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)

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](https://www.cdc.gov/mmwr/rural_health_series.html)
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

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

Rural and COVID-19 Data
Rural COVID-19 MMWRs

Novel Coronavirus Reports

**CORONAVIRUS DISEASE 2019 (COVID-19)**

Read the latest reports from MMWR

cdc.gov/COVID19

*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
COVID-19 Data from NCHS

NCHS collects, analyzes, and disseminates information on the health of the nation. In response to the COVID-19 pandemic, available on deaths, mental health, and access to health care, loss of work due to illness, and telemedicine from the vital Development Survey, and through a partnership with the U.S. Census Bureau.

For general information including symptoms, testing, and community safety, visit https://https://www.cdc.gov/nchs/covid19/index.htm

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
CDC’s COVID Data Tracker and Rural: “Demographic Trends” Tab

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.

**Source:** [https://www.cdc.gov/vaccines/imz-managers/coverage/covidvaxview/interactive.html](https://www.cdc.gov/vaccines/imz-managers/coverage/covidvaxview/interactive.html)
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

Partner Communication Resources and Toolkits (rural-focused)

- National Rural Health Association (NRHA) 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/](https://publichealthcollaborative.org/)
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.