

Maximizing the Potential of Rural Communities

Kristina Clark

President & Founder, *KM Clark Consulting Group*



HAMILTON COUNTY
**Mental Health &
Recovery Services Board**

Housekeeping Notes:

- Continuing education will only be awarded for those who view the live session
- You must attend the entire training to receive continuing education hours
- Post-event evaluation surveys are required to receive continuing education
- For Nursing/Social Work/Mental Health Counselor credits you must provide your license number in the post-event evaluation survey
- For CHES credits, you must provide your CHES ID in the post-event evaluation survey
- You will receive your certificate for continuing education by email within **30 days** of this training





Maximizing the Potential of Rural Communities

Trainer: Kristina Clark



cadca.org

Objectives

At the end of this session, participants will be able to:

- Identify and engage in mapping key issue facing your rural community
- Learn to utilize best practices for community planning across sectors
- Learn to identify the diversity within rural communities and engage with new stakeholders for support

Checking In...Why are you here?



Rural Communities Defined



Helpful Definitions?

How does the Census define “rural”?

The Census does not define “rural.” They consider “rural” to include all people, housing, and territory that are not within an urban area. Any area that is not urban is rural.

The Census defines urban as:

- Urbanized Areas (UAs) of 50,000 or more people
- Urban Clusters (UCs) of 2,500 - 49,999 people

How does OMB define rural?

OMB decides which counties are metropolitan (metro), micropolitan (micro), or neither.

Source: <https://www.hrsa.gov/rural-health/about-us/definition/index.html>

Area or County	Rural or Not Rural
Metro area (urban core of 50,000 or more people)	Not rural
Micro area (urban core of 10,000-49,9999 people)	Rural
Counties outside of Metro or Micro Areas	Rural

Big Consequences in Small Towns

Substance use can be especially hard to combat in rural communities due to limited resources for prevention, treatment, and recovery. According to [The 2014 Update of the Rural-Urban Chartbook](#), the substance use treatment admission rate for nonmetropolitan counties was highest for alcohol as the primary substance, followed by marijuana, stimulants, opiates, and cocaine.

Factors contributing to substance use in rural America include:

- Low educational attainment
- Poverty
- Unemployment
- Lack of access to mental healthcare
- Isolation



Chat Box Discussion:

What do you feel are the biggest challenges facing rural communities?

Rural and Urban Substance Use Rates

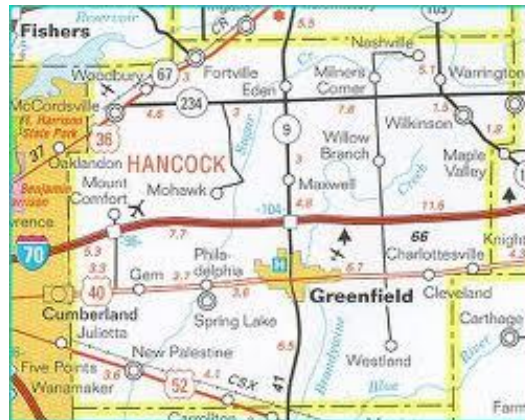
(ages 12 and older, unless noted)

	Non-metro	Small metro	Large metro
Alcohol use by youths aged 12-20	32.7%	34.8%	33.0%
Binge alcohol use by youths aged 12 to 17 (in the past month)	5.4%	4.7%	4.8%
Cigarette smoking	25.2%	22.0%	18.0%
Smokeless tobacco use	7.7%	5.1%	2.8%
Marijuana	14.2%	16.9%	18.7%
Illicit drug use	16.6%	20.5%	22.0%
Misuse of Opioids	3.1%	4.2%	3.5%
Cocaine	1.3%	1.8%	2.2%
Hallucinogens	1.7%	2.1%	2.4%
Methamphetamine	1.2%	0.7%	0.6%

Source: Substance Abuse and Mental Health Services Administration (SAMHSA), [Results from the 2019 National Survey on Drug Use and Health: Detailed Tables](#).

Community Defined

1. Geographic information (e.g., boundaries, rivers, roads)
2. Jurisdictions within the boundaries (e.g., counties, cities, towns, school districts)
3. Demographic information about the people in the community.



Diversity and Culture in Rural Communities

- Consider the different aspects of a community or “communities within the community:”
- Community of place
- Community of experience
- Community of interest

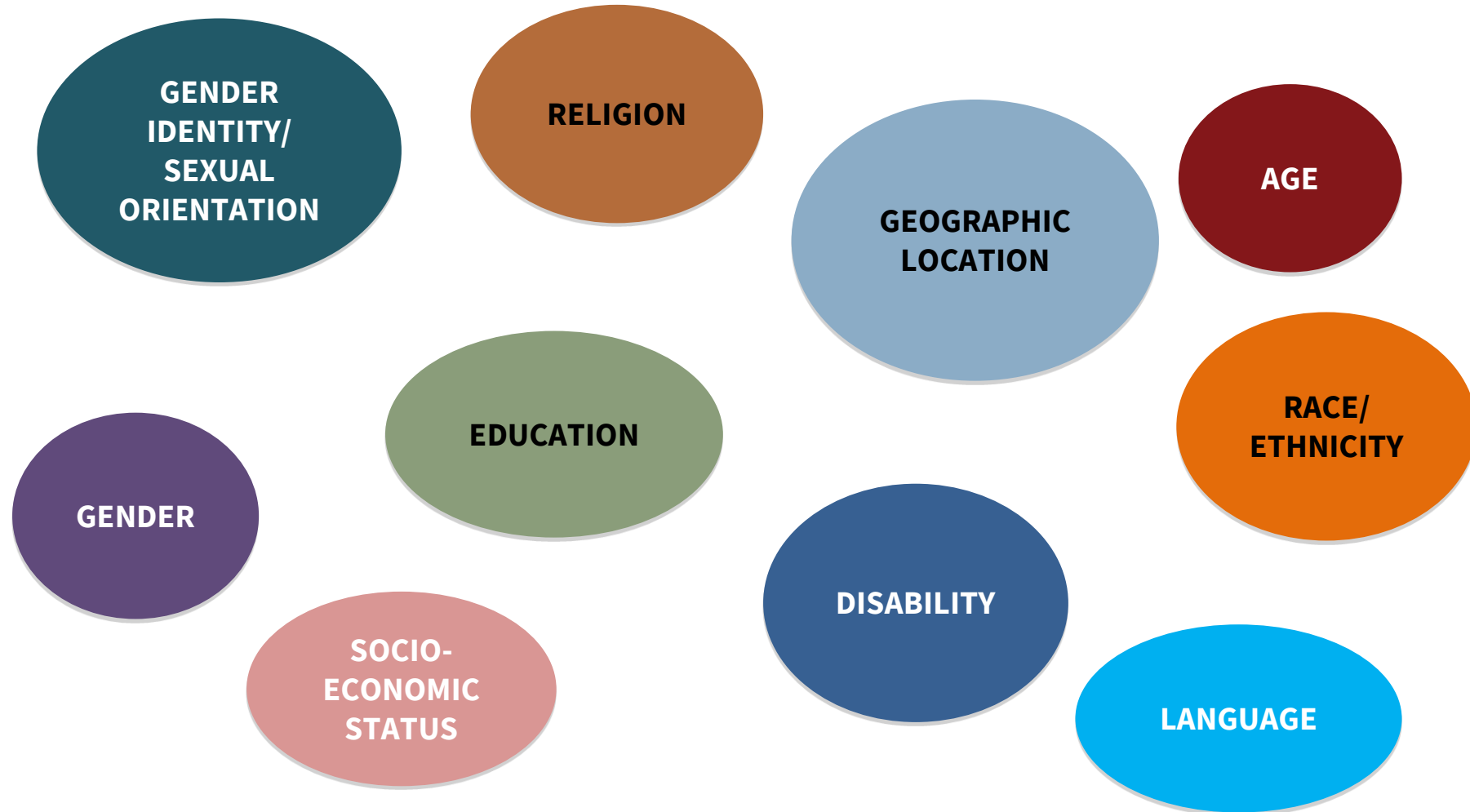


Culture and Diversity

The **community description** provides an opportunity for the coalition to learn about the cultures and diversity of individuals within the defined community.



Culture and Diversity



What else?

Power of Mapping

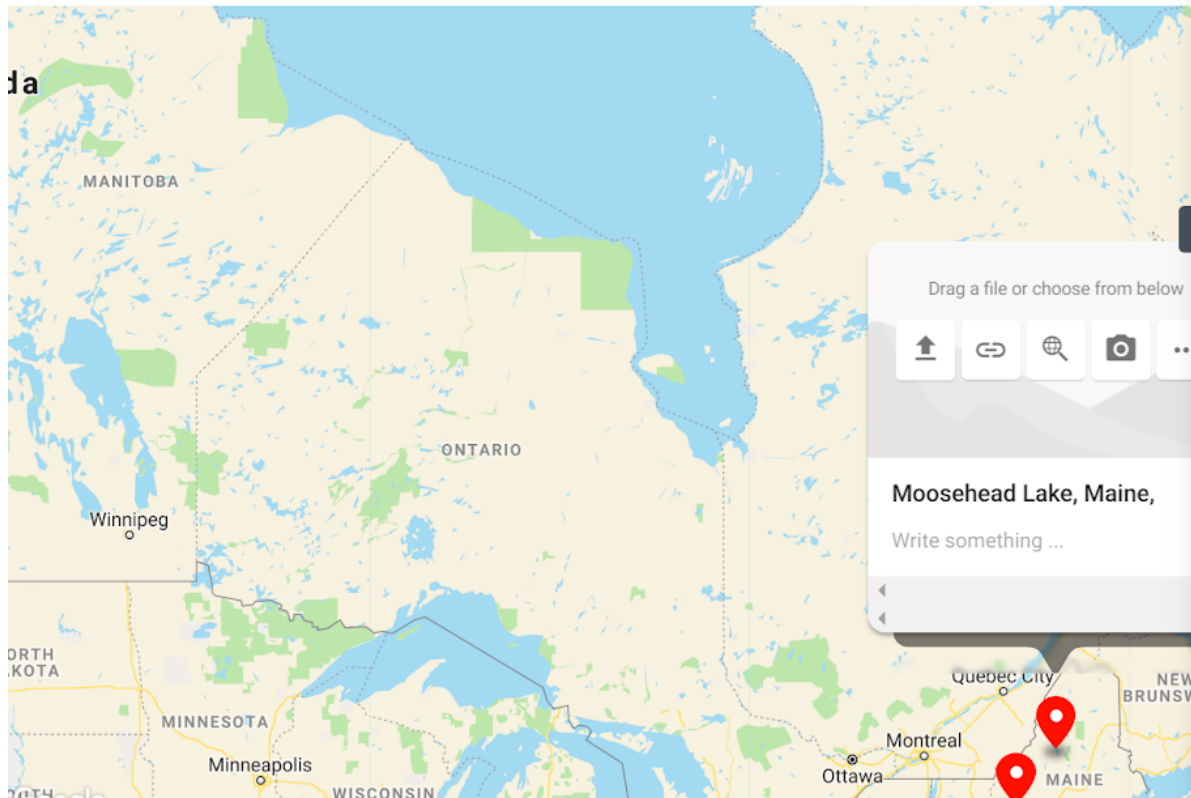
padlet











Mr. Byrne • 1m

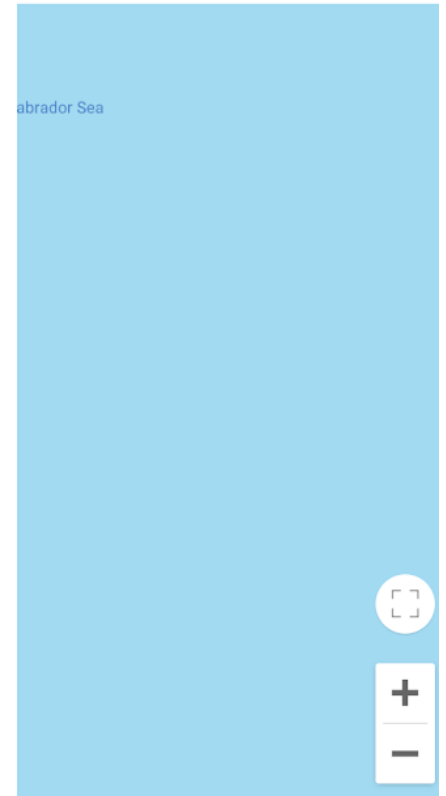
Map Sample

A Sample Padlet Map

REMAKE SHARE



-  **Upload**
Pick file from your computer.
-  **Link**
Enter any URL.
-  **Google**
Search images, videos, audio, GIFs, web.
-  **Snap**
Take photo from your camera.
-  **Film**
Capture video from your camera.
-  **Voice**
Record audio from your microphone.
-  **Screen**
Record your screen.
-  **Draw**
Doodle on an onscreen canvas.
-  **Place**
Add a location.
-  **Padlet**
Link to one of your other padlets.



Capacity Building

For Sustainable Impact



Building a Sustainable Volunteer Base

Starting Points

- Intentionality - Engagement in multiple ways
- Digestible pieces
- Discovering what motivates an individual or organization
- Not everyone has to love everything about coalition work
- Think outside the box (Do not always use a universal approach)

12 Sectors

- ◆ Youth
- ◆ Parents
- ◆ Businesses
- ◆ Media
- ◆ Schools
- ◆ Youth Serving Organizations
- ◆ Law Enforcement
- ◆ Faith Based and Fraternal Organization
- ◆ Civic and Volunteer Groups
- ◆ Health Care Professionals
- ◆ State, local or tribal agencies
- ◆ Other organizations involved in reducing substance abuse

Intentional Communication

Coalitions work hard but are you communicating what you are doing to members and potential stakeholders? Do they know how to help?

- Get involved in other community councils & organizations including local government
- Be open to all types of partnerships (model the behavior you want for the coalition and its members)



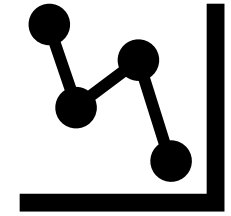
Rules of Engagement

- Education/Transferring Knowledge ✓
- Consultation - Ask for advice
- Extension – Connecting to their network
- Communication – Multiple levels of **consistent** communication (Phone, Email, Newsletters, One-on-One, Stalking at other organization's meetings)
- Partnership – formal and informal
- Participation – Includes direct (the ask) and indirect (at meetings)

Just putting
this out
there...Have
you asked?



Learn about a stakeholder's wants and needs.



- Research current projects organizations are working on and how coalition work relates.
- Literally evaluate. Survey current members needs and why they are at the table so you can keep them there.

Coalition Member Survey Tool

COALITION MEMBER SURVEY

1. If you have been a member of a workgroup, please check the which group(s):

- [NAME]
- [NAME]
- {NAME}

2. If you have held a leadership position, please check the correct role:

- Coalition Chair
- Coalition Vice Chair
- Workgroup Chair
- Workgroup Vice Chair

3. How long have you been a member of this Coalition?

- Less than one year
- 1 to 4 years
- 5 to 8 years

Please circle the number that best shows how satisfied you are with each aspect of the Coalition that are described below. Provide additional comments if you wish.

PLANNING AND IMPLEMENTATION

	Very Dissatisfied			Very Satisfied	
	1	2	3	4	5
4. Clarity of the vision for where Coalition should be going					
5. Planning process used to prepare Coalition's objectives					
6. Follow through on Coalition's activities					
7. Efforts to promote collaborative action					
8. Process used to access the state needs					
9. Training and technical assistance provided by staff					

Comments: _____

Not everyone has to love everything about coalition work.

Match what stakeholders want with initiatives you are working on.

Structure meetings to enhance engagement and partnerships. Examples:

- Short Term Action Teams
- Enhanced Agendas
- Meeting Evaluations

- Edit and Revise. Repeat.
- Make it understandable.
- Make it relatable.
- Make it actionable.

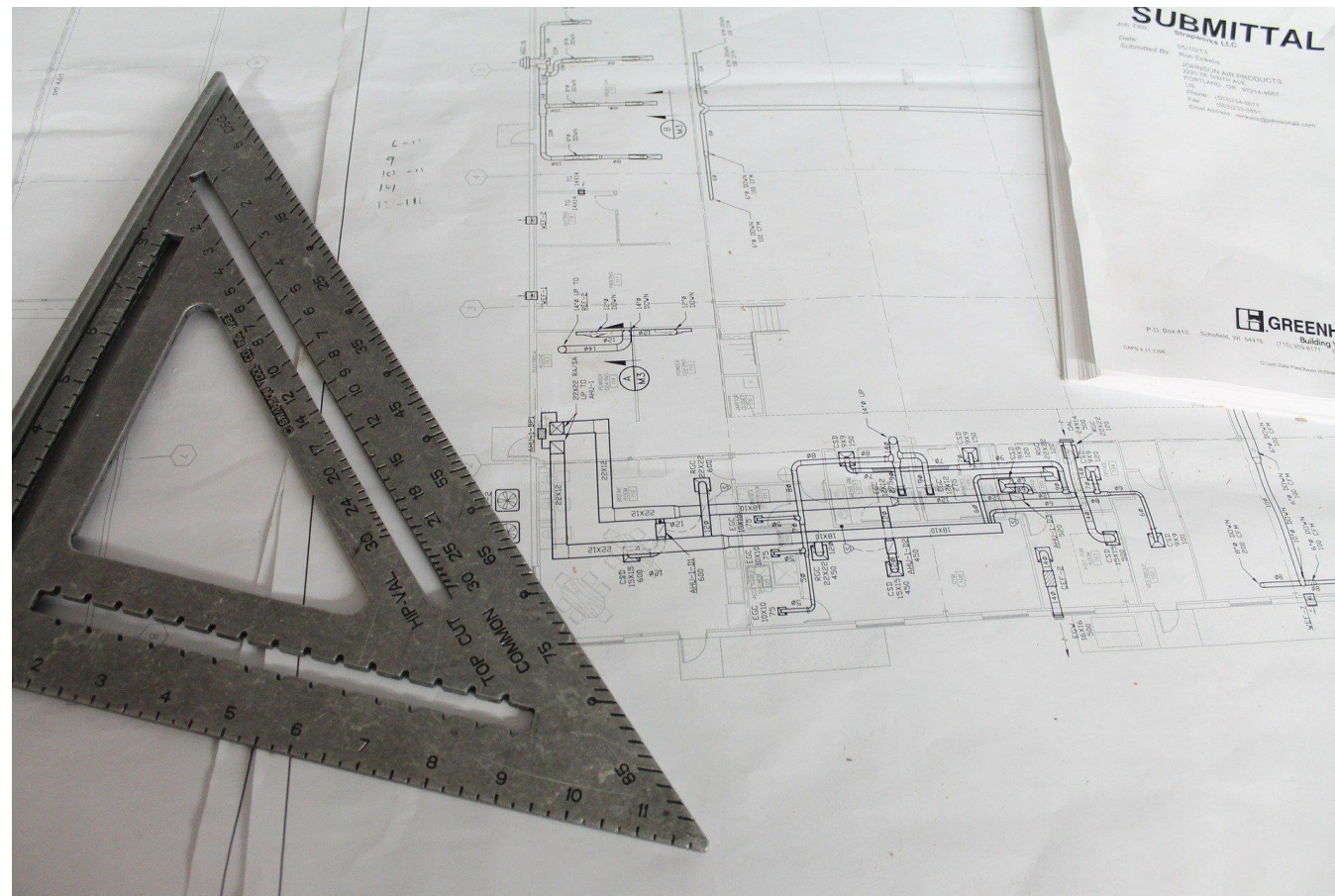


History Matters in Rural Politics

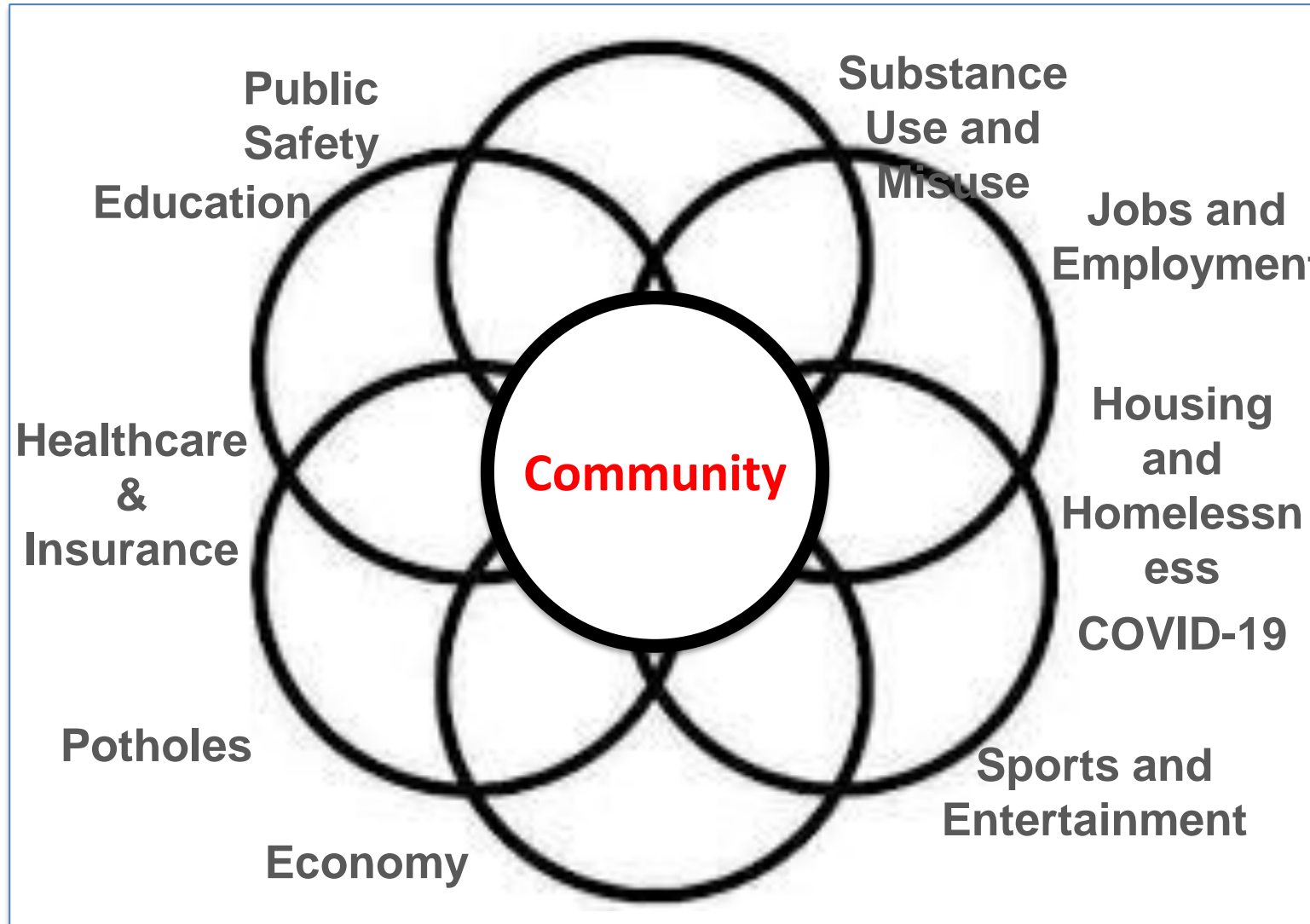
- **Key events that have shaped the *overall community*.**
 1. Key events that have specifically affected the *coalition's issues*.
 2. History of community *problem solving* (generally, on your issue, success stories).



Planning and Implementation



Community Plan vs. Coalition Plan

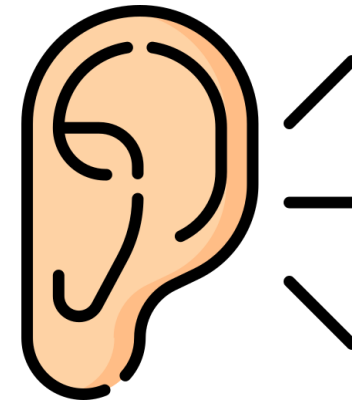




Listening – Case Study

High Quality Upholstery Furniture Line

- 12 prominent designer focus group
- 27 city tour
- More than what products to offer



Outcome: 25-45% increase in sales

“They wouldn’t give me 15 minutes to listen to me in their offices, but would allows me 2 hours if I would listen to them.”

Listening – Application

1. Get out of your office
2. Setting matters
3. Act on what you hear
4. Make it fun



TEAMS



TEAMS

Break through...

- Silos
- Funding
- Titles



Teams – Application

1. Incorporate/Inspire Teams
2. Name it
3. Performance Measures
4. Microlevel Action Plans



Key Takeaways and Questions



Stay Connected!



CADCA



CADCA



CADCACoalitions



CADCAorg



CADCA



community.cadca.org

Thank you!

More questions? Contact:

Kristina Clark

(931) 308-2977

Kristina.Clark@kmclarkcg.com

Questions?



HAMILTON COUNTY
Mental Health &
Recovery Services Board

Post Training Info:

- The recording and supplemental materials will be available on the PreventionFIRST! website under **TrainingHUB**.

- Please complete the evaluation survey here:



- STAY CONNECTED:



[@PreventionFIRST](https://www.facebook.com/PreventionFIRST)



[@PrevFIRST](https://twitter.com/PrevFIRST)

prevention-first.org



HAMILTON COUNTY
Mental Health &
Recovery Services Board