



THE UI PREVENTION RESEARCH CENTER FOR RURAL HEALTH

According to the US Census Bureau, about 20% of the population in the US live in rural areas. Of the 99 counties in Iowa, 90 of them are classified as rural.

OUR APPROACH TO PROMOTING RURAL HEALTH IN IOWA AND THE MIDWEST

The Prevention Research Center for Rural Health works with and centers rural communities. In rural areas, micropolitan communities (populations between 10,000-49,000) are hubs for education, employment, and connections for smaller rural communities. At the PRC-RH, we partner with micropolitan communities across Iowa. By supporting public health in these hubs, we can also reach the surrounding rural communities.

OUR APPROACH HIGHLIGHTS SEVEN PRINCIPLES

- We center rural and micropolitan communities in the Midwest
- We focus on the warmth, strengths, and assets of rural and micropolitan communities
- We listen to and magnify the many nuanced stories, voices, and experiences of residents of these places and work in service to their identified needs to promote their wellbeing
- We work in partnership with communities using a community engagement research and practice model
- We collaborate with the public health workforce to advance adaptive, respectful, and informed leadership that enables health and dignity for the diversity of our population
- We research, support, advocate for, and craft program and policy solutions that advance health equity by confronting root causes
- We advance a non-othering, anti-racist world



THE PREVENTION RESEARCH CENTER – RURAL HEALTH



OUR RESEARCH

Addressing health disparities through health promotion & disease prevention strategies

Advancing understanding of the relationships between social & structural determinants & health outcomes

Developing & testing interventions for, or adaption of evidence-based interventions

OUR MISSION

Address disparities in and across Midwestern communities to promote well being

OUR VISION

Advance health equity through collaborations that transform social, structural & environmental conditions

OUR VALUES

Health equity
Social justice
Amplifying community voice
Centering dignity
Truth in action

CONTACT US

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