



**Healthy
People**



**Stronger
Communities**



**A Brighter
Future**

**You do not have to
figure it out alone...**

Call Today



Call your local healthcare
team and ask:

**Do you know of a
community health worker
I could speak with?**



**The Rural
Reach**

Connecting rural Southern residents
with caring, local community health
workers who make getting the care
you need easier.

Ask. Connect. Care.

The Rural Reach

Community Health
Workers Bridging the Gap

Contact:

423-883-4493

questions@ruralreach.org



What is a Community Health Worker (CHW)?

A community health worker is a member of the healthcare community who helps connect you or your family to the care and support you need.

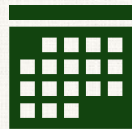
They can help you find local healthcare resources or community programs, and other helpful services. They can also guide you through the process of getting connected.

Think of a CHW as a helping hand between you, your community, and better health!

How can a CHW Help Me?



Find and arrange transportation through different programs



Schedule necessary and preventative appointments



Navigate and communicate what steps need to be taken in your healthcare plan



Locate clinics with financial assistance and other healthcare assistance programs



Help understand the healthcare system and your options



Connect to providers, community organizations, social services, and more

Why Does this Matter?

For many people in the South, getting healthcare means overcoming multiple barriers that others in larger communities might not face.

You may have experienced...

- Long drives to medical appointments
- Limited local healthcare providers
- High healthcare costs
- Confusing healthcare information
- Not knowing where to look for assistance

But these barriers do not mean you have to go without care!

Brochure Survey

Over the past few days, I interviewed five individuals from my target audience via text. I asked them to review the brochure and respond to six questions. Two participants were in their twenties and met the criteria, as they live in an underserved Hispanic community in Tennessee where some family members are uninsured and unemployed. I have observed them discuss the challenges their family members face. One is a social worker, and the other works as a patient navigator at a federally qualified health center, so I expected their feedback to be insightful. Another participant is a 30-year-old male living in rural Tennessee, about an hour from his healthcare clinic, and he works as an RN. The fourth participant is a 55-year-old woman who has lived her entire life in the South, with family in healthcare who started their own businesses and live in rural areas—they could potentially benefit from this program. Lastly, I surveyed an 82-year-old woman who formerly lived in Paris, Tennessee, and has experienced healthcare barriers herself, so I valued her input on the brochure.

Question 1: What is the first thing that caught your eye when you first saw this piece? –

Responses varied, but participants noticed the visual elements. One participant said the visuals drew their attention and helped the information flow. Another noticed, through the visuals, the different ways a CHW can assist an individual. Others were drawn to the people holding signs, the bigger and bolded messages, and some of the title names. Overall, the responses showed that the brochure used strong visuals and headings to succeed.

Question 2: What do you think its main message is? – Participants understood the intended message of the brochure. Responses involved connecting people with improved care, introducing someone who understands healthcare's importance and has navigation skills, finding a CHW, explaining how to access resources despite barriers, and clarifying what a CHW is. These answers indicated that the brochure focused on one centralized message.

Question 3: Does it raise your interest in the subject? – Four participants responded positively to the question, using words like "yes," "very," and "yes, absolutely." One participant even commented on the brochure, expressing curiosity about CHWs and their resources. Interestingly, the only other response was from a male participant who said "somewhat." He did not explain why it was "somewhat," and I do not wish to make assumptions.

Question 4: Do you think the wording is appropriate for the target audience? – All five participants indicated that the language was appropriate and understandable, showing that the language was suitable for the target audience. One participant shared that people of different ages within an English-speaking audience would be able to understand the brochure. Another described the wording as "appropriate and informative in a creative way".

Question 5: What improvements would you make in its layout? – Three of the participants stated that nothing needed to be changed or removed. One participant felt the brochure needed some information consolidated but provided no examples. Another suggested adding a telephone number near the "Call Today" message. Overall, most participants found the amount of information appropriate, though they suggested organizational improvements to make the brochure more effective.

Question 6: What could be added or removed to improve it? – There were many useful suggestions for future brochures. One identified a few punctuation errors, while another suggested providing brochures in additional languages. Others recommended adding more color, changing the color palette, and providing clearer instructions on who to contact.

With this feedback, I concluded that the brochure is clear, engaging, and effective at conveying the message to the rural audience. The survey participants' suggestions were important because the material could be more accessible to a broader audience and more culturally appropriate.