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# How to Keep “Rural” From Getting Lost in Translation

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# What does it mean to be “rural”?



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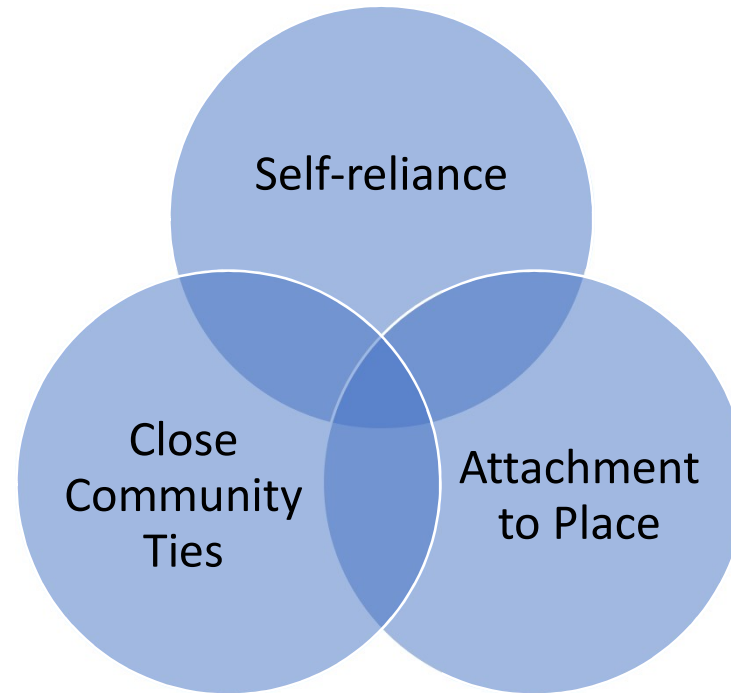
# Structural Urbanism



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Practices and policies in the public health and healthcare systems that reinforce maintaining and rebuilding infrastructure to respond to a critical mass of payers → biased funding streams to more populated healthcare centers and inequitable access to resources in less populated rural areas

Lewis-Thames et al. (2022); Probst et al. (2019)



# Recruiting Rural Participants



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- (Re)build trust
  - History of “done and run” has eroded trust
  - Rural research staff
- Relevance
  - How is this going to benefit my rural community, my family, myself?
- Accessibility
  - Infrastructure
  - Travel
  - Time

# Concluding Thoughts



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- Recognize that we are practicing within a certain worldview, which may not align with the worldview of the communities with whom we work
- Practice cultural humility
- Build relationships