

# The Need of Public Health Support Structures for Rural College-Educated Women in North Carolina to Decrease "Brain Drain"

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Address brain drain in rural areas by improving health outcomes for women in rural North Carolina.

Lack of healthcare access for rural women, especially women of color, hinders public incentives aimed to address brain drain. The study aims to analyze public health policies and their impact on women's health.

**Recommended goal:** Baseline health incentives to retain educated women in rural regions.

## Research Methods

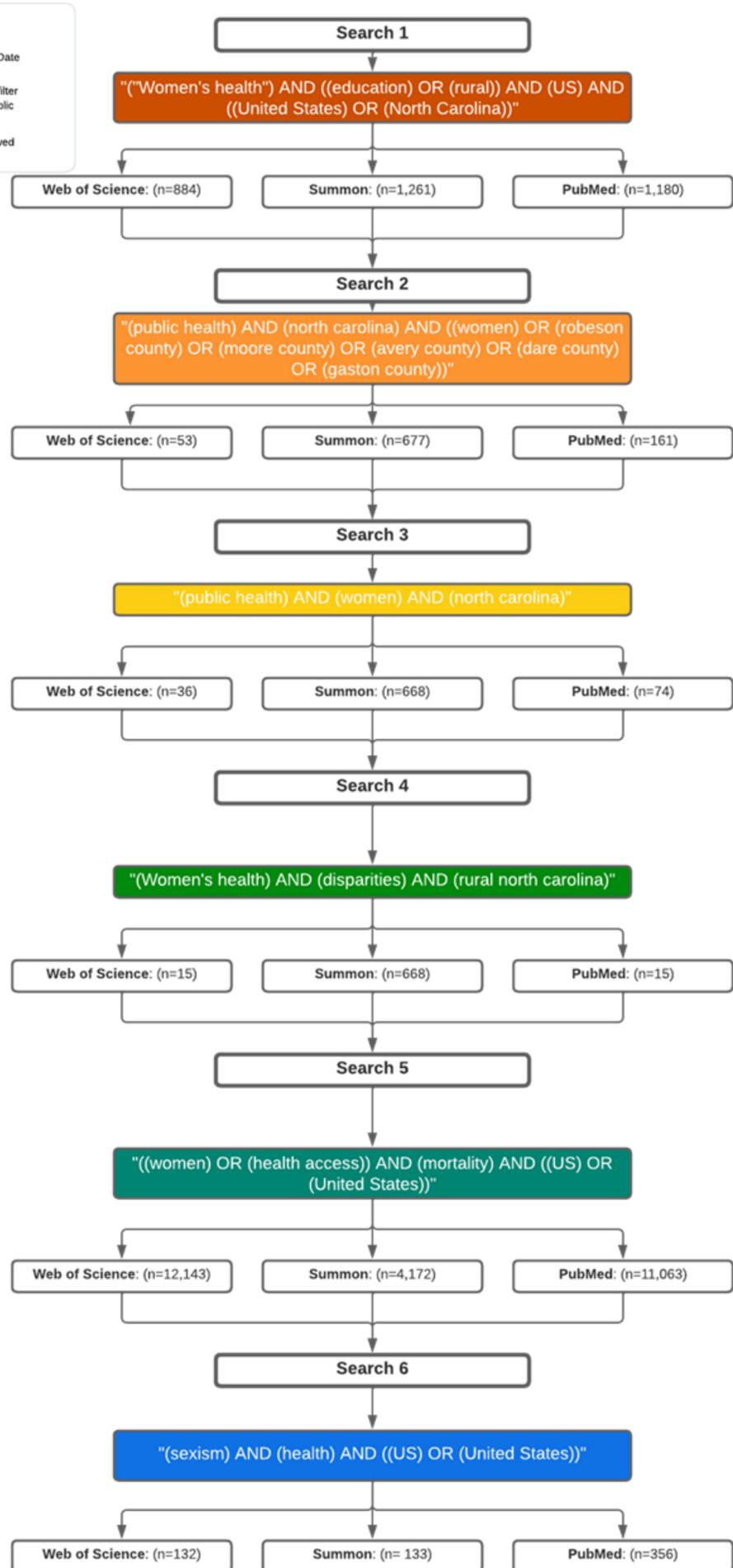
This literature review aimed to understand potential health outcomes for women in rural North Carolina by analyzing public health strategies and policies in five counties (Robeson, Moore, Avery, Dare, and Gaston). Relevant literature was searched using databases and the American Community Survey (ACS 2016-2020 5-year estimates survey) was used to gather data. Each county's health website was consulted and scored according to the number of women's health services offered, including maternal health services and breastfeeding services. The study did not evaluate the quality of health services.

**The highest county score in healthcare services matched the highest educational attainment between all five counties.**

	<b>Robeson</b>	<b>Moore</b>	<b>Avery</b>	<b>Dare</b>	<b>Gaston</b>
<i>Score</i>	2	3	5	<b>6</b>	3
<i>Educational Attainment</i>	16%	36.5%	27.8%	<b>42%</b>	35.6%

# Literature Search and ACS Keywords

- Filters**
- Publication Date 2019-2022
  - If discipline filter offered, "Public Health"
  - Peer Reviewed



Discipline filter, "Public Health" removed.

Current Table Selections:

==== Social Explorer Tables: ACS 2020 (5-Year Estimates) =====  
 A00001. Total Population  
 A02001. Sex  
 A12001B. Educational Attainment for Female Population 25 Years and Over  
 A15001. Median Earnings by Sex by Educational Attainment for Population Age 25+  
 A20001. Health Insurance

## Policy Recommendations

1

Develop robust women's health programs that cater to the specific needs of the rural region and make this information accessible via public platforms online and through traditional paper campaigns. Develop robust women's health programs addressing specific needs and ensure access through online platforms, traditional campaigns and improved infrastructure and healthcare providers trained in women's health to improve health outcomes and reduce brain drain.

2

Incentivize clinics providing specialized care for women (such as abortion care) to locate themselves within the most populous center of a rural community. Incentivize clinics to locate in rural areas and invest in infrastructure to improve specialized healthcare access for rural women, including subsidies for low-income women and training for healthcare providers.

3

Outline health codes and regulations that equip women with access to personal and independent health insurance. Empower rural women's health access through clear health codes and subsidies for personal health insurance and local public insurance options.