family Health (FH), started as a single site, which evolved into the current primary care delivery system consisting of 13 HRSA Service Delivery Sites
- While uncommon nationally, this relationship, an FQHC operating under the auspices of a county health department, has served Mobile County well since 1979



Mobile County Health Department (MCHD) Overview

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- MISSION

- **MCHD Mission:** To promote, improve and protect the overall health of Mobile County.
- **Family Health Mission:** To provide high quality, culturally diverse primary care, preventive health services, dental care and social services to all those in need regardless of ability to pay.



Overview

- 1987 - MCHD/FH begins providing care to people living with HIV/AIDS (PLWH)
- 2017 - agency awarded additional early intervention services (EIS) funding to better serve those PLWH in rural Southwest Alabama
- Ryan White HIV/AIDS Program (RWHAP)
 - Funded Parts – Part B: Grants to States and Territories
Part C: Early Intervention Services Grants
Part C: Capacity Development Program Grants

Overview: Demographics

- RWHAP
 - Service Areas: Baldwin, Choctaw, Clarke, Mobile, Monroe, and Washington

Table 1. Ryan White Summary Data, Denominator: Clients with any service

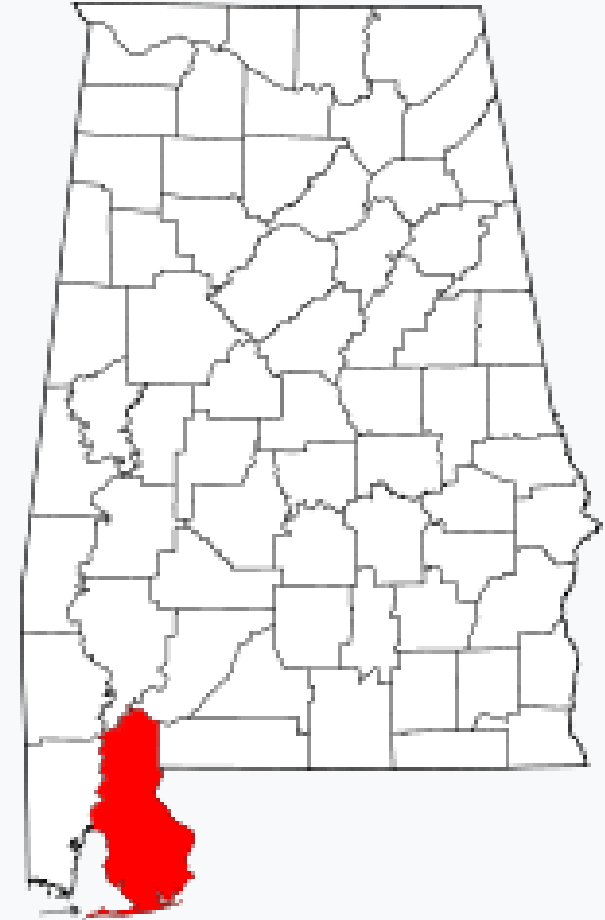
Year	Number
2022	N=731 (*33 Patients short of last year's number)
2021	N=761
2020	N = 803
2019	N = 842
2018	N =783

Table 2. 2021 Ryan White Summary Data: Race, Denominator: Clients with any service.

Demographic	Number	Percentage
American Indian or Alaska Native	2	-0.30%
Asian	2	-0.30%
Black or African American	557	-73.20%
Native Hawaiian/ Other Pacific Islander	3	-0.40%
White	195	-25.60%
Missing/Out of Range	2	-0.30%

Baldwin County

- Baldwin County is located in the southwestern part of Alabama, on the Gulf Coast.
- Population = 231,767 (U.S. Census Bureau, 2020)



Location within the U.S. state of Alabama

Choctaw County

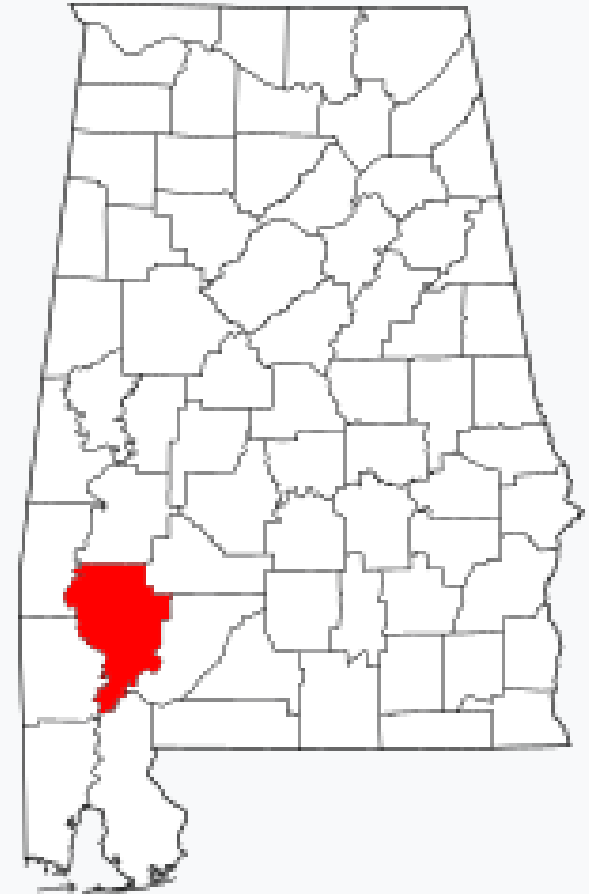
- Choctaw County is located in the southwestern portion of Alabama.
- Population = 12,665 (U.S. Census Bureau, 2020)



Location within the U.S. state of Alabama

Clarke County

- Clarke County is located in the southwestern portion of Alabama.
- Population = 23,087 (U.S. Census Bureau, 2020)



Location within the U.S. state of Alabama

Mobile County

- Mobile County is located in the southwestern corner of Alabama.
- 2nd most-populous county in the state after Jefferson County.
- Population = 414,809 (U.S. Census Bureau, 2020)



Location within the U.S. state of Alabama

Monroe County

- Monroe County is located in the southwestern part of Alabama.
- Population = 19,772 (U.S. Census Bureau, 2020)



Location within the U.S. state of Alabama

Washington County

- Washington County is located in the southwestern part of Alabama.
- Population = 15,388 (U.S. Census Bureau, 2020)



Location within the U.S. state of Alabama

Community Engagement – Social Media Strategies

- How do we use social media strategies to increase community engagement which leads to positive health outcomes for people with HIV?
 - STEP 1: Determine who your audience is.
 - STEP 2: Consider what is on their minds.
 - STEP 3: Think about what you need them to know.
 - STEP 4: Think about what you need them to think, feel or do based on what you tell them.
 - STEP 5: Decide the best means of communicating this information.
 - STEP 6: Ask yourself how you can best relate to your audience and motivate them to act?

FIND US:



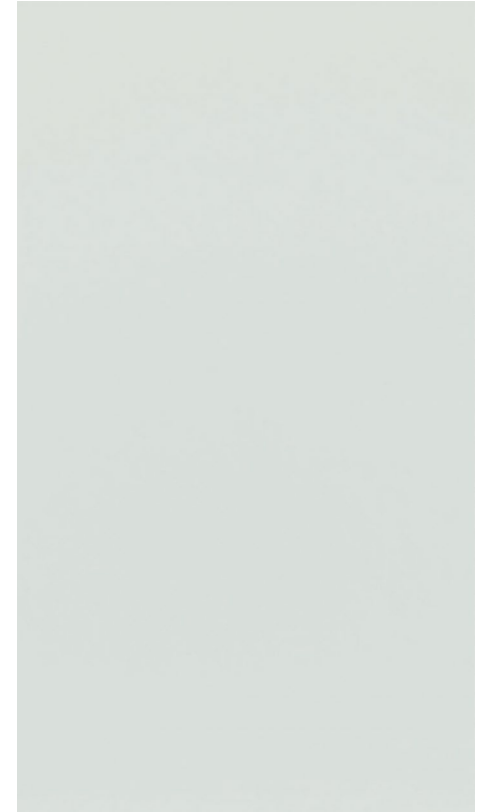
- [Website](#)
- [Facebook](#)
- [Instagram](#)
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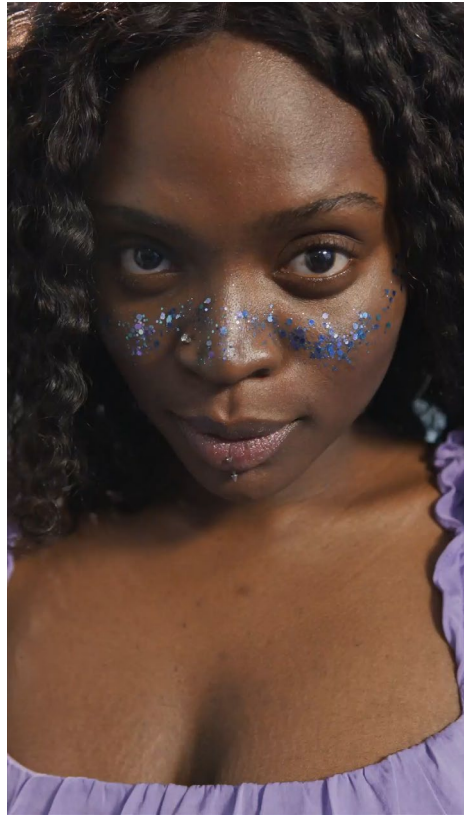


SOCIAL MEDIA



SOCIAL MEDIA





SOCIAL MEDIA



Social Media = HIGH IMPACT / LOW INVESTMENT

HIV.GOV Awareness Days

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The screenshot shows a web browser window with the URL hiv.gov/events/awareness-days. The page features the HIV.gov logo and a navigation menu with links for HIV BASICS, FEDERAL RESPONSE, EVENTS, and BLOG. A search bar and a 'POSITIVE SPIN' button are also visible. The main heading is 'Awareness Days', accompanied by social media share icons for Facebook, Twitter, and Email. Below this, a section titled 'AWARENESS DAYS' lists four events:

- 40th Anniversary of MMWR**
June 5, 2021
- HIV Vaccine Awareness Day #HVAD**
May 18, 2022
- National Asian & Pacific Islander HIV/AIDS Awareness Day #APIMay19**
May 19, 2022
- HIV Long-Term Survivors Awareness Day #HLTSAD**
June 5, 2022



Know your STD status.
Text your zip code to 566948.

Condom awareness week 2/13 - 2/17

mobile county health department | 251.690.8153 | mchd.org

**MC
HD**

AWARD WINNING CAMPAIGN

AWARD WINNING CAMPAIGN



AWARD WINNING CAMPAIGN



AWARD WINNING Campaign



Local Campaign

If you've picked up one
of these off the ground
and eaten it...

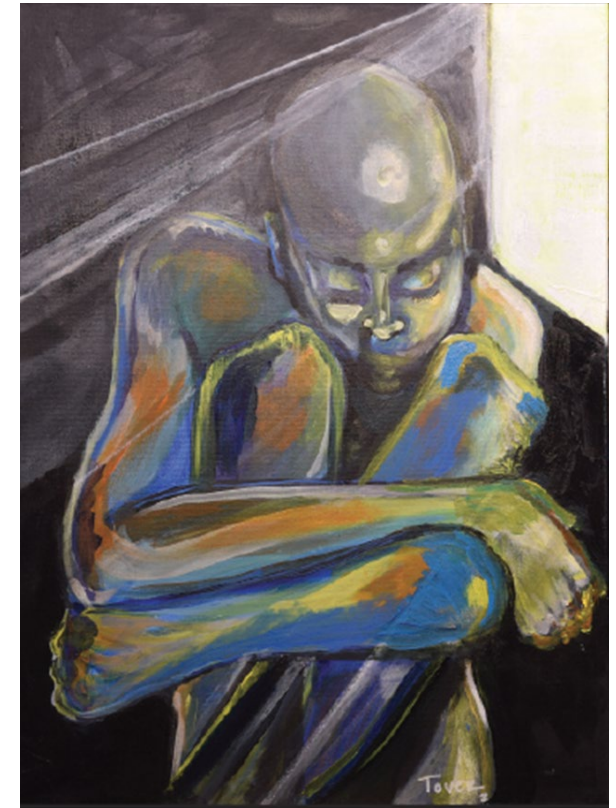


you don't need to worry about
what's in the COVID-19 vaccine.



Celebrate Your successes share
them with the world

– and the “WHO”



<https://whofuturesartexhibition.artcall.org/pages/3d-gallery>

OTT AND CTV ... WHAT DOES IT MEAN?

- OTT ads, also known as streaming TV ads, are the advertisements delivered to viewers within this video content. OTT, or streaming TV, ads offer an opportunity for advertisers to reach new audiences at scale as more viewers lean into streaming video content in lieu of traditional cable and broadcast TV.



- Connected TV advertising, or CTV advertising, allows brands to reach their audience on smart TVs and OTT devices.
- Delivered in an unskippable environment and run across connected devices, Smart TVs, and gaming consoles. This advertising outreach tool effectively reaches cord-cutters and cord-nevers that are unreachable through traditional television advertising.

Community Engagement Resources

- What resources do you need to develop and implement various social media strategies to draw in support from your community and engage them in HIV education, awareness, and overall wellness support?

Community Engagement - Resources



Community Engagement - Resources

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Questions?

- Feel free to reach out to us with questions



Melissa Creighton

Mobile County Health Department

Family Health – Grants Manager

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Social Media Use in Rural Substance Use Disorder Programs

Sabrina Frost, MPH

Federal Office of Rural Health Policy



The Federal Office of Rural Health Policy

Established in Section 711 of the Social Security Act

The Federal Office of Rural Health Policy (FORHP) collaborates with rural communities and partners to support community programs and shape policy that will improve health in rural America.

Cross Agency Collaboration

Works across HRSA, HHS, and several other federal partners to accomplish its goals

Capacity Building

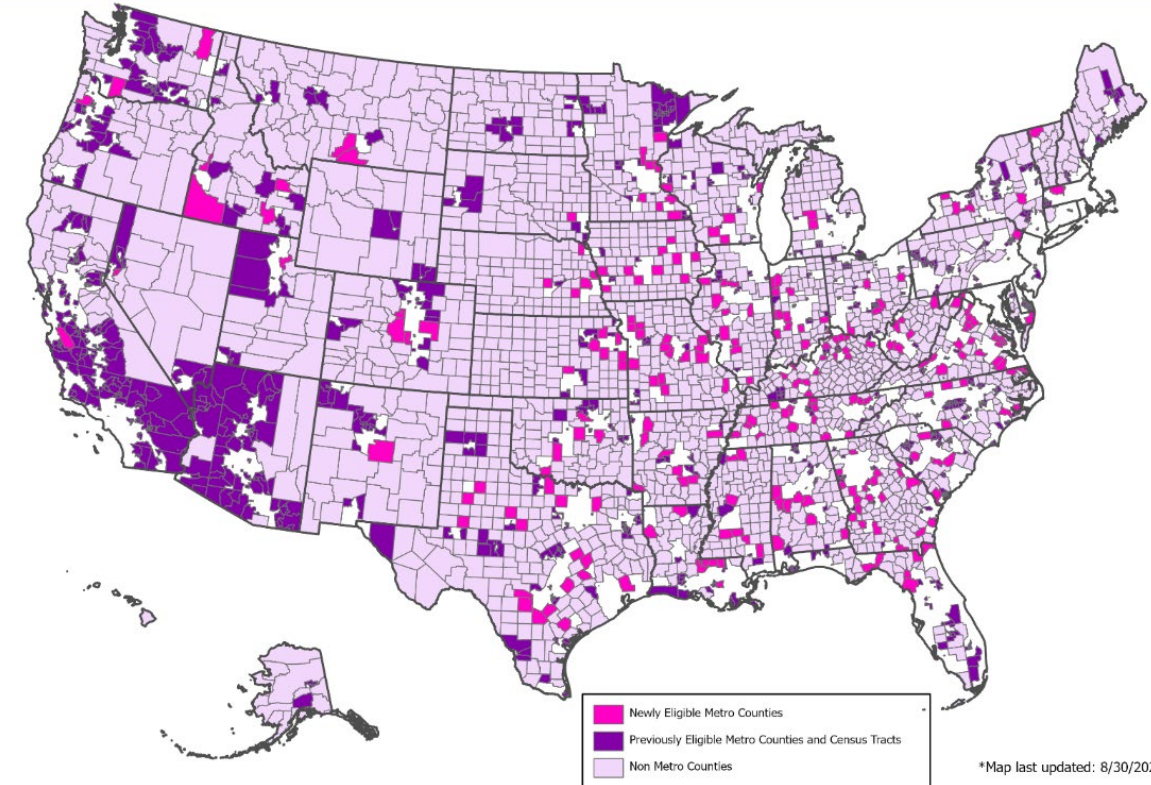
Increases access to health care for people in rural communities through grant programs and public partnerships

Voice for Rural

Advises the HHS Secretary on policy and regulation that affect rural areas



Counties and Census Tracts Eligible for FORHP Funding



Background on the RCORP Program

- Multi-year initiative that addresses barriers to treatment for substance use disorder, including opioid use disorder, in rural
- Invested over \$400 million across more than 1,500 counties since FY 2018
 - <https://www.hrsa.gov/rural-health/rcorp>
- Part of HRSA-wide effort to combat the opioid crisis
 - <https://www.hrsa.gov/opioids>

FORHP Home Find Funding Resources About Us

Home > Federal Office of Rural Health Policy > Rural Communities Opioid Response Program (RCORP)

Rural Communities Opioid Response Program (RCORP)

The Rural Communities Opioid Response Program (RCORP) is a multi-year initiative that addresses barriers to treatment for substance use disorder (SUD), including opioid use disorder (OUD). It works toward the HHS goal of ending the opioid epidemic. RCORP is supported through HRSA's [Federal Office of Rural Health Policy](#).

What programs are part of RCORP?

RCORP has the following four grant programs in [HRSA-designated rural areas](#):

- [Planning grants](#);
- [Implementation grants](#);
- [Medication-Assisted Treatment \(MAT\) Expansion grants](#); and
- [Neonatal Abstinence Syndrome grants](#).

What SUD/ODU resources does RCORP fund?

Contact Us

Questions about HRSA's efforts to combat the opioid epidemic in rural communities? [Email us](#).

RCORP Initiatives

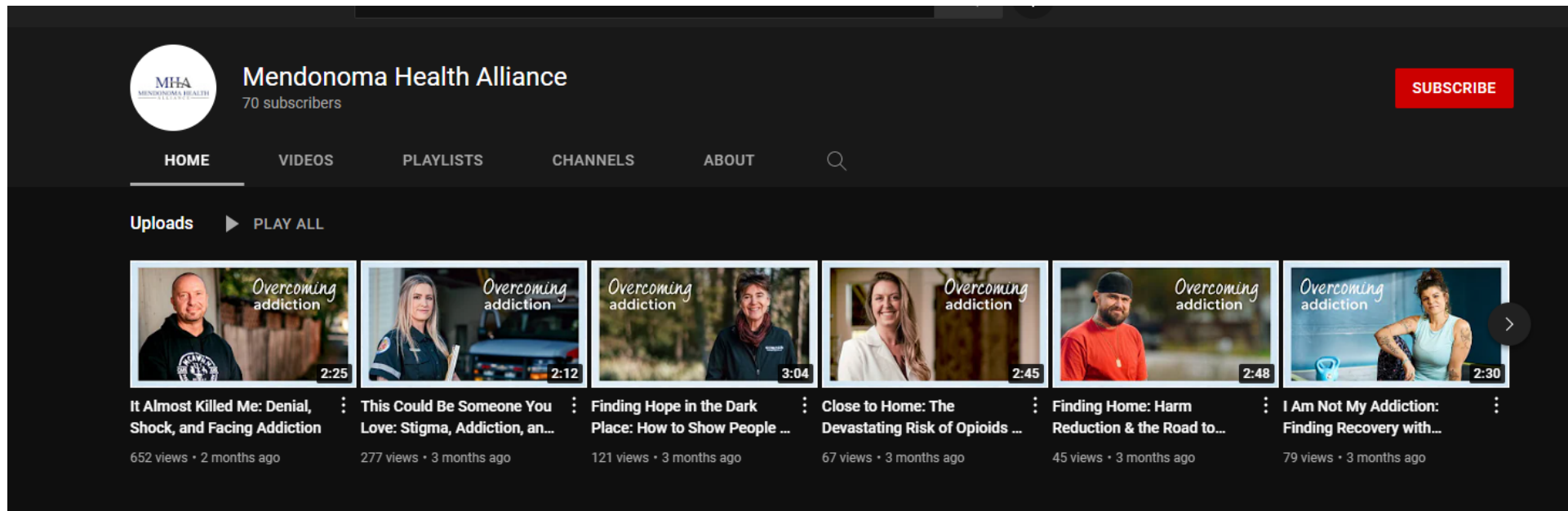
Learn more about our RCORP initiatives.

- [RCORP Overview](#)
- [Planning](#)
- [Implementation](#)
- [MAT Expansion](#)
- [Neonatal Abstinence Syndrome \(NAS\)](#)
- [Centers of Excellence](#)
- [Technical Assistance](#)



RCORP Grantee Examples

- **Mendonoma Health Alliance: Gualala, CA**
 - Created several anti-stigma videos that are on their website, Youtube, and Facebook



The screenshot displays the YouTube channel for Mendonoma Health Alliance, which has 70 subscribers. The channel features a navigation menu with options for HOME, VIDEOS, PLAYLISTS, CHANNELS, and ABOUT. Below the menu, there is a section for 'Uploads' with a 'PLAY ALL' button. A row of six video thumbnails is shown, each with the title 'Overcoming addiction' and a duration. The video titles and view counts are as follows:

Video Title	Views	Time Ago
It Almost Killed Me: Denial, Shock, and Facing Addiction	652 views	2 months ago
This Could Be Someone You Love: Stigma, Addiction, an...	277 views	3 months ago
Finding Hope in the Dark Place: How to Show People ...	121 views	3 months ago
Close to Home: The Devastating Risk of Opioids ...	67 views	3 months ago
Finding Home: Harm Reduction & the Road to...	45 views	3 months ago
I Am Not My Addiction: Finding Recovery with...	79 views	3 months ago

RCORP Grantee Examples

- **Arkansas Rural Health Partnership:** Lake Village, AR
 - Worked with the State Peer Coordinator to promote peer services and recovery through the "Recovery Clinic," a live broadcast held every Wednesday on Facebook Live
- **Appalachian Mountain Community Health Centers:** Asheville, NC (Serving 3 rural NC counties)
 - Used their social media in conjunction with Shatterproof, a national anti-stigma campaign
 - Connected their social media to educational modules
- **Palo Alto County Hospital:** Emmetsburg, IA
 - Created Facebook ads focusing on SUD and sharing contact information for the Behavioral Health Department
 - Requested success stories from patients in recovery from SUD and shared on social media platforms



Tools for Social Media Use in Rural Health Programs



Rural Resources 1

RHIhub - ruralhealthinfo.org

- Information to build, maintain, and improve services
- Topic guides, timely news, and updates on the issues affecting rural America
- Toolkits and program models that show what works in rural communities
 - [Rural HIV/AIDS Prevention and Treatment Toolkit – Health Communication and Social Marketing module](#)
 - [Health Promotion and Disease Prevention in Rural Communities Toolkit – Health Communication module](#)
 - [Substance Use Disorders in Rural Communities Toolkit – Dissemination Methods module](#)

The screenshot shows the RHIhub website homepage. At the top left is the RHIhub logo (Rural Health Information Hub). To the right are links for 'Updates & Alerts', 'About RHIhub', and 'Contact Us', along with social media icons for Facebook, LinkedIn, Twitter, and YouTube. Below this is a search bar with a 'Search' button. A navigation menu contains 'Online Library', 'Topics & States', 'Rural Data Visualizations', 'Case Studies & Conversations', and 'Tools for Success'. A central banner reads 'Your First Stop for Rural Health Information' with a map of the United States. Below the banner are three main sections: 'Get Rural Updates & Alerts' (with a keyboard icon and a 'Subscribe' button), 'Find Rural Data' (with a map icon and text about 'Rural Data Explorer' and 'Chart Gallery'), and 'Coronavirus Disease 2019 (COVID-19)' (with a virus icon and text about 'Rural Response to COVID-19'). At the bottom right is a section for 'Exploring Rural Health Podcast' with an 'EXPLORING RURAL HEALTH' logo.



Rural Resources 2

RCORP-TA - rcorp-ta.org

- Learn about RCORP Projects in your area
- Trainings and gathered resources on Rural SUD issues including:
 - [Spread of Misinformation in Mainstream and Social Media](#)
 - [Anti-stigma Social Media Toolkit](#)
 - [Digital Recovery Culture Webinar](#)
 - [Reach Farm Communities – Covid19 Social Media Toolkit](#)

RCORP-TA
RURAL COMMUNITIES OPIOID RESPONSE PROGRAM - TECHNICAL ASSISTANCE

SITE SEARCH

Event Calendar | About | Contact Us

Home | Trainings and Resources | Grantees | Cohort Resources | Request TA | Funding | LMS

Welcome to the RCORP-TA Resource Portal!

The Rural Communities Opioid Response Program (RCORP) is a multi-year initiative by the Health Resources and Services Administration (HRSA) aimed at reducing the morbidity and mortality of substance use disorder (SUD), including opioid use disorder (OUD), in rural communities at the highest risk for SUD.

Upcoming Events

Approaches to Substance Use and Disorder in Youth Webinar
March 8, 2022
1:00-2:00 pm EST

Gateway Webinar: Rural-Urban Differences in Adverse and Positive Childhood Experiences
March 15, 2022
12:00-1:00 pm EDT



Resources for Rural



Helpful Resources

RCORP Centers for Excellence

Center on Rural Addiction (CORA), University of Vermont, Burlington, VT - <https://uvmcora.org/>

- **Focus Area:** Treatment interventions for SUD, particularly OUD
- **Purpose:** Support addiction treatment and prevention in rural communities in Maine, New Hampshire, and Vermont

University of Rochester, NY - <https://recoverycenterofexcellence.org/learn>

- **Focus Area:** Synthetic opioid-related overdose mortality in the Appalachian region
- **Purpose:** Address overdose mortality targeted to 20 high-need rural Appalachian counties in KY, NY, OH, and WV

Collaboration between Fletcher Group, Inc. (Stockbridge, GA) and the University of Kentucky

<https://www.fletchergroup.org/rcoe/>

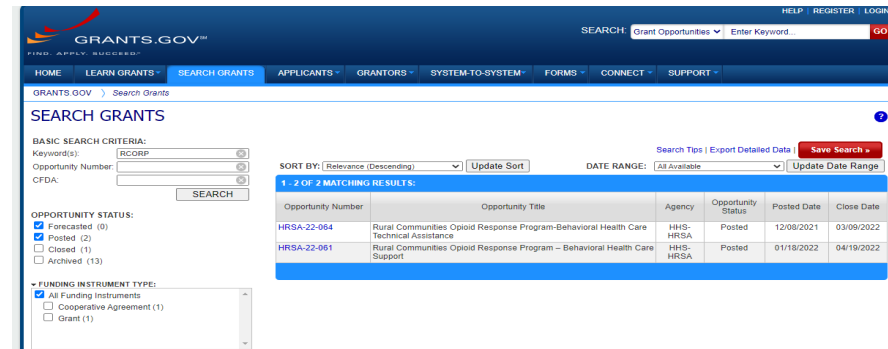
- **Focus Area:** Recovery housing programs for SUD, particularly OUD
- **Purpose:** Facilitate evidence-based prevention, promote effective treatment and social recovery, and establish quality community-based recovery housing targeted to 101 rural counties in 8 states: Kentucky, Georgia, West Virginia, Ohio, Idaho, Montana, Oregon, and Washington.



Helpful Resources

Grants.gov

- Access current and upcoming RCORP and other funding opportunities



Opportunity Number	Opportunity Title	Agency	Opportunity Status	Posted Date	Close Date
HRSA-22-064	Rural Communities Opioid Response Program-Behavioral Health Care Technical Assistance	HHS-HRSA	Posted	12/09/2021	03/09/2022
HRSA-22-061	Rural Communities Opioid Response Program – Behavioral Health Care Support	HHS-HRSA	Posted	01/19/2022	04/19/2022

State Offices of Rural Health - <https://nosorh.org/>

- Visit nosorh.org to find your state's office of rural health
- Primary goal is to assist states in strengthening rural health care delivery systems by creating a *focal point* for rural health in each state.
- Provides institutional framework to link rural communities with Federal and state resources.

HRSA Data Warehouse - <https://data.hrsa.gov/>

- Search for project abstracts of current RCORP and other HRSA grantees



Thank you!

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