

*Heather*

Welcome to today's webinar: Outreach to Rural Communities! For any of you who don't know me, I'm Heather Flory, the Center Training Manager, and I'll be your host for today's event.

# Welcome!

## SHIPs

- State Health Insurance Assistance Program



## SMPs

- Senior Medicare Patrol



## MIPPA's

- Medicare Improvements for Patients and Providers Act



ACL = Administration for Community Living

*Heather*

We'd like to start today's event by welcoming the SMP, SHIP, and MIPPA networks. All three programs are grantees of ACL, and MIPPA grantees have been invited thanks to the SMP and SHIP Centers' partnership with the Center for Benefits Access, which supports the MIPPA grantees. We would especially like to welcome those of you who are responsible for outreach or beneficiary education.

This webinar is being recorded, and the recording and PowerPoint from today's webinar will be available to both the SMP and SHIP network by the end of the day tomorrow. At the end of today's presentation, we'll review how to access these resources in the SMP and SHIP libraries. Resources will also be emailed to the MIPPA listserv.

## Today's Presenter

### **Bill Menner**

**President, The Bill Menner Group, Grinnell, Iowa**



Previously worked as a local economic developer, directed a downtown development organization, and served as the Iowa State Director for USDA Rural Development from 2009-2017

Currently serves on the local hospital board of trustees and the Chamber of Commerce board of directors and is the executive director of the Iowa Rural Development Council

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*Heather*

Our presenter today is Bill Menner, who is president of The Bill Menner Group, a consulting firm based in Grinnell, Iowa, -- population 93-hundred. Bill has previously worked as a local economic developer, directed a downtown development organization, and served as the Iowa State Director for USDA Rural Development from 2009-2017. He currently serves on the local hospital board of trustees and the Chamber of Commerce board of directors and is the executive director of the Iowa Rural Development Council.

Topics
Overview of rural communities in the United States
Identifying and engaging new partner organizations
Finding and recruiting volunteers
Strategies for reaching Medicare beneficiaries
Tips to consider as you craft your messaging
Resources
Question and answer session

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*Heather*


This webinar will focus on helping you reach Medicare beneficiaries, partners, and volunteers in rural communities, in order to share information about the SMP program throughout these communities.

Topics will include:

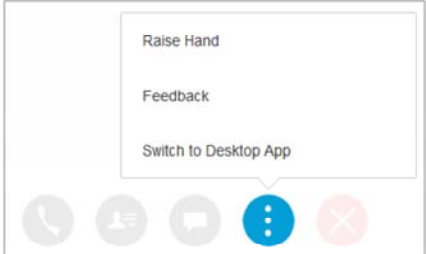
- Overview of rural communities in the United States, including demographics and how rural residents get their information
- *(read slide)*
- Question and answer session – please save your questions for the end

**Today's training will be interactive!**

**Regular "Join Now" view:** Click the Hand or Feedback button in the Participants panel on the right.



**Alternate "Join By Browser" view:** Select Raise Hand or Feedback using the More option in the menu at the bottom of your screen.



✓	Yes
✗	No
🚶	Too Fast
🚶	Too Slow
👏	Applause
😊	Laughter

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### Heather

Today's training will be interactive! Let's practice!

- If you joined today's event using the regular "Join Now" option, you'll see several panels and options on the right side of your screen. In the Participants panel, find your hand button in the lower right corner.
- If you joined today's event using the alternate "Join by Browser" option, you'll see a menu at the bottom of the screen. Click the "More" icon to raise your hand.

Practice raising your hand now! A hand will appear next to your name. (If you joined by browser, click the Participant icon in the menu to see the participant list with your name in it). To lower your hand, click the hand button again (or the "lower hand" option if you joined by browser).

By the way, if you joined by browser, you will not be able to see the polling questions later in today's presentation. If you want to participate in our interactive polling, please select "Switch to Desktop App."

To answer yes / no questions, click on the "feedback" dropdown arrow in the lower right corner of the "Participants" panel. If you joined by browser, click "feedback" from the "More" option.

Select the **green checkmark** for "yes" or the **red x** for "no". (options are the same for both

methods)

Feel free to “laugh” or “applaud” anytime!

**GREEN CHECKMARK / RED X: Do you live in a rural area in your state?**

## Check-in question

Are you familiar with where the rural areas are within your state?

The interface includes a toolbar with a phone icon, a hand icon, and a speaker icon. A feedback menu is open, showing options for 'Feedback' and 'Switch to Desktop App', along with icons for home, chat, a selected menu, and close. The response options are 'Yes' (with a green checkmark) and 'No' (with a red X).

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*Heather to Bill*

## Outreach to Rural Communities

Bill Menner  
April 19, 2018



*Bill*

Welcome/intro/definitions

*Many of the images within this PowerPoint presentation come from:*

*<https://www.freeimages.com/>*

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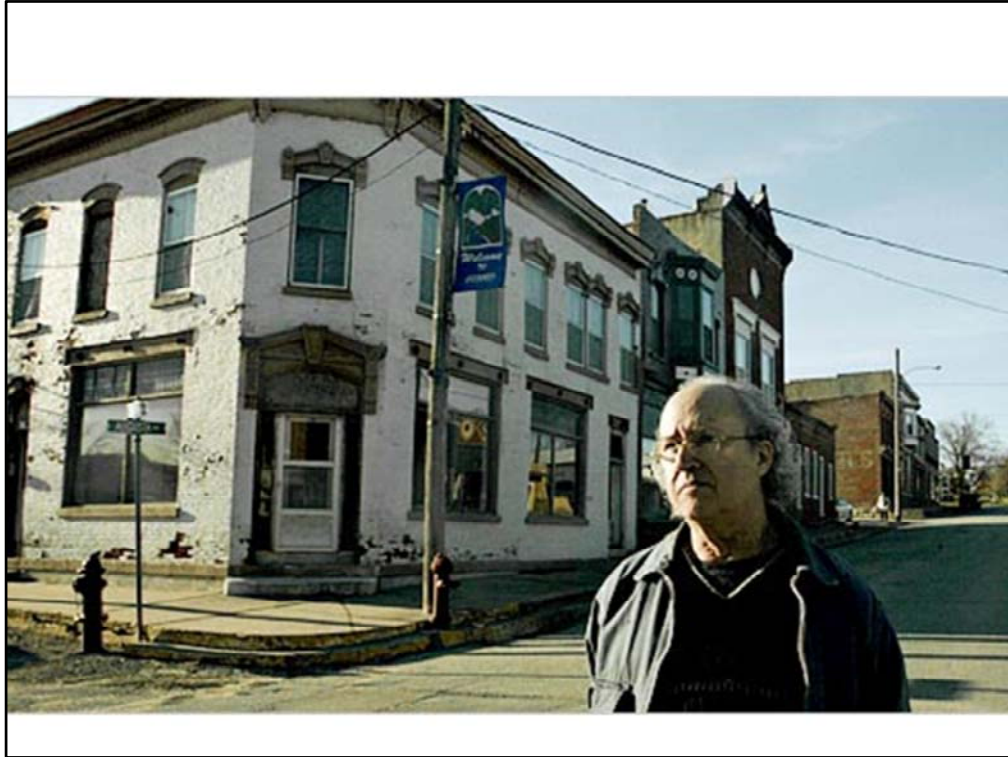


What do we know about rural America?

- Inexpensive and safe food
- Affordable energy



- Clean drinking water
- Natural resources
- Outdoor recreation



What do we know about rural Americans?

- Older
- Sicker
- Poorer with higher rates of persistent poverty



- Earn less
- Shorter life expectancy
- Higher rate of disabilities
- Less educated



What else do we know?

- 19% of the population – 60 million – 72% of the US land mass



Cont. What else do we know

- More likely to have served in the military (rural makes up 40% of military)
- 24% of veterans live in rural communities
- 36% of veterans who get health care from the VA live in rural communities



Cont. What else do we know?

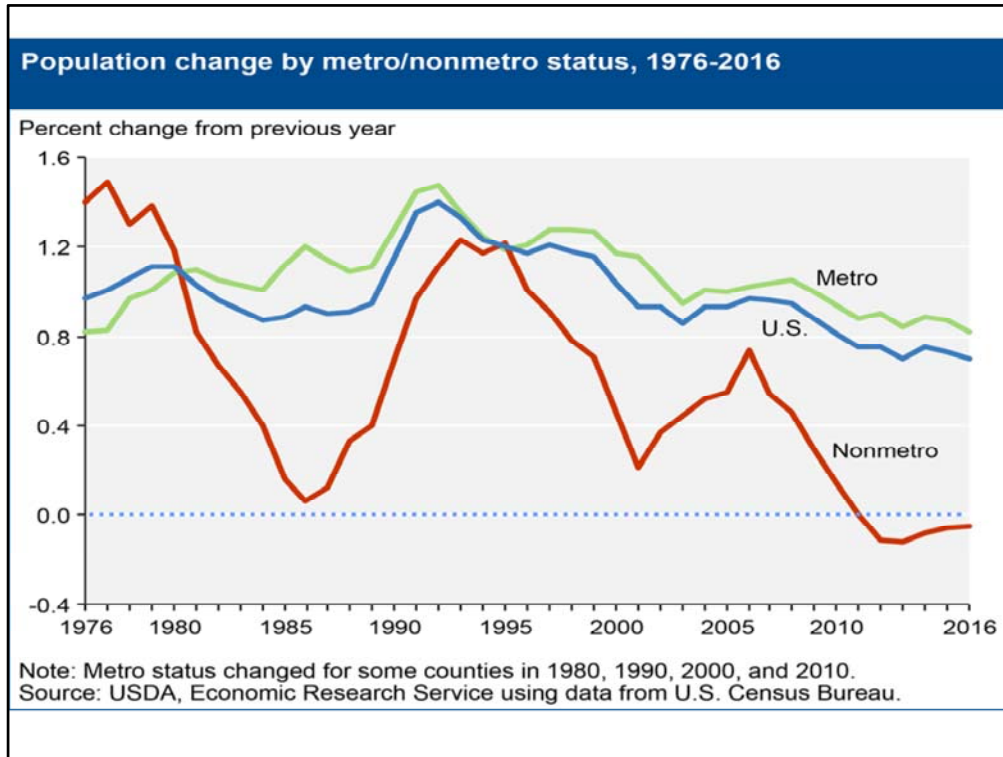
- More likely to reside in the state in which they were born
- More likely to own their own home
- More likely to have paid off their mortgage
- More likely to start a business and have it survive for at least 5 years
- Diversity among the population is increasing, though only 3.8% of rural residents are foreign-born



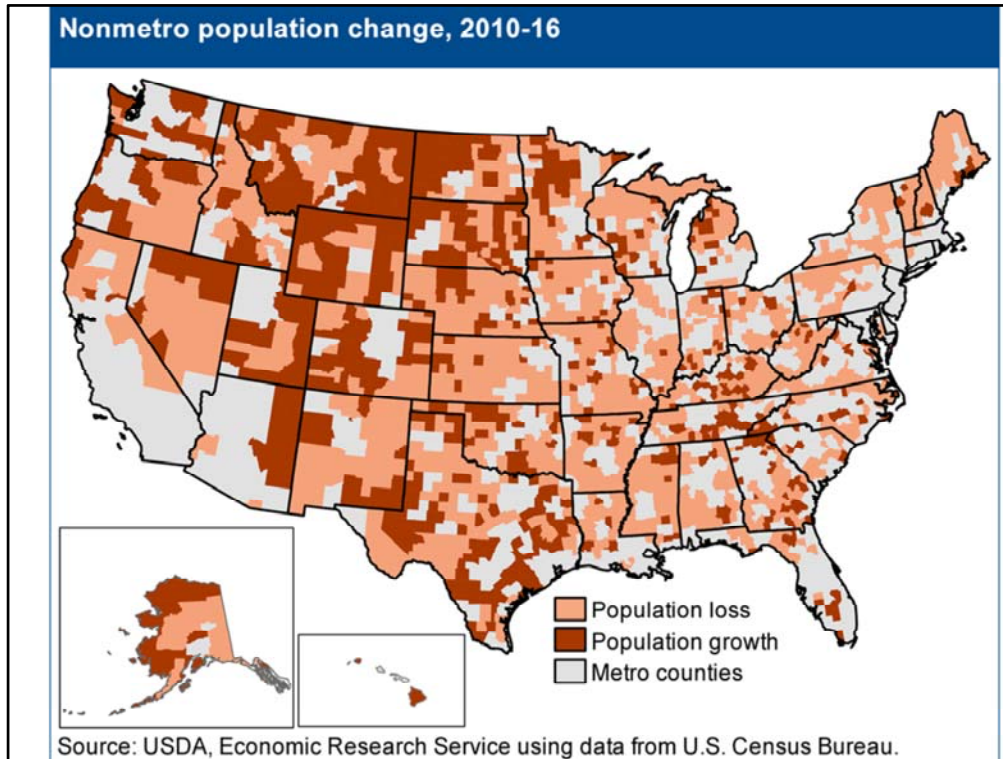
What is changing in rural America.

- Smaller populations
- Younger people are moving to the city
- Retail on Main Street is leaving, service industry is moving in
- Manufacturing still a major economic driver
- Agriculture features larger farmers, fewer family farmers



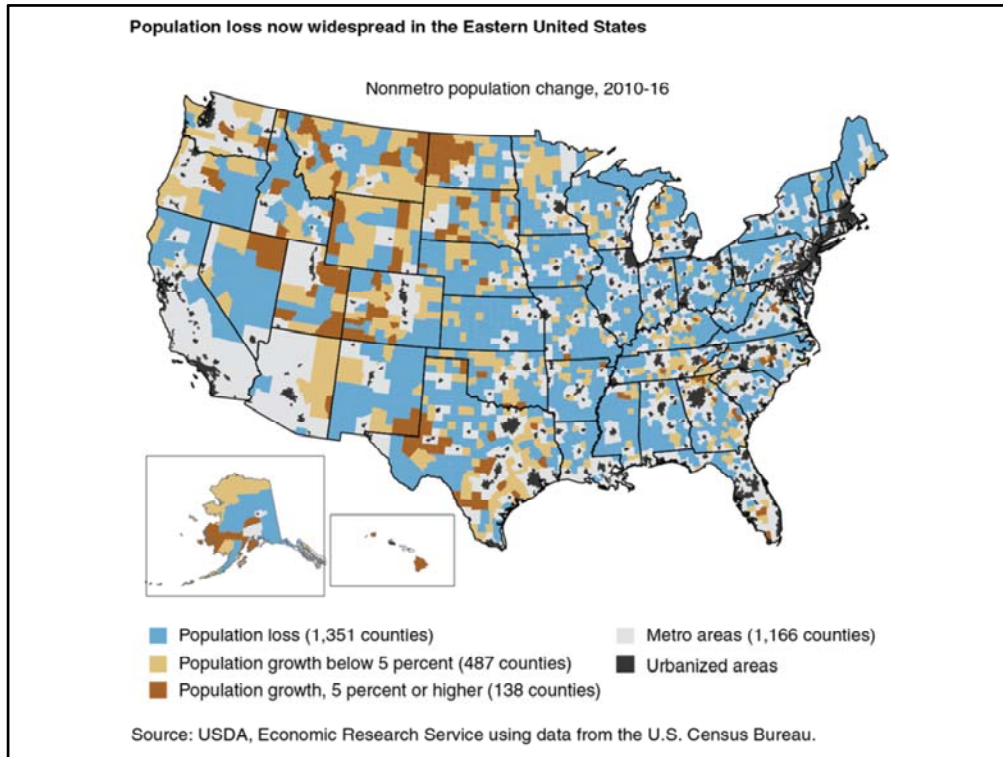


This graph may not surprise you. Many rural counties are losing population. Meanwhile, urban areas and the U.S. as a whole are growing.



This map shows the same thing. The dark areas are growing... the lighter peach-colored areas are declining... the grey areas are considered urban.

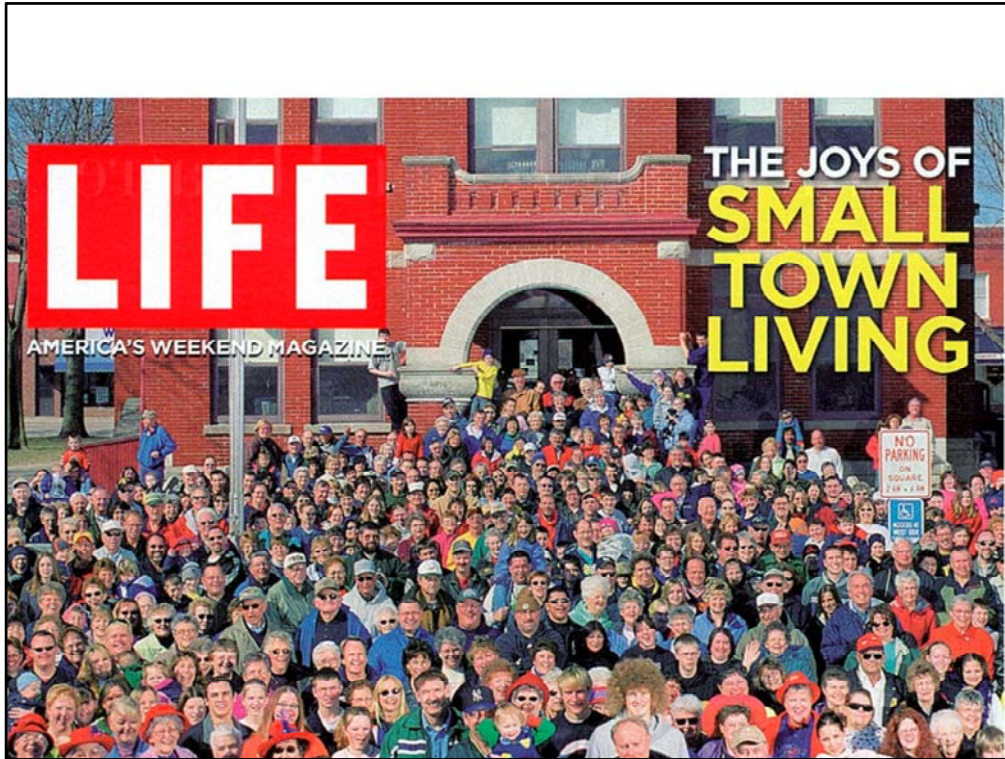
*(DESCRIBE NATIONAL ASSESSMENTS OF TRENDS)*



Another map that digs a little deeper. Blue areas are losing population, tan areas are growing, but at a less than 5% rate... dark brown areas are growing at more than 5%. Black and grey are metro or urbanized.

There are implications with these declines. Fewer people... fewer customers... lower revenues...

Rural residents want their children and grandchildren to stick around or come back. They want their community to not just survive, but to thrive.



All is not lost!! There are places that are taking steps to address those declines, to make their towns more livable, to address the issues that have contributed to what are decades-long population losses.



Towns like Sac City, Iowa are coming together – building plans for the future – investing in facilities and businesses and opportunities. In their case, they had a philanthropic benefactor who kicked in \$5.7 million. And that donation flows through the community foundation – which can be an important partner and influential messenger.

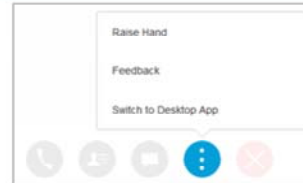


So now you know a little bit about the State of Rural America. That gives you a little insight into the places and the people. But how do you motivate and engage them? Convince them to help you?? And where do you find them??? **And who can help you do that job????**

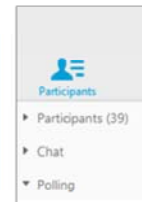
## Which partners do you already work with? Select all that apply.

- Public health and medical providers
- Community action agencies
- Churches and ministerial associations
- Arts and culture organizations
- Chambers of commerce
- Other (type in chat)

If polling is not available, "Switch to Desktop App" or type your answer in the chat.



When polling has ended, click the Participants icon.





Who are key groups in rural America

- Churches and ministerial associations
- Fraternal organizations – (will the Elks give a hand?)
- Service clubs – (can you speak to Rotary or Kiwanis sometime)
- City officials – city council members and the mayor are often key voices in the community (influentials) who may be key partners

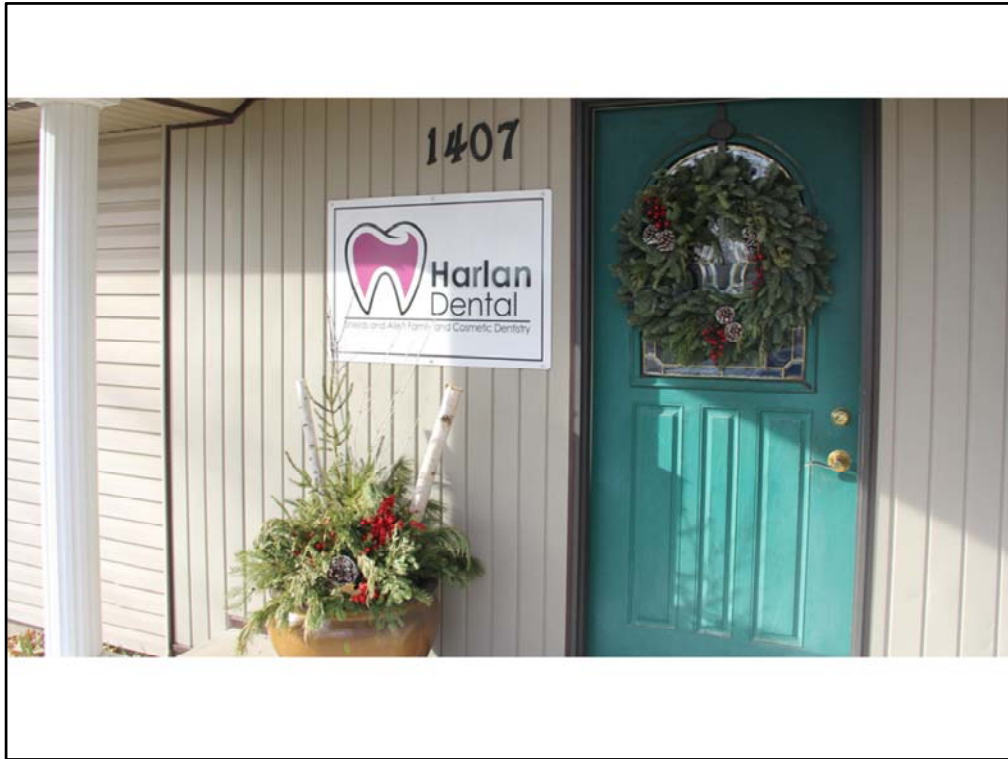




- Farm groups
- Hospital volunteer groups
- Veterans groups



- Community-support agriculture (*explain: Pick-up days? Farmers Markets?*)
- Arts and culture organizations
- Chambers of commerce

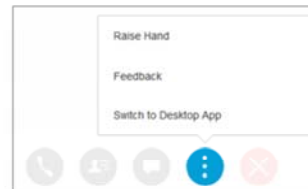


- Public health and medical providers
- Community action agencies
- These two groups can be especially helpful in the recruitment of your volunteers!
  - Messaging about standing up to people who are gaming the system
  - Consider that they're probably already wearing 10 hats
  - Seek non-traditional or individuals rarely called upon

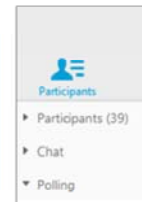
## How do you currently reach out to volunteers and beneficiaries? Select all that apply.

- Local newspapers
- Local radio stations
- Flyers
- Social media
- Other (type in chat)

If polling is not available, "Switch to Desktop App" or type your answer in the chat.



When polling has ended, click the Participants icon.





How do rural residents get information (usually)

- Local newspaper



- Local radio station – live interviews; access to reporters
- Local shopper
- Flyers
- Coffeeshop table tents



- Community Events – how? Where?
- Farm Bureau publication
- Facebook
- Church bulletin



- Schools and youth organizations
- Community action agencies





- Rural America is a sparsely-populated place. An entire community can have the population of a mid-town Manhattan apartment building. Your neighbor might be a mile down the road.
- Outreach needs to be intentional and strategic
- Outreach needs to be inclusive
- Steps to be taken
  - Set your goals in volunteers and engaged beneficiaries
  - Assess your existing partners and who is missing
  - Identify specific targets to fill those gaps
  - Assess your outreach methods and what is missing
  - Adjust to fill those gaps
  - Align your partners and your methods



## THE BILL MENNER GROUP

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# Resources

Heather Flory, The Center

*Heather*

# Today's Webinar Resources

Recording

PowerPoint presentation (with notes)

Outreach to Rural Communities Tip Sheet

USDA publication: Rural America at a Glance, 2017

<https://www.ers.usda.gov/publications/pub-details/?pubid=85739>



### Outreach to Rural Communities Tip Sheet

This tip sheet is provided as a resource to help SMPs, SHIPs, and MIFPAs reach Medicare beneficiaries, partners, and volunteers in rural communities, in order to share information about their program(s) throughout these communities.

**Identifying and engaging new partners**

It is important to remember that in smaller, sparsely-populated areas, outreach can and does occur in formats little-used in larger cities. A key element to that outreach is the development of partnerships, through which messaging and outreach can occur. Another factor to embrace is the "local" nature of those partners. Whether a locally-owned media outlet or locally-led service or civic organizations, their role in the community assures a level of acceptance that might not otherwise occur, and it is easier to gain their trust.

**Potential partners in rural communities**

- Public health and medical providers
- Community action agencies
- Churches and community/religious alliances
- Arts & cultural organizations
- Chambers of commerce
- Fraternal organizations (e.g. Elks)
- Service clubs (e.g. Rotary, Kiwanis)
- City officials (e.g. mayor, city council members)
- Hospital volunteer groups
- Farm groups, community-support agriculture (e.g. farmers' markets)
- Veterans groups

**Finding and recruiting volunteers in rural areas**

Small-town residents and rural Americans share a culture of public service. Engaging them to assist with a worthwhile cause may be only a phone call or email away. Finding them and making that ask will require the help of partners, influential local leaders and early-engaged volunteers.

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Related Resources in the SMP and SHIP Resource Libraries

<p>May 17 Event: Outreach Strategies Webinar – Experience from the Field</p>	<p>VRPM Policy Implementation Manual</p> <ul style="list-style-type: none"><li>• Chapter 4: Working with Your Partners</li></ul>
<p>Storytelling Webinars</p> <ul style="list-style-type: none"><li>• Storytelling 101</li><li>• Storytelling 201</li></ul>	<p>Social Media Webinars</p> <ul style="list-style-type: none"><li>• Getting Smart with Your Facebook Page</li><li>• Experience from the Field</li><li>• 7 Steps of a Superb Social Media Strategy</li></ul>

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Heather

## Webinar Resources: Today's recording and related resources

### SHIPs

- Step 1: Login at [www.shiptacenter.org/login](http://www.shiptacenter.org/login).
- Step 2: Go to the Resource Library and view the "Recent" list or conduct a search.
  - *Tip: Search for keywords "rural communities."*

### SMPs

- Step 1: Login to the SMP Resource Library at [www.smpresource.org/resourcelibrary](http://www.smpresource.org/resourcelibrary).
- Step 2: View the "Recent" list or conduct a search
- *Tip: Search for keywords "rural communities."*

**Tip:** Click the link to webinar resources provided in your emails from WebEx.

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### *Heather*

This webinar was recorded, and the recording will be available to both the SMP and SHIP network within one business day following today's event. The PowerPoint presentation and tip sheet are already available in both libraries. Resources will also be emailed to the MIPPA listserv.

## SMPs: Find Resources in the Library

Step 1: Login to the SMP Resource Library at [www.smpresource.org](http://www.smpresource.org) > Resources for SMPs.

Step 2: Search by **keyword** or use the **advanced search** to find a specific type of resource, origin, language, topic, etc.

**Keyword Search Tip:**  
To find today's webinar resources, use keywords "rural communities."

### Resources

Search: rural communities [Advanced Search](#)

Status: -- All Status --

Show Only My Resources

### Advanced Resource Search

Keyword Search:  Status: -- All Status -- Origin: Center Language: -- All Languages --

Intended Audience: -- All Audiences --

Type:

Advertisement

Annual Report

Article/Newsletter

Assessment/Survey

Billboard

Brochure

## SHIPs: Find Resources in the Library

Step 1: Log in at [www.shiptacenter.org](http://www.shiptacenter.org)

Step 2: Search the SHIP Resource Library by **keyword** or **category**.

**Keyword Search Tip:**

To find today's webinar resources, use keywords "rural communities" and select the "Exact Match" box.

Use the categories to search by pre-filled lists.

Features Counselor Training Medicare and Other Insurance Center Services SHIP Operations **Resource Library**

SHIP Profiles SHIP Directors Only Volunteer Stories How SHIP Helped Me

Welcome to the SHIP Resource Library!

Search here for resources created by SHIPs or for SHIPs.

Keyword Search  
rural communities  
Exact Match

Search Upload Resource

Subject Activity Type Audience  
None selected - None selected - None selected - None selected -

Source  
None selected

*Heather*

You can also look at the Recent List in the Resource Library for today's materials.



## Questions?

### Thank you for participating in today's webinar!

This presentation and the corresponding tip sheet are available for download from WebEx during the Q&A session.



If you have questions later,  
**SMPs**, email: [info@smpresource.org](mailto:info@smpresource.org)  
**SHIPs**, email: [info@shiptacenter.org](mailto:info@shiptacenter.org)

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#### *Heather*

Thank you for participating in today's webinar. Today's presentation and the tip sheet are now available for download from the presentation window in WebEx. To download event materials, select the desired file and click Download, then select the location to save the file on your computer.

You are welcome to stay for the final Q&A session, or to leave at this time. Either way please take our brief survey about today's webinar, which you can take as you leave the event, or in your follow-up email from WebEx.

Please note that if you are a call-in user, you will get an email saying we're sorry we missed you. Please follow the instructions in that email to let us know you were here so we can add you to our attendee list.

Conversation starter: Which social media platforms are you using and how?