



Greetings from the Virginia Primary Care Office & the State Office of Rural Health!

Community Spotlight

Dr. Karen Shelton advocates for rural southwest Virginia in congressional hearing on vaccine confidence



On May 26, 2021, Dr. Karen Shelton, director of Mount Rogers Health District and acting director of Cumberland Plateau and Lenowisco Health Districts, testified at the Congressional Testimony for the Committee on Energy and Commerce, Subcommittee: Oversight and Hearing – “A Shot at Normalcy: Building COVID-19 Vaccine Confidence.” In her testimony, Dr. Shelton addressed what she believes to be the most important components of a successful vaccination campaign, “access, education, opportunity, and respect.” Dr. Shelton emphasized the importance of health equity stating, “the opportunity that COVID-19 vaccines provide is incredible, but we can and must do more to address barriers to acceptance and access to achieve our goals in an equitable way.” To view the recorded virtual hearing or to access the participants’ testimonies click the link below.

[For More Information](#)

If your organizations would like to be featured in our VA-SORH bi-weekly newsletter, Facebook page, and website please fill out the following [Google form](#).

Updated COVID-19 Resources

Virginia Department of Health (VDH) COVID-19 Vaccination Resources



- [Vaccinate Virginia](#)- to find a vaccine near you
- Sign up for [Vaccinate Virginia Partner Updates](#)
- Become a 2021 [VDH Community Ambassador](#)
- [VDH COVID-19 Vaccine Patient Education Materials](#)
- Find out which phase of the vaccination campaign you fall in
- Contact your Local Health District

COVID-19 Communications Materials

- "About the Three COVID-19 Vaccines" Graphic ([download here](#))
- [The Language of Vaccine Acceptance](#) by de Beaumont
- Public Health Communications Collaborative (PHCC)- [Misinformation Alerts](#)
- Public Health Communications Collaborative (PHCC)- [Communications Resources](#)
- [CDC Vaccination Communication Toolkit](#)
- Downloadable [VDH COVID-19 Vaccine Patient Education Materials](#)
- HHS Launches [COVID-19 Community Corps](#)- network of trusted voices to encourage vaccination in next phase of COVID-19 public education campaign
- PHCC [Updated "Tough Q&A"](#) with helpful messaging resources
- [Rural Community Toolkit](#) to build vaccine confidence and promote preventive measures

- Case Study: Successful COVID-19 Messaging in Rural Communities- [presentation slides](#)
- **NEW** PHCC Webinar- "COVID-19 Vaccination and Children- Answering Parents' Questions" on June 23 from 1:00 - 2:00 PM ET
- **NEW** "Pharmacists Promote COVID-19 Vaccine Acceptance in Rural Locales"

Additional COVID-19 Resources

- CDC National Forum on COVID-19 Vaccine
- COVID-19 Vaccination Reporting Data Systems
- COVID-19 FAQs and Funding for HRSA Programs
- HRSA COVID-19 Coverage Assistance Fund (CAF)
- GHPC's Collection of Rural Health Strategies for COVID-19
- Vaccinating Rural America: Q&A with Dr. Amanda Cohn
- HRSA Webinar Series "Vaccine Equity in Action: Public Health and Primary Care Connection" June 9 from 3 - 4 PM ET
- White House Announces New Programs to Raise Rural Vaccination Rates
- HRSA Rural Health Clinic Vaccine Confidence Program (RHCVC)
- HRSA Rural Health Clinic COVID-19 Testing and Mitigation Program
- **NEW** NRHA Rural-Relevant COVID-19 Resource Library

Information & Resources for Providers & Healthcare Facilities

The Pride of Rural Virginia Project

Saturday, June 12, 2021 from 1 - 2:30 PM ET

On behalf of the Virginia Rural Health Association, we are inviting you to participate in the upcoming "Pride of Rural Virginia" kick-off celebration.

This virtual event will invite community members and health providers from around the state to learn more about "The Pride of Rural Virginia" project and the opportunity to attend a virtual "Pride of Rural Virginia" community chat in your area. The kickoff event is the precursor to a series of community conversations that will be held around Virginia in the coming months. These activities are part of a larger project the Virginia Rural Health Association will implement to better address LGBTQIA+ health and healthcare priorities in rural areas across Virginia.



[For More Information and to Register](#)

Performance Benchmarking Toolkit for Rural Health Centers: Tracking Data to Improve Financial Performance



Offers guidance for rural health centers on how to apply data analysis tools to improve financial performance. Includes information on metrics and metrics and benchmarks for fee-for-service and value-based payment environments.

[To Access the Toolkit](#)

Latinos in Virginia Empowerment Center

Latinos in Virginia Empowerment Center is a culturally specific nonprofit victims service agency, specializing in services to Spanish-speaking victims of violence. The LIVE Center operates Virginia's first and only 24/7, Statewide, Bilingual, Hotline for Spanish-speaking victims of violence. The Hotline, (888)-969-1825, is operated by bilingual and bicultural staff and volunteers trained as victim advocates to receive calls from individuals seeking safety, information, and support.



Apart from their advocacy services, the LIVE Center also offers Spanish/English interpretation for victims of violence through our Spanish/English Interpreter Bank (SEIB). The SEIB is a free, shared resource, created to lower the language barrier experienced by Spanish-speaking victims navigating systems in order to help them to acquire happiness, safety, and self-sufficiency. The SEIB interpreters are professionals who are formally trained in victim-centered and trauma-informed services, qualifying them to be able to work with victims of crime. If your victim service organization is in need of Spanish/English interpreter services, we encourage you to utilize this free resource.

[For More Information](#)



Valley Health receives \$3.8M reimbursement for COVID expenses from FEMA

Valley Health System, which includes both Shenandoah Memorial Hospital and Warren Memorial Hospital, has received nearly \$3.8 million in coronavirus pandemic relief money from the Federal Emergency Management Agency (FEMA).

[To Read the Full Article](#)

An Overview of the National Cancer Institute's Rural Cancer Control Initiatives- Webinar



Tuesday, June 15, 2021 at 1:00 PM ET

This webinar will provide an overview of the National Cancer Institute's research emphasis on rural cancer control. Presenters will highlight agendas and resources related to geographical disparities affecting rural and tribal populations, persistent poverty, and telehealth. Opportunities for collaboration with other rural health partners, including health centers, will also be discussed.

[For More Information and to Register](#)



Save the Date: National Rural Health Day 2021!

Thursday, November 18, 2021

Mark your calendars for Thursday, November 18, and start making plans now to get involved in National Rural Health Day 2021! NOSORH is excited to launch a new and improved PowerofRural.org website and open nominations for Community Stars on June 14! Be thinking about the individuals/organizations in your state who make a big difference in rural health and nominate them to be a 2021 Community Star!

[For More Information](#)

State & Regional Resources & Funding Opportunities

VDH OHE Nursing Scholarship application cycle is open until the end of this month!



Application Deadline: June 30, 2021

Virginia offers several scholarship opportunities to help pay for nursing education in exchange for service in Virginia after graduation. Scholarships are available for students enrolled in an approved nurse education program in Virginia. The program must prepare them for examination for licensure as a: Licensed Practical Nurses, Registered Nurses, and Certified Nursing Aides. Scholarships are for students enrolled at an accredited program in the state of Virginia.

[For More Information and to Apply](#)

[To View Program Flyer](#)



The application deadline to become an NHSC Site has been EXTENDED

Extended Application Deadline: July 1, 2021 by 11:59 PM ET

Apply now to be approved as a new National Health Service Corps (NHSC) site and recruit from the largest class of Corps clinicians and scholars. This year, NHSC-approved sites with an inactive status may also apply to recertify their approved status during the open cycle. Your rural site may be eligible if you provide outpatient, ambulatory and primary health care services (medical, dental, and behavioral health) to populations residing in high-need urban and rural areas. Additional, eligible site types include facilities providing general substance use disorder treatment, a medication-assisted treatment program, or an opioid treatment program.

[For More Information and to Apply](#)

HRSA's Expanding COVID-19 Response in Rural Communities through Rural Health Clinics



Rural Health Clinic Vaccine Confidence (RHCVC) Program a– This week, the Health Resources and Services Administration (HRSA) announced that all eligible RHCs that apply may receive funding to increase confidence in vaccines for COVID-19 and other infectious diseases.

Rural Health Clinic Testing and Mitigation (RHCCTM) Program – each eligible CMS-certified RHC will receive a “flat” payment of up to \$100,000 designed to increase testing and expand mitigation based on community need.

Rural Health Clinic Vaccine Distribution (RHCVD) Program – through a partnership between HRSA and the CDC, CMS-certified RHCs may receive COVID-19 vaccine directly to increase vaccine participation in rural communities.

[For More Information and to Apply](#)



Application Deadline: July 31, 2021

The Center for Optimizing Rural Health's (CORH) application portal for the HRSA-funded Vulnerable Rural Hospital Assistance Program (VRHAP) is now open. CORH offers technical assistance to 30 rural hospitals each year to help address economic challenges, understand community needs and resources, and identify ways to ensure hospitals and communities can maintain local health care access.

This program is funded by HRSA, so all resources are FREE to participating hospitals.

The application is open to all rural and CAH hospitals in the United States. Selected hospitals will be notified in August 2021, with the technical assistance year beginning September 1, 2021.

[To Apply](#)

[For More Information](#)

Telehealth Technology-Enabled Learning Program

Application Deadline: June 25, 2021

The purpose of this program is to connect specialists at academic medical centers with primary care providers (PCPs) in rural, frontier, and underserved populations providing evidence-based training and support to help them treat patients with complex conditions in their communities. TTELP recipients will develop learning community models that emphasize collaborative partnerships between such providers to provide training and facilitate the dissemination of best practice specialty care to PCPs and care teams in rural, frontier, and underserved populations.

[For More Information and to Apply](#)



NACCHO COVID-19 Prevention/Mitigation for Refugee, Immigrant, Migrant Communities

Application Deadline: June 11, 2021

The National Association of County and City Health Officials (NACCHO) is offering a funding opportunity to local health departments (LHDs) to rapidly scale up innovative COVID-19 education, testing, contact tracing, vaccination, and other prevention and mitigation strategies with refugee, immigrant, and migrant (RIM) communities. NACCHO will provide funding and technical assistance to local health departments to support COVID-19 education, testing, contact tracing, vaccination, and other prevention and mitigation strategies. Applicants can request up to \$250,000 depending on the strategies implemented.

[For More Information and to Apply](#)

ACT on Health Equity Community Solutions Challenge

Application Deadline: July 16, 2021



AstraZeneca recognizes health starts in our homes, schools and communities. The ACT on Health Equity Community Solutions Challenge is designed to support non-profit organizations positively impacting the health of underserved populations through regional and local community-based

programming.

For More Information

"Like" us on Facebook to receive live updates on Virginia rural health issues and important messages from our community partners on your Facebook News Feed.



Visit the VA-SORH Facebook Page

