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## Understanding rural landscape card

Georgia Health Policy Center

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# STEP TWO

CONSIDER THE INFLUENCE OF RURAL KEY FACTORS IN PLANNING YOUR EFFORTS



# STEP THREE

CONSIDER THE IMPACT OF MACRO-TRENDS, SYSTEM STRENGTHS, AND CHALLENGES

1. How are macro-trends shaping key factors in rural communities? How might those trends impact the design of your research, policy, or programs?

Macro-trends:

- Shortage of skilled workers
- Technological advances and disruptions
- Impact of federal policies and programs

2. How do the strengths of the system and challenges of rural communities impact the design of your research, policy, or programs?

# UNDERSTANDING THE RURAL LANDSCAPE

Consider this  
three-step framework  
to help ensure health  
research, policies,  
and programs are  
rural-relevant.

## STEP ONE RECOGNIZE THE CONTEXT OF RURAL WITHIN THE SCOPE OF YOUR EFFORTS

Three questions for consideration:

1. Think about your health research initiative, policy, or program of interest. What is the scope of your effort (e.g., national, regional, state, local) and what types of communities might be impacted (e.g., micropolitan, small towns, tribal, frontier)?
2. Which definition are you using to determine the rural designation of included communities (e.g., federal, state, or funder)?
3. What attributes can you discern about the culture (e.g., shared beliefs, history, lore, traditions) of the rural communities within the scope of your efforts?

### RURAL ≠ MONOLITHIC

Many sub-groups of rural areas that share historical, cultural, economic, and geographical commonalities

