RURAL ENGAGEMENT
Why is Rural Engagement Important?

**Geography**
- Rural areas tend to lack public transportation infrastructure
- Some retirees move to rural areas for retirement, which isolates them from their caregivers
- Children who take on the role of family caregiver often no longer live in the rural area where their family lives

**Lifestyle**
- Higher concentration of elderly population in rural areas
- Some people who choose to live in rural areas have a more independent mindset, and are less likely to reach out for help
- Hispanic population tend to have a larger family support system than Caucasian population
- Native American population tends to support their elderly more consistently through tribal aging units

**Income/Resources**
- By virtual of lower population, rural areas tend to have less resources available for family caregivers
- Rural areas tend to have lower income and higher poverty, which translates to more difficulty accessing resources
- Low population creates more of a community feel among residents, community members look out for each other
- Family caregiving is even more important due to lack of resources
- Often both parents work so family caregivers have less time to devote to role

Source: Wipfli CPAs and Consultants Health Care Practice
Big Ah-HA!

According to research, AARP has **6.1 million** rural members

- Reinforces our rural cred in rural audiences
- AARP has comparable rural membership with the **American Farm Bureau Federation** at 6 million families and more than **National Farmers Union** at 200,000.
- Integrate into messaging

AARP rural membership in Central Region:

- OK 150,096
- AR 126,347
- KS 111,277
- IA 164,524
- NE 78,928
- SD 56,623
- ND 46,629
- MN 179,047
- WI 260,441
Partnership: Rural Broadband

$3,000 grant to Oklahoma State University, Oklahoma Cooperative Extension to fund hotspots in 3 rural libraries

• Hotspots are available for check-out to library patrons similar to traditional books

• Libraries will loan out the mobile hotspots which can connect up to 10 devices such as smartphones or tablets for one week at a time
Partnership: FFA

• Oklahoma FFA (formerly Future Farmers of America)
  • Largest student organization in Oklahoma with 27,000 members and 350 chapters focused on agriculture and leadership
Partnership: FFA

AARP collaboration offers unique engagement opportunity through an intergenerational partnership, enhancing our relationships in the agriculture and career technology networks

- Engagement opportunity: AARP presence at 2017, 2018 FFA state conventions with 13,000 FFA teachers/advisors, students and parents during two-day conventions
- AARP OK honored top Ag-Ed Teacher, Models of Excellence Chapter Awards and the Home and Community Development Proficiency Award state winners
- For 2018 event, AARP OK created a special visual social media campaign honoring award winners through a video and photo series

- Looking forward: 2019 partnership with Tulsa Webster High School FFA chapter
Engaging Target Audiences: ANR

Audio news releases (ANR): rural engagement serving interests of agricultural communities

Usage Report

Usage: 11/10/17

FRAUD CAN IMPACT FARMERS, TOO
Audio provided as a service to farm broadcasters by AARP
Audio with AARP Oklahoma State Director Sean Voskuhl

Suggested lead: AARP is warning rural Americans to make sure folks take steps to protect their families and their farms from fraud. AARP recently announced it was partnering with the U.S. Postal Inspection Service to raise awareness within the veteran community of scams targeting veterans. However, as Oklahoma State Director Sean Voskuhl points out, fraud affects everyone, including the farming community...tape
Cut #1 :30 OC:...“a decade ago.”
Voskuhl offers these tips to help protect your farm from fraud or scams...tape
Cut #2 :26 OC:...“probably is.”

Learn more Thursday night at 9 pm Central Time on RFD-TV, or online at AARP Dot Org forward slash AARP Live (www.aarp.org/aarplive).

Suggested lead: AARP is warning rural Americans to make sure folks take steps to protect their families and their farms from fraud. Michele Clements has more...tape
Wrap #3 1:24 OC...“Clements, reporting”
Engaging Target Audiences: ANR

- ANR engagement through National Association of Farm Broadcasters (NAFB)
- Accomplishment: Promotion of topical content such as Fraud Watch Network, focusing on awareness of scams targeting veterans, as well as general public
- Progress/Outcome: November FWN promotion through NARFD reached ag communities across the country, and with listeners through:

| Big Show Radio  | IL, IA, MN, MO, NE, WI |
| iHeart Media Des Moines  | KS, NE, OK |
| Mid America Ag Network  | KS, NE, OK |
| KWBE AM Radio  | KS, NE |
| WDWS Radio  | IL |
| Ag Information Network of the West  | CA, ID, OR, WA |
| KMJ Radio  | CA |
| WYXY FM Radio  | IL, IN |
| Washington Ag Network  | ID, OR, WA |
| KFRM Radio  | KS, OK |
| WTAD Radio  | IL, IA, MO |
| KGFX AM1060  | ND SD |
| KBMW AND KQLX  | MN, ND, SD |
| KBMW Radio  | MN, ND, SD |
| Interstate Farm Network  | MN, ND, MB |
| KOEL AM Radio  | IL, IA, MN, WI |
| RFD - TV  | AL, AK, AZ, AR, CA, CO, CT, DE, DC, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN |
| RURAL RADIO on SiriusXM  | 147 AL, AK, AZ, AR, CA, CO, CT, DE, DC, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN |
| First Oklahoma Ag  | AR, KS, MO, OK, TX |
| Voice of Southwest Agriculture  | TX |
| Yancey Ag Network  | AR, LA, MS, MO, TN |
| WI Farm Report Radio Network  | MN, WI |
| WOZN/Q106 Radio  | MN, WI |
| KELO/KELQ Radio  | IA, MN, SD |
| WKZO Radio  | MI |
| Farm Talk Radio Network  | MN, ND |
| KQLX FM Radio  | MN, ND |
| Ag Radio Network, Inc.  | DE, MD, NY, PA |
| Texas State Networks  | TX |
| Ohio Ag Net  | OH |
Our Mission:
Livable 605 will work with communities to build partnerships, develop resources, and implement strategies to enhance livability for South Dakotans of all ages.
Representation from:
- Volunteer organizations
- Non-profit organizations
- Health organizations
- Health systems
- Insurance companies
- Community chambers of commerce
- Planning and development organizations
- Economic development organizations
- Community foundations
- University Extension
- Municipal health departments
- Departments within State Government
IMPACT ON COMMUNITIES:

Survey after survey finds that today’s older adults want to stay in their community.

80% of adults ages 45+ agree or strongly agree with the statement: “What I’d really like to do is stay in my current community for as long as possible.”

Source: AARP Home and Community Preferences of the 45+ Population, 2014