

# Rural Primary Care & Supporting College Health Services

Paula J. Snyder, JCC

Gail S. Mayeaux, UPC

# The Social Determinants of Health

- There are factors known to have a direct impact on a patient's health. They are:
  - Education
  - Income and social status
  - Physical Environment
  - Social support networks
  - Genetics
  - Health services access
  - Gender

# How Social Determinants Play Rural

- **Cattaraugus County Statistics:**
  - 40% of all residents have a high school degree only; 20% have a bachelor's degree
  - Median income is \$15,000 below state average; \$30,000 below state average with only a HS degree
  - Travel to “city centers” requires a care
  - Most of county is low-income housing
  - Social supports are often lacking; 1/3 households are single-parent
  - Access to care is sporadic due to travel/cost barriers as well as health literacy



# Social Determinants and the Community College

- Students are typically “non-traditional” college students or students who have elected a two-year program although due to cost of college increasing numbers of traditional age students
- Higher prevalence of single mothers
- Greater representation of minorities than communities at large
- More poor social determinants present (housing, social, educational status)

# Poverty, Health and the Community

## College Student

- Single moms are four times more likely to live in poverty. 1/3 students are from single parent homes or are single parents themselves
- Non-traditional college students may have “aged out” of parents’ insurance; may be Medicaid eligible but not enrolled (non- insured res hall due to probative cost of college plan now take their chances as do their families. Health Center is all they have.)
- Significant lack of preventive health participation (yearly health screenings, missing immunizations, acute health issues untreated. students in foster care systems and homelessness increasing)

# Playing the “Poverty” Card

- Could I be wealthy?
- Could I be middle-class?
- Could I be poor?
  
- If I don't understand your culture, how do you expect me to function in your world?

# Breaking down the culture barrier

One campus: white rural poverty in the classroom: health affects learning and retention where do we start? D 67.3%, J 82.7%, Catt 86.5% (I)

homelessness and AOD issues (S)

FQHC partnership addresses physical health behavioral health issues

People of color: demographics campus by campus

CHC experiences by students from urban areas

Challenges/expectations: Dunkirk, Catt (J), Jamestown



# What rural health needs to do

- Understand where you are
- Motivational interviewing
- Help “bridge the gap” with respect to culture
- Enable
  - Transportation
  - Access to insurance and health services
  - Health literacy

# It's all about "Home"



# PCMH and the Rural Provider

- Being a patient-centered medical home means:
  1. Meeting patients where they are
  2. Being advocates and advisors, not judges
  3. Helping patient to self-manage and create their own care plan
  4. Assisting with enabling services to make the care plan possible
  5. Being available so patients can see you!