



Greetings from the Virginia Primary Care Office & the State Office of Rural Health!

Community Spotlight

Pittsylvania-Danville Health District staff give out COVID test kits

Pittsylvania-Danville Health District gave out 1,044 COVID-19 at-home test kits at the Danville Farmers' Market on a recent Saturday. "We've been there from 9-1 the past three Saturdays. We plan to keep going as long as we have supplies to give out," said Senior Epidemiologist Chris M. Andrews.



[For More Information](#)

If your organization would like to be featured in our VA-SORH bi-weekly newsletter, Facebook page, and website please fill out the following [Google form](#).

Updated COVID-19 Resources

Virginia Department of Health (VDH) COVID-19 Vaccination Resources



- [Vaccinate Virginia](#)- to find a vaccine near you
- Sign up for [Vaccinate Virginia Partner Updates](#)
- Become a 2021 VDH Community Ambassador
- [VDH COVID-19 Vaccine Patient Education Materials](#)
- [Contact your Local Health District](#)
- [VDH Tele Town-Hall and Other Vaccine Confidence Resources](#)
- [VDH COVID-19 Vaccination Disparities and Social Determinants](#)
- [Supporting Testing Access through Community Collaboration STACC](#) (free test kits)

COVID-19 Communications Materials

- "About the Three COVID-19 Vaccines" Graphic ([download here](#))
- [The Language of Vaccine Acceptance](#) by de Beaumont
- [CDC Vaccination Communication Toolkit](#)
- Downloadable [VDH COVID-19 Vaccine Patient Education Materials](#)
- [NRHA COVID-19 Vaccine Talking Points for Rural Leaders](#)
- [Customizable COVID-19 Vaccine Communication Toolkit for Rural Communities](#)
- [CDC "How to Address COVID-19 Vaccine Misinformation"](#)
- [CDC "Talking with Patients about COVID-19 Vaccinations"](#)
- [CDC "Ways to Help Increase COVID-19 Vaccinations"](#)
- [HHS "What works and What Doesn't in COVID-19 Vaccine Outreach"](#)
- [Reaching Farm Communities for Vaccine Confidence](#)

- [Community Toolkit for Addressing Health Misinformation](#)
- [HHS COVID-19 Vaccine Booster Shot Resources](#)
- [COVID-19 Vaccination Field Guide Addendum: Rural Considerations for Vaccine Confidence and Uptake Strategies](#)
- **NEW** ["How a Rural Hospital Broke Language Barriers to Provide COVID Vaccines to Immigrants"](#)

Additional COVID-19 Resources

- [COVID-19 FAQs and Funding for HRSA Programs](#)
- [HRSA COVID-19 Coverage Assistance Fund \(CAF\)](#)
- [NRHA Rural-Relevant COVID-19 Resource Library](#)
- [We Can Do This: COVID-19 Public Education Campaign launches a Spanish-language website](#)
- [NRHRC "COVID-19 Funding Sources Impacting Rural Providers" guide](#)
- [CDC COVIDVaxView: A Data Dashboard](#)
- [CDC Tracking Rural Vaccination Rates \(Data Tracker\)](#)
- [CDC Updated Guidelines on Quarantine and Isolation](#)
- [HRSA Rural Health Clinic \(RHC\) COVID-19 Test Kit Program](#)
- [Medicare Coverage for Over-the-Counter COVID-19 Tests](#)
- **NEW** [NOSORH- HRSA COVID-19 Funding for Rural Health Clinics](#)
- **NEW** [CDC "COVID-19 by County"- KnowYour COVID-19 Community Levels](#)

Information & Resources for Providers & Healthcare Facilities

Congratulations to Riverside Shore Memorial Hospital of Onancock, VA on being named one of the top 20 rural and community hospitals in the country!



The [National Rural Health Association \(NRHA\)](#) has announced the 20 highest-ranked prospective payment system (PPS) hospitals in the country based on an evaluation by the Chartis Center for Rural Health. The hospitals are identified using the [Chartis Rural Hospital Performance INDEX](#), the most comprehensive and objective assessment of rural PPS hospital performance. These hospitals will be recognized May 12 during NRHA's Rural Hospital Innovation Summit in Albuquerque, N.M.

The determining factors for the top 20 rural and community hospitals are based on eight indices: inpatient market share, outpatient market share, quality, outcomes, patient perspective, cost, charge, and financial efficiency.

[For More Information](#)

"ETSU, Edward Via College of Osteopathic Medicine sign interview agreement"

"Representatives from East Tennessee State University and Edward Via College of Osteopathic Medicine signed an articulation agreement on Wednesday to guarantee certain ETSU pre-medical students interviews with the college.

'This partnership will help us to address the shortage of physicians in rural and underserved communities,' said ETSU Provost Kimberly McCorkle. "

[To Read the Full Article](#)

Research Results: 'Aging in Place' Holds Benefits for Rural Senior Citizens and Neighbors

Interview with Carrie Henning-Smith of the University of Minnesota Rural Health Research Center discussing research on aging in place for rural and urban adults over 65. Describes the role of social cohesion and community engagement in the ability for rural elders to age in place.

[To Read the Full Article](#)

Catalog of Value-Based Initiatives for Rural Providers

Summarizes rural-relevant, value-based programs currently or recently implemented by the U.S. Department of Health and Human Services (HHS), including the Centers for Medicare and Medicaid Services (CMS) and the CMS Innovation Center. Designed to help rural healthcare leaders identify HHS value-based programs that are suitable for rural participation. Contains descriptions of each demonstration and provides direct links to the corresponding agency web page.



[For More Information](#)



#MATRC2022 Breaking Barriers Through Telehealth Award Nominations

Nomination Deadline: Friday, April 1, 2022 by 12:00 AM

MATRC is seeking nominations that tell a compelling story of a telehealth program or project that has led to breaking down barriers to accessing quality care and/or addressing an unmet need that has led to improved health outcomes and/or quality of life.

Two awards will be given, one in each of two categories, as selected by a panel of judges. Each of the two winners will be awarded a \$1,000 cash prize and free registration to the 2023 MATRC Telehealth Summit. Winners may also elect to donate the amount of their cash prize to the nonprofit of their choosing. Awards will be announced and presented at the #MATRC2022 Telehealth Summit Awards Dinner on Monday, April 25, 2022.

[For More Information](#)

Upcoming Meetings & Webinars

Virginia Public Health Association 2022 Annual Conference & Research Day

Saturday, March 26, 2022 from 8:30 AM - 5:00 PM ET



The 2022 VPHA Conference & Research Day, "Rural Health in Virginia: Food Insecurity, Health Equity, Rural Education, Healthcare Access" will include speakers, networking opportunities, and poster presentations. Keynote speaker is VRHA Executive Director, Beth O'Connor. The conference will be held at Virginia Tech in Blacksburg, VA. Virtual participation also available.

[For More Information and to Register](#)



2022 Investing in Rural America Conference

Wednesday, March 30, 2022

The Federal Reserve Bank of Richmond will host a one-day event featuring national experts and local leaders on the forefront of rural economic and workforce development initiatives. This year's conference will feature panels and speakers discussing workforce development, locally-driven economic development, rural development hubs, early care and education, workforce housing, and demographic changes in rural America. This event will be a Hybrid Event (In-Person and Virtual), in Greensboro, North Carolina.

[For More Information](#)

Mid-Atlantic Telehealth Resource Center (MATRC) Telehealth Summit

April 24-26, 2022



Attendees can access the MATRC Telehealth Summit in-person or virtually.

Prior to the COVID-19 pandemic, healthcare innovation was often discussed in the context of a five to ten-year strategic plan. COVID-19 has served as an accelerant to adoption and implementation of digital solutions. Processes that would have taken years under normal circumstances began coming to fruition in a matter of weeks and months. But where do we go from here? For some, keeping up with all the movement toward on-demand healthcare, big data and predictive analytics, remote monitoring and wearable medical devices, artificial intelligence and virtual reality has been exhausting and overwhelming. For others, it is welcomed and exhilarating. Where are you on this continuum? How much do you trust that these disruptions in how we normally do business will actually result in improving patient outcomes, efficiencies and/or creating a better work-life balance? Join us as we explore these and other questions related to care model redesign.

[For More Information and to Register](#)

NRHA's Annual Rural Health Conference

May 10-13, 2022



Join NRHA and rural health leaders from across the country in Albuquerque, NM to help raise the standard for rural health with over 80 innovative, practical, and cost-saving sessions and much more.

[For More Information and to Register](#)



Save the Date! 2022 Rural Resilience Summit!

Wednesday, May 18, 2022

Come and experience the 2022 Rural Resilience Summit, where attendees will learn best practices and strategies to continue building relationships that support an equitable early childhood system, strengthen the cradle-to-career pipeline, and engage families to build a healthier, more

United Way of Southwest Virginia is now seeking sponsors and partners for the Rural Resilience Summit. If you or your company would like to be a sponsor or partner, please contact Cristie Lester at clester@unitedwayswva.org.

State & Regional Resources & Funding Opportunities

ARC is extending the application deadline for two summer opportunities

Extended Application Deadlines: Friday, March 18, 2022



The [Appalachian STEM Academy at Oak Ridge](#) and the [Appalachian Entrepreneurship Academy](#) (AEA), held at Appalachian State University. Both programs, planned for Summer 2022, are free intensive learning experiences specifically for the Region's high school and/or middle school students and teachers.

AARP Community Challenge

Application Deadline: Tuesday, March 22, 2022

Grants for projects that work to improve livability for all residents of a community. The 2022 application cycle will focus on public spaces, housing, transportation, civic engagement, diversity, equity, and inclusion, coronavirus recovery and other community improvements. Applications from rural communities are encouraged.

[For More Information and to Apply](#)

Rural Maternity and Obstetrics Management Strategies Program

Application Deadline: Tuesday, April 5, 2022



The purpose of the RMOMS program is to improve access to and continuity of maternal and obstetrics care in rural communities. The goals of the RMOMS program are to: (i) improve maternal and neonatal outcomes within a rural region; (ii) develop a sustainable network approach to increase the delivery and access of preconception, prenatal, pregnancy, labor and delivery, and postpartum services; (iii) develop a safe delivery environment with the support and access to specialty care for perinatal patients and infants; and (iv) develop sustainable financing models for the provision of maternal and obstetrics care in rural hospitals and communities. Applicants are encouraged to propose innovative ways to achieve these goals through an established or formal regional network structure.

[For More Information](#)

340B Drug Pricing Program

Application Deadline: Friday, April 15, 2022

The 340B Program enables covered entities to stretch scarce federal resources as far as possible, reaching more eligible patients and providing more comprehensive services. Manufacturers participating in Medicaid agree to provide outpatient drugs to covered entities at significantly reduced prices.

Eligible health care organizations/covered entities are defined in statute and include HRSA-supported health centers and look-alikes, Ryan White clinics and State AIDS Drug Assistance

programs, Medicare/Medicaid Disproportionate Share Hospitals, children's hospitals, and other safety net providers. [See the full list of eligible organizations/covered entities.](#)

[For More Information](#)



Rural Innovation Stronger Economy (RISE) Grants

Application Deadline: Tuesday, April 19, 2022

The U.S. Department of Agriculture (USDA) will make 10 awards with total funding of \$10 million to support job accelerator partnerships, formation of new businesses, and to help rural communities identify and maximize local assets. Eligible applicants include public and private institutions of higher education, for-profit and non-profit organizations, local and county governments, and Tribal governments and organizations.

[For More Information and to Apply](#)

Accountable Care Organization (ACO) Realizing Equity, Access, and Community Health (REACH) Model



Application Deadline: Friday, April 22, 2022

The ACO REACH Model is a redesign of the Global and Professional Direct Contracting Model (GPDC) Model. The new cohort will begin participation in the ACO REACH Model on January 1, 2023. Rural Health Clinics (RHCs) and Critical Access Hospitals (CAHs) may be included as participant providers under the model.

[For More Information](#)



Medication Assisted Treatment- Prescription Drug and Opioid Addiction

Application Deadline: Friday, April 29, 2022

The purpose of this program is to provide resource to help expand/enhance access to Medications for Opioid Use Disorder (MOUD). It is expected that this program will help to 1) increase the number of individuals with Opioid Use Disorder (OUD) receiving MOUD; and 2) decrease illicit opioid use and prescription opioid misuse.

[For More Information](#)



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