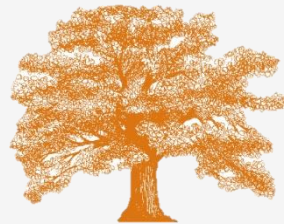


Rural Health Initiative

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



Rxural 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



2013 Outcomes

(All 3 counties combined)

366

of House Calls
With Interventions/
Progress Reports

698

Annual
of People Served

202

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

428

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

**Total Screenings
completed,**
including Blood
Pressure

142

Detections of
Acute Cases

124

Detections of
**Unmanaged
Chronic Illness**

Our Growth

2014

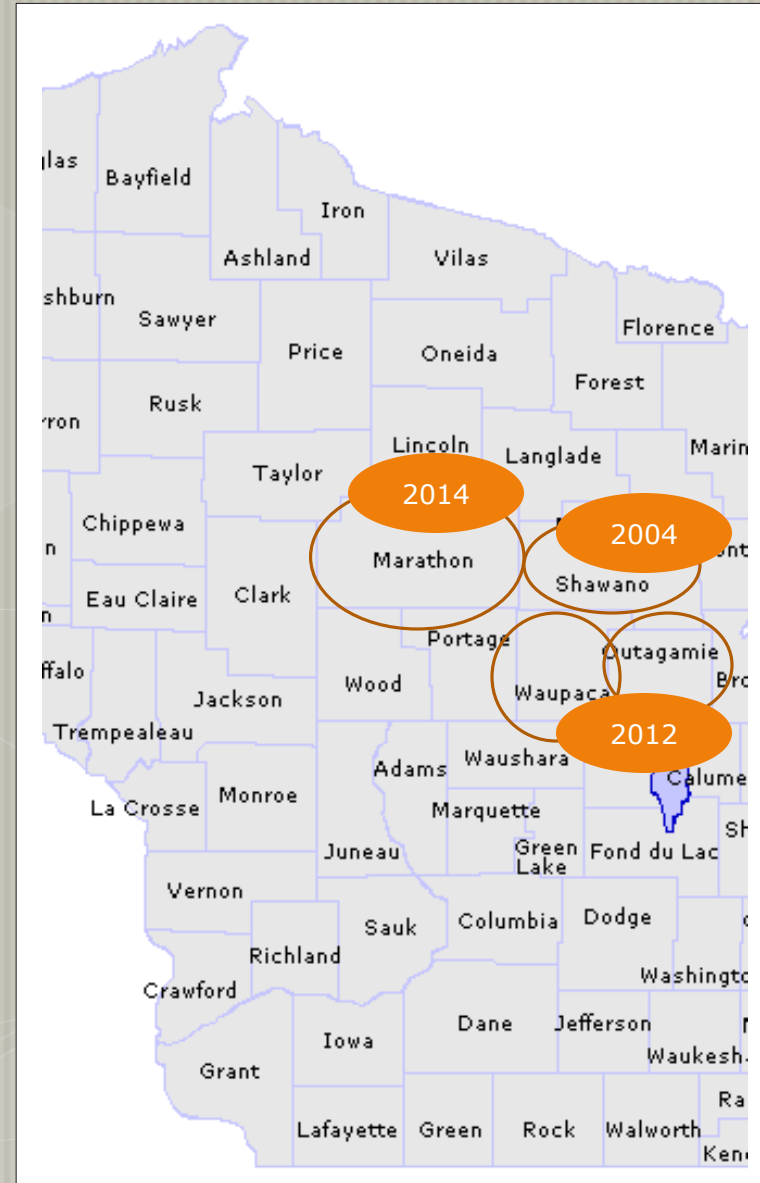
RHI replicated in Marathon
County

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:

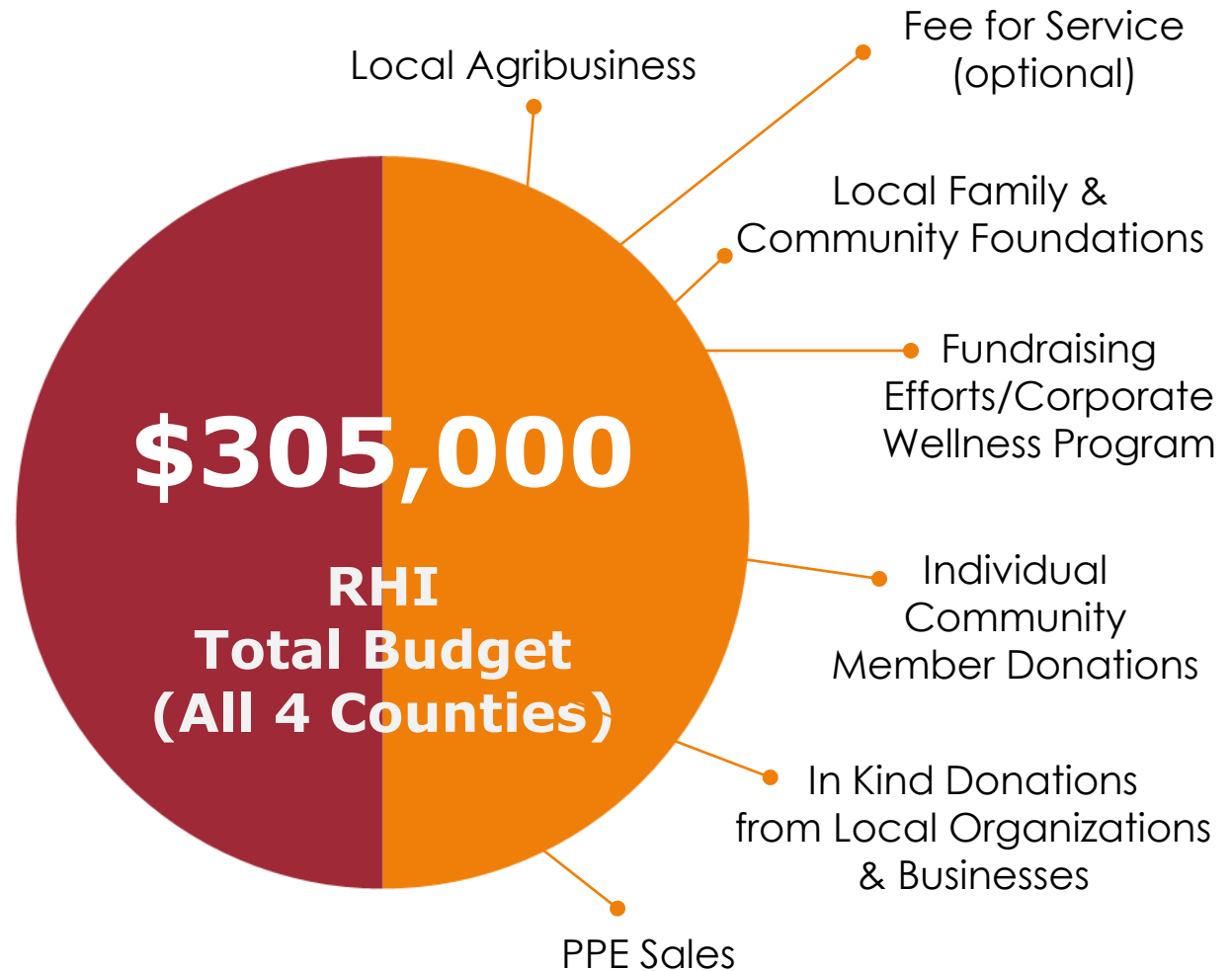
- Community Foundation for the Fox Valley Region
- Community Foundation of North Central WI



Yearly Project Budget

Healthcare Systems

contribute
50%
of budget



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

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.”

