

Rural Community Hubs: Chronic Care Innovation

Coordinating communities
to prevent diabetes and
manage chronic disease.



Rural Community Hubs focus on preventing disease, working with the people and partners that Kentuckians already know and trust.

It is difficult to tackle chronic disease when resources and organizations work separately. Local community hubs bring these efforts together, offering organized support that helps Kentuckians stay healthy at every stage of life.

Here's what that looks like in practice:

- ▶ Bringing together rural organizations and health care providers to improve health.
- ▶ Focusing on common chronic conditions such as obesity and diabetes using proven, community-led approaches.
- ▶ Using innovative tools and data to reduce duplication and keep community health worker efforts connected over time.

In Kentucky, **diabetes alone has mortality rates up to 39% higher** than the national average.

Building communities where rural Kentuckians can be healthy.

Obesity and diabetes cost Kentucky \$6.1 billion in 2023. The organizations best positioned to help are doing good work, but without a shared structure, they can't provide maximum support to communities.

**The people and organizations already exist...
Rural Community Hubs bring them together.**



Shared Direction

A hub unites them around a common agenda. Shared goals, shared measurement, and a coordinated plan for addressing what communities actually need: healthy food, stable housing, safe places to move and gather.

Working Together

No single organization can create a healthy community alone. Hubs bring together a variety of partners, such as providers, schools, employers, faith communities, and government agencies to the same table, each doing what they do best toward a shared goal.

Collective Impact

When people work together and share talent, tools, and resources are more likely to reach those who need them most. When rural organizations join forces for a shared goal, they can accomplish more than they could on their own.

**When resources are connected and barriers are removed,
rural Kentuckians can live healthier lives.**



Kentucky Rural Health Transformation
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