

NATIONAL ADVISORY COMMITTEE ON RURAL HEALTH AND HUMAN SERVICES

VISION, MISSION AND VALUES

SEPTEMBER 2020

This document is not final until a quorum of the NACRHHS votes to adopt it.

Vision

We envision rural America as diverse communities of healthy people, places and providers, who access world class care and human services by capitalizing on continued innovation and rural values – places where people have the greatest opportunity to live their American Dream.

Mission

We will advance our Vision for rural America by:

- Examining rural health care and human services innovations
- Highlighting opportunities that integrate health care services, human services, and non-health sectors
- Recommending public policies that advance rural community diversity, vibrancy, and resiliency
- Engaging science and evidence during our deliberations

Values

Integration:

Integration is the organization of rural health care, public health, human services, and other health-related sectors that allows seamless access, timely information communication, and equitable resource allocation.

Equity:

Equity is the fair and just allocation of public resources that provides an equal opportunity for all rural people and places to innovate, grow, and thrive.

Diversity:

Diversity is both an acknowledgement and an understanding that each rural person is unique and welcome regardless of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical ability, politics, religion, or other beliefs or characteristics.

Determination:

Determination is the opportunity for rural people and communities to direct their future, supported by flexible public policies sensitive to rural needs.

Access:

Access is the timely availability of personal health and human services to pursue the best health outcomes, and involves multiple dimensions including geographic proximity, travel burden, insurance coverage, financial affordability, and cultural competency.

Innovation:

Innovation is the capacity of rural communities to design and implement health care and other solutions, supported by flexible public policies and resources that lead to rural community growth, vibrancy, and adaptability.

Resilience:

Resilience is the capacity of agile rural people and communities to overcome challenges and foster lasting improvements in personal health and community vitality.

Using Vision, Mission, and Values

- Incorporate the Vision (and/or Mission and Values) in each NAC document to inform the reader about the committee’s perspective and intentions.
- Provide the Vision, Mission, and Values to prospective stakeholders attending site visits, future presenters at NAC meetings, and content experts to the NAC.
- Use the Vision, Mission, and Values to guide draft NAC outlines or reports for alignment.
- Note that NAC deliberations and work should fall within the guardrails of the Vision, Mission, and Values, but should also be relevant to rural people and places.
- Review the Vision, Mission, and Values yearly as an orientation to new members, a review for current members, and an opportunity to discuss updates.