



## Reaching Rural Communities

### Age Friendly Communities

- <https://www.aarp.org/livable-communities/network-age-friendly-communities/info-2014/member-list.html>
- Senior living in rural areas

### Healthcare Connections

- Rural Public Health, hospitals/ rural outreach, FQHC (Federally qualified health centers)
- Work with PT/OT outpatient practices
- Home care agencies that visit folks in rural areas
- Provide face to face information through an educational program; follow-up with a class in the near future
- Work with community providers- ask to offer class in their space at a suitable time
- Work with any Healthy Community Coalition
- Work with any health collaborative in a rural area
- Work with Health Departments in rural areas- there may be potential funding
- Work with local orthopedic practitioners; market in their waiting rooms
- Work with Smaller Critical Access Hospitals to get the word out so people in rural areas can age in place whenever possible
- Embed programs in a health department/ present at their meetings
- Work with home health to provide presentation/assessment/sign up for classes
- Provide a Lunch and Learn for providers

### Faith-Based Communities

- Work with leaders and their connection with their congregation
- Trusted Source of information
- Offer classes right in their gathering place



**Rural First Responders** - they know who is falling

- Fire departments - train some first responders to be coaches
- Assist first responders to be proactive instead of reactive
- Share some small home safety tips with responders so they can do a survey of home
- Hot Spotting: Find out the statistics of falls calls for local responders- this makes the message very clear
- Remembering When program: Fire and Falls prevention <https://www.nfpa.org/public-education/resources/education-programs/remembering-when>
- Work with any community paramedicine programs

**Rural Community Connections**

- Partner with the “Y” located in rural areas
- Connect with senior centers
- Connect with libraries- get the librarians to engage with potential participants and perhaps they will become coaches
- Senior corps volunteers that are in rural areas- train their volunteers, offer to foster grandparents so they can stay active in their school/community commitments
- Work with activity directors
- Parks and Rec programs
- Reach out to Brain Injury Alliance or Brain Injury Trust
- Put a flyer in with a utility bill for upcoming classes
- Dine with a Doc program in IL helps create relationships and can assist in recruitment
- Work in any residential community
- Work through adult education in rural areas
- Work with Veteran organizations
- Look for University Extension agency Learn more here: [www.nifa.usda.gov/extension](http://www.nifa.usda.gov/extension) and locate one in your state here: [www.nifa.usda.gov/land-grant-colleges-and-universities-partner-website-directory?state=All&type=Extension](http://www.nifa.usda.gov/land-grant-colleges-and-universities-partner-website-directory?state=All&type=Extension) Extensions workers in rural areas are trusted member of the community



### **Local Champions**

- Have a graduate tell their story; [Sandy's story](#)
- Be interviewed by local community TV
- Public service announcements on the radio
- Have an Elective Official come to a local program, talk about someone they knew that has fallen

### **Outreach Workers**

- Health educators- they know their communities; train them to be coaches
- Parrish Nurses that do outreach- train them to be coaches Work with
- Work with Falls Coalition and get the word out to community and professionals
- Extension workers- they know their communities and are respected for their knowledge
- Work with Community Health Workers

### **Local Connections**

- Connect with local contractors about small home safety modifications- this can be a way to connect with participants. Maybe offered a lower rate for graduates of EBP
- Advertise in local papers and community TV
- Connect with any civic organization located in a community
- Connect with nutrition sites – offer class before or after but avoid too close to meal
- Collaborate with Tribal Organizations
- Bring it to any place that older adults are socializing- they form friendships and connections that help reduce social isolation
- Provide a 10 minute overview of program at community gatherings
- Tell a story and make the class come alive for those listening
- Pass out information through Meals on Wheels
- American Automobile Association (AAA) they have safe driver classes for older adults
- Partner with AARP to reach out to their subscribers

### **Health Fairs**

- Advertise in senior expo, local fairs. Do balance screening using the STEADI <https://www.cdc.gov/steady/index.html> Have those screened share the results with their providers