

A Guided Tour of the Rural Veteran Outreach Toolkit

A collaborative approach with communities for serving Rural Veterans

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Your Tour Guide



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Learning Objectives

At the conclusion of the webinar, attendees will understand:

- A process for building a relationship between VA and rural communities
- The scope of resources which describe benefits and services available to Veterans
- How to improve outreach to Veterans living in rural areas, using the Rural Veteran Outreach Toolkit as a guide.

Outline

- Rural Veterans
- What is RVO?
- Rationale for RVO
- Brief History of RVO
- RVO Toolkit
- Questions



Rural Veteran Demographics

- 22+ million US Veterans (US census)
- 7.8 million enrolled in VA, 4.9 million active patients
- About 40% live in Rural or Highly Rural areas

What is the Rural Veterans Outreach (RVO) Program?

- Purpose
 - Improve rural Veterans' access to benefits through community partnership
- Promotes partnership between VA and community
 - Shared goal of serving Veterans
- More than outreach:
 - Understanding local Veterans' needs by learning about the community
 - Developing an enduring VA presence in the community through non-VA agencies
 - Outreach activities promote partnership between VA and the community

Why Community Partnerships?

- VA lacks a physical presence in every community
- Expands VA's reach
- Capitalizes on local
 - Enthusiasm
 - Expertise
 - Resources
 - Relationships

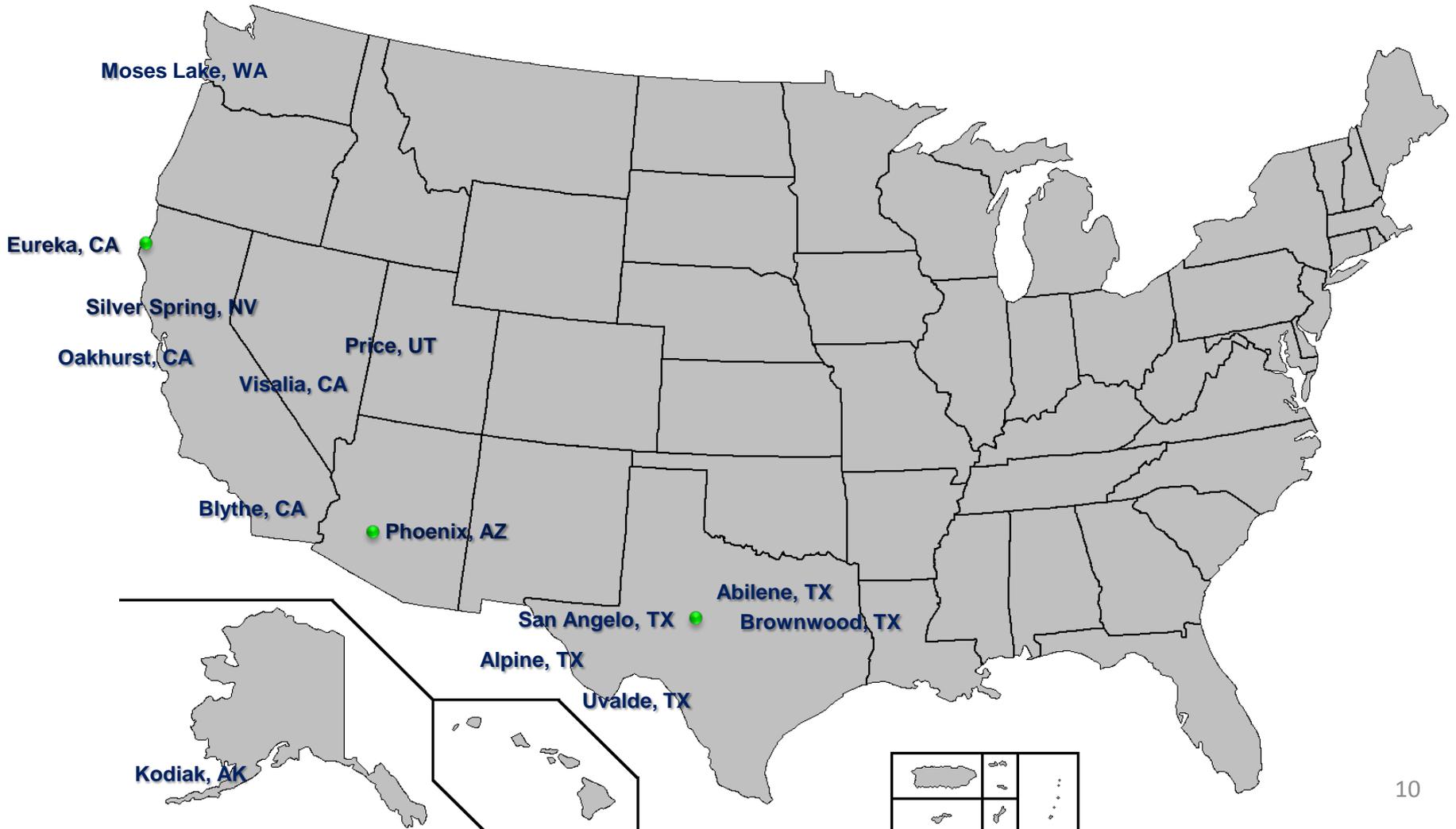


History of RVO

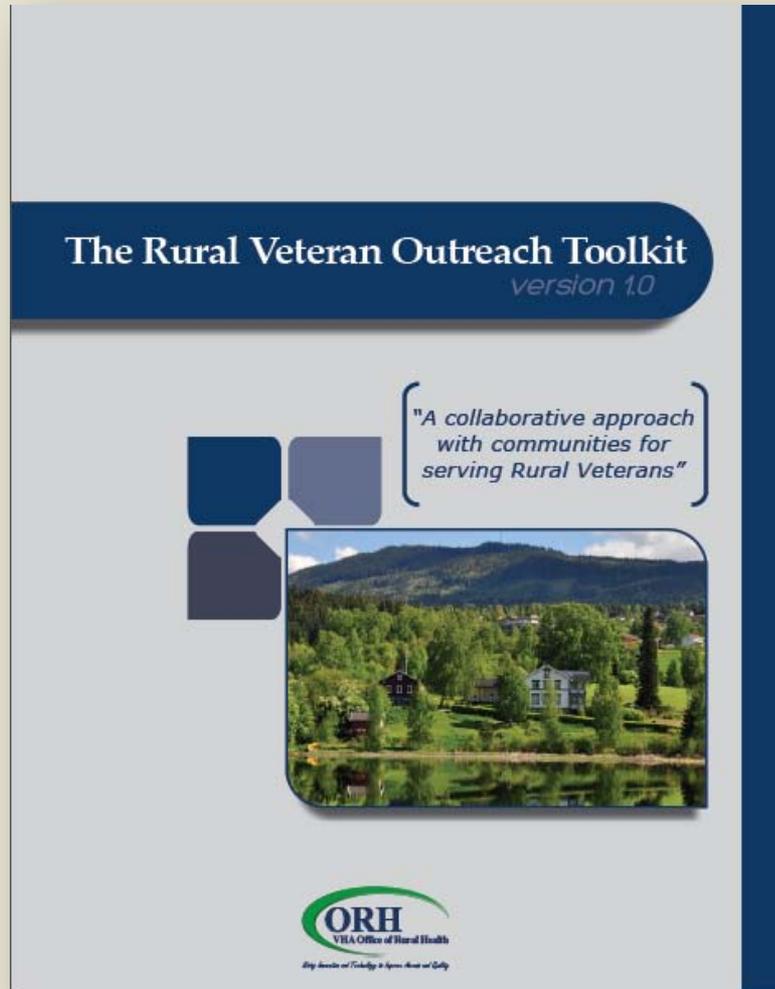
- VISN 19 Tribal Veteran Representative Program
- Focus groups with rural community agencies
- Pilots in 3 rural and highly rural areas
- Lessons
 - Network of willing partners in many rural communities
 - They know many Vets
 - Information about VA sorely needed
 - VA is a black hole



RVO Communities



Rural Veteran Outreach Toolkit 1.0



<http://www.ruralhealth.va.gov/docs/western-region/toolkit/toolkit.pdf>

- Step 1. Selecting a Community
- Step 2. Understanding the Community
- Step 3. Planning a Community Information and Referral Workshop
- Step 4. Planning an Outreach Event
- Step 5. Sustaining a Partnership

Appendices

- Timeline for Community Information and Referral Workshop (p. 18)
- Timeline for Outreach Event (p. 22)

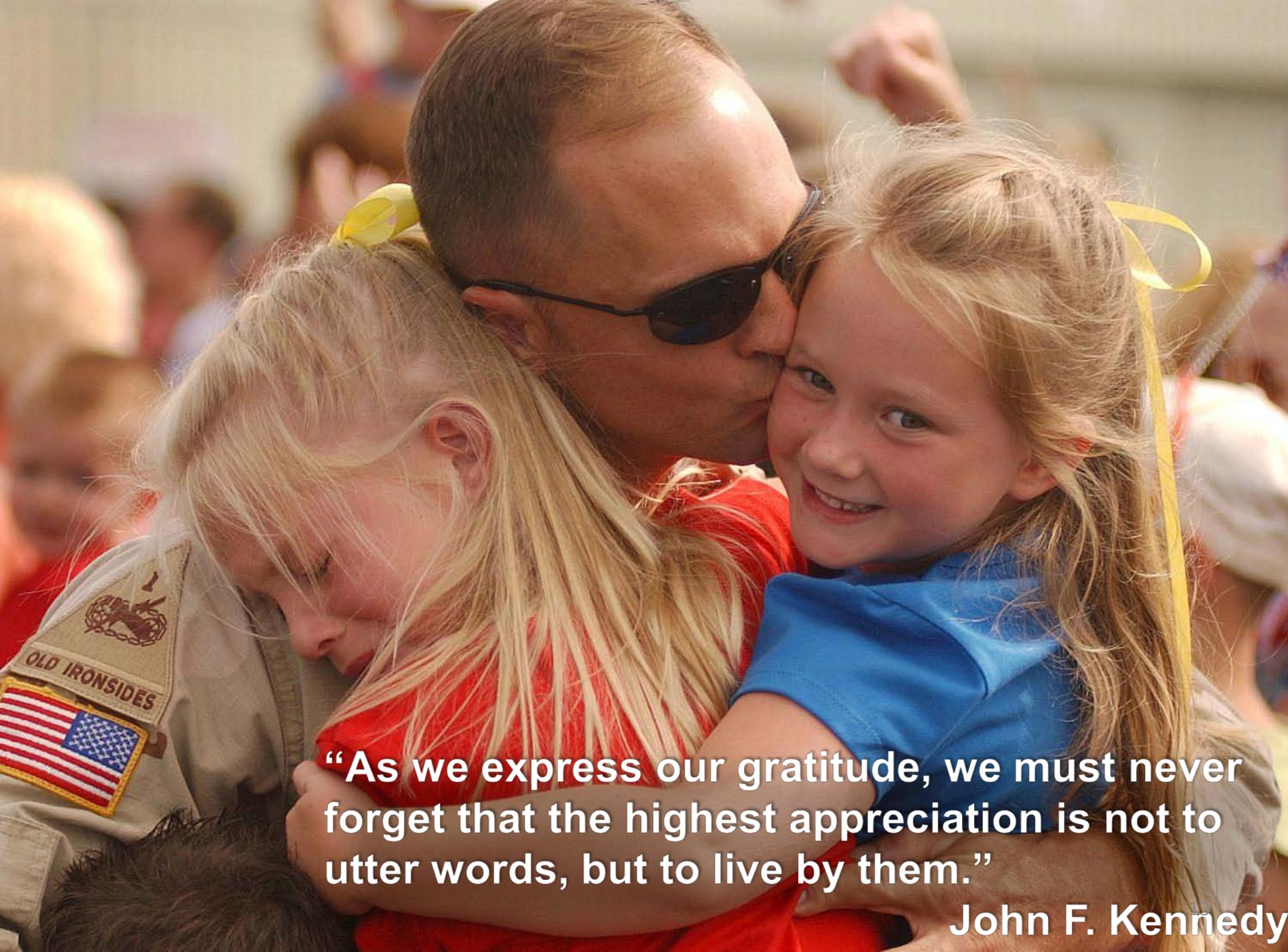
Partnership—Part of Our Mission

“Lastly, we will concentrate on delivering value-driven working partnerships with DoD, DOL, the Department of Health and Human Services (HHS), the Small Business Administration (SBA), VSOs, and other government and non-government partners.”

VA Strategic Plan FY 2010 – 2014

“VA is proud to partner with the community organizations that share our dedication to serving those who served this Nation.”

Erik Shinseki (October 5, 2011)



“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.”

John F. Kennedy

Resources

- Rural Health RVO Toolkit
 - <http://www.ruralhealth.va.gov/resource-centers/western/outreach-toolkit.asp>
 - www.ruralhealth.va.gov
- Veterans Rural Health Resource Center-Western Region (Salt Lake City)
 - Nancy Dailey
 - Chris Turner
 - Bret Hicken
 - Brian Warren
 - Matt Byers



This Concludes Our Tour...

- Questions