



Centers for Disease Control and Prevention

# Rural Public Health



## What is Rural Public Health?

Rural public health is the **science and practice of preventing disease, prolonging life, and promoting health and well-being** in rural communities. Rural public health protects the health of communities and works with rural healthcare systems to improve the overall quality of life for every individual.



CDC science contributes to the **evidence base** of what works to prevent disease in rural communities.



CDC develops and promotes **public health best practices** and **interventions** for rural communities.



**Rural Americans are at greater risk of death from:**



**Heart Disease**



**Cancer**



**Unintentional Injury**



**Chronic Lower Respiratory Disease**



**Stroke**

## CDC's Office of Rural Health

In 2023, CDC, at the direction of Congress and with an appropriation of \$5 million, established the Office of Rural Health in CDC's new National Center for State, Tribal, Local, and Territorial Public Health Infrastructure and Workforce. The office coordinates across CDC and with external partners to ensure the best science and solutions are integrated into CDC's rural efforts and that rural public health needs and approaches are part of CDC's public health programs at the outset.



### OUR ROLE

To lead CDC's rural health strategy and coordinate across agency programs and with partners to improve the health and well-being of rural communities throughout the U.S.



### OUR VISION

A more robust and capable public health system that offers improved opportunity for better health in rural America.



## CDC's Rural Health Work

Building on decades of work, CDC, following a congressional directive, is expanding its commitments and efforts in rural communities to accelerate innovation and make scientific and communication resources tailored to current rural public health needs. Additionally, CDC is building and improving public health functions and providing leadership in rural public health infrastructure.

## CDC's Data In Action



**PLACES** provides model-based, **P**opulation **L**evel **A**nalysis and **C**ommunity **E**stimates of health measures for all counties, places (incorporated and census designated places), census tracts, and ZIP Code Tabulation Areas across the United States. PLACES can help health departments and researchers better understand and improve the health of communities.



## Looking Forward

CDC's Office of Rural Health is developing a **strategic plan** to define the agency's rural public health priorities and objectives. The plan will provide a roadmap for identifying and addressing gaps in the **evidence base**, rural **data analytic capabilities**, and the rural public health **workforce**. The office **coordinates** with agency staff and external partners to better understand **challenges** and **priorities** in rural communities and to **shape** the agency's role in advancing rural public health.

## Focuses of CDC's Rural Strategic Plan



**ALIGNMENT** of CDC's rural efforts across the agency



**ADVANCEMENT** of the health of rural communities using the best science and solutions



**INTEGRATION** of rural perspective into public health programs in a more systematic way