

Rural Social Determinants of Health and Culture

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Mary Maruscak

Director, Community Health Education

Mary Maruscak has worked at Rural Health Network for 7 years, first as the Director of Resource Development, then as PHIP Coordinator, and now as the Director of RHN's Community Health Education division. Mary holds a Masters Degree in Public Administration from Binghamton University, and a certificate in Public Health Fundamentals from SUNY Albany.

Emma Nalin

Project Coordinator

Emma Nalin is the project coordinator for Rural Health Network's social determinants of health measurement project. She previously worked for RHN as a Community Health Worker. Emma holds dual Masters degrees in Public Health and Applied Anthropology from the University of North Texas, where she focused on the effects of policy on healthcare access.

Rural Health Network of South Central NY: What We Do

- Our Programs:
 - Rural Health Planning
 - Community Health Services
 - Mobility Management of SCNY
 - Food and Health Network of SCNY
 - Rural Health Service Corps (AmeriCorps and VISTA)
 - Community Health Education



*Broome
Chemung
Chenango
Cortland
Delaware
Madison
Otsego
Schuyler
Tioga
Tompkins*

Social Determinants of Health

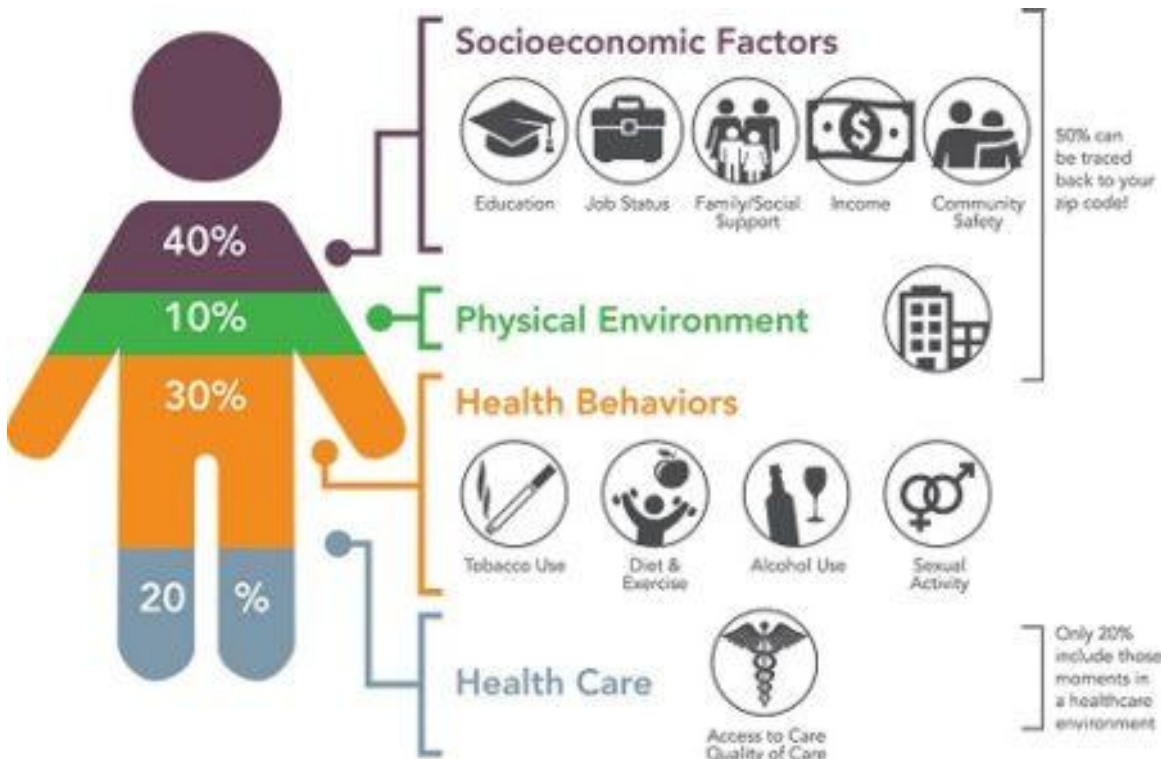
*“...the conditions in which people are
born, grow, live, work and age.*

*These circumstances are shaped by the
distribution of money, power and resources
at global, national and local levels.”*



World Health
Organization

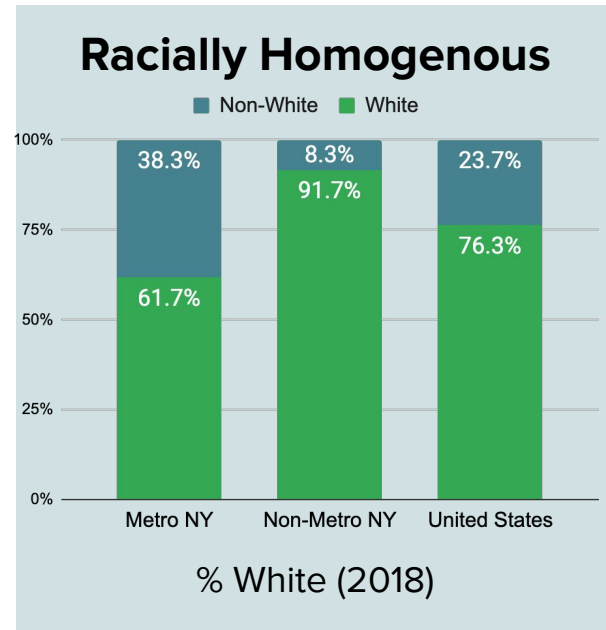
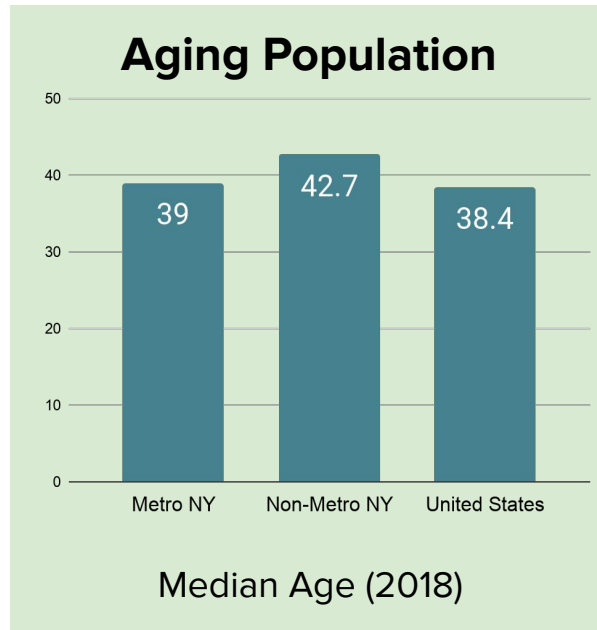
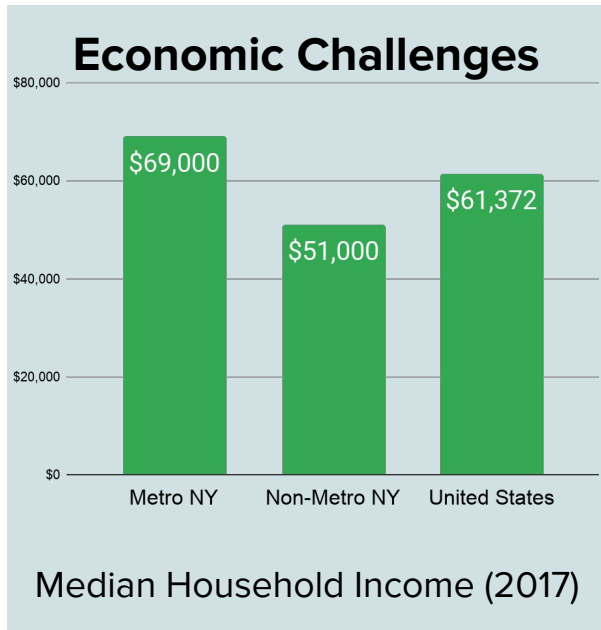
Impact of Social Determinants of Health



SDOH Impact:

- ❖ **20% of a person's health is related to access to care and quality of services.**
- ❖ **The physical environment, socioeconomic, and behavioral factors drive 80% of health outcomes.**

Overview of Rural SDoH - New York stats

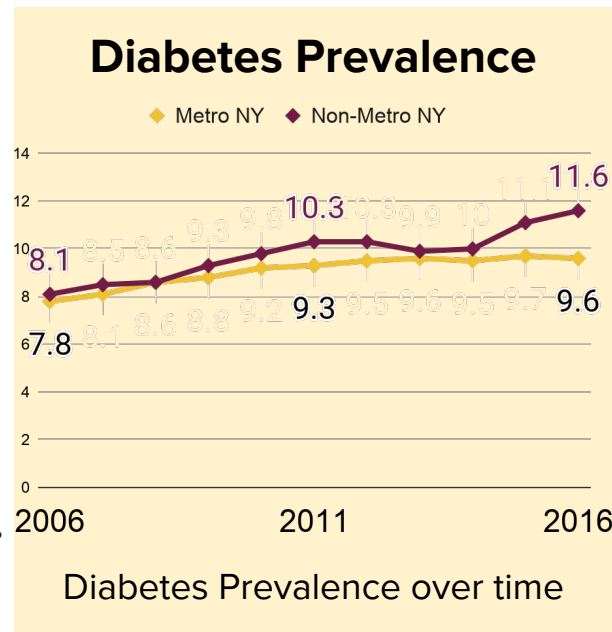
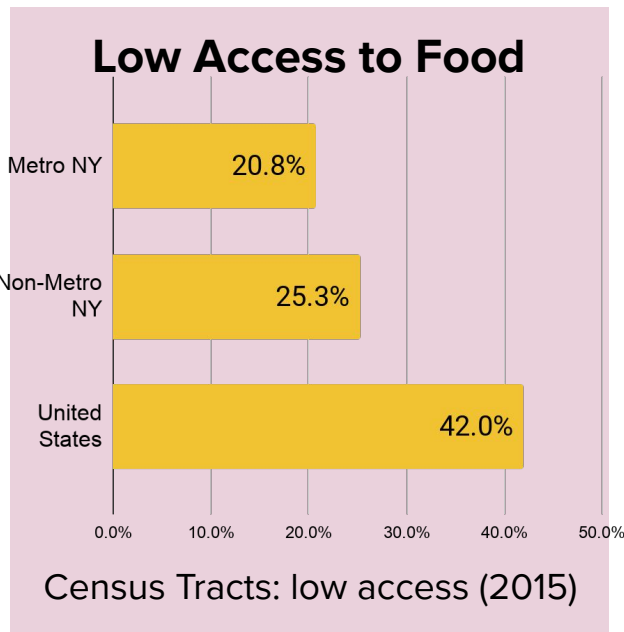
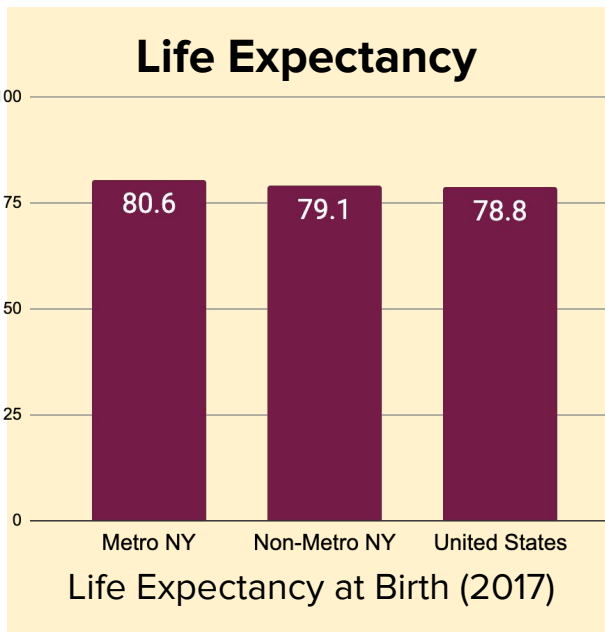


OTHER IMPORTANT FACTORS

Larger distances, low population density
Wealth of natural resources

Twice as many veterans in rural NY
Similar poverty & unemployment (2018)

Overview of Rural Health Disparities



OTHER IMPORTANT FACTORS

Lack of equity in resource distribution

Health care provider shortage areas

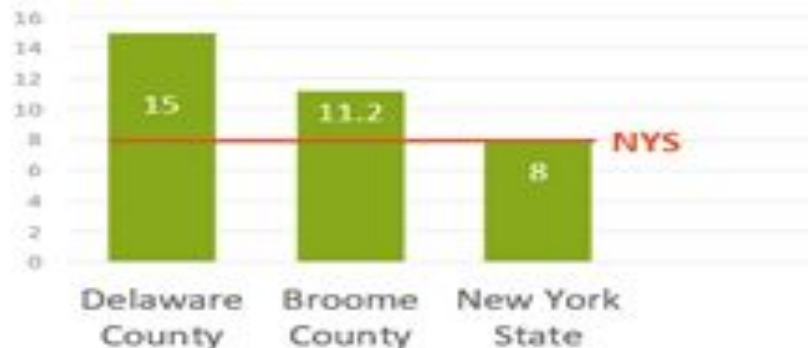
Higher rates of disability

Barriers to accessing telemedicine

Rural Behavioral Health Disparities

Rural Behavioral Health

Age-Adjusted Death Rate due to Suicide per 100,000 Individuals



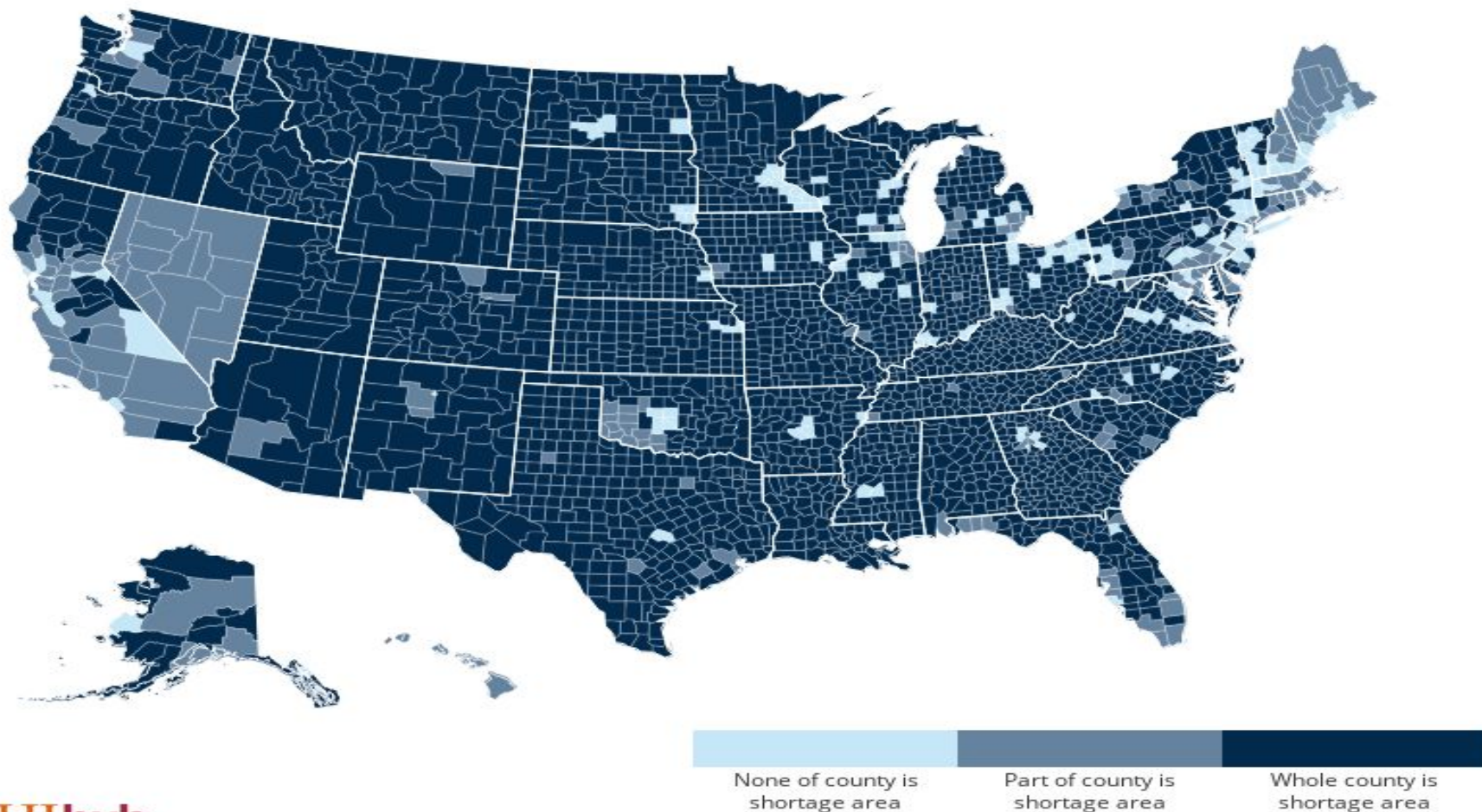
Mental Health Providers per 100,000 Individuals



****No data available for Tioga County**

Source: County Health Rankings (2015) and Centers for Disease Control and Prevention (2013-2015)

Health Professional Shortage Areas: Mental Health, by County, 2019



Social Determinants: Impact on COVID outcomes

Direct impact and risk factors

- People with certain health conditions
 - 90.1% of fatalities in NY have at least one comorbidity
 - Most common in NY: high blood pressure, diabetes, high cholesterol
- Older people
- People with less access to care
- Employment in frontline / essential / high-risk occupations

Broad impact and risk factors

- Race and ethnicity
- Income and wealth distribution
- Rurality?

COVID-19 and racial minorities

Rate ratios compared to White, Non-Hispanic Persons	American Indian or Alaska Native, Non-Hispanic persons	Asian, Non-Hispanic persons	Black or African American, Non-Hispanic persons	Hispanic or Latino persons
Cases ¹	2.8x higher	1.1x higher	2.6x higher	2.8x higher
Hospitalization ²	5.3x higher	1.3x higher	4.7x higher	4.6x higher
Death ³	1.4x higher	No Increase	2.1x higher	1.1x higher

Social determinants at play that correlate with race:

Socioeconomic status, access to health care, increased exposure due to occupation, chronic conditions, housing situation

Source: [CDC](#), August 2020

COVID-19 and Rural Areas



- Rural areas experienced infections later than urban areas
- However, economic impact was almost immediate

Projections of higher mortality risk in rural NY counties due to:

- Chronic conditions
- Age 65+

Rural Cultural Competence Professional Development Training

Objectives:

- **Discuss rural cultural concepts**
- **Differentiate unique rural characteristics from those of urban and suburban dwellers**
- **Discuss how perceptions impact communication, both in delivery and response**
- **Complete a personal and programmatic assessment to begin considering baseline and potential improvements in culturally competent delivery of services**

Overview of Rural Cultural Characteristics

Traditional Attitudes	Independence; Self-reliance Anonymity; Privacy Gender and Generational Roles
Isolation	Privacy Social Interactions Peace of Mind
Socioeconomics	Access to Services; Health Insurance; Public Assistance; Small Businesses; Employment Opportunities; Aging Population
Work belief and health	Resilience; Work Ethic; Responsibility; Present-time & Crisis-Oriented Approach to Health Care
Insider/Oldtime vs. Outsider/Newcomer	Awareness of Implicit Assumptions and Social Context vs. Different, Unfamiliar, Unaware of History

Thank you!

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