

SOUTHERN EXTENSION RESEARCH ACTIVITY - 19
(SERA-19)
October 11-13, 1999 — Nashville, Tennessee

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Business Meeting:

Joe Schmidt presided. Valuable information was provided by advisors, Helen Shaw and Rick Maurer. Specific information was provided regarding the Board of Human Sciences' legislative activity. Helen Shaw also indicated that she would be retiring and requested input regarding her replacement. Names were suggested which will be taken to the Southern Association of Agricultural Experiment Station Directors.

Important dates were announced as follows:

National Rural Health Association--May 25-27, New Orleans

Priester Conference--May 8-10, Denver

Alabama Rural Health Conference, April 27-28

SERA-19, April 12-14, 1999 (location to be determined)

Officers were elected as follows for the meetings in 2000

Val Schott, Chair

Bobbi Clark, Chair-Elect

Possible Health Articles in SRDC Series:

Healthy environment in Rural Communities

Linda Patterson, Bobbi Clark, Bonnie Carew

Rural Occupational Environment, Julia Storm

Successful Coalitions for Healthy Rural Residents

Kathleen, Barbara, Peggy

Participatory Research Report, Peggy and Kathleen

Additional follow-up will be made with potential authors by the SRDC.

SOUTHERN EXTENSION RURAL HEALTH INSTITUTE

October 2-6, 2000

Location to be Determined

Suggestions: Fall Creek Falls, Tennessee
Brown Summit, Greensboro
Barren River State Park, Kentucky
North River Yacht Club, Tuscaloosa

Sponsored by:

Southern Extension Research Activity - 19 (SERA-19)
and Southern Rural Development Center

Possible Pre-Conference Activities

Telephone Conference with Registrations
County Profile
Require interaction with the local health community
Identify other groups

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PRELIMINARY AGENDA

Monday, October 2

AM-Travel

PM-Introduction to Rural Health Institute (2 hours)

*Linda, Val, Barbara

Purpose

Role of Ext.

Nature of broad, comp. Health system

Health culture review

Historical perspective

Possibilities of Community Health Planning

Health Service System

Health Reports (1 hour)

Barbara

How to use health statistics

what they mean

where to find

what they are

Tuesday, October 3

AM-Language of Health (4 hours)

*Barbara, Charlotte

What is Health

Basic terminology in public health diseases

where the health people are coming from

rates, proportions, etc. managed care

* Lead Person

PM-Organizations of the Health System in United States (3 hours)

*Linda (involve Choctaw), John

Federal, state, local

NIH

state health dept

CDC

Financing of health care

How they impact local areas

Reimbursement

Primary, Secondary, Tertiary care, etc.

Alternatives

Wednesday, October 4

AM and PM-Economics of Personal Illness (20 minutes)

*John, Linda

Family Costs

Community Costs

Value of health care systems

Cost of disability

Social Cost

Benefits

-Economics of Health Care (5 hours)

*Gerald, Val, Rick

I. Importance of health sector

Multipliers example

II. Community health planning ABC's

Comm involvement, process mkt., etc.

III. Feasibility + Budgeting for health success

IV. Examples

3:00--Dismiss (research and personal time)

EVENING-Health Systems Game

*Charlotte, Rick

* Lead Person

Thursday, October 5

AM-Educational Models and Evaluation (3 hours)

*Bobbi, Kathleen, Peggy

Components needed for successful intervention

Planned Change

Behavior Change

Individual Change

Community Strategy

How do we communicate successes?

PM-Health Promotion, Disease and Injury Prevention (3 hours)

*Martha, Julia, Barbara, Charlotte, Carolyn

Targeting Healthy People 2010 (Barbar)

website

conceptual framework for public health for targeted age groups

Consumerism
Healthy People/Health Communities
Agro-medicine

Friday, October 6

AM-Community Health Assessment (3 hours)

*Kathleen, Bo, Rick

Asset Mapping
Community Health Assessment
Various models used by health planning agencies
Needs Based Models
Evaluation

PM-Travel Home

RESOURCE FAIR

*Joe

* Lead Person

TIMELINE

Nov 99 Site Selection
Feb 00 Dates Announced (Electronic announcement)
April 00 Draft Copy of Curriculum to SERA meeting
June 00 Brochure for Registration
July 00 Final Copy of Curriculum to SRDC

WORK GROUPS

Site Selection--Bonnie Teater / Joe Schmidt

Marketing -Rick, Martha, Charlotte, Bonnie
Logo

Evaluation - Bo