Health in Rural America

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American Heart Association
AHA Mission

To be a relentless force for a world of longer, healthier lives
# Causes of Death: USA (2017)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Cause</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total –all causes</td>
<td>2,813,503</td>
<td>100%</td>
</tr>
<tr>
<td>1</td>
<td>Heart diseases</td>
<td>647,457</td>
<td>23%</td>
</tr>
<tr>
<td>2</td>
<td>Cancer</td>
<td>599,108</td>
<td>21.3%</td>
</tr>
<tr>
<td>3</td>
<td>Accidents</td>
<td>169,936</td>
<td>6%</td>
</tr>
<tr>
<td>4</td>
<td>Chronic Lower Respiratory Disease</td>
<td>160,201</td>
<td>5.7%</td>
</tr>
<tr>
<td>5</td>
<td>Stroke</td>
<td>146,383</td>
<td>5.2%</td>
</tr>
<tr>
<td>6</td>
<td>Alzheimer’s disease</td>
<td>121,404</td>
<td>4.3%</td>
</tr>
<tr>
<td>7</td>
<td>Diabetes mellitus</td>
<td>83,564</td>
<td>3%</td>
</tr>
<tr>
<td>8</td>
<td>Influenza/pneumonia</td>
<td>55,672</td>
<td>2%</td>
</tr>
<tr>
<td>9</td>
<td>Kidney disease</td>
<td>50,633</td>
<td>1.8%</td>
</tr>
<tr>
<td>10</td>
<td>Suicide</td>
<td>47,173</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

Shorter Lives, Poorer Health in Rural USA

- 62 million people live in rural USA (more than 1 in 5 adults)

- During 1999–2014, annual age-adjusted death rates for heart disease and stroke were higher in nonmetropolitan areas than in metropolitan areas

- CVD mortality declines have slowed in US with increases for middle-aged non-Hispanic whites living in rural USA

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https://nosorh.org/about-nosorh/

Why Shorter Lives, Poorer Health in Rural USA?

Health Outcomes:
- Length of Life (50%)
- Quality of Life (50%)

Health Factors:
- Health Behaviors (30%)
  - Tobacco Use
  - Diet & Exercise
  - Alcohol & Drug Use
  - Sexual Activity
- Clinical Care (20%)
  - Access to Care
  - Quality of Care
- Social & Economic Factors (40%)
  - Education
  - Employment
  - Income
  - Family & Social Support
  - Community Safety
- Physical Environment (10%)
  - Air & Water Quality
  - Housing & Transit

The health of a community

County Health Rankings Model: https://www.countyhealthrankings.org/county-health-rankings-model
Fewer Primary Care and Many Fewer Specialists

Providers per 100,000 People

Primary Care

Specialty Care

Rural

Urban

American Heart Association
Solutions – Keeping Each Person At The Center

1. Universal healthcare coverage
   • Lower out-of-pocket expenses

2. Access to care
   • Primary care
   • Specialists

3. Healthier communities
   • Transportation
   • Food, activity, tobacco, substances

4. Patient-Centered Research
   • Telehealth
   • Expanded providers (paramedics, community health workers, etc.)