

## Multi-Sector Playbook for Rural Healthcare Investments

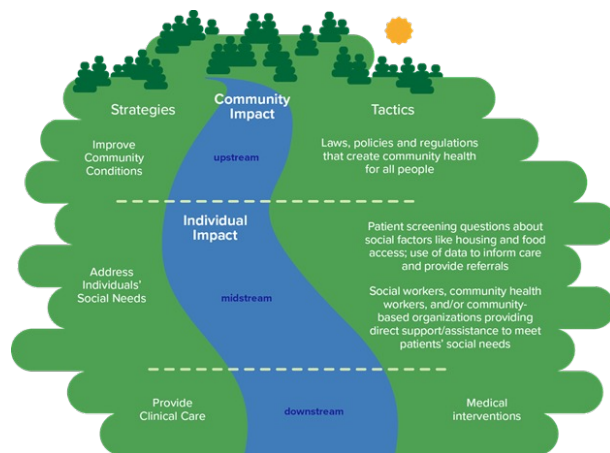
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*About BHPN:* Founded in 2014, Build Healthy Places Network (BHPN) is a national nonprofit organization that is dedicated to health equity through non-traditional cross-sector collaboration. Through this mission, BHPN actively connects the dots between community development, finance, public health, and healthcare sectors nationwide in order to improve the health and well-being for marginalized communities. BHPN field building work creates resources, and tools, shares case studies and connects leaders across sectors with the intention to create momentum around cross sector partnerships that leverage community-centered investments.

*Context:* When it comes to resources that focus on rural economic development, there is a lack of consideration for involvement from healthcare. Rural communities are one of the most vulnerable populations that are in need for new innovations that will garner further support toward equity. The Healthcare sector in rural communities can use their assets or influence more efforts that can improve the conditions of the rural communities. Partnerships and “upstream” interventions from the healthcare sector call for addressing factors known as the social determinates of health. By shifting from downstream to upstream involvement, there will be a focus it on the real causes of health inequities and factors in the entire environment and community instead of the individual impact.



- Upstream: Investment interventions aimed at the root causes of a population health problem/benefit. Root causes are often identified by social determinants of health
- Healthcare Sector: hospital systems, public health departments, managed care organizations, private health insurance plans, health foundations, community clinics, Federally Qualified Health Centers (FQHCs), and social services organizations

*Objective:* Following their previously released playbooks, the purpose of the “Multi Sector Playbook for Rural Healthcare” is to create action-based content that will enable cross sector investments in rural areas, encouraging hospitals to invest “upstream” to address the lack of rural community resources, and serve as a resource for potential partnerships. This playbook will highlight a variety of strategies that can be adopted by the healthcare sector as it partners with community development and other sectors to target investments that impact community conditions in rural areas.



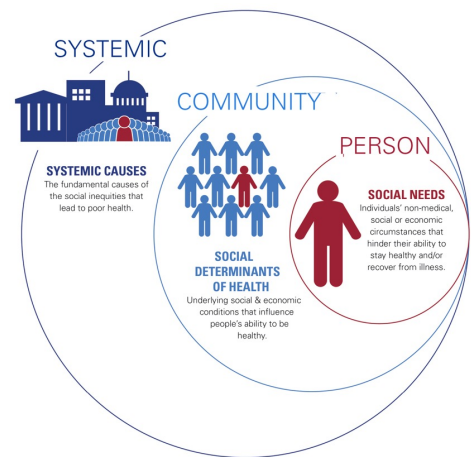
**Methods:** Resources used for the curation of this playbook were paired with insight from a diverse set of partners. Utilizing the rural development leaders and our national rural advisory committee members, the guidance received drove the team's approach. Published literature, articles, case studies, and interviews were all used to create the rural playbook.

**Findings:** The playbook takes cases, examples and stories of healthcare investments in rural communities. The following strategies showcase the playbook's direction of how multi-sector involvement with rural communities' advance healthcare:

- Economic opportunity and support of workforce
- Supporting local control
- Strengthening infrastructure in support of healthcare access
- Increasing resources (Capital, Funding, Government Resources)

Using these strategies as their basis, the playbook continues to speak to the healthcare industry through examples and case studies for each strategy.

My investment into this project was dedicated to writing, researching and applying examples to the strategies to showcase the power of healthcare upstream investment.



**Conclusion:** With the goal to complete and release the playbook within the Spring, BHPN has provided support and tools that create change in our communities. In relation to their mission, BHPN works diligently to create active change and push for inclusivity for cross sector investments and partnerships. Regarding rural involvement, BHPN is pushing the envelope and encouraging upstream methods from healthcare entities to ensure community development. Learning through this experience, there has been a huge insight to the way our communities can collaborate despite sector – in order to achieve a common mission for the betterment of our society.