



National Rural Health Day

Celebrating the Power of Rural!



SUCCESSSES AND IMPACT

National Rural Health Day (NRHD) is an opportunity to "Celebrate the Power of Rural" by honoring the selfless, community-minded spirit that prevails in rural America. NRHD showcases the efforts of rural healthcare providers, community organizations, State Offices of Rural Health, and other rural stakeholders to address the unique healthcare challenges that rural citizens face today and in the future. Over the years, NRHD has transformed from a day-long event to a sustainable movement.

In 2021, the NRHD theme was the *Power of Rural: Resiliency, Resolve, Relationships, & Readiness*. Below are this year's successes and impact.

VIRTUAL COMMUNITY

The official NRHD hashtag, #PowerofRural, had close to **14 million** impressions during the week of NRHD and averaged 66 tweets per hour!



The "#RuralHealthChat: Digital Equity and the Health of Rural Americans" Twitter chat had over 2 million impressions.



PRESIDENTIAL PROCLAMATION

President Biden officially declared November 18th, 2021, as "National Rural Health Day" in a [presidential proclamation](#).

POWER OF RURAL HEADQUARTERS

The [powerofrural.org](#) site was updated in 2021. Leading up to NRHD, the site was visited by over **8,000** new users!



VIRTUAL LEARNING FOR PRIMARY CARE PROVIDERS



564 rural primary care providers attended RME Collaborative's virtual "Rural Health Clinical Congress" – a free, multi-topic CME/CE event held in conjunction with NRHD.

HONORING RURAL COMMUNITY STARS

"[Community Stars](#)" is an annual eBook that tells inspiring stories of people and organizations making a difference in rural communities. In 2021, **100** nominations were received, and the book honored **50** Community Stars from **50** states!



RESOURCES FOR RURAL HEALTH STAKEHOLDERS



The NRHD toolkit included free templates, social media graphics, logos, and celebration ideas. A Spanish version of the NRHD coloring book was published for the first time! The 2021 toolkit had nearly **5,000** downloads from stakeholders, providers, partners, and State Offices of Rural Health.

TO LEARN MORE ABOUT NRHD,
VISIT [POWEROFRURAL.ORG](#)



#PowerofRural

