
Making Health Equity a Goal of UNC SOM's Office of Rural Initiatives

Caroline Fryar & Julia Draper • 12.08.2017

Overview

Health Inequities affect Rural North Carolinians

UNC's Office of Rural Initiatives

- Committed to Health Equity
- How to make that happen?

Partnering with OSP, CHER, and HPDP

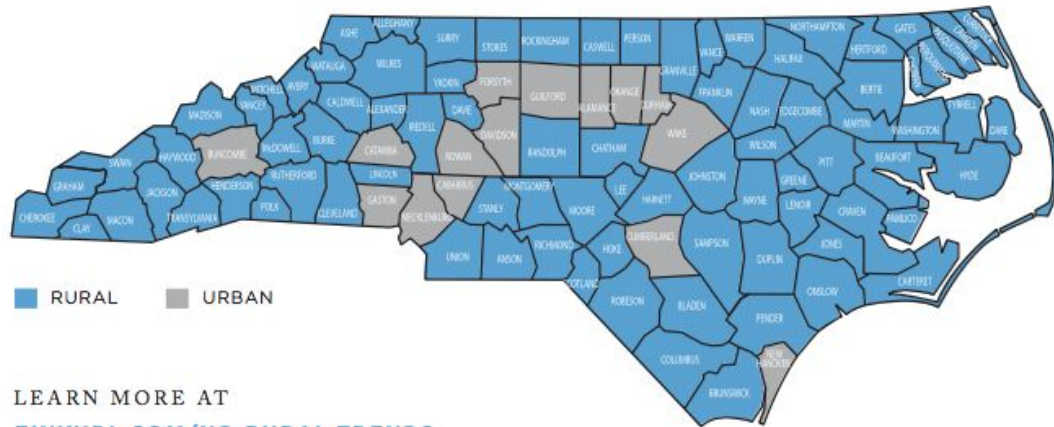
- Explicit focus on student safety
 - Increasing student exposure to SDoH; CBPR
-

SMALL TOWNS ARE LOSING POPULATION BECAUSE

FEW PEOPLE **MOVE** TO SMALL TOWNS FROM OTHER AREAS;
THERE ARE FEW JOBS TO ATTRACT THEM.

PEOPLE WHO LIVE IN SMALL TOWNS ARE OFTEN **OLDER** AND **POOR**.

SMALL-TOWN RESIDENTS TEND TO HAVE
FEWER MUNICIPAL AND MEDICAL SERVICES.



LEARN MORE AT
[TINYURL.COM/NC-RURAL-TRENDS](https://tinyurl.com/nc-rural-trends).

LETTER FROM COLORADO JULY 24, 2017 ISSUE

HOW TRUMP IS TRANSFORMING RURAL AMERICA

In Colorado, the President's tone has started rubbing off on residents.

By Peter Hessler



Donald Trump and the Rage of Rural Voters

KEVIN DRUM OCT. 13, 2017 2:16 PM

POLITICS

Rural Voters Played A Big Part In Helping Trump Defeat Clinton

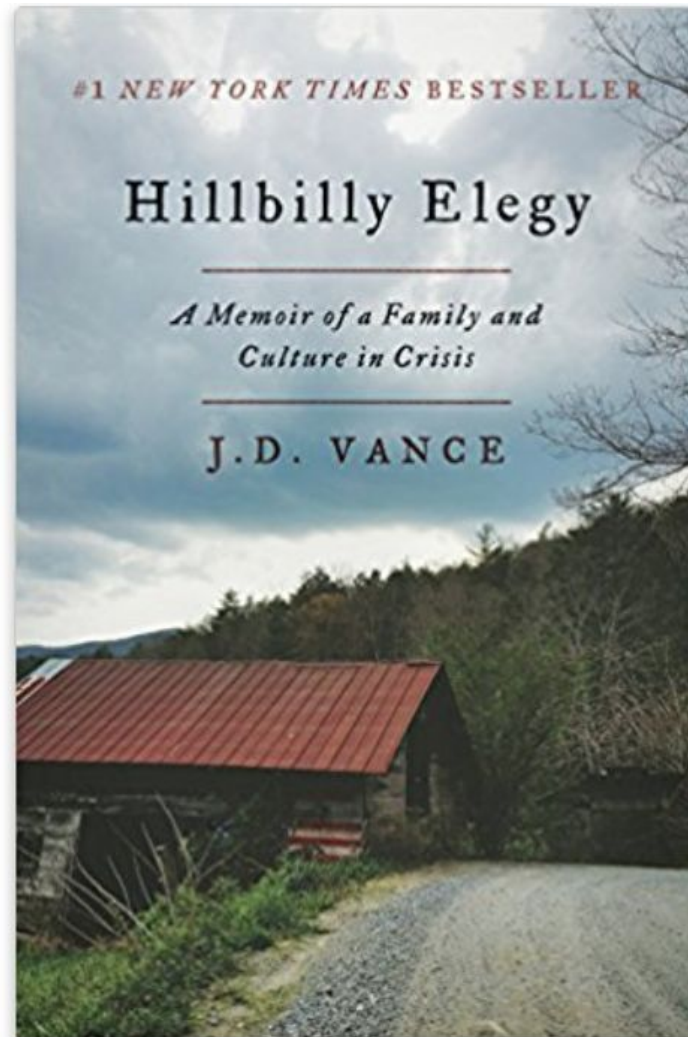
November 14, 2016 · 10:32 AM ET

AGRICULTURE

Revenge of the rural voter

Rural voters turned out in a big way this presidential cycle — and they voted overwhelmingly for Donald Trump.

By HELENA BOTTEMILLER EVICH | 11/13/2016 07:08 AM EST



American Indian/Alaska Native
N= 120,383



Asian/Pacific Islander
N= 297,645



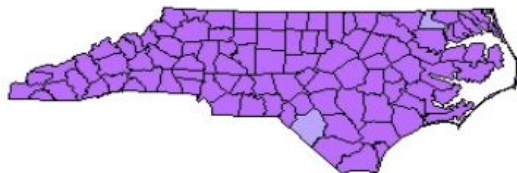
Black/African American
N= 2,215,120



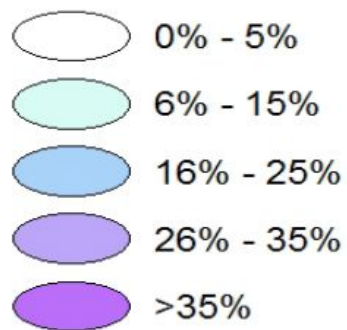
Hispanic/Latino
N= 916,742



White/Caucasian
N= 6,492,912



% of Population



Data Source: National Center for Health Statistics, Bridged-Race Population Estimates (Accessed June 2017).

**Office of Rural Initiatives —
where can we make
changes?**

Routes to re-orienting the Rural Scholars program

Change in Curriculum

- Inviting speakers to come speak on race & health equity to monthly evening didactic sessions.
- Working with OSP to recruit MED alumni in Rural NC as summer preceptors

Student Makeup

- Joint OSP/ORI recruitment events (high-school & undergraduate) around NC
 - OSP, and student groups MMM and MWM helped advertise Rural Scholar info sessions to MS1 students
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Diversity statement

The Kenan Rural Scholars program is committed to diverse representation that reflects the makeup of our state's rural communities and to training students to be agents of health equity for communities in need. It's a fantastic opportunity for individualized and debt-free education for people who are interested in working in primary care in a rural area.

Adding a question to written app.

New Question:

People in rural areas face many barriers to living healthy lives. Comment on some of those barriers, and the role a physician can play in improving the health of a rural community. (250 words)

Other questions:

- What were your hobbies as a child?
 - What is your definition of rural? Is your home community rural or underserved?
 - Interest in a specific campus
-

Implicit Bias Trainings for Interviewers

2018 Interviews:

- January 18th & 19th
- “Likely too late” for an implicit bias workshop, but are agreeable to a ‘realignment’ before meeting applicants

2019 & the future:

- Goal is to have all interviewers trained to the same standard as interviewers for UNC SOM; to attend the same trainings
 - “Great candidate, but we’ve got to do something about that accent.”
-

**“If you build it, they will
come.” — Claudis Polk**

Doug Zinn - Director of
Kenan Charitable Trust

Robert Basford - Director
of ORI

Asheville Campus

Amanda Greene -
Program Director

Benjamin Gilmer -
Clinical Director

Central Campus

Meredith Bazemore -
Program Director

Caroline Roberts -
Clinical Director

Wilmington Campus

Tiffany Conway - Clinical
Director

Joe Pino - Clinical
Director

Addressing the effects of race on learners: “what do you need to feel supported?”

Connecting students with a community-based summer project

Sending students into the community in pairs.



Kenan ombudsperson with power to effect change quickly

Connected to preceptors who are committed to Health Equity; ensuring student safety

Next steps

Continuing to partner with OSP

MED alumni for summer preceptors

Increasing class size to 90 students; asking how ORI can support OSP's work.

RIPHI – Rural Interprofessional Health Initiative

Another large Kenan grant; improving the health of populations through quality improvement & interprofessional teams.

Providing REI training to students/preceptors

Another option, +cohort building, would be a reiteration of the Courageous Conversation series

Potential Partners within UNC SOM/Gillings

1. Bloomer Hill Class: NC Student Rural Health Coalition
 2. Center for Health Equity Research
 3. Center for Health Promotion & Disease Prevention
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