

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

- **4 out of 5** farm families lack health insurance that covers checkups & preventive care.
- **High** deductibles



2. Unique Culture

- **Cultural differences** (time, distance, cost). 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 Screenings
 - Health Risk Assessment (HRA)
 - Immediate test results
- Health Coaching
- Referral Information



Rxural Health Initiative

2013 Outcomes

(All 3 counties combined)

366

of House Calls
With Interventions/
Progress Reports

698

Annual
of People Served

445

Annual
**# of Health Risk
Assessments (HRA)**

428

Total Referrals
(Healthcare
Providers, Dental,
Mental Health &
Other)

549

**Total Screenings
completed,**
including Blood
Pressure

142

Detections of
Acute Cases

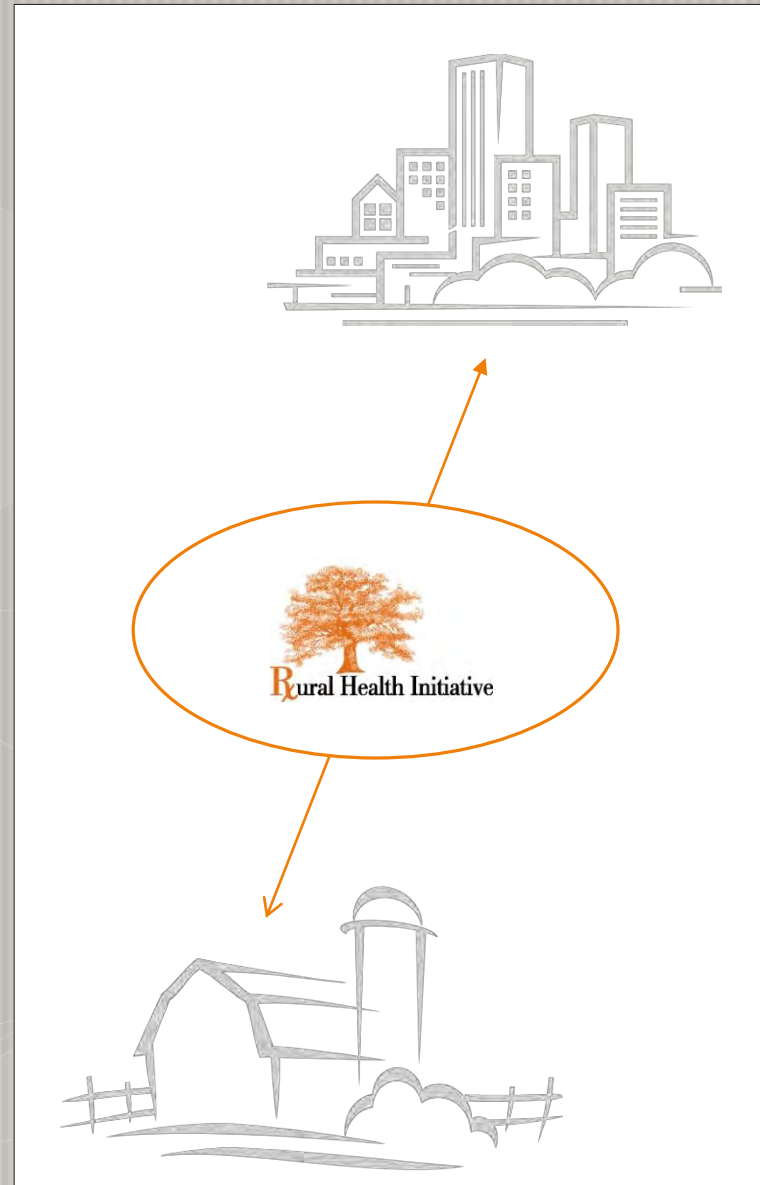
124

Detections of
**Unmanaged
Chronic Illness**

Our Impact

Referrals

- **Most common referral** was to **health care provider** for an identified health problem or preventative care
- **94.6%** report following through with referrals
- **1+** Referral per contact



Our Growth

Expanding

2013

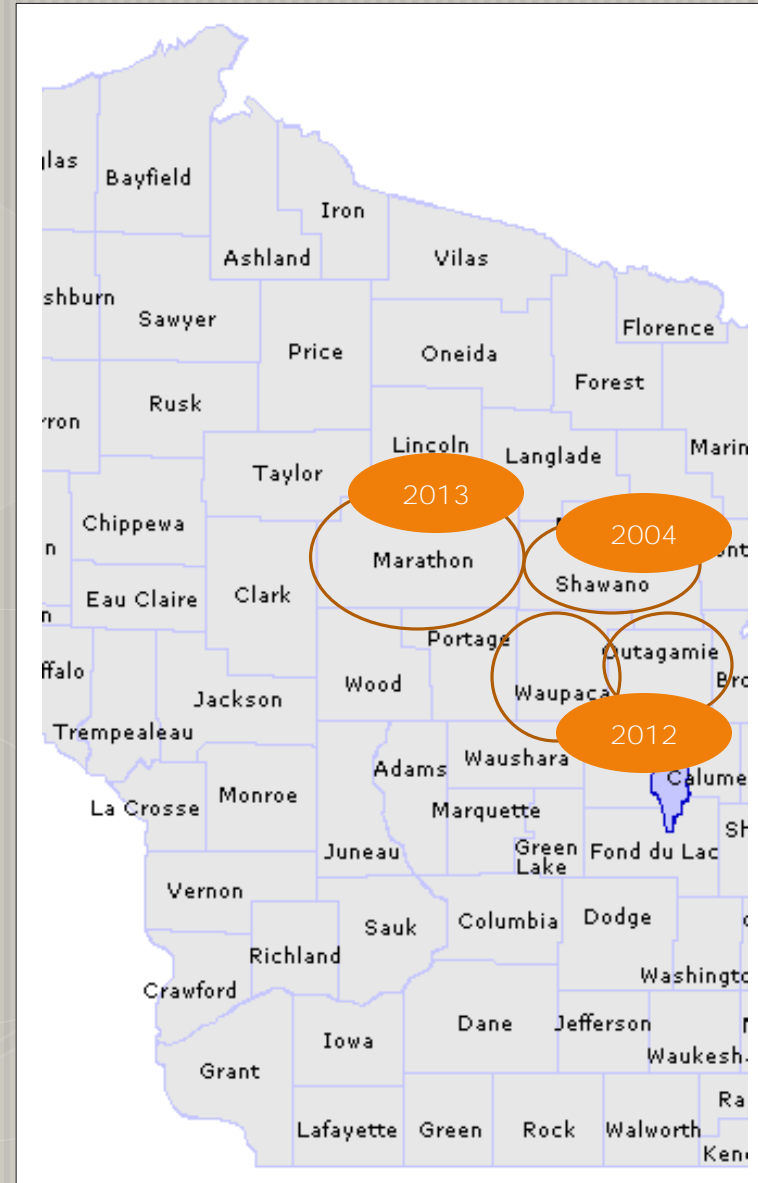
Advisory Task Force formed in Marathon County (Feb)

2012

RHI expanded to Outagamie and Waupaca County

2004

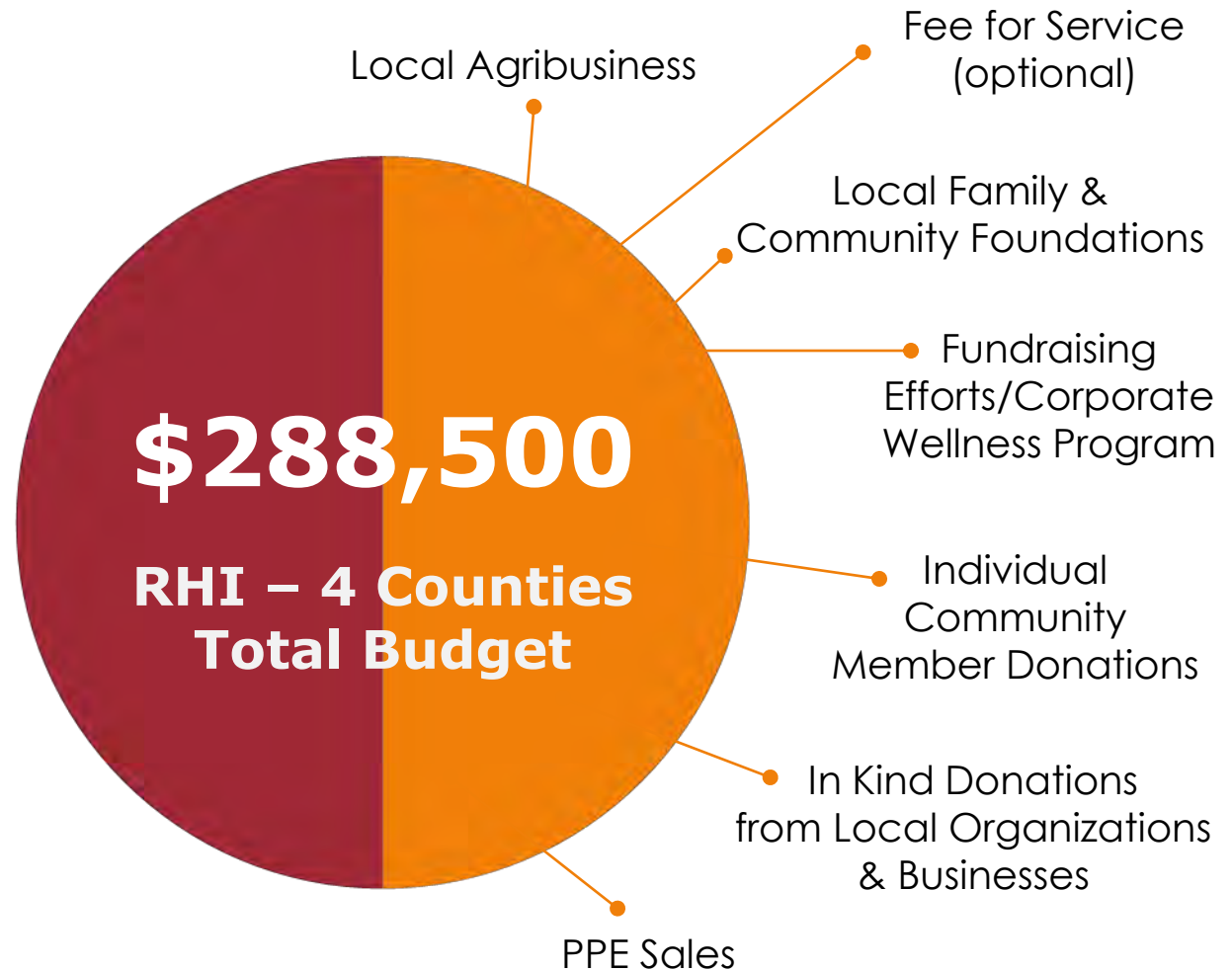
RHI founded in Shawano County



Yearly Project Budget

Healthcare Systems

contribute
50%
of budget



Organizational Structure

- 501(c)3
- Board of Directors (representation from all participating counties)
- Executive Director (Rhonda Strebel)
- Staff
- Community Advisory Task Force (each participating county)
 - Clinical Sub-Committee
 - Marketing Sub-Committee
 - Funding Sub-Committee

Funds are held in the following locations:

- Community Foundation Fox Valley
- Community Foundation of North Central WI



Our Impact

A testimonial from:

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. “



Our Impact

A testimonial from:

Lori & Wayne

"The Rural Health Initiative is a wonderful tool.

[The nurse] helps making healthier food choices fun."



Our Impact

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."



Our Impact

A testimonial from:

Jessica

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



Our Impact

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.”



Thank You for your time.

Connect with Rural Health Initiative



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