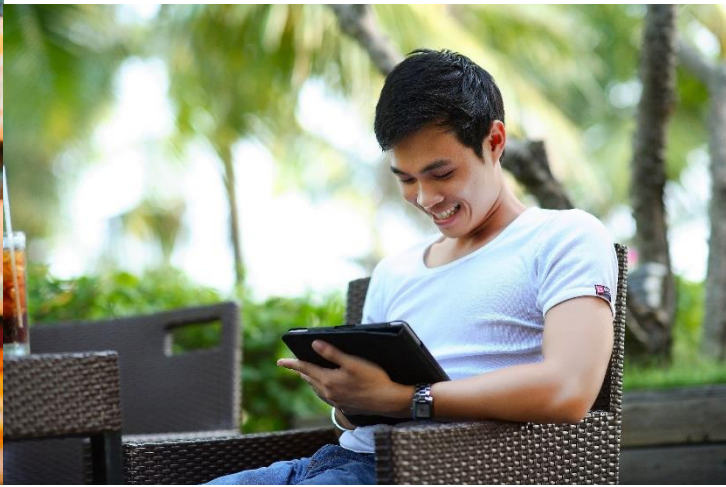


Rural Health Resources

Faith Steele, MLS, AHIP (she/her)
Outreach and Education Librarian
NNLM Region 1
University of Maryland Baltimore



NNLM Network of the
National Library of Medicine



National Institutes of Health

Nation's research agency
27 institutes and offices

NIH

NLM

National Library of Medicine

World's largest biomedical library

Network of the National Library of Medicine

Program of the NLM comprises 7 Regional
Medical Libraries (RMLs), Offices and Centers

NNLM

RMLs

Education and Funding Opportunities
Supports equal access to biomedical information

Network of the National Library of Medicine



What NNLM Does

- **Offers** free webinars & classes to librarians, health professionals and the general public
- **Access** to a network of libraries and other organizations
- **Funding** for health information outreach, digital equity, and data services projects and even professional development.



Rural Living

- Lower cost of living
- Slower pace
- Less crowded
- Close to friends/family
- Not able to get to a hospital quickly in an emergency.
- Not want to travel long distances to get routine checkups and screenings.
- Less access to doctors and dentists, and certain specialists might not be available at all.
- Higher rates of certain types of cancer, from exposure to chemicals used in farming.

What Impacts Health in Rural Communities?

A. Transportation Issues

B. Lack of Broadband

C. Lack of Insurance

D. Lack of Providers

E. Environmental Hazards

F. Occupational Hazards

Today's agenda:

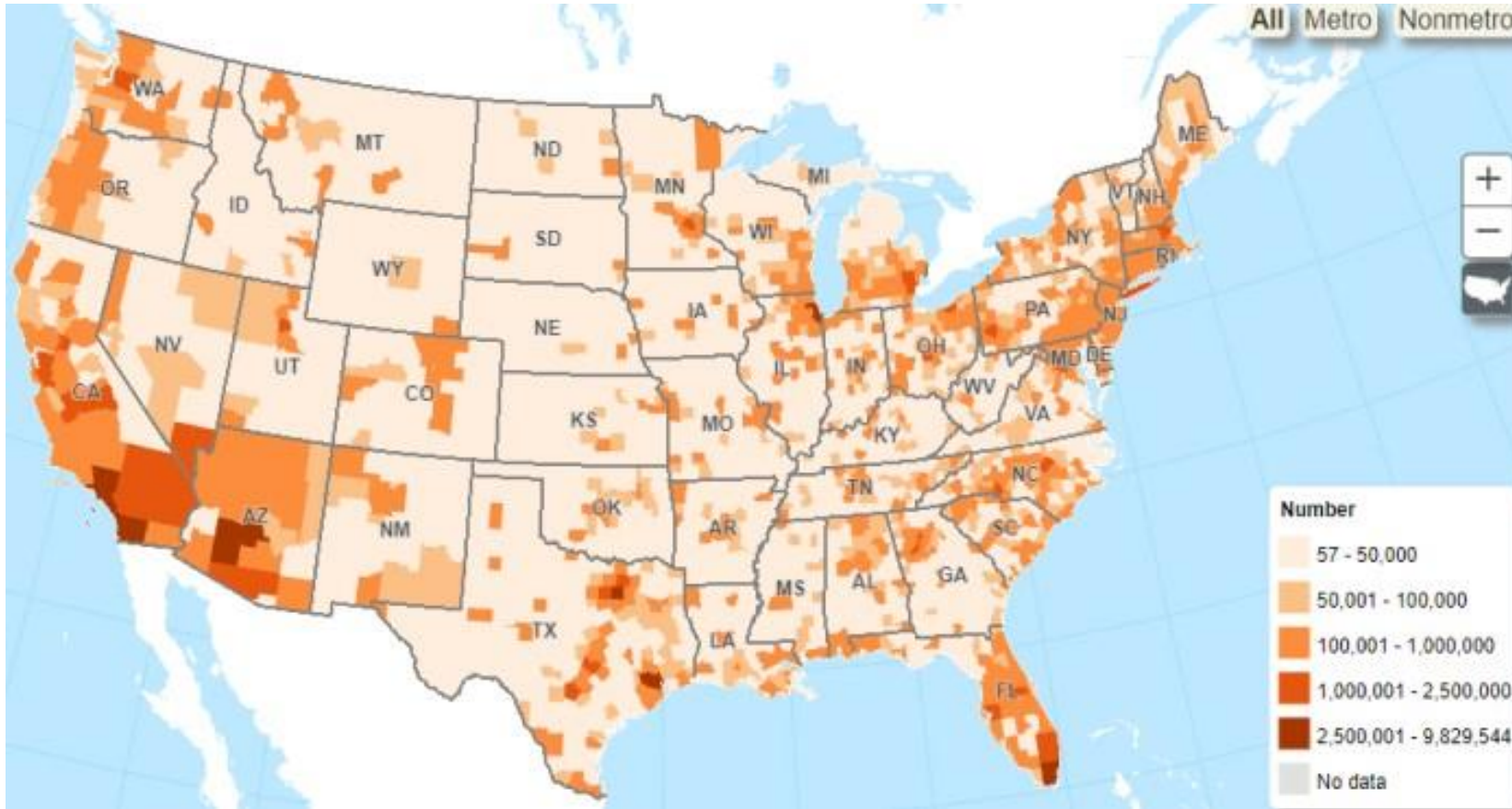
- Describe the current demographic trends in rural America.
- Review data and research resources for rural health
- Find information on health conditions, demographic groups and social issues.

Describe the current demographic trends in rural America.

Defining Rural

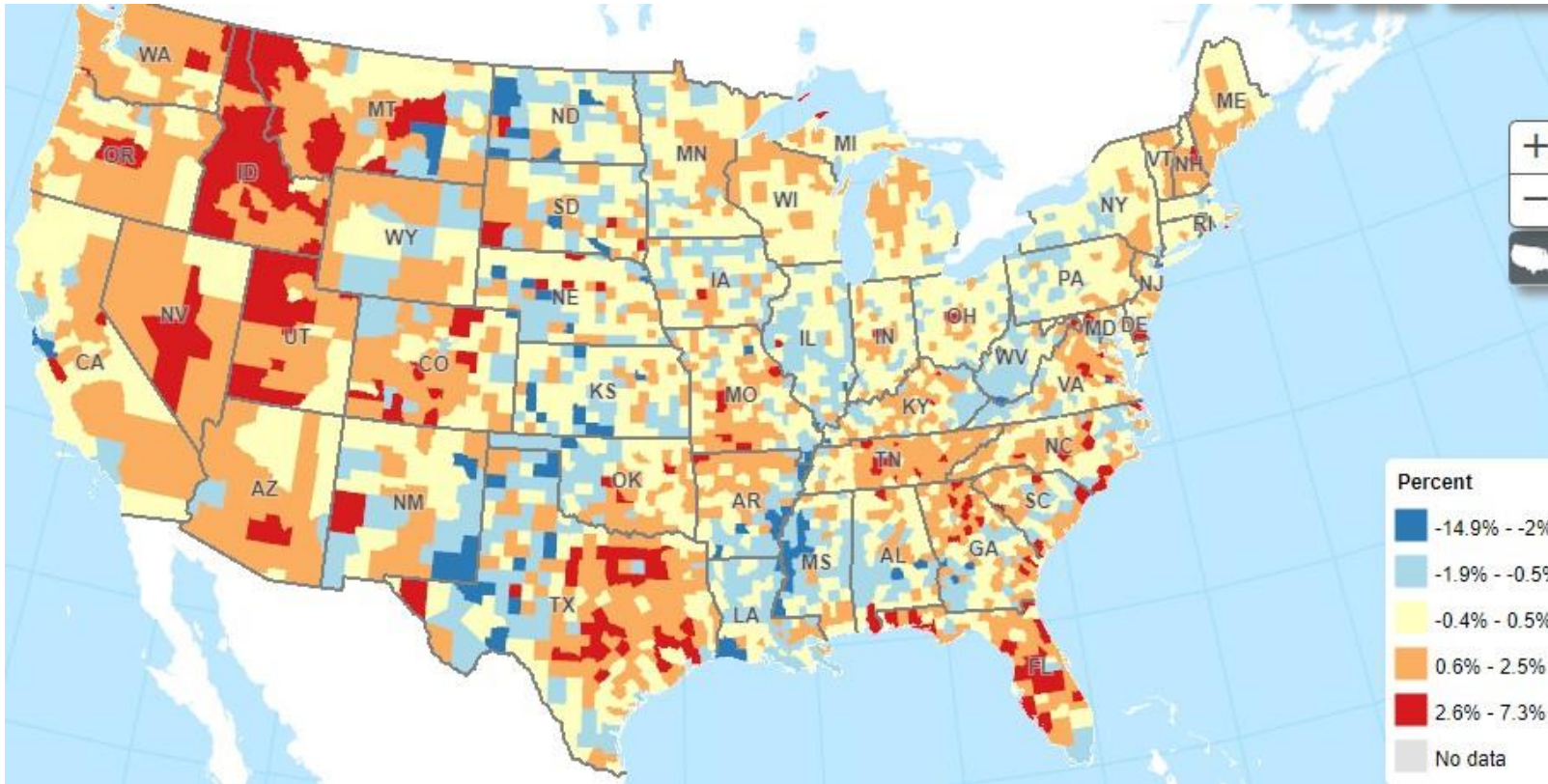
Definition & Agency	Geographic Unit Used	What is Included in "Rural"	U.S. Rural Population*
<p>Urban and Rural Areas U.S. Census Bureau</p>	Census Blocks and Block Groups	Rural areas encompass all population, housing, and territory not included within an urban area.	<p>66,610,922</p> <p>Percent of Total Population: 24.8%</p>
<p>Core Based Statistical Areas (Metropolitan, Micropolitan, Noncore) U.S. Office of Management & Budget</p> <p>Metropolitan areas contain a core urban area population of 50,000 or more. Nonmetropolitan areas contain a population of less than 50,000. This includes both micropolitan areas, with urban cluster populations of 10,000 to 50,000, and all counties that lack an urban core, which are referred to as noncore counties.</p>	County	All nonmetropolitan areas (counties) including micropolitan and noncore counties	<p>46,293,406</p> <p>Percent of Total Population: 14.99%</p>
<p>Rural-Urban Commuting Areas (RUCAs) Economic Research Service</p> <p>Utilizes the U.S. Census Bureau's UAs and UCs definitions with information on work commuting. Classification delineates metropolitan, micropolitan, small town, and rural commuting areas with whole numbers 1-10 and further subdivides into 21 secondary codes based on commuting flows — local or to another census tract.</p>	Census Tract, ZIP Code approximation	Primary RUCA codes 4 and above (Micropolitan Area Core, population up to 49,999)	<p>51,112,552</p> <p>Percent of Total Population: 16.55%</p>

[Table: Rural Information Hub](#)



Population Size, 2021

- Today's **Economic Research Service (ERS)** established in 1961.
- GREAT MAPS [Atlas of Rural and Small Town America](#)
- The darker red is more densely populated.



Population Change Rate, 2020-2021

- County-level information is available through the Atlas of Rural and Small Town America.
- In addition to maps, ERS provides charts and other data visualizations, as well as [State Fact Sheets](#).

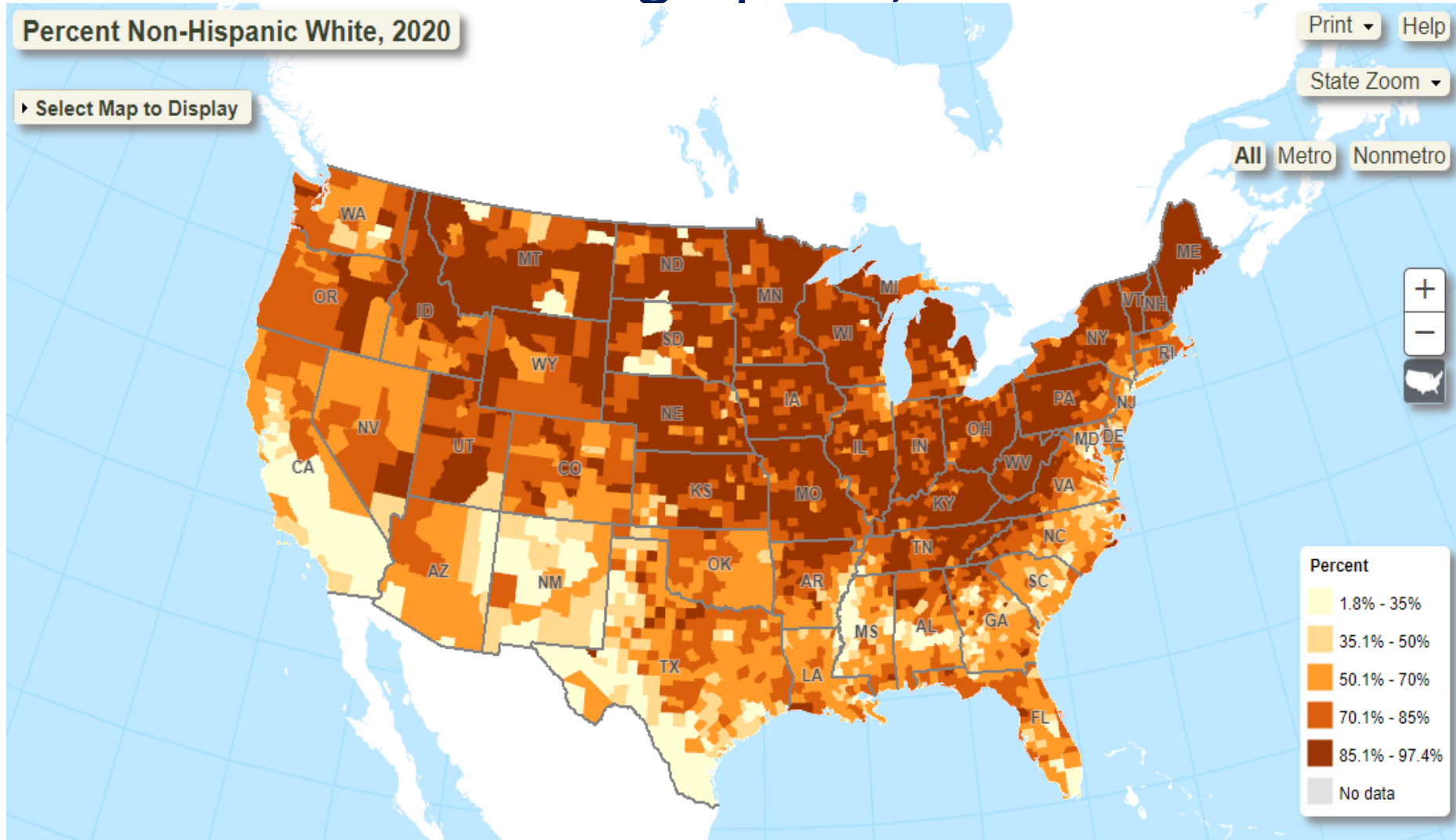
Did you know



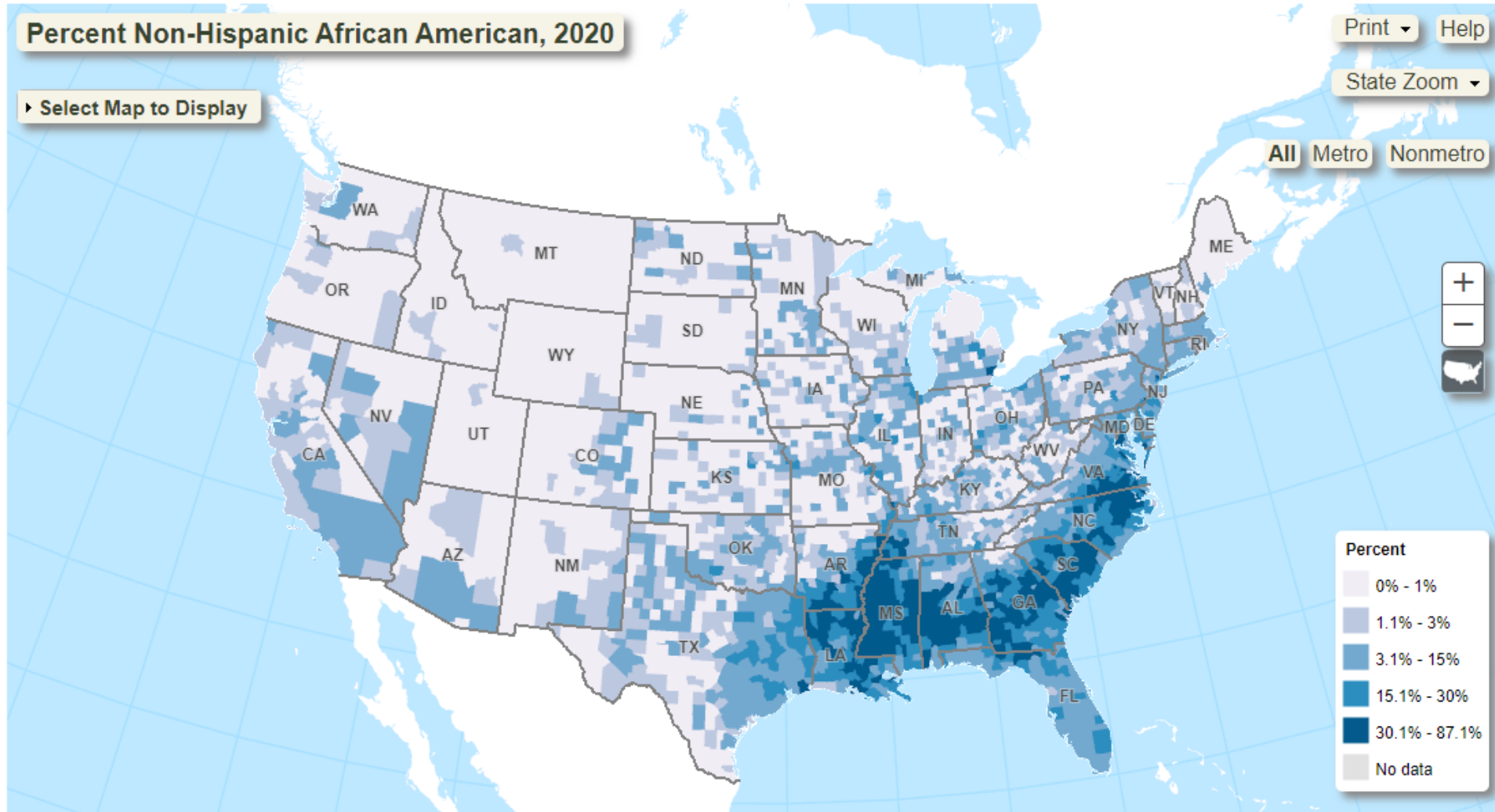
[Photo: Rural Health Info Hub](#)

[Source: Rural America Story Map U.S. Census Bureau](#)

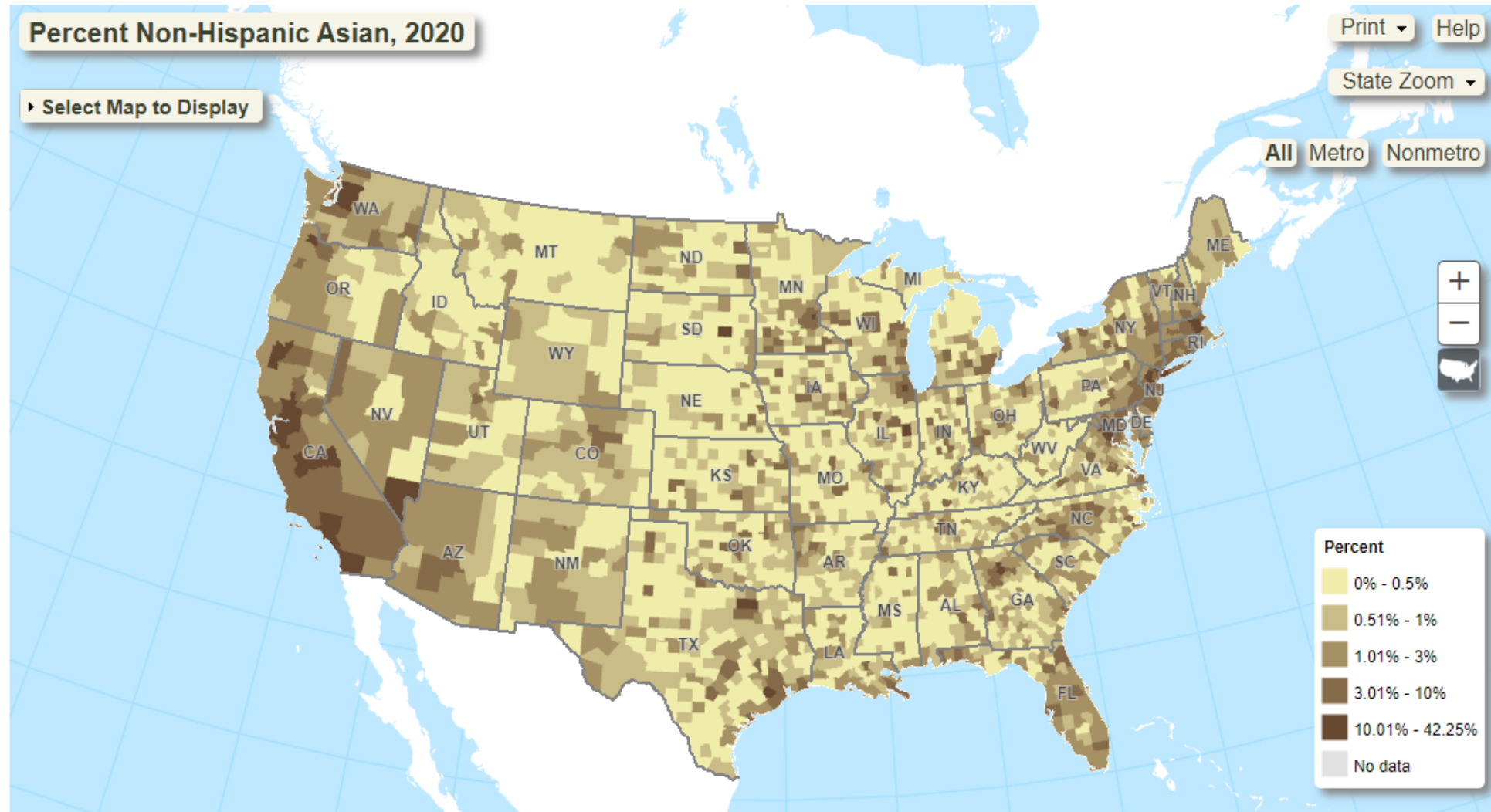
Rural Demographics, White



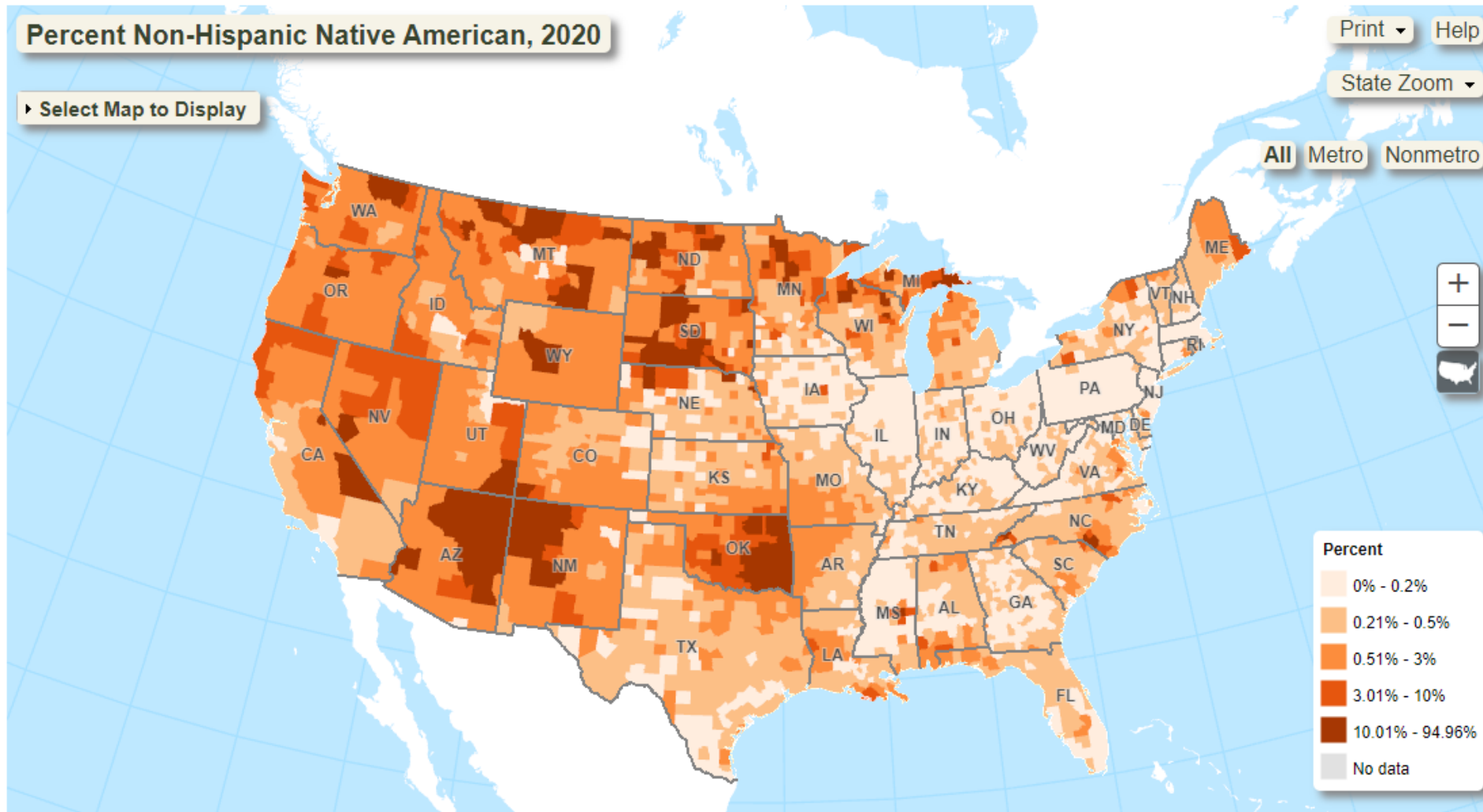
Rural Demographics, African American



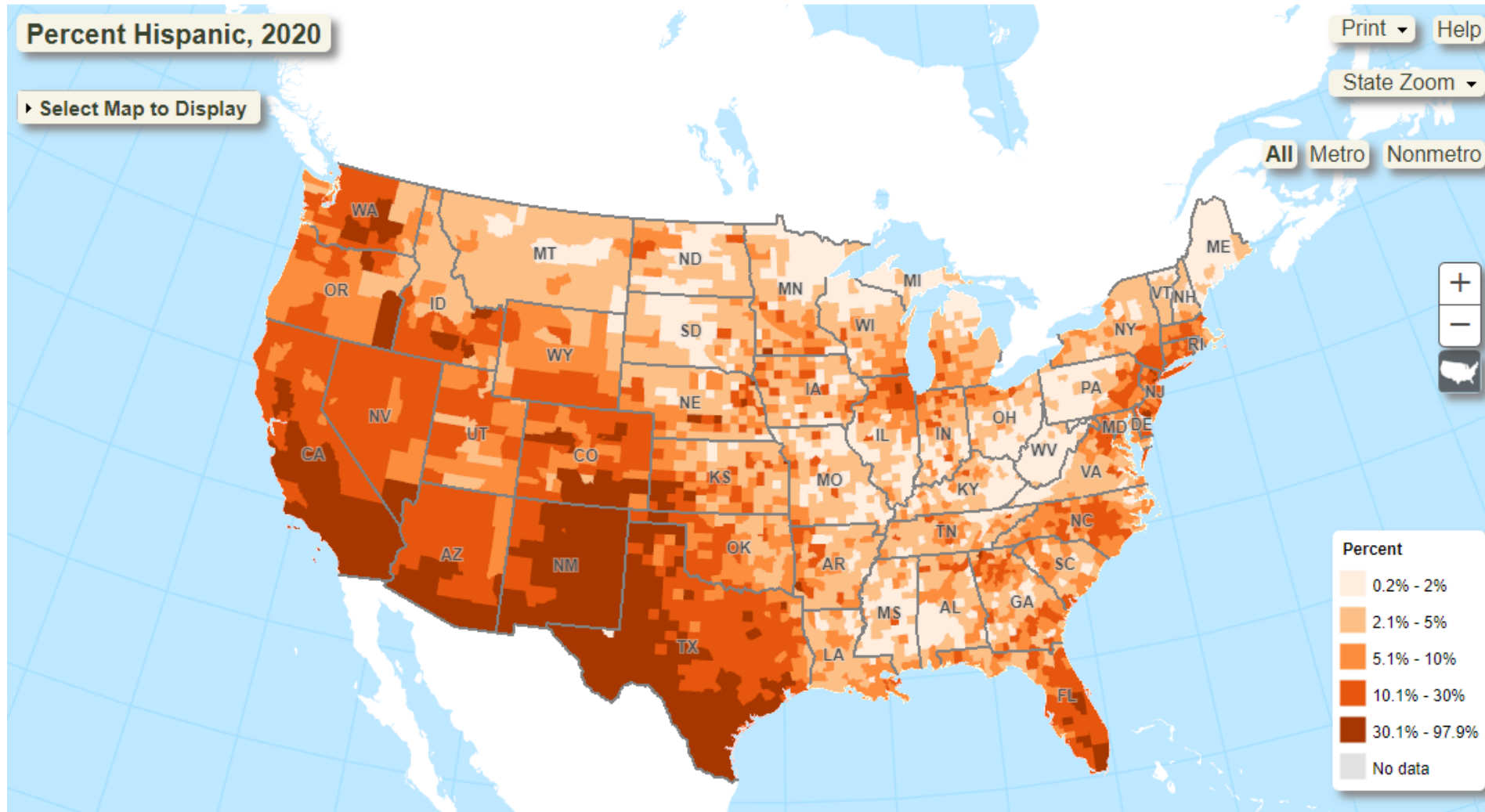
Rural Demographics, Asian



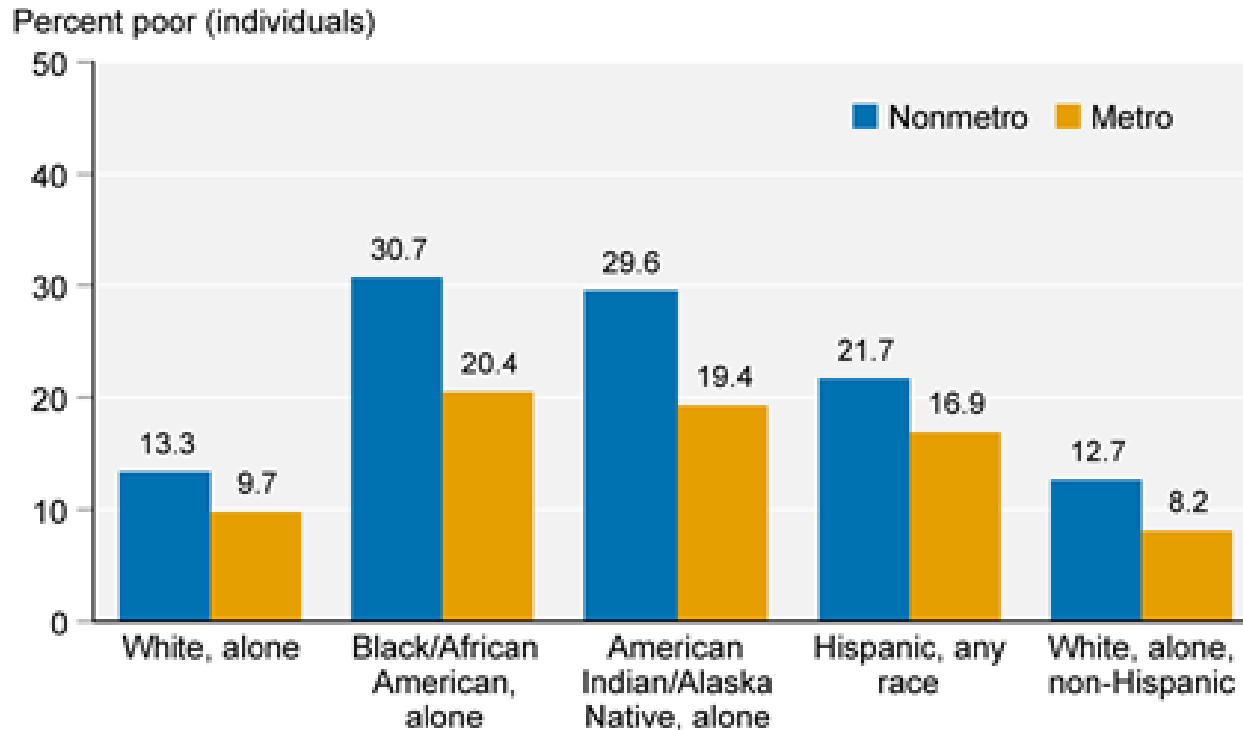
Rural Demographics, Native American



Rural Demographics, Hispanic



Poverty rates by selected race/ethnicity and metro/nonmetro residence, 2019



Note: "Alone" indicates a single answer to the race question; Hispanics may be any race. "White, alone, non-Hispanic" are individuals who responded "No, not Spanish/Hispanic/Latino" and who reported "White" as their only entry in the race question. Source: USDA, Economic Research Service using data from U.S. Department of Commerce, Bureau of the Census, annual American Community Survey, 2019.

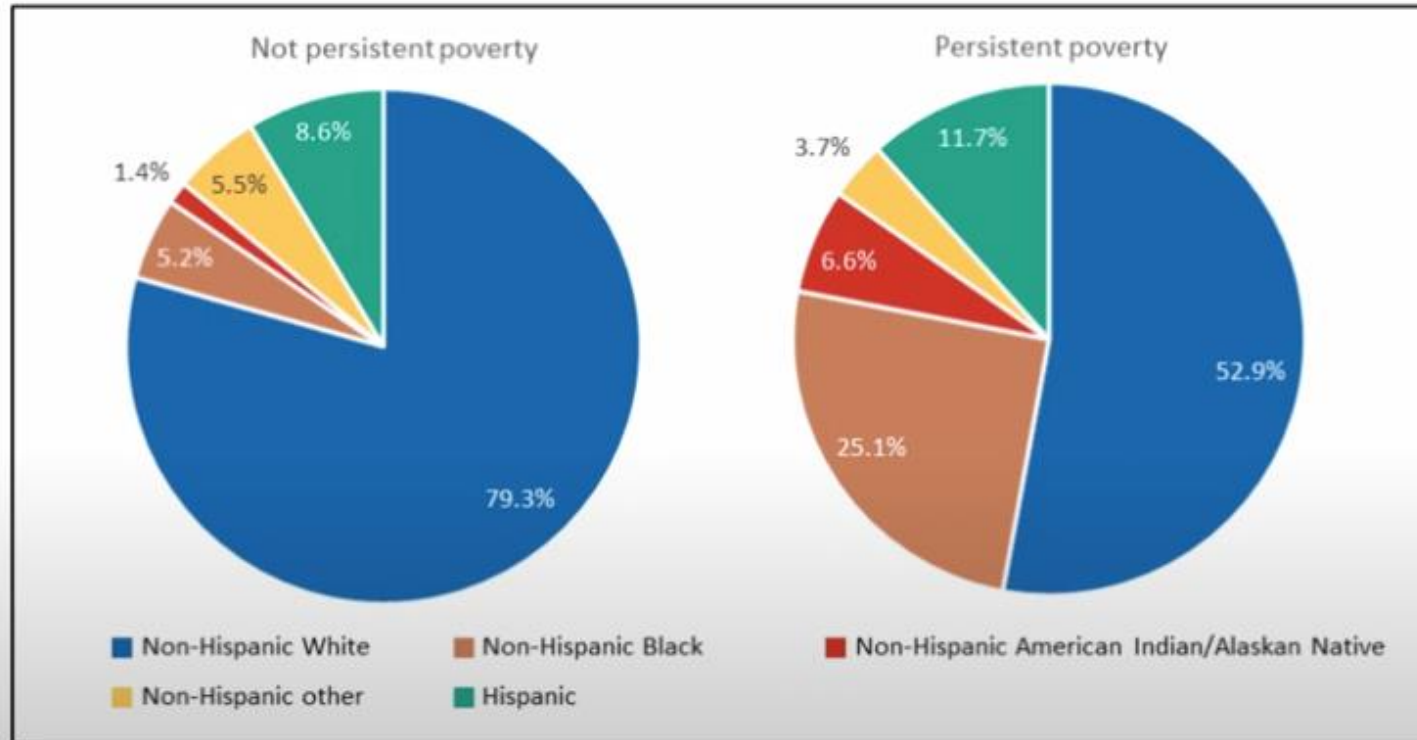
- African Americans continue to have the highest rural poverty rate.
- American Indians have second highest rate.
- Hispanics have the lowest rate among people of color.
- Whites have the greatest number of people living in rural poverty because they account for 80% of the rural population.

Chart Source: [USDA ERS using data from the U.S. Census Bureau, American Community Survey, 2019.](#)

Rural Poverty by Race/Ethnicity

The share of racial and ethnic minorities in rural persistently poor counties is more than double that in other rural counties

Share of population by race and ethnicity in nonmetropolitan counties by persistent poverty status, 2020

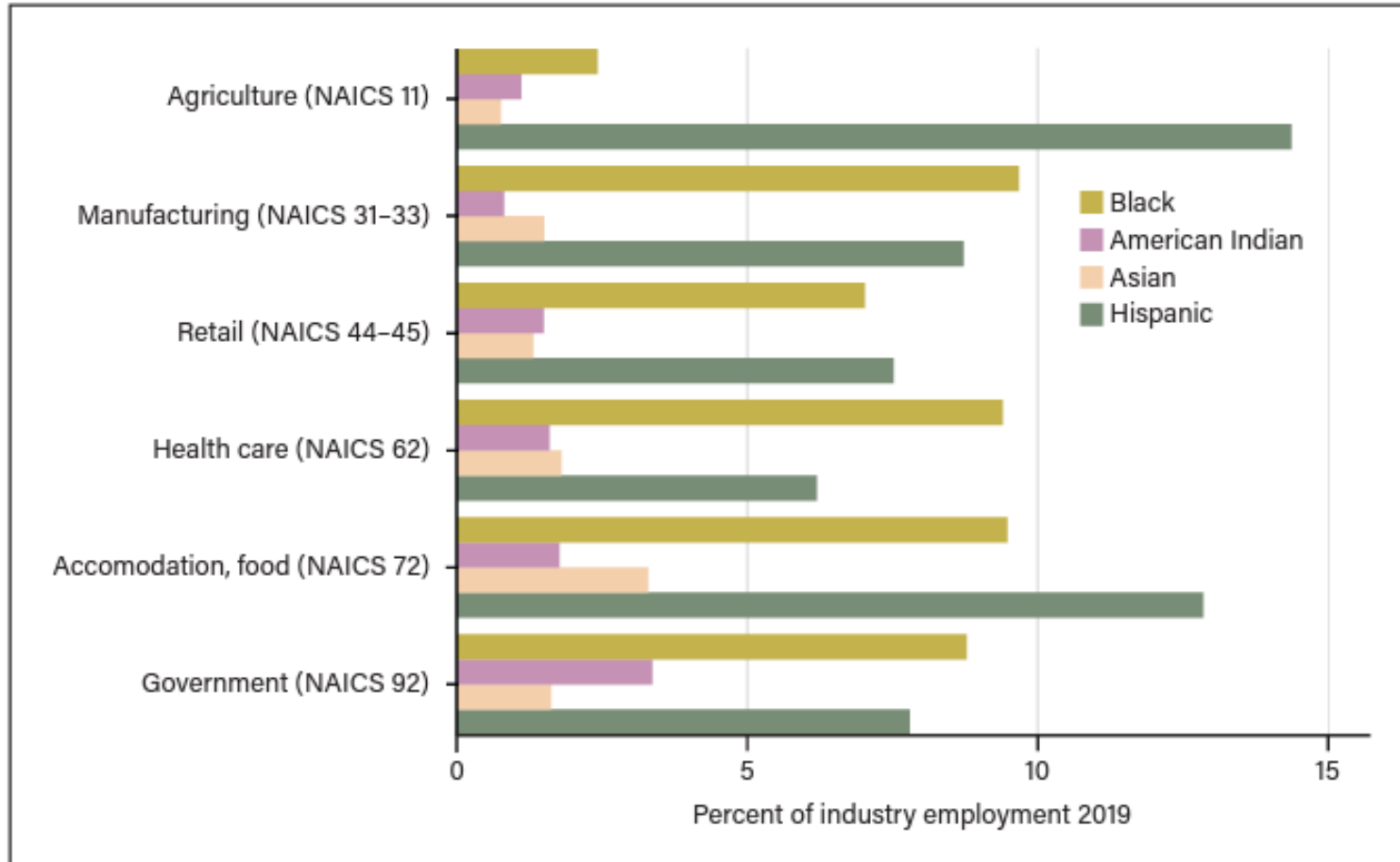


Note: Combined race and ethnicity categories are mutually exclusive.

Source: USDA, Economic Research Service using 2015 County Typology Codes and data from the U.S. Department of Commerce, Bureau of the Census, PL-94 decennial census files, 2020.

Employment Trends in Rural America

Figure 12
Employment shares in the top six largest rural industries



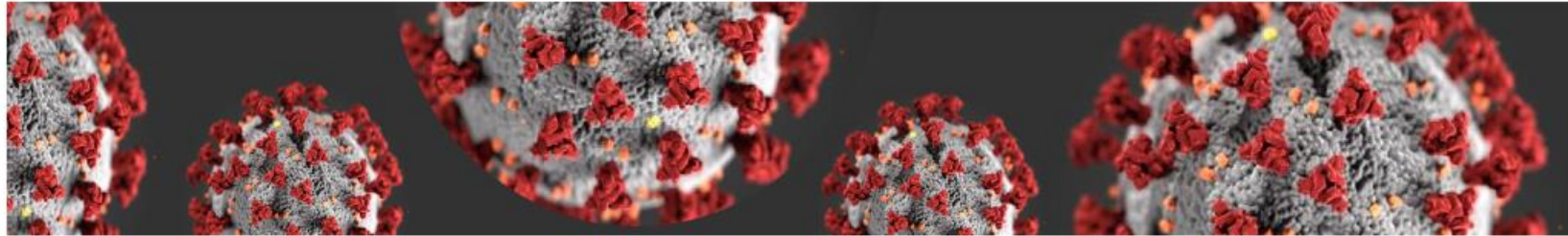


Working Population and Age

- Increase in aging population.
- Decrease in working age population.
- Falling births and rising deaths.

Source [Rural America at a Glance 2022](#)

USDA ERS COVID-19 Research



The COVID-19 Pandemic and Rural America

Note: Updates to this page are discontinued. The material – last updated on July 12, 2021 – remains on the site for reference.

Review data and research resources for rural health

Your First Stop for Rural Health Information

- [Rural Health Models & Innovations](#)
- [Rural Monitor](#)
- [RHIhub Videos](#)
- [RHIhub Webinars](#)
- [RHIhub Twitter Chats](#)



Get Rural Updates & Alerts



Sign-up to receive our [weekly newsletter](#):

[Daily and weekly custom alerts](#) also available

Find Rural Data



The [Rural Data Explorer](#) and [Chart Gallery](#) provide access to a wide range of data on rural health issues.

Learn how to locate and use data in the [Finding Statistics and Data Related to Rural Health](#) topic guide.

The KURAL MONITOR

[Advance Care Planning: Strategic for All Adults, Even the Healthy](#)
 Age and health status shouldn't be barriers to advance care planning. Advocates share that proactive discussions now can impact the ease of future decision-making about personal healthcare needs.



[Community-based Palliative Care: Scaling Access for Rural Populations](#)
 The benefits of palliative care are described as "the heart of healthcare." Experts and advocates share the



Offers state-level information at the [RHIhub website](#).

- More data visualizations!
- Evidence-based Toolkits
- Free Webinars and Videos

Rural Health Information Hub



Rural Health Research Gateway

Offers various rural health reports in on a variety of topics [Rural Health Research Gateway](#)

- Research Recaps
- Research Alerts
- Research Publications
- Webinars

County Health Rankings and Roadmaps

The screenshot shows the homepage of the County Health Rankings and Roadmaps website. The header is dark blue with an orange navigation bar. A blue logo with white text is in the top right. The main content area features a large image of two children running in a park, overlaid with a purple and blue geometric design. Text on the page includes '2020 County Health Rankings State Reports' and a link to the COVID-19 response page.

County Health Rankings & Roadmaps
Building a Culture of Health, County by County

About Us | News & Events
A Robert Wood Johnson Foundation program

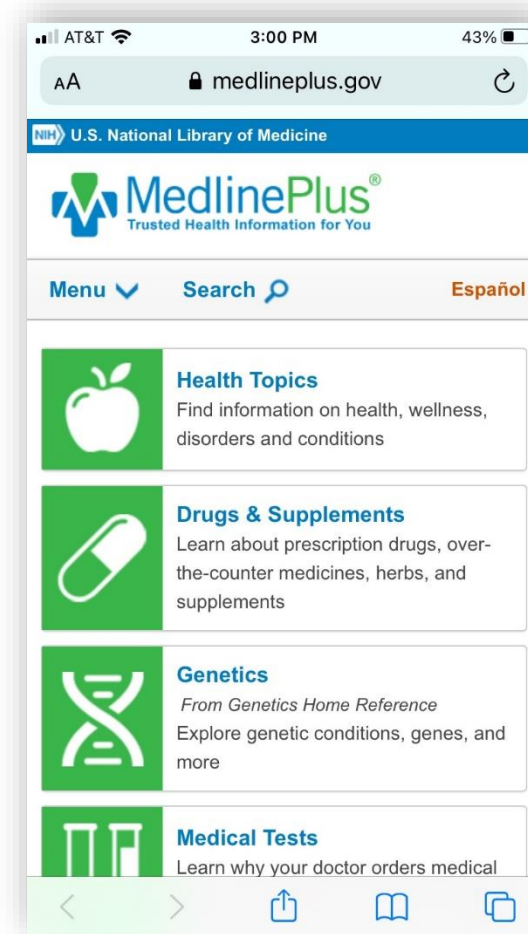
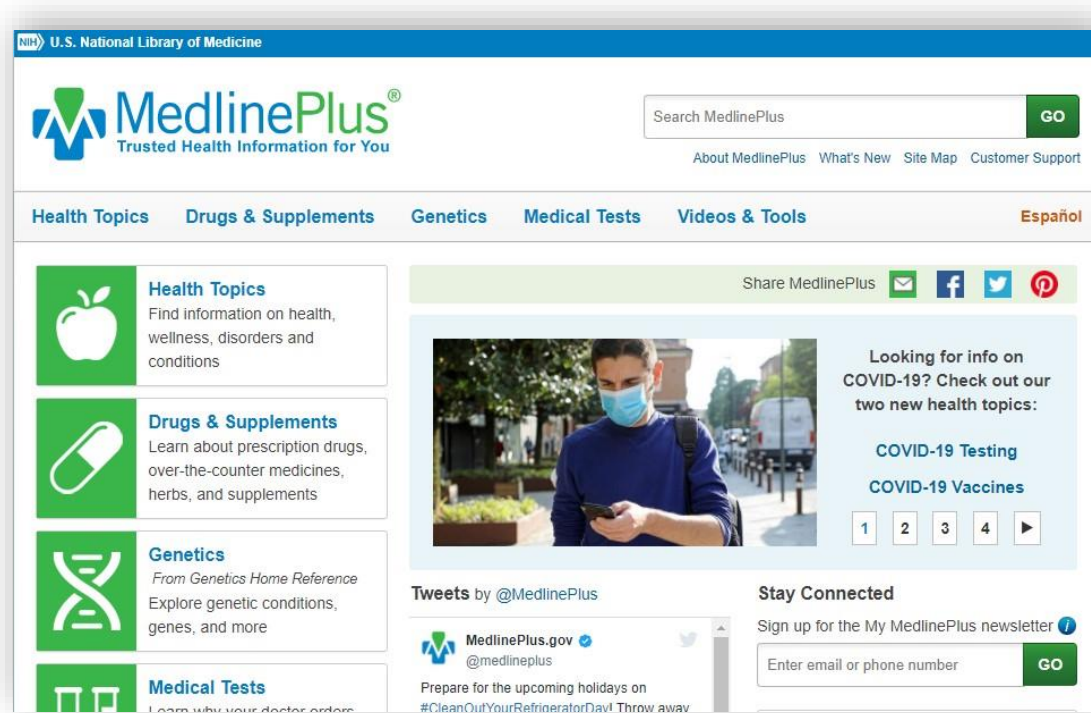
Explore Health Rankings Take Action to Improve Health Learn From Others What Is Health? Reports 🔍

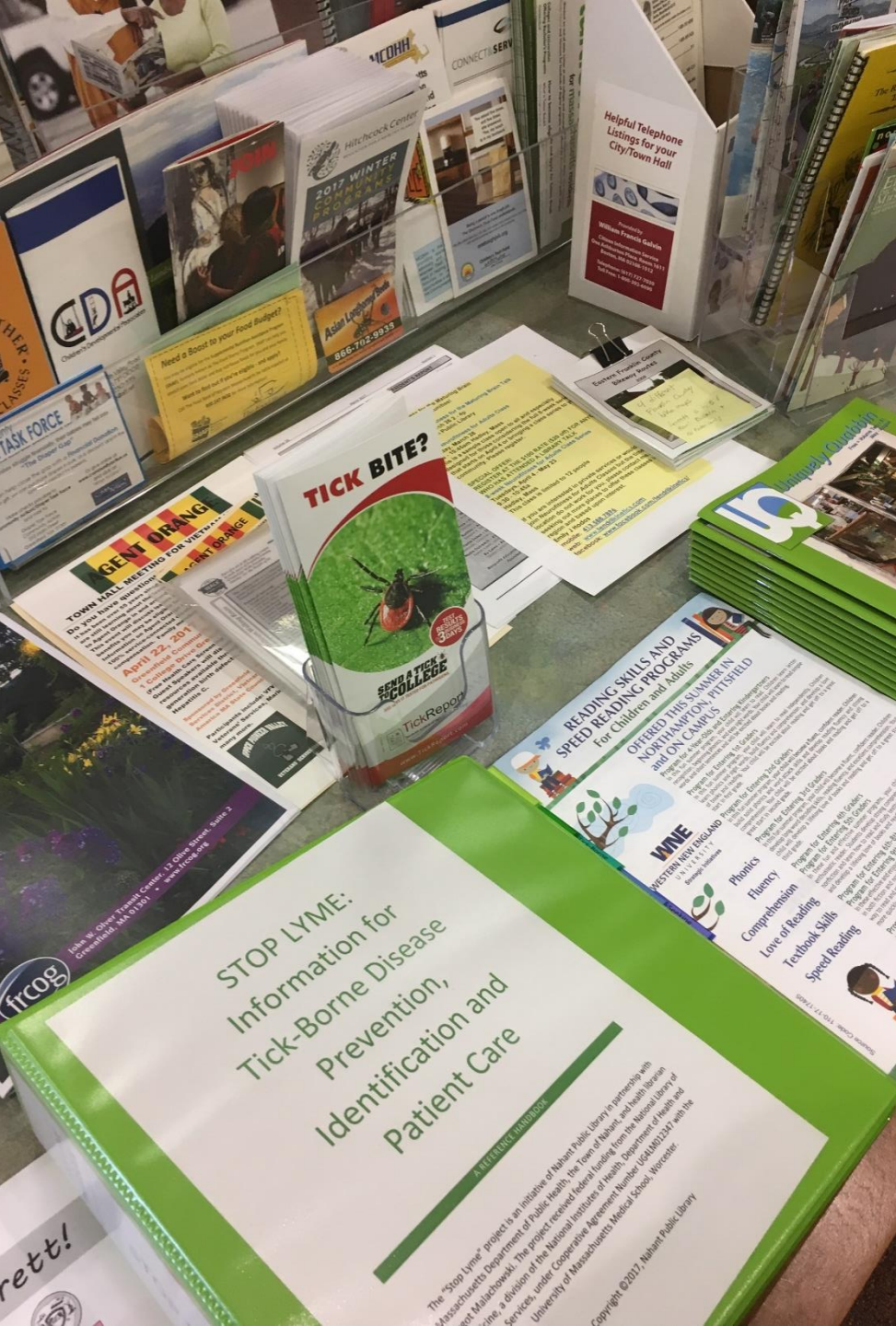
2020 County Health Rankings
State Reports

Visit our COVID-19 response and recovery page

Find information on health conditions, demographic groups and social issues.

MedlinePlus for Patients and Caregivers





Network Funding for Projects

In 2018, the New England Region funded the creation of a resource on Lyme disease—loose-leaf binder on prevention, identification and patient care.

Over 130 Massachusetts public libraries now have this resource.

Each Region handles funding differently.

- Contact [your regional office](#).

NNLM Funded Projects

This page includes awards made during the current NNLM award period (May 1, 2021 - April 30, 2026).

Project Title	Lead Organization	Project Summary	Project Start Date	Project End Date	State
Bringing the Best Health Information to Alaska's Distant Communities	University of Alaska Anchorage Medical Library	The primary goal of the project is to improve the quality of life and health for Alaska's citizens by providing information outreach services to the healthcare workforce and to public libraries, especially in rural areas, over a five-year period from May 2021 through April 2026. Access to quality biomedical information will support health professionals in their care of patients. With outreach to healthcare facilities, the Alaska Medical Library (AML) fulfills one component of the Network of the National Library of Medicine's (NNLM) mission to...	2023-05-01	2024-04-30	AK
Collection Equity Award Y3 - Blue Mountain Community College Library	Blue Mountain Community College Library	Blue Mountain Community College Library is dedicated to building equitable and accessible collections in service of our diverse learning community. We will use this Collection Equity Award to expand our Health and Medicine collections, with a particular emphasis on Spanish language materials, materials focusing on Native Americans and written by Native American authors...	2023-05-01	2024-04-30	OR
Collection Equity Award Y3 - Savitt Medical Library	University of Nevada, Reno School of	I intend to expand key areas of the Savitt Medical Library print collection with this award. Resources will be selected to address known demographics	2023-05-01	2024-04-30	NV

IN THIS SECTION

- [Funding Opportunities](#)
- [Current Projects](#)
- [Past Funded Projects](#)
- [Funding FAQs](#)
- [Funding Consultation](#)

FILTER THE PROJECTS

Keyword

Demographics - Age Group

- Children (0-12 yrs.)
- Teens (13-18 yrs.)
- Adults (19-64 yrs.)
- Seniors (65+ yrs.)

Demographics - Geographic Type

- International
- Medically Underserved Areas/Populations
- Rural
- Suburban
- Urban

Demographics - Issues & Interests

- Behavioral/Social Determinants of Health

Demonstrations

Questions