



# Survey of Rural Governmental Public Health Services Within the Virginia Department of Health's LENOWISCO and Cumberland Plateau Health Districts

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EAST TENNESSEE STATE  
UNIVERSITY

## ISSUES/GAPS IDENTIFIED

- Limited access to primary and preventive care in rural areas due to transportation and provider shortages
- Low community awareness of existing public health services and resources
- Health literacy barriers impacting chronic disease management and screening uptake
- Disparities in outreach effectiveness among underserved populations (e.g., elderly, uninsured, substance use-affected communities)
- Low population density and expansive geographic region are barriers to services

## MAJOR ACTIVITIES & EVENTS

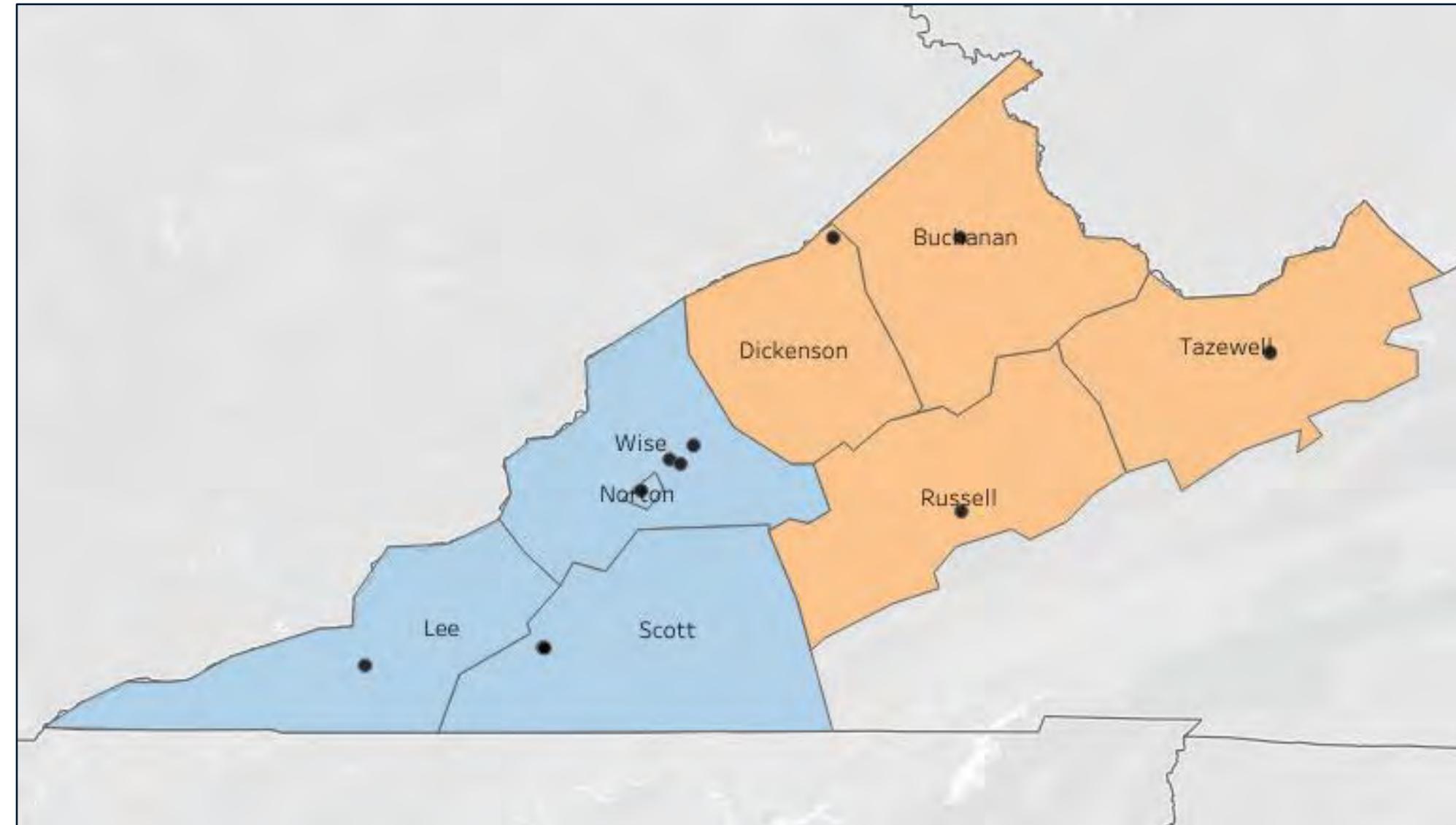
- BFF Festival / "Bike Rodeo"
- ASAC Meeting
- VA/KY Fair Kids Day
- CAOC Coalition
- REVIVE Trainings
- Missions of Mercy | VDAF
- Food Is Medicine | Feeding SWVA
- BabyCare Home Visits
- CP Perinatal Health Network

## CONNECT WITH HARRISON



DrPH Candidate  
Community and Behavioral Health  
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## COMMUNITY ENGAGEMENT & OUTREACH



## KEY TAKEAWAYS

- Community-Based Outreach Is Essential for Health Equity
- Harm Reduction and Preventive Services Must Be Accessible
- Trust and Visibility Build Health Literacy and Engagement
- Tailored Strategies Are Needed for Rural Settings
- Partnerships Enhance Reach and Sustainability
- Outreach Data Should Inform Policy and Resource Allocation
- Health Education Must Be Approachable and Relatable

## CHALLENGES

- Engaging community members with **limited health literacy or mistrust** in public health institutions
- Adapting communication approaches to resonate with **rural audiences**
- Sustaining community engagement and follow-up with **limited staff capacity**
- Ensuring outreach materials and resources remained **culturally appropriate**

## ACKNOWLEDGEMENTS

I would like to thank my mentor, Dan Hunsucker, and all the outstanding public health professionals in the LENOWISCO and Cumberland Plateau Health Districts for their support and contributions to my experience.

Thank you to Jeff Stover, Bridget Cochran, and Felicia Baez for VDH Internship Academy Support.