



## 2012 Virginia Rural Health Action Conference



### “You might be rural if...”



It sounds like the set-up for a joke that’s likely to elicit a few groans. But the public health issues facing rural Virginia are no joke. The 2012 Virginia Health Equity Report estimates that the total costs of health disparities/inequities associated with living in a rural area instead of an urban area in Virginia cost \$692 million *annually*. Rural Virginians tend to die at an earlier age than non-rural residents. Some areas have an average life span up to 19 years below the state average, 59.6 years compared to 78.5 years. Rural areas also tend to have higher poverty rates and lower educational levels than urban Virginia, correlating to having limited health opportunities.

With these facts in mind, the Virginia Public Health Association and the Virginia Rural Health Association are joining together to offer the **2012 Virginia Rural Health Action Conference** on October 8 and 9 at the Omni Charlottesville Hotel. Public health practitioners, concerned citizens, planners, policy makers, advocates and anyone with an interest in the health of rural Virginia will come together to explore the wide-variety of issues having an impact on the public health of rural Virginians and work to develop creative cross-sector solutions that can be incorporated into an updated State Rural Health Plan.

**Take this opportunity to join with other interested individuals from around the state to make a difference in the health of rural Virginia.**



#### **Who should attend:**

Advocates, concerned citizens, educators, housers, medical personnel, policy makers and planners, public health practitioners, social service organizations, and anyone with an interest in rural health in Virginia.

#### **Conference partners:**

The Virginia Public Health Association and the Virginia Rural Health Association have partnered with the following organizations to develop this program:

Virginia Department of Health Office of Minority Health and Health Equity – Division of Primary Care and Rural Health, Commonwealth Public Health Training Center, Eastern Virginia Medical School/Old Dominion University Graduate Program in Public Health, George Mason University Masters of Public Health Program, University of Virginia Masters of Public Health Program, Virginia Tech Public Health Program, OpenGrounds



**October 8 – 9, 2012, Omni Charlottesville Hotel**

## The 2012 Rural Health Action Conference

Obesity. Limited access to healthy foods. Physical inactivity. Limited access to insurance. Alcohol and tobacco use. Children living in poverty. Lack of dental care. Lack of public transportation.



These are just a few of the issues impacting rural health identified by more than 1,000 participants in a survey recently conducted by the Virginia Public Health Association and the Virginia Rural Health Association. This survey, along with the 2012 Virginia Health Equity Report and a variety of other resources, will be utilized by conference participants to inform the discussion as they come together in Charlottesville to share perspectives, identify and discuss the questions that matter to rural health in Virginia and hold collaborative dialogues that will lead to plans and ideas that can be incorporated into a new Rural Health Plan for Virginia.

Four years after Virginia's current State Rural Health Plan was developed most of its 48 recommendations, which were focused on the healthcare infrastructure in rural areas, have been met. The new plan, which will be developed based on the discussions held at this conference, will consider issues beyond medical care including health promotion, health equity and the social determinants of health.

By providing a forum for individuals from diverse backgrounds and perspectives to come together, this conference will allow participants an opportunity to broaden their views and understanding of the public health issues facing the 2.5 million people who call rural Virginia home.

Participants will leave the conference with a better understanding of the interconnections between the social determinants of health and healthy communities and individuals; knowledge of the existing resources and funding opportunities; examples of best practices from their peers; strategies for adapting and scaling existing successful programs for their own organizations and communities; and energized by new ideas for partnerships, future funding opportunities, research opportunities, and policy recommendations that they can take back to their own communities.

Advance registration is required. Scholarships to cover registration fees are available.

### Registration Fees

- VAPHA/VRHA Member fee \$160.00 (\$200 after September 28<sup>th</sup>)
- Nonmember fee \$210.00 (\$250.00 after September 28<sup>th</sup>)
- Student fee \$90.00 (\$130.00 after September 28<sup>th</sup>)
- One-day Member Registration fee \$95.00 (\$115 after September 28<sup>th</sup>)
- One-day Nonmember Registration fee \$120.00 (\$140.00 after September 28<sup>th</sup>)
- One-day Student Registration fee \$55.00 (\$75.00 after September 28<sup>th</sup>)

### Hotel Accommodations

A block of rooms is available at Omni Charlottesville Hotel at the special group rate of \$115.00 plus tax per day. Individuals should make their reservations by calling Omni Reservations at 1-800-THE-OMNI and referring to the "VPHA/VRHA Conference" rate. The cut-off date is September 19<sup>th</sup>. After that time, reservations will be accepted on a space and rate available basis. Reservations may also be made online, just go to the VRHA web site ([www.vrha.org](http://www.vrha.org)) and look for the Rural Health Action Conference, then click on "Lodging and Area Information."



## Schedule at a Glance

### Monday, October 8

### Tuesday, October 9

8:00 a.m. Registration opens/Continental breakfast/Exhibits	8:00 a.m. Registration open/Continental breakfast
8:30 a.m. Opening announcements	8:45 a.m. Highlights and Trends from Day 1
8:50 a.m. Opening keynote address U.S. Surgeon General Dr. Regina Benjamin ( <i>invited</i> )	9:45 a.m. Identifying the Priorities: Discussion
9:25 a.m. Setting the Stage: You Might Be Rural If...	10:35 a.m. Beverage Break
10:15 a.m. Beverage Break/Exhibits	10:50 a.m. From Ideas to Action: How to Change the World
10:35 a.m. Setting the Stage: Creative Problem Solving	11:45 a.m. Closing Discussion: If I Can't Change the World, I Can Change Virginia
11:25 a.m. Public Health Design Charette	
12:30 p.m. Lunch/Exhibits	
1:15 p.m. Guided Discussions	
2:40 p.m. Beverage Break/Exhibits	
3:00 p.m. Guided Discussions <i>resume</i>	
4:05 p.m. Adjourn	
4:30 p.m. Reception/Exhibits	
6:00 p.m. Conclude reception	12:45 p.m. Lunch/VRHA Awards/VRHA Annual Meeting
	2:15 p.m. Conclude Annual Meeting, Adjourn

### About VAPHA and VRHA

**The Virginia Public Health Association** ([www.vapha.org](http://www.vapha.org)) is a 501(c)3 not for profit alliance of multi-disciplinary health professionals from the public and private sectors committed to improving the health of all Virginians. Founded in 1950, VAPHA represents the public's interest in the health of all Virginia residents and is an affiliate of the American Public Health Association. The mission of the association is to improve the public's health in Virginia by strengthening public health practice and promoting sound public health policy.

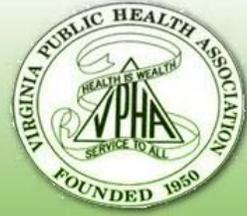
The Association is committed to actively forming new partnerships, ideas and initiatives and serving as a forum for all of the voices of public health in Virginia to be heard. VAPHA is an active partner in the Commonwealth Public Health Training Center and is responsible for planning and executing the conferences associated with the grant.

**The Virginia Rural Health Association** ([www.vrha.org](http://www.vrha.org)) is a 501(c)3 not for profit organization comprised of a diverse group of individuals from communities spread across Virginia: individuals that care about improving the health of Virginia's rural residents. Our mission is to improve the health of rural Virginians through education, advocacy and fostering cooperative partnerships.

VRHA members provide care, plan for the delivery of care, and are consumers of health care services. They are individuals and families who desire and need high quality health services close to home. VRHA brings into focus the rapid changes that are occurring within the health care system and their impact on rural Virginia and builds upon the traditional strengths of our rural communities, assisting them as they assume more responsibility for their health and health care needs.



# 2012 Virginia Rural Health Action Conference



## Registration Form

**Yes**, I want to make a difference in the health of rural Virginia!

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

*(copy this form for additional registrants)*

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## Payment Information

Return this form with checks made payable to Virginia Public Health Association (or VAPHA) to 2415-B Westwood Avenue, Richmond, VA 23230, or complete the credit card payment information below and return by fax to 804-288-3551 or by e-mail to [mary.kidd@vapha.org](mailto:mary.kidd@vapha.org). A credit card receipt will be e-mailed to the address provided above. VAPHA accepts American Express, Discover, MasterCard and VISA.

Name on Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Customer Verification #: \_\_\_\_\_

*(from back of card)*

Signature: \_\_\_\_\_

## Questions?

For questions about the program please contact Mary Kidd, VAPHA Administrator, at 804-367-4860 or e-mail [mary.kidd@vapha.org](mailto:mary.kidd@vapha.org), or Beth O'Connor, VRHA Executive Director, at 540-231-7923 or e-mail [boconnor@vcom.vt.edu](mailto:boconnor@vcom.vt.edu).