A Bridge to Improve and Sustain the Health & Safety of Farm Families

Rural Health Initiative

Rhonda Strebel, BS, MBA
Executive Director
Agriculture is a $60 Billion Industry in Wisconsin.

Wisconsin farms produce:
- milk
- livestock
- grain
- vegetables
- poultry
- and many other agricultural products.
1. Cost Barriers

- Farm families are self employed and **self insured**.
- **High** deductibles
2. Unique Culture

- **Cultural differences** (time, distance, travel). RHI understands the culture.

- **Services go TO the farm.** The RHI delivery model is familiar and convenient to farm families.

Farmers seek health care only when absolutely necessary. Sometimes too late.
What We Do

Kitchen Wellness

- House Calls
- Preventative Health Screenings
  - Health Risk Assessment (HRA)
  - Immediate test results
- Health Coaching
- Referral Information

RxRural Health Initiative
Who We Serve

Anyone who contributes to agriculture

Examples Include:
- Family Farms
- Amish
- Large Dairies - with Hispanic workers
- Hobby Farms
- Crop Farmers
- Specialty Agriculture
- Family Members
- Employees
- Hoof Trimmers
- Etc
# Our Impact

## 2013 Outcomes

(All 3 counties combined)

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td># of House Calls</td>
<td>366</td>
</tr>
<tr>
<td>Annual # of People Served</td>
<td>698</td>
</tr>
<tr>
<td>Annual # of Health Risk Assessments (HRA)</td>
<td>202</td>
</tr>
<tr>
<td>Total Referrals (Healthcare Providers, Dental, Mental Health &amp; Other)</td>
<td>428</td>
</tr>
<tr>
<td>Total Screenings completed, including Blood Pressure</td>
<td></td>
</tr>
<tr>
<td>Detections of Acute Cases</td>
<td>142</td>
</tr>
<tr>
<td>Detections of Unmanaged Chronic Illness</td>
<td>124</td>
</tr>
</tbody>
</table>
2014
RHI replicated in Marathon County

2012
RHI expanded to Outagamie and Waupaca County

2004
RHI founded in Shawano County
Organizational Structure

- 501(c)3
- Board of Directors (representation from all participating counties)
- Executive Director (Rhonda Strebel)
- Staff
- Community Steering Committee (Local level volunteers)
  - Clinical Coaching Sub-Committee
  - Marketing Sub-Committee
  - Funding Sub-Committee

Funds are held in the following locations:
- Community Foundation for the Fox Valley Region
- Community Foundation of North Central WI
Yearly Project Budget

$305,000

RHI Total Budget (All 4 Counties)

Healthcare Systems contribute 50% of budget

Funding

- Local Agribusiness
- Fee for Service (optional)
- Local Family & Community Foundations
- Fundraising Efforts/Corporate Wellness Program
- Individual Community Member Donations
- In Kind Donations from Local Organizations & Businesses
- PPE Sales
- $305,000

Individual Community Member Donations
Your Role

- Be aware of program
- Be a referral of RHI
- Share the program with agricultural producers

- Make a financial commitment
  - Sustain efforts of providing preventative health screenings
  - Sustain education to farm families in the community
Thank You for your time.

Connect with Rural Health Initiative

Website: www.wiruralhealth.org
Facebook: Rural Health Initiative
Email: rhonda@rhiwi.org
Phone: (715) 524-1488
Address: 100 County Road B
          Shawano, WI 54166

Mission: A Bridge to Improve and Sustain the Health & Safety of Farm Families
Gerald

“I contacted RHI and was surprised by the amount of information I received.

I am now on a weight loss program and am losing weight weekly. “
A testimonial from:

Lori & Wayne

"The Rural Health Initiative is a wonderful tool.

[The nurse] helps making healthier food choices fun."
A testimonial from:

Carol

"RHI is a good program because it gives me assurance I am OK.
It makes me take care of myself and also my farm."
A testimonial from:

Jessica

"The RHI nurse gives good advice and makes sure I am doing the right things to be healthy."
A testimonial from:

Mary Lou

“My Dad had a heart attack one morning getting the cows in; I was 10 and he was only 36 at the time.

RHI puts my mind at ease with annual screenings.”