# UNIVERSITY OF NORTH DAKOTA SCHOOL OF MEDICINE AND HEALTH SCIENCES

Targeted Rural Health Education Project





## PRIORITY ALIGNMENT

- CMS Priorities
  - CMS Framework for Health Equity 2022-2032
    - Priority #4:
      - "...Language access, health literacy, health insurance literacy, and the
        provision of culturally tailored services play a critical role in health
        care quality, patient/consumer safety, and experience, and can
        impact health outcomes and enrollment in coverage..."
  - CMS Rural Health Strategy
    - Objective #4's key supporting activities:
      - "...Collaborate with rural communication networks to develop and disseminate easy-to-understand materials to help rural patients navigate the health care system..."
      - "...Foster the empowerment and engagement of rural patients in their health care through targeted outreach efforts..."

## PRIORITY ALIGNMENT

- Additional federal agency priority alignment:
  - Office of Disease Prevention and Health Promotion's Healthy People 2030
    - For the first time in its five iterations, Healthy People 2030 includes <u>health</u> <u>literacy</u> as a central focus
    - Healthy People's Health Communication objective, <u>HC/HIT-04</u>:
      - o "...Increase the proportion of adults who talk to friends or family about their health..."

# **DEFINITIONS**

#### Health Literacy (Expanded in Healthy People 2030):

- •Personal health literacy: the degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.
- •Organizational health literacy: the degree to which organizations equitably enable individuals to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.

**Source:** Santana, Stephanie et al. "Updating Health Literacy for Healthy People 2030: Defining Its Importance for a New Decade in Public Health." *Journal of public health management and practice: JPHMP* vol. 27,Suppl 6 (2021): S258-S264.

## **DEFINITIONS**

#### Plain Language:

- is communication your audience can understand the first time they read or hear it.
- Language that is plain to one set of readers may not be plain to others. Material is in plain language if your audience can:
  - Find what they need
  - Understand what they find the first time they read or hear it
  - Use what they find to meet their needs

Source: https://www.plainlanguage.gov/about/definitions/

# Targeted Rural Health Education (TRHE)

#### **Student writing project**

- Based on their rural community-based clinical experiences, students author a plain language health education article suitable for publication in rural newspapers
- Learning objectives:
  - Experience how newspapers inform rural communities
  - Experience the "Power of Plain"
    - --Writing in plain language promotes speaking in clear language
- Power of 'The Small "N"'

# TRHE-focused Health Literacy

# Health Literacy (Expanded in Healthy People 2030): Personal health literacy:

#### TRHE's role provide plain language education to the community

- "the degree to which individuals have the ability to find,"
  - health education articles "deliverable/discoverable/sharable" in rural newspapers
- "understand,"
  - Use plain language

#### Stakeholders (community residents) = action opportunity:

• "and use information and services to inform health-related decisions and actions for themselves and others."

# RURAL NEWSPAPERS AS TRHE PUBLISHERS

#### Why rural newspapers?

- 2014 National Newspaper Association survey:
- Almost 70% of "small" community residents get a weekly newspaper
  - https://www.nna.org/two-thirds-of-residents-in-small-towns-andcities-read-community-newspapers
  - Anecdotal: Shared with the 30% who don't
  - Anecdotal: Articles generate community conversation
- West Virginia University NEWSTART:
- 2021: "Black and White and Read All Over"
- https://www.newstart.media/wp-content/uploads/2021/09/Baranowski-NewStart-Newspaper-Innovation.pdf
  - Rural newspapers are important information disseminators

# RURAL NEWSPAPERS AS TRHE PUBLISHERS

#### Why rural newspapers?

- "Newspapers are read, re-read, clipped, and saved. That clipping is taken to clubs, card games, and shared in all kinds of settings. It's a natural medium for rural America..."
  - --Surveys: 85% of rural residents get a weekly newspaper
  - --Offers different information than radio/TV soundbite
    - \*Allen Beerman, Executive Director, Nebraska Newspaper Association

Source: Rural Health Information Hub (<a href="https://www.ruralhealthinfo.org/">https://www.ruralhealthinfo.org/</a>)

- 2017: "Rural Health Literacy: Who's Delivering Health Information?"
  - https://www.ruralhealthinfo.org/rural-monitor/delivering-health-information/

## TRHE PARTICIPANTS

#### **Who Writes**

Any health UNDSMCH health professions student

- Majority: Medical students
- Two Occupational Therapy doctoral students

#### **What They Write About**

Sources for story ideas:

- Community Health Needs Assessment: "Targeted community-identified need
- Educational need identified by students' patient care experiences

#### Why They're Writing

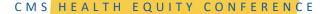
- Elective choice: "Heard about it and want to do it"
- Mandatory curriculum component (2019): Longitudinal MSIII clinical rural rotation



# TRHE WRITING PROCESS

#### **How Articles Are Written**

- Draft revisions (usually 4th is final):
  - "On demand/Need to know" instruction/feedback
  - "Tell, Show, Translate"
  - Estimated student time demand: 40 hours/article
- Learning objectives:
  - Familiarization with health literacy/health education writing elements
    - --limit detail; logical information ordering, transitions
  - Plain language basics
    - -- "Translating jargon"
  - Remember the audience: Family, family friends, friends of family friends



## TRHE PUBLISHING PROCESS

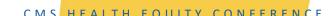
#### **How Articles Are Published**

- Final review: Rural-based UNDSMHS Family & Community Medicine faculty
- Project coordinator's relationships with rural newspaper editors
- Rural newspaper editor:
  - Hard copy &/or digital editions publication
- North Dakota Rural Health Association: website digitally hosts all student stories
  - https://www.ndrha.org/trhe/articles



# STUDENT PARTICIPATION

UNDSMHS* TRHE Participants				
Year	Elective	Mandatory (variable cohort #s)		
2017	2	N/A		
2018	2	N/A		
2019	1	5		
2020	2	9		
2021	1	10		
2022	1	10		
2023	5 (as of 5.15.23)	Cohort of 10 starts July		
Total	14	34		
*UNDSMHS Med school class size ~ 70				



# VIEWERSHIP DATA RESULTS

Viewership data				
Organization	Date (overlapping)	Page views	Average story views	
North Dakota Rural	9.1.2019 - 12.8.2022	5,501	N/A	
Health Association website	1.1.22 - 11.17.22	4,470	N/A	
Website	5.1.22 - 4.17.2023	5,214	40 (range 5 - 378)	
Participating rural newspapers	Subscription numbers: hardcopy or online viewership			



# Stakeholder Feedback

Stakeholder Feedback				
Stakeholder	Date	Results		
Students				
Students with	Nov 2019 – Dec 2020 survey (N=15)			
mandatory	Electively participate?	5/10 Yes		
participation	Experience? (Scale 1-10)	3/10 rated experience 5-7 7/10 rated experience 8-10		
Student video interview	Nov 2021 video interviews (N=4)	Video: <a href="https://www.youtube.com/wa">https://www.youtube.com/wa</a> <a href="tch?v=LjsBV_uwl_c">tch?v=LjsBV_uwl_c</a>		
Rural Newspaper Editors				
Editors in communities with mandatory student participation (N=6)	Nov 2021 on-site video interviews (N=3/6)  Hettinger ND Dickinson ND Benson MN	Video: <a href="https://www.youtube.com/watch?v=LjsBV_uwl_c">https://www.youtube.com/watch?v=LjsBV_uwl_c</a>		

# **REPLICATION**

ROLE	UND EXAMPLE
Project coordinator	<ul><li>CRH Workforce Specialist</li><li>Promotes elective project</li><li>Added duty: rural newspaper networking</li></ul>
Writing mentor	Primary care provider (CRH staff writer)  • GME/graduate medical education experience (feedback experience) and writing expertise
Final copyeditor(s)	<ul><li>Family Medicine clinical faculty</li><li>Lived rural community experience</li><li>Promotes elective/mandatory project</li></ul>
Publishing partners	<ul><li>North Dakota Rural Health Association</li><li>Rural community newspapers</li></ul>

# REPLICATION INTEREST TO DATE

#### State medical school faculty

• Integrate project into new rural curriculum

#### State collaborative interest

- Area Health Education Center (AHEC)
  - Rural scholar program
- State medical school

#### Rural newspaper interest

 TRHE leaders were invited guest speakers at biannual joint North Dakota/South Dakota Newspaper Associations annual meeting (May 2023)

### RESOURCES

- Plain Language: <a href="https://www.plainlanguage.gov/">https://www.plainlanguage.gov/</a>
   Rural Health Information Hub (RHIhub)
- Rural Health Literacy Toolkit
  - <a href="https://www.ruralhealthinfo.org/toolkits/health-literacy">https://www.ruralhealthinfo.org/toolkits/health-literacy</a>
- Rural Monitor, RHIhub's online magazine
  - "Rural Health Literacy: Understanding Skills and Demands is Key to Improvement"
  - --<u>https://www.ruralhealthinfo.org/rural-monitor/rural-health-literacy/</u>
  - "A New Era of Health Literacy? Expanded Definitions, Digital Influences, and Rural Inequities"
  - -- https://www.ruralhealthinfo.org/rural-monitor/digital-health-literacy/

## CONTACT

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# THANK YOU