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Tick, tick, tick ...

The clock is ticking – only **20 days** until National Rural Health Day! The anticipation and enthusiasm continues to build for what promises to be a wonderful celebration on November 17! We want to make sure all of your events and activities go as smoothly as possible – which is why we’re providing you with this weekly reminder/update about the resources available to help you celebrate, as well as useful tips on helping us spread the word!

- Have you been asked to deliver a speech or make a presentation about National Rural Health Day but aren’t sure where to start? This [National Rural Health Day Presentation Template](#) which we recently added to the [Tools](#) section of the [National Rural Health Day](#) website just might be what you’re looking for. This template provides talking points for your remarks – and can double as your PowerPoint presentation as well!
- Are you still planning to order National Rural Health Day buttons and magnets? Please note that all orders must be placed by the end of the day on **Monday, October 31** in order to ensure delivery by November 17. Ordering is easy – simply download the [National Rural Health Day Merchandise Order Form](#) and submit it to [Donna Pfaendtner](#) by next Monday!
- Of course, we have a host of additional resources in the [Tools](#) section of the [National Rural Health Day](#) website for everyone, including:
 - ✓ The [National Rural Health Day logo](#), a list of [key messages](#), a National Rural Health Day [“Save the Date” card](#), [National Rural Health Day stickers](#) and other general resources;
 - ✓ A draft [media release](#) that SORHs can use to announce National Rural Health Day, highlight any celebration plans you might have and tout the good work being done by SORHs;
 - ✓ A [newsletter article/member release template](#) that our partners/supporters can use to share National Rural Health Day with their members and/or media contacts;
 - ✓ Draft letters that [rural/critical access hospitals](#), [local chambers of commerce and city/town councils](#) can sign and submit to legislators and/or media outlets expressing their support for National Rural Health Day and stressing the importance of supporting rural health programs; and
 - ✓ A list of [Social Media Posts](#) (courtesy of our friends in the North Dakota Center for Rural Health) that you can post on Facebook, Twitter or any other social media outlets you may use. Also, be sure to “like” NOSORH on Facebook and use the [#NationalRuralHealthDay](#) hashtag whenever you tweet about National Rural Health Day on Twitter!
- Also be sure to stop by the [Share](#) section of the [website](#) to read some of the good things health-related happening in rural America – and keep those stories coming so we have more to share!
- As we’ve mentioned before, we want National Rural Health Day to become an annual event – and we’d like it to become one of **the** events nationwide on November 17! One easy way to do that is by have everyone go online to any of the search engines (Yahoo, Bing and of course, Google) at the same time on or before November 17; type the words **National Rural Health Day** in the search box and hit return. The more everyone does that, the better chance we have of making National Rural Health Day one of the most popular search items of the day – so let’s all plan on searching together at 11:00 a.m., 1:00 p.m., 3:00 p.m. and 5:00 p.m. EST on 11/14, 11/15, 11/16 and 11/17!
- Looking to publicize your National Rural Health Day event or activities? Remember that the Rural Assistance Center is happy to add your event to its calendar! Simply [click here](#) to submit your



information – it's that easy! Our thanks to RAC for their support of National Rural Health Day and for being such an outstanding source of rural health information!

- We appreciate everyone's concerted effort to [Share Their Celebration Plans](#) with us – we now know that at least 46 SORHs have planned some National Rural Health Day event or activity! Please remember to continue adding/updating your information so we know what you're doing and how your plans are progressing. If you access to Google Docs is restricted, send your info to me and I'll make sure to post it for you!
- Last but not least, plans are beginning to take shape for a series of mini-webinars/press conferences that NOSORH will be presenting the afternoon of November 17. Topics for the day will include "Rural Health 101," "Quality Care in Rural America" and "Caring for Veterans Across the Country." Please plan to join us for any/all of these webinars on National Rural Health Day, and feel free to invite your local media contacts to join us as well. Additional information, including webinar/press conference times, will be provided in next week's update.