



Alberta's Rural Health
Professions Action Plan

An overview...

Agenda

- Introduction
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- Program overview
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 - Rural community attraction and retention support
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- Future opportunities
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RhPAP raison d'etre...

- Support the attraction and retention of family physicians, and medical residents / students to rural Alberta.
- Grow the capacity of rural community attraction and retention committees to positively influence the experiences of their local health care professionals and students.
- Expand and formalize RhPAP's rural allied health care programs.
- Bring the rural health care voice to government and related key stakeholders.
- Grow digital and traditional media strategies to influence perceptions of health care in rural Alberta.

PROGRAM OVERVIEW: Medical resident and rural physician services

Medical resident physician accommodations

Rural physician services

Rural rotations

- ❖ Work with UofA & UofC Faculties of Medicine + UofA Nursing
- ❖ 123 properties managed (November 2020) in 44 Alberta communities
- ❖ Supporting over 750 resident physicians, nursing, and medical students annually, to experience rural health care

Rural locum services Physician recruitment

Locums / Recruitment

- ❖ Weekend Locum coverage
 - Rural communities with <4 physician
 - 300+ weekend assignments
- ❖ Senior weekend coverage
 - 54+ yrs. of age, 9+ yrs. rural, <16 docs
 - 450+ senior weekend assignments

Skills enrichment

Enrichment

- ❖ Enrichment
 - 140+ weeks PD
 - 30+ participants annually
- ❖ CME
 - 60+ rural/regional sites

RhPAP Awards

- ❖ Rhapsody Awards
 - ❖ Rural Physician Award
 - ❖ Community Health Professional Attraction and Retention Award
 - ❖ Health Care Heroes Award
 - ❖ Medical Student Awards

Did you know?

Continued successful outcomes have led to a Ministry request to expand rural physician development to include other rural health care professions support.

PROGRAM OVERVIEW: **Rural community attraction and retention support**

Serve rural community attraction and retention committees

Currently

- ❖ Seven Rural Community Consultants + One Director serving regions in south, central, and northern Alberta
- ❖ 50+ A&R committees across rural Alberta
- ❖ 153 rural communities involved

Provide tools and resources for new and existing A&R committees

- ❖ Attraction and Retention Toolkit
- ❖ Webinars on Community Development
 - ❖ Includes learning about capacity building, community engagement and leadership
- ❖ Attraction and retention grants
- ❖ Summits and workshops
- ❖ Rural Community Attraction & Retention Committee Award

Attraction and Retention Conference

- ❖ Held in rural Alberta – Eg, Vermilion 2016; 35+ communities, 90+ delegates attended, Brooks 2018; 100+ delegates attended; 2021 will be in Drayton Valley.
- ❖ Learning and networking opportunities for rural A&R committees

Did you know?

RhPAP adheres to a community development, community first philosophy, fostering the building of stronger and more vibrant rural Alberta communities.

PROGRAM OVERVIEW: Marketing, communications, and advisory services



Enhanced Communications

Policy Advisory Role

Traditional media strategies

- ❖ AWNA sponsorship
- ❖ Leverage Alberta weekly newspapers

Social media and digital 'rural voice' strategies

- ❖ Increased staff presence on social media
- ❖ Usage of video / social media to highlight rural health issues
- ❖ RhPAP e-Newsletters – 3000+ subscribers, publish weekly, 40% average open rate
- ❖ Facebook – +2K Likes, reach up +60%, +737K impressions (19/20)
- ❖ Twitter –1600 followers, 200,000 impressions (19/20).
- ❖ YouTube – 40+ videos per year, videos achieve +40K annual views (19/20)

Be where we're needed

- ❖ Three staff associates + Director
- ❖ Team of Freelance contributors province wide
- ❖ Rural Consultant team sending content from the field

Bringing "rural voice" to Sr. AHS / Ministry officials

- ❖ Rural summits
- ❖ Board and Executive stakeholder relations and policy advisory work

Did you know?

RhPAP's goal of amplifying the rural voice came from you!

PROGRAM OVERVIEW: Rural Education and Advanced Learning REAL

REAL

• Who is it for?

- Nurses, Midwives, NPs, and allied health professionals who have been working in rural Alberta for at least a year, who are in independent, out-of-scope or non-union positions.

• How does it work?

- Individual health professionals can apply for funding support for courses, training, and skills enrichment that would increase not only individual skills but also enhance health care delivery to their communities.

• What challenges lie ahead?

- COVID and the implications of accessing professional development.

Did you know?

REAL launched September 2020!

Future Opportunities

- Firmly establish an allied health professional development program which contributes to the attraction and retention of AHPs in rural Alberta.
- Increase opportunities to advise the government of Alberta regarding rural health workforce issues.



To learn more about RhPAP...

Visit www.rhpap.ca

To inquire about our programs and services call or email:

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