

# Rural Public Health

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Diane M. Hall, PhD, MEd  
Acting Director  
Office of Rural Health  
CDC

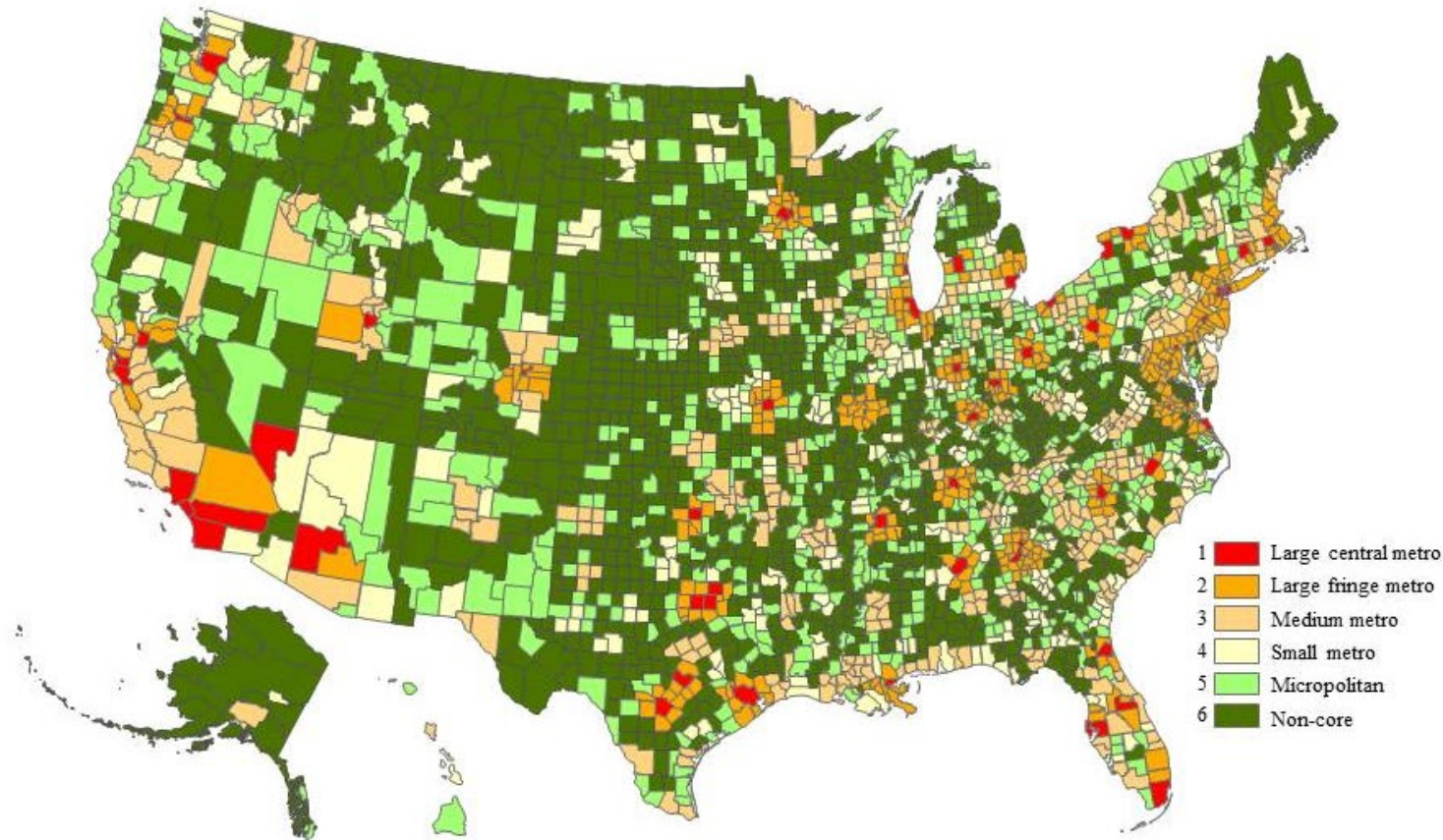
July 12, 2023



# Rural Populations

# Most US Counties are Non-Metro

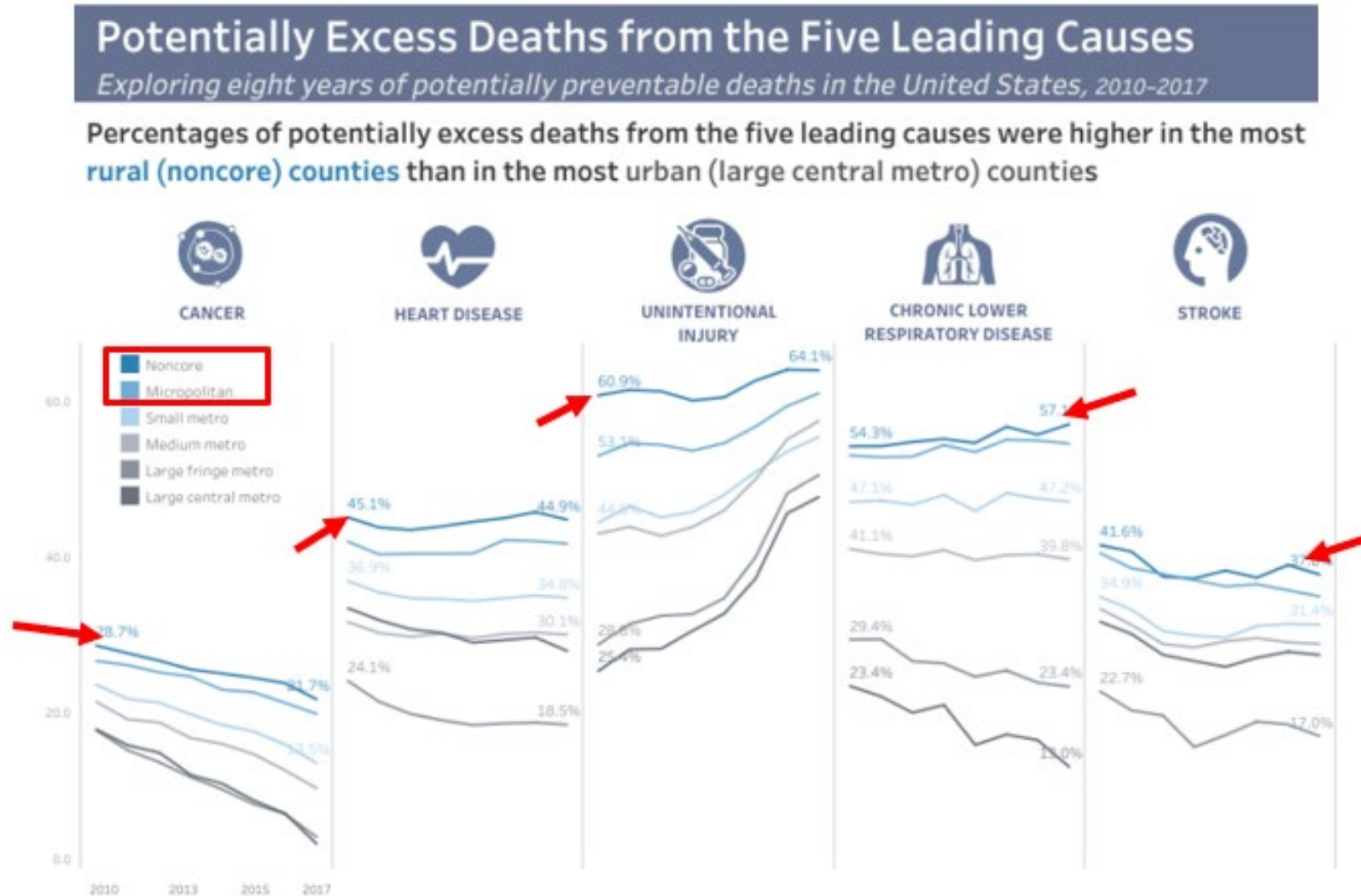
## 2013 Urban-Rural Classification Scheme for Counties



**Americans  
living in rural  
areas account  
for 15%-20%\*  
of the  
population**

\*depending on rural definition

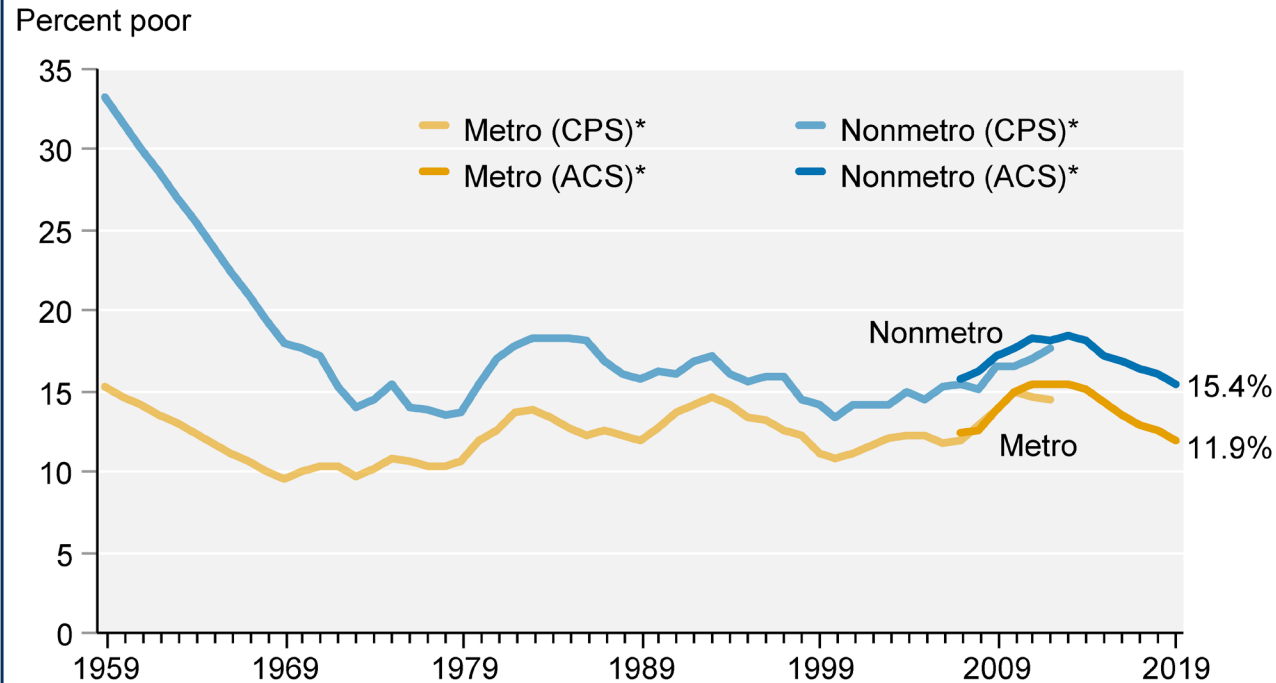
# Causes of Death by Rurality, Trends Over Time



Garcia MC, Rossen LM, Bastian B, et al. Potentially Excess Deaths from the Five Leading Causes of Death in Metropolitan and Nonmetropolitan Counties – United States, 2010–2017. MMWR Surveill Summ 2019;68(No. SS-10):1–11. DOI: <http://dx.doi.org/10.15585/mmwr.ss6810a1>

# Rural Poverty

Poverty rates by metro/nonmetro residence, 1959-2019



Note: Metro status of some counties changed in 1984, 1994, 2004, 2014, and 2018.  
\*CPS poverty status is based on family income in prior year and ACS poverty status is based on family income in the past 12 months.  
Sources: USDA, Economic Research Service using data from U.S. Department of Commerce, Bureau of the Census, Current Population Survey (CPS) 1960-2013 and annual American Community Survey (ACS) estimates for 2007-19.

Gaps persists across:

- Geographic region
- Race/ethnicity
- Family household type
- Age group

# Other Rural Issues

## RURAL HEALTH

By Gordon Gong, Scott G. Phillips, Catherine Hudson, Debra Curti, and Billy U. Philips

### Higher US Rural Mortality Rates Linked To Socioeconomic Status, Physician Shortages, And Lack Of Health Insurance

**DOI:** 10.1377/hlthaff.2019.00722  
HEALTH AFFAIRS 38,  
NO. 12 (2019): 2003–2010

<https://www.healthaffairs.org/doi/10.1377/hlthaff.2019.00722>

Please note: An erratum has been published for this issue. To view the erratum, please click [here](#).

Centers for Disease Control and Prevention

**MMWR**

Morbidity and Mortality Weekly Report

Surveillance Summaries / Vol. 66 / No. 5

February 3, 2017

Health-Related Behaviors by Urban-Rural County  
Classification — United States, 2013



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

<https://www.cdc.gov/mmwr/volumes/66/ss/pdfs/ss6605.pdf>

# Access to Health Services



# Health ≠ Healthcare

What **Makes**  
Us Healthy



What We **Spend**  
On Being Healthy



Source: Derived from information from the Boston Foundation (June 2007).

[https://bipartisanpolicy.org/wp-content/uploads/2019/03/5023\\_BPC\\_NutritionReport\\_FNL\\_Web.pdf](https://bipartisanpolicy.org/wp-content/uploads/2019/03/5023_BPC_NutritionReport_FNL_Web.pdf)

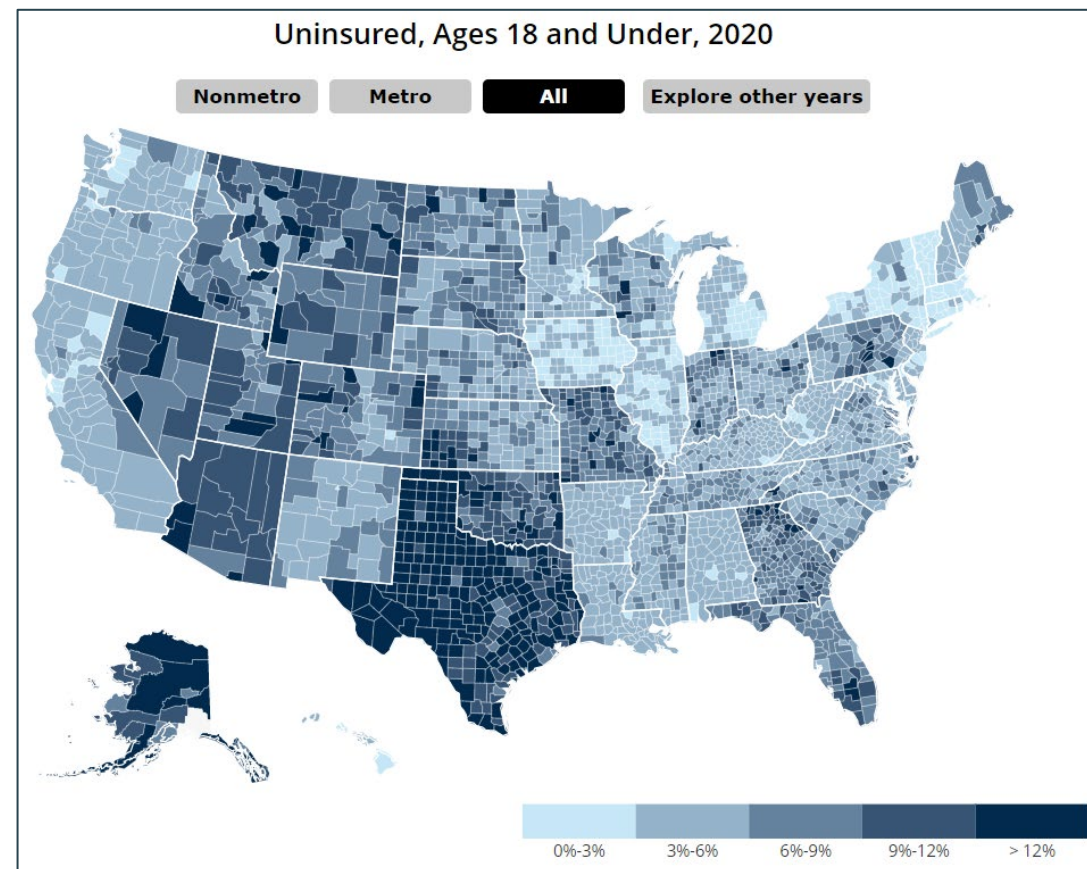
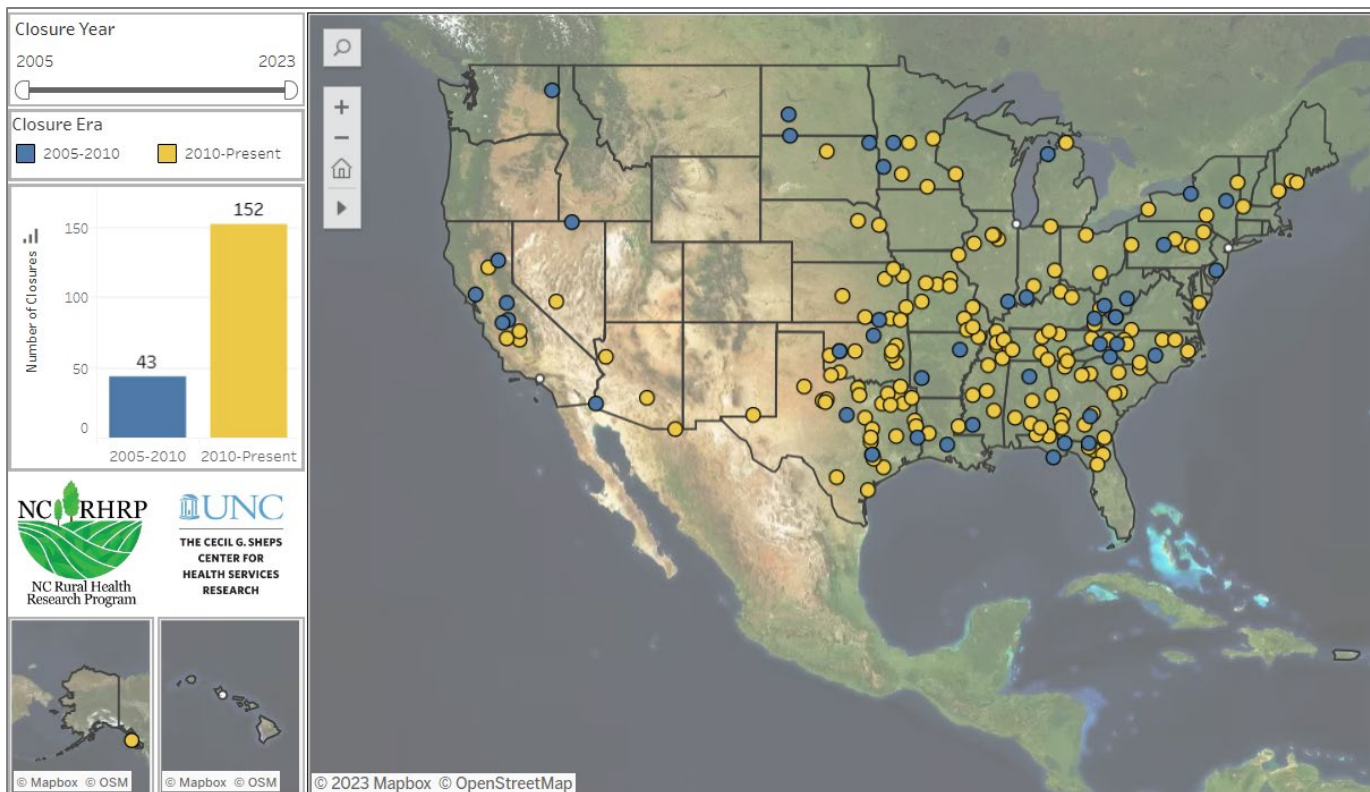


# Barriers to Accessing Health Services in Rural Areas

- Distances
- Weather
- Transportation
- Health Literacy
- Stigma
- Privacy
- Workforce shortages



# Rural Healthcare Challenges



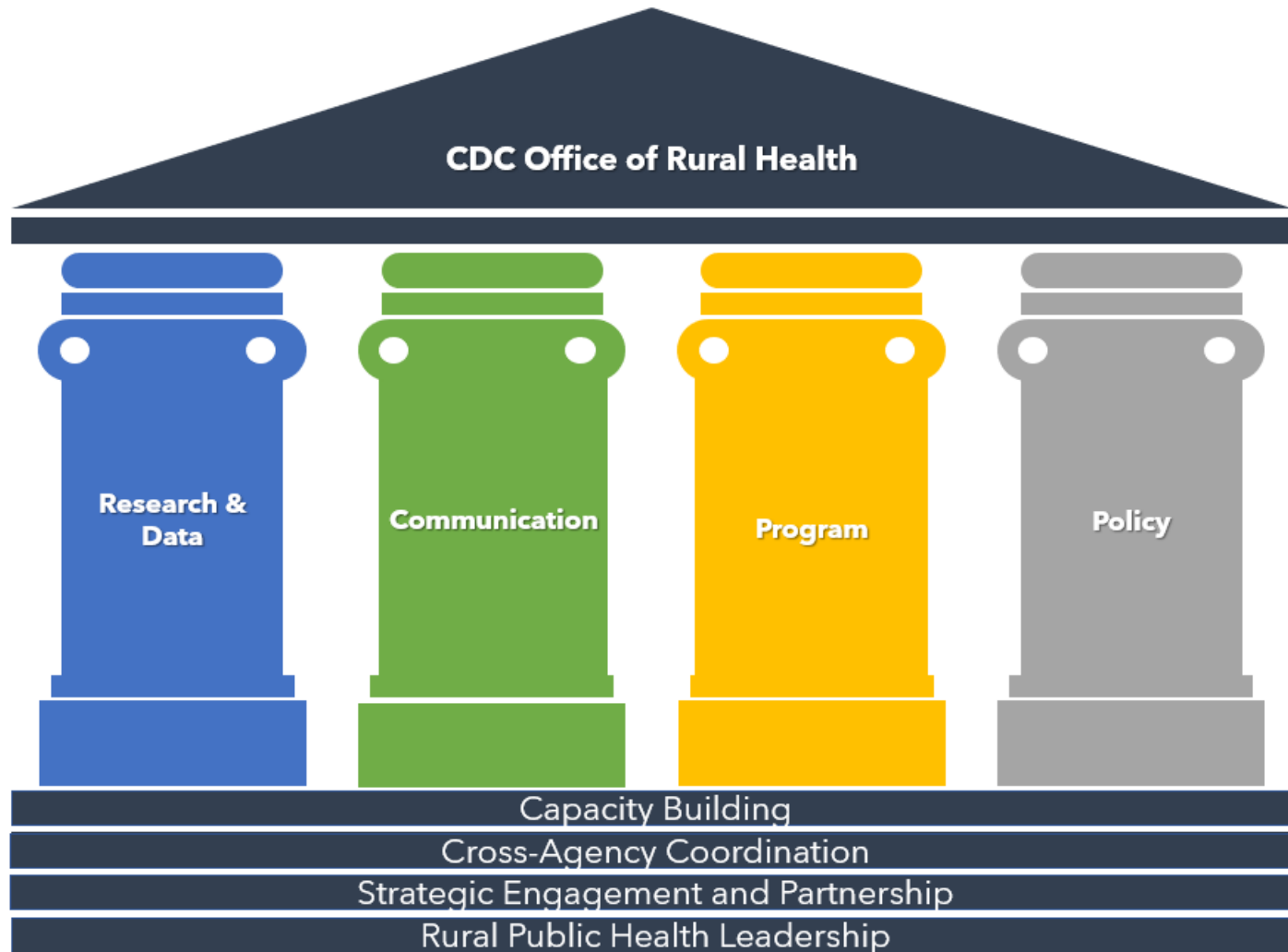
<https://www.ruralhealthinfo.org/charts/3>

Source: [US Census Small Area Health Insurance Estimates, 2008-2020](#).

<https://www.shepscenter.unc.edu/programs-projects/rural-health/rural-hospital-closures/>

# CDC Office of Rural Health

# CDC Office of Rural Health



# CDC Moving Forward and Readiness

# CDC Moving Forward - Core Areas

- Share Scientific Findings and Data Faster
- Translate Science into Practical, Easy to Understand Policy
- Prioritize Public Health Communications
- **Develop a Diverse Workforce Prepared for Future Emergencies – CDC and Nationwide**
- Promote Results-based Partnerships
- Enhance Laboratory Science and Quality
- Integrate Health Equity
- Modernize Data

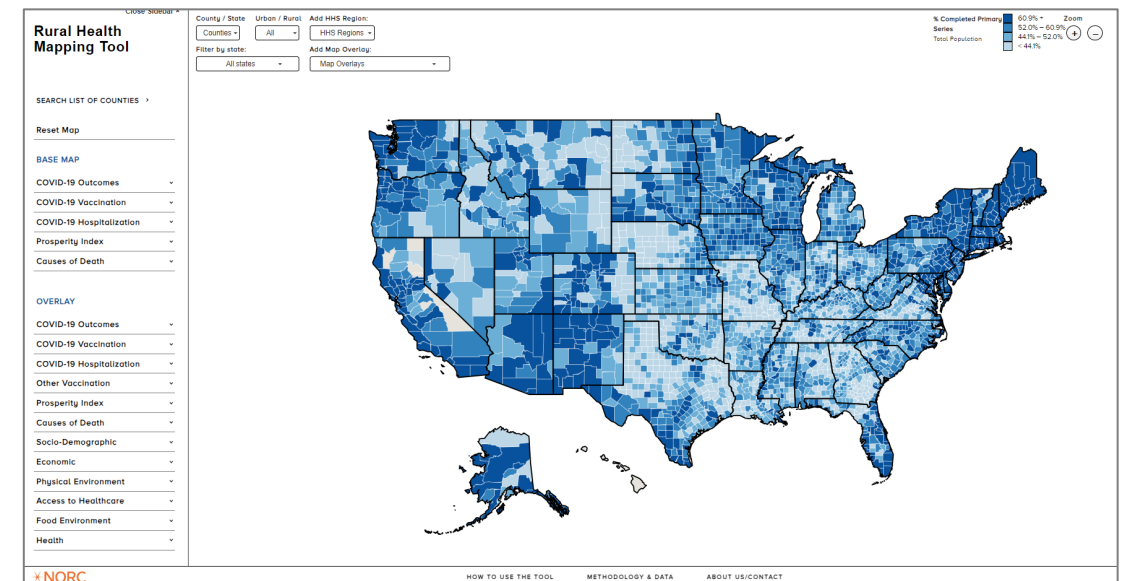


# Rural Health Resources



# Resources

- Rural Emergency Preparedness and Response Toolkit  
<https://www.ruralhealthinfo.org/toolkits/emergency-preparedness>
- Rural Health Mapping Tool  
<https://ruralhealthmap.norc.org/>
- COVID-19 Vaccination Success Stories in Rural Communities  
<https://www.norc.org/research/projects/covid-19-vaccination-success-stories-in-rural-communities.html>





# PUBLIC HEALTH INFRASTRUCTURE CENTER

*STATE • TRIBAL • LOCAL • TERRITORIAL*

CDC Rural Health  
[ruralhealth@cdc.gov](mailto:ruralhealth@cdc.gov)



For more information, contact CDC

1-800-CDC-INFO (232-4636)

TTY: 1-888-232-6348. | [www.cdc.gov](http://www.cdc.gov)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.