

CDC and Rural Public Health

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Rural Definitions

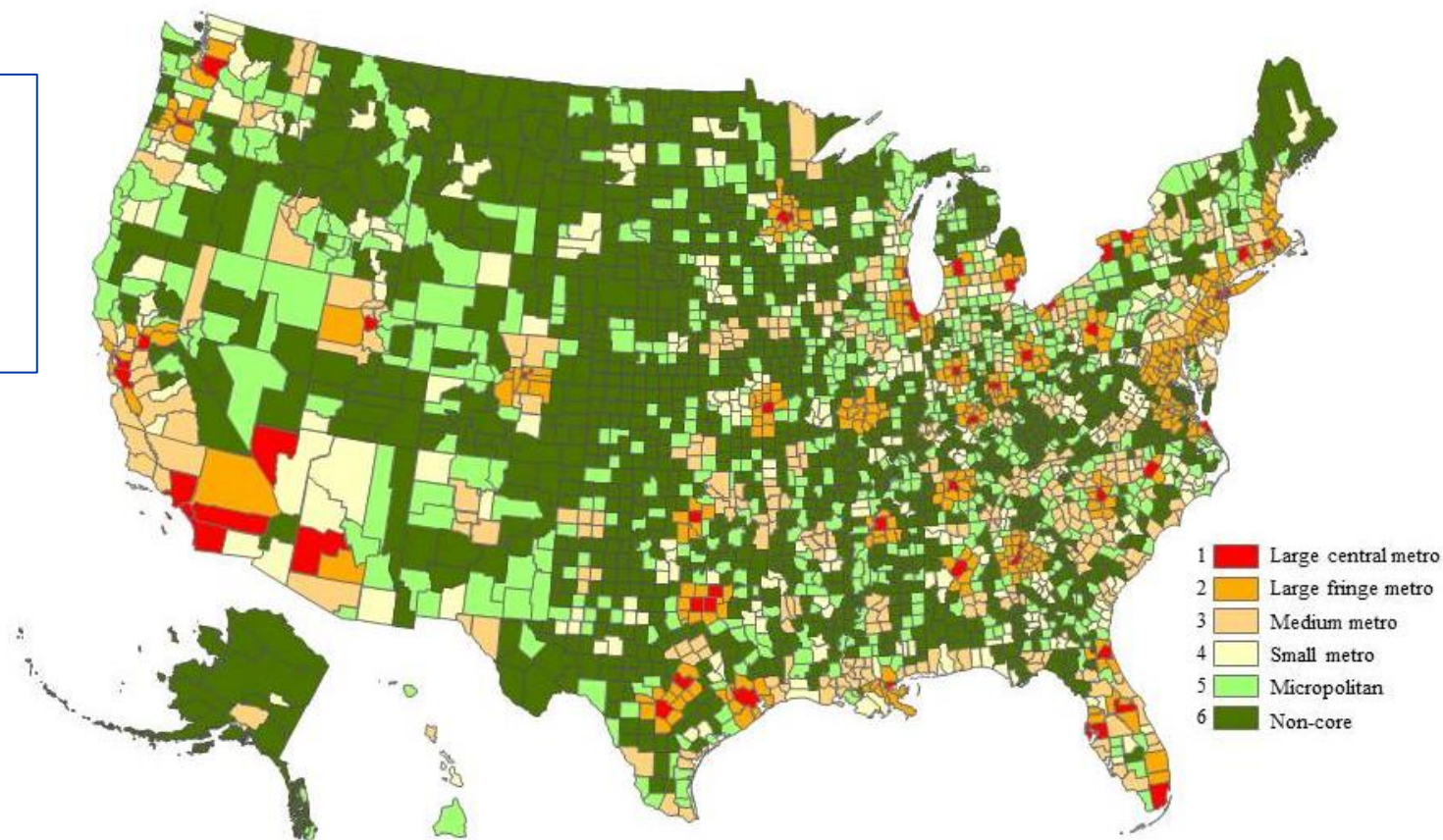
Rural Counties in the US

2013 Urban-Rural Classification Scheme for Counties

Most US counties are non-metro

15% of the population

(15-20%, depending on rural definition)



Ingram DD, Franco SJ. 2013 NCHS urban-rural classification scheme for counties. National Center for health Statistics. Vital Health Stat 2(166). 2014. https://www.cdc.gov/nchs/data_access/urban_rural.htm

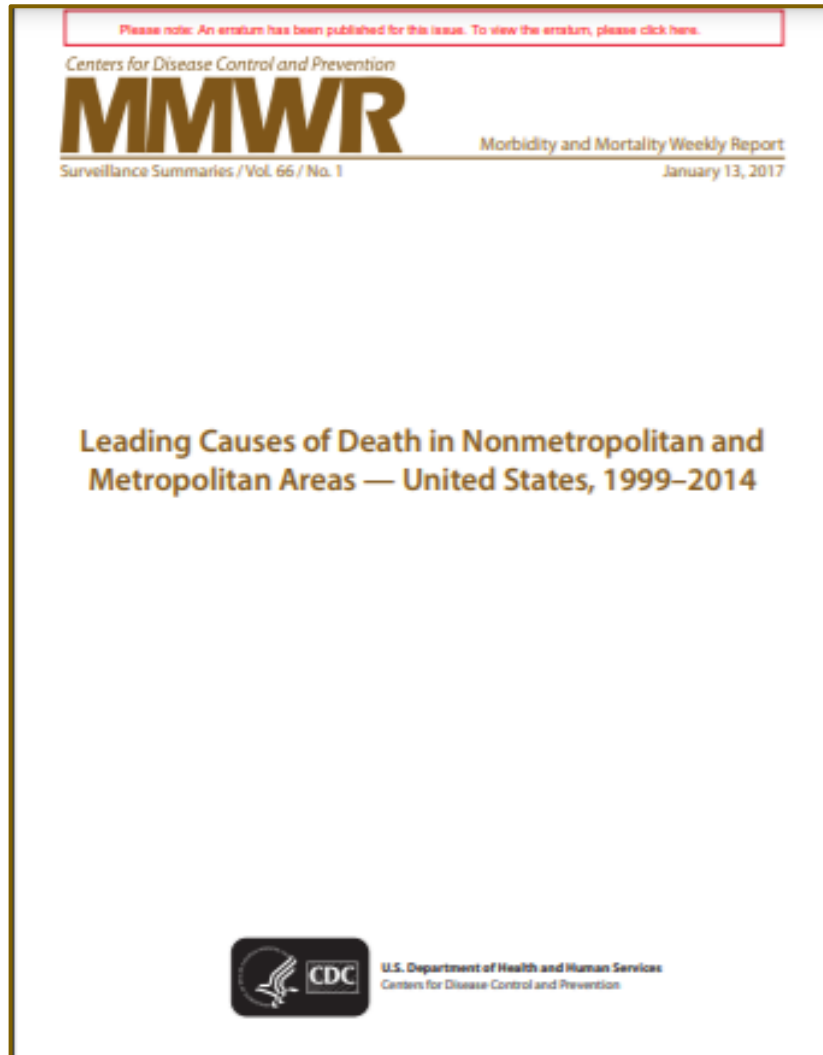
Rural Differences



Ulrich-Schad, J. D., & Duncan, C. M. (2018). People and places left behind: work, culture and politics in the rural United States. *The Journal of Peasant Studies*, 45(1), 59-79.

Some Rural Challenges

MMWR Rural Health Series (2017)



Leading Causes of Death (1/13/17)

Reducing Potentially Excess Deaths (1/13/17)

Health-related Behaviors (2/3/17)

Children's Mental Health (3/17/17)

Diabetes Self-Management Education (4/28/17)

Air and Drinking Water Quality (6/23/17)

Cancer (7/7/17)

BRCA Genetic Testing (9/8/17)

Passenger Vehicle Deaths (9/22/17)

Suicide (10/6/17)

Illicit Drug Use (10/20/17)

Occupational Air Quality (11/3/17)

Racial/ethnic disparities (11/17/17)

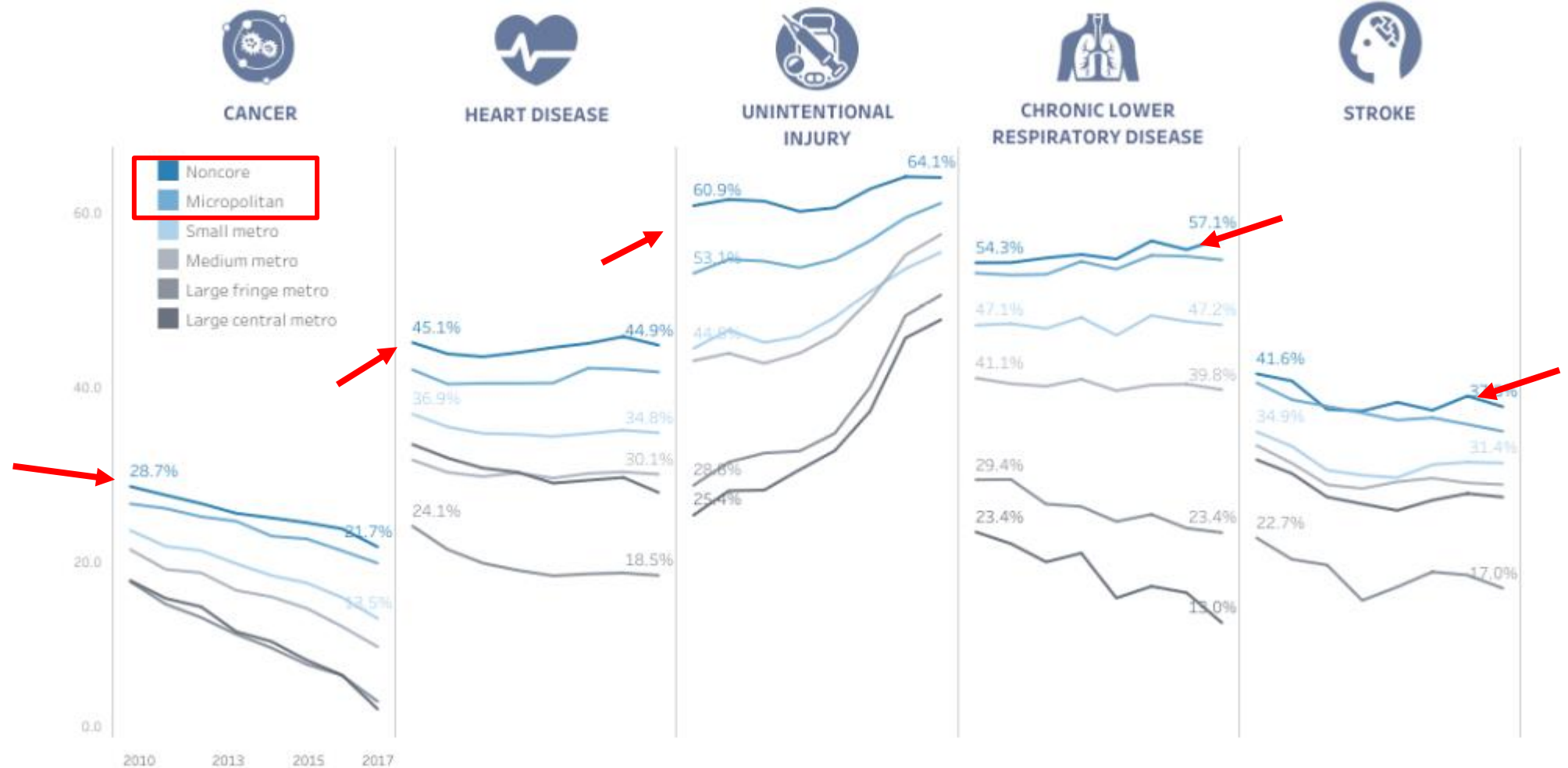
https://www.cdc.gov/mmwr/rural_health_series.html

Potentially Excess Deaths from the Five Leading Causes

Exploring eight years of potentially preventable deaths in the United States, 2010-2017

Percentages of potentially excess deaths from the five leading causes were higher in the most rural (noncore) counties than in the most urban (large central metro) counties

Causes of Death by Rurality, Trends Over Time



Assets and Opportunities

Assets in rural communities

- Creativity and innovation
- Vetting and approvals might “go faster”
- Values
 - Importance of kinship
 - Independence
 - “The communal individual”
 - Pride of place
 - Trust in neighbors
 - “Native wisdom”
 - Hard-working

Adapted from Kellogg Foundation’s *Perceptions of Rural America* Report (2005) and Richards, K. (2017) What advertisers need to know about values in rural America today, *Adweek*.

The Importance of Rural Culture and History

- Social connectedness, cooperation, cohesion
- Importance of family and neighbors
- Religious affiliation
- Pride in self and family
- Self-reliance and independence
- Importance of justice, loyalty, and faith
- Regional differences

NORC, 2018. *Leveraging Culture and History to Improve Health and Equity in Rural Communities*. From:

<https://www.norc.org/Research/Projects/Pages/exploring-strategies-to-improve-health-and-equity-in-rural-communities.aspx>

Rural and COVID-19 Data

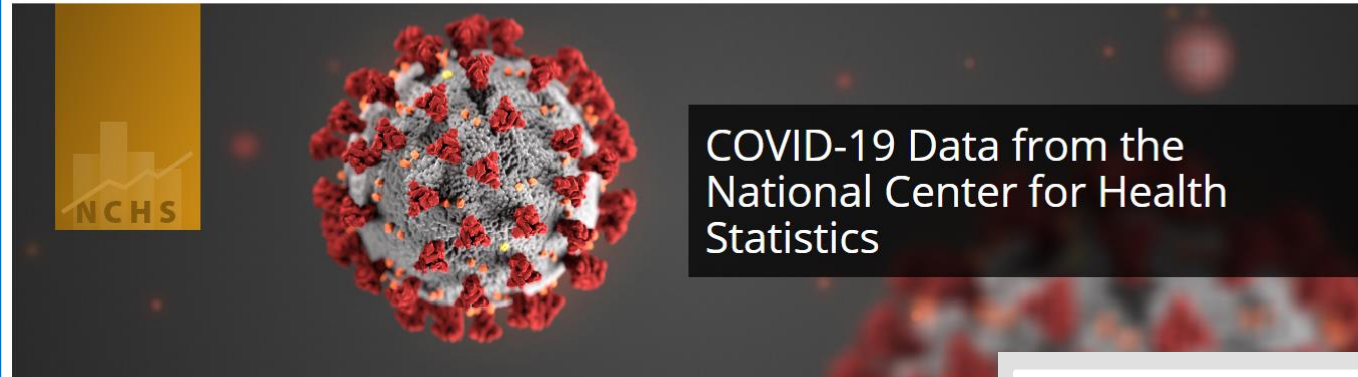
Rural COVID-19 *MMWRs*

Novel Coronavirus Reports



MMWR is launching the *MMWR* COVID-19 Weekly Briefing podcast, a brief weekly podcast series to highlight the latest scientific information from the COVID-19 response. Listen to the [latest episodes](#).

https://www.cdc.gov/mmwr/Novel_Coronavirus_Reports.html



NCHS collects, analyzes, and disseminates information on the health of the nation. In response to the COVID-19 pandemic, data is available on deaths, mental health, and access to health care, loss of work due to illness, and telemedicine from the vital and behavioral surveillance systems, the National Longitudinal Survey of Youth, the National Health and Medical Examination Survey, the Development Survey, and through a partnership with the U.S. Census Bureau.

For general information including symptoms, testing, and community safety, visit <https://www.cdc.gov/nchs/covid19/index.htm>
[Articles on NCHS Response to Coronavirus Disease 2019 \(COVID-19\)](#)

COVID-19 Data from NCHS



Deaths

Access provisional death counts based on information obtained from death certificates.



Cause-of-Death Certification

Guidance for certifiers on how to report deaths due to COVID-19 on death certificates.



Births and Pregnancies

Access provisional data on births and COVID-19 cases among pregnant women and newborns.



Health Care Access and Mental Health

Data from NCHS' partnership with the U.S. Census Bureau on the Household Pulse Survey.



Health Care Access, Telemedicine, and Loss of Work Due to Illness

Data from NCHS' research survey RANDS during COVID-19.



Hospital Data

Data from NCHS' National Hospital Care Survey describing patient care in hospital-based settings.

<https://www.cdc.gov/nchs/covid19/index.htm>

NCHS COVID-19 Deaths by Urbanicity

County-level data



Provisional COVID-19 Death Counts in the United States by County

Deaths involving COVID-19 and total deaths per county. Counties included in this file had 10 or more COVID-19 deaths at the time of analysis.



Provisional COVID-19 Deaths by County and Race and Hispanic Origin

Deaths involving COVID-19 and total deaths per county, by race and Hispanic origin for counties with more than 100 COVID-19 deaths.



Urban/Rural Status



Provisional COVID-19 Deaths by Urbanicity and Week

Deaths involving COVID-19 and total deaths, by week and urbanicity. Urbanicity is defined as metropolitan and non-metropolitan, using the NCHS Urban-Rural classification scheme.

https://www.cdc.gov/nchs/nvss/vsrr/covid_weekly/index.htm

CDC's COVID Data Tracker and Rural: "Demographic Trends" Tab

https://covid.cdc.gov/covid-data-tracker/#pop-factors_totaldeaths



Select US, Region, or State:

United States

Select Classification:

Metro vs. Non-Metro

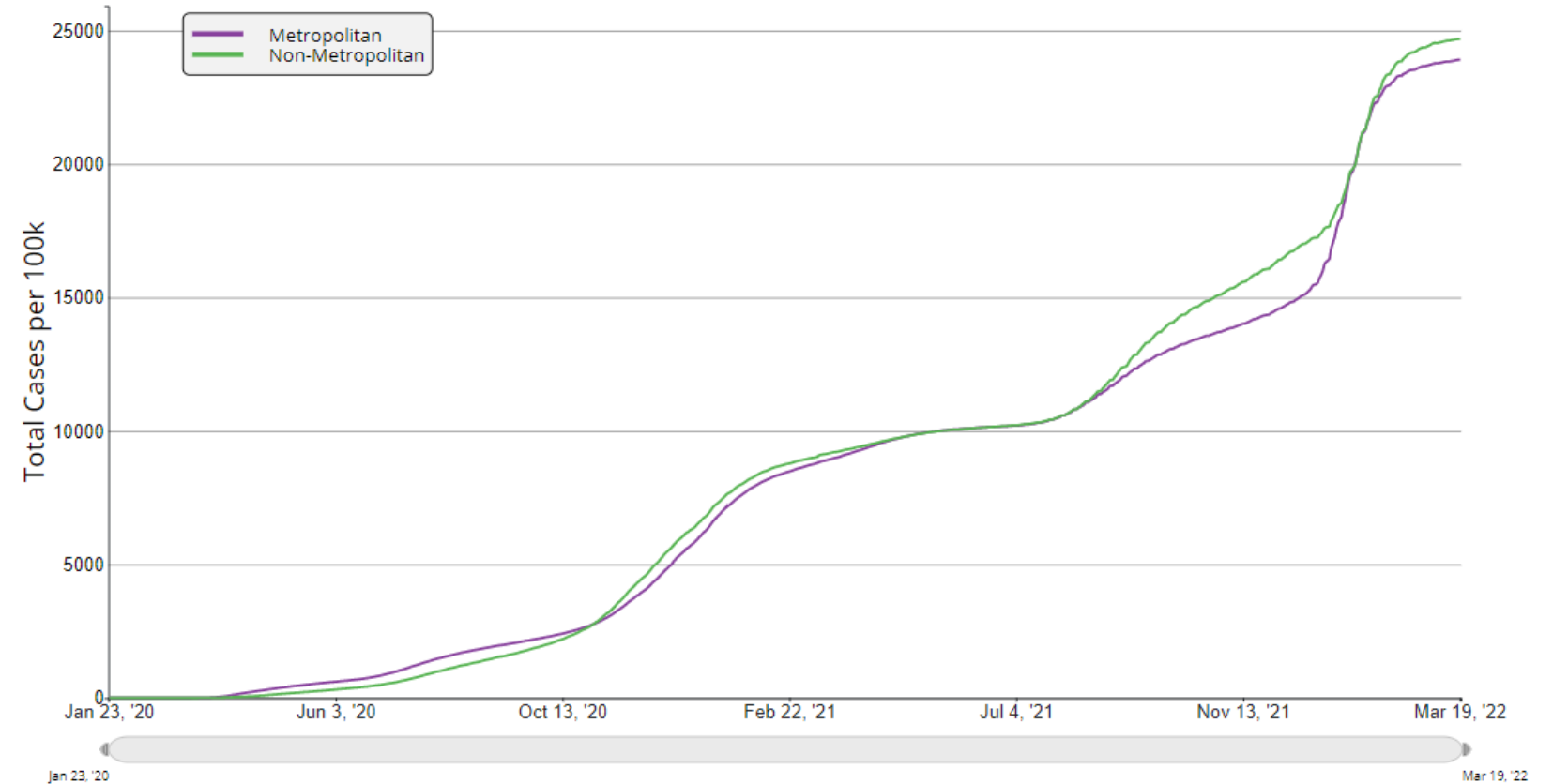
View:

- Cases
- Deaths

Measure:

- New - 7 Days
- New - 14 Days
- Cumulative

COVID-19 Cumulative Case Rate per 100,000 Population in United States, by Metro vs. Non-Metro



CDC's COVID Data Tracker and Rural: "Demographic Trends" Tab

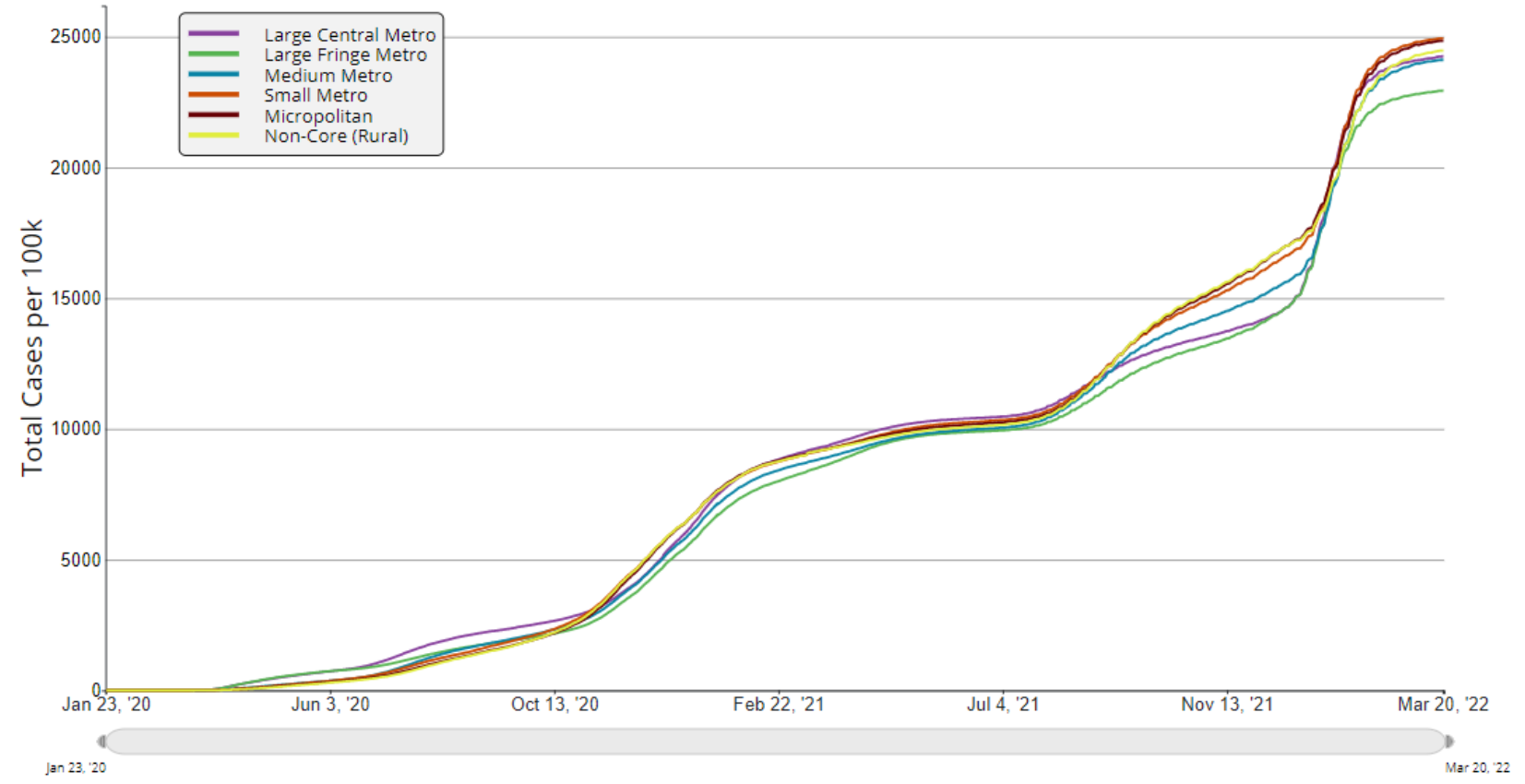
Select US, Region, or State: United States

Select Classification: NCHS Urban/Rural Classification (2013)

View: Cases Deaths

Measure: New - 7 Days New - 14 Days Cumulative

COVID-19 Cumulative Case Rate per 100,000 Population in United States, by County Urban/Rural Classification Type



https://covid.cdc.gov/covid-data-tracker/#pop-factors_totaldeaths



COVID Vax View

- Interactive platform with national, regional, and jurisdictional data estimates of vaccine confidence
- National-level data updated weekly
- Regional- and jurisdictional-level data updated monthly
- Filter by demographics, health behaviors, social processes, etc.

COVID-19 Vaccination Coverage and Vaccine Confidence



[User Quick Guide](#) | [Download Data Table](#) | [Back to COVIDVaxView main page](#)

National and Regional Data Table

Geography

- National Estimates
- ▾ HHS Regional Estimates
 - Region 1: CT,ME,MA,NH,RI,VT
 - Region 2: NJ,NY, PR, VI
 - Region 3: DE,DC,MD,PA,VA,WV
 - Region 4: AL,FL,GA,KY,MS,NC,SC,TN
 - Region 5: IL,IN,MI,MN,OH,WI
 - Region 6: AR,LA,NM,OK,TX

Monthly Trends

Data Collection Period

- ▾ Weekly
 - Sep 26 - Oct 2
 - Sep 19 - Sep 25
 - Sep 12 - Sep 18
 - Sep 5 - Sep 11
 - Aug 29 - Sep 4
 - Aug 22 - Aug 28
 - Aug 15 - Aug 21

Monthly Regional and Jurisdictional Maps

Indicators

- ▾ Vaccination Coverage
 - Vaccinated (≥1 dose)
 - Fully Vaccinated With 1 or 2 Doses
- ▾ Vaccination Uptake and Intention
 - Vaccinated (≥1 dose)
 - Definitely will get vaccinated
 - Probably will get vaccinated or are unsure
 - Probably or definitely will not get vaccinated

Vaccination and Intent Profiles

Characteristics

- All adults age 18+ years
- ▾ Vaccination Uptake and Intention
 - Demographics
 - Health and Health Behaviors
 - Thinking and Feeling
 - Social Processes
 - Practical Issues

Data Notes

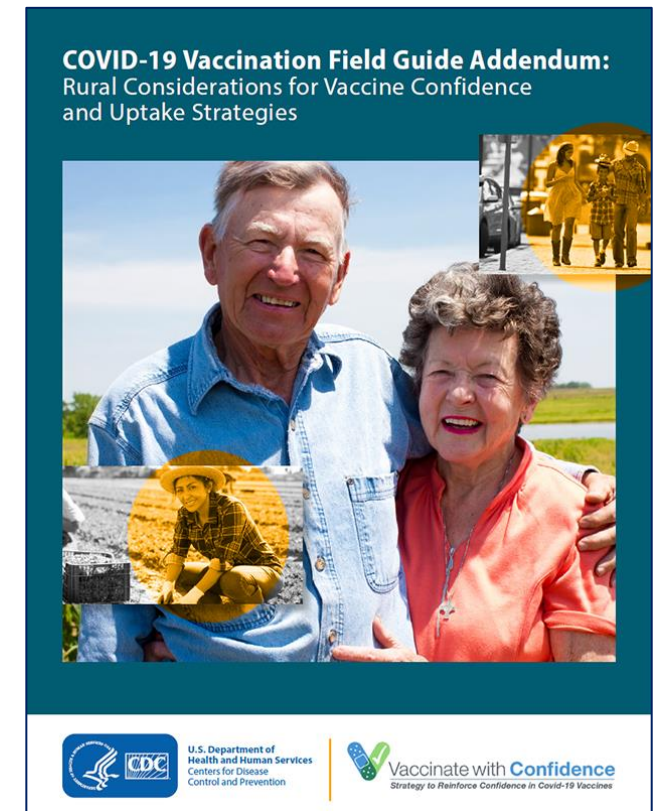
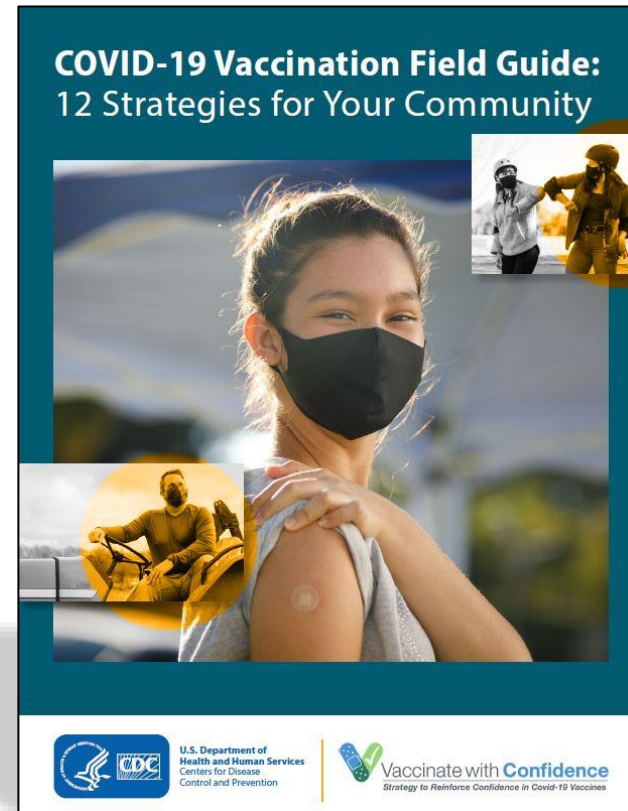
		Geography Level: National - Data Collection Period: September 26 - October 2, 2021									
Indicator Group	Indicator	Vaccination Coverage				Vaccination Uptake and Intention				Vaccination Uptake and Intention	
		Vaccinated (≥1 dose)		Fully Vaccinated With 1 or 2 Doses		Vaccinated (≥1 dose)		Definitely will get vaccinated		Probably will get vaccinated or are unsure	
Characteristics		Percent	95% CI	Percent	95% CI	Percent	95% CI	Percent	95% CI	Percent	95% CI
All											
	All adults age 18+ years	77.8	76.5 - 79.0	75.3	74.0 - 76.6	77.8	76.5 - 79.0	2.2	1.7 - 2.7	6.8	6.1 - 7.5
	Vaccination Uptake and Intention										
	Vaccinated (≥1 dose)			96.8	96.2 - 97.3						
	Definitely will get vaccinated										
	Probably will get vaccinated or are unsure										
	Probably or definitely will not get vaccinated										
	Demographics										
	Sex										
	Female	79.3	77.5 - 81.1	76.9	75.0 - 78.8	79.3	77.5 - 81.1	2.2	1.5 - 2.8	6.8	5.7 - 7.9
	Male	76.5	74.7 - 78.3	73.9	72.0 - 75.7	76.5	74.7 - 78.3	2.3	1.6 - 3.0	6.7	5.7 - 7.7
	Age										
	18 - 29 years	64.1	61.0 - 67.2	59.6	56.5 - 62.7	64.1	61.0 - 67.2	3.8	2.5 - 5.2	10.5	8.4 - 12.6
	30 - 39 years	69.9	66.7 - 73.1	67.4	64.2 - 70.6	69.9	66.7 - 73.1	2.8	1.9 - 3.7	10.1	8.3 - 11.9

Source: <https://www.cdc.gov/vaccines/imz-managers/coverage/covidvaxview/interactive.html>

Resources

COVID-19 Vaccination Field Guide

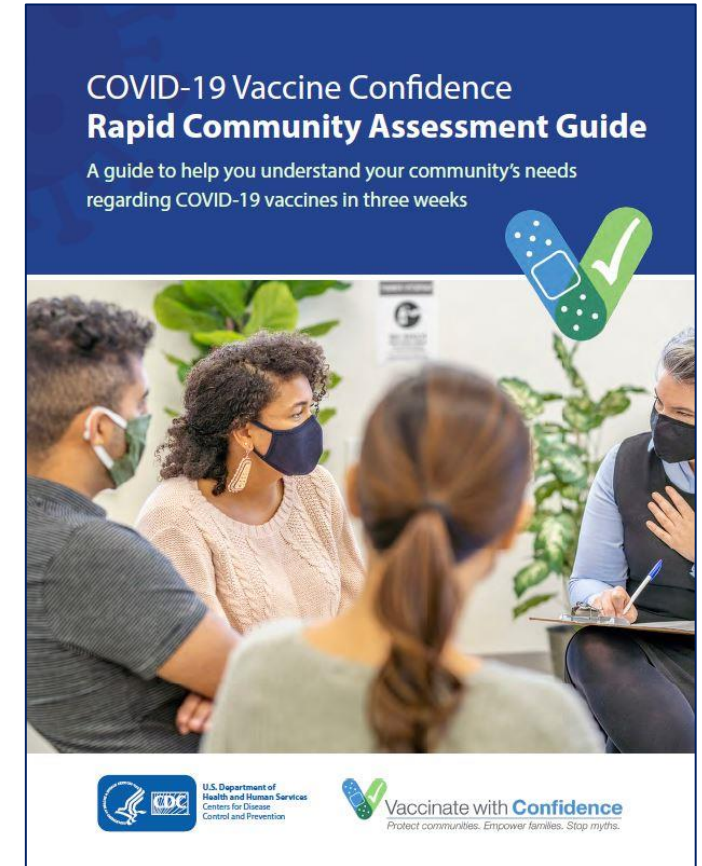
- Strategies are drawn from historical (non–COVID-19) vaccination efforts
- Strategies are supported by positive outcomes from evaluation research
- Includes real-world applications
- Rural addendum



Source: <https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/community.html>

Rapid Community Assessment Guide

- Can help you:
 - Identify reasons for low vaccination rates in your communities
 - Understand barriers and facilitators to vaccination
 - Identify potential strategies for increasing vaccine uptake
- Include easy-to-use data collection tools that don't require formal research expertise
 - Can be implemented in 1–3 weeks, depending on resources available
 - Tools also available in Spanish



Source: <https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/rca-guide/index.html>

Partner Communication Resources and Toolkits (rural-focused)

- National Rural Health Association (NRHA) COVID-19 Vaccine Resources <https://www.ruralhealth.us/programs/covid-19-pandemic/covid-19-vaccine-resources>
- Rural Health Information Hub (RHIhub) <https://www.ruralhealthinfo.org/>
 - COVID-19 webpage <https://www.ruralhealthinfo.org/topics/covid-19>
 - COVID-19 vaccination page <https://www.ruralhealthinfo.org/topics/covid-19/vaccination>
- National Rural Health Resource Center COVID-19 Vaccine Confidence Toolkit (customizable) <https://www.ruralcenter.org/drchsd/communications-toolkit/vaccine-hesitancy>



Partner Communication Resources and Toolkits (not rural-focused)

- Public Health Communications Collaborative <https://publichealthcollaborative.org/>
- deBeaumont Foundation Vaccine Communication Tips
<https://debeaumont.org/changing-the-covid-conversation/vaccineacceptance/covid-vaccine-poll-vaccine-communications-tips/>



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TTY: 1-888-232-6348 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.

