

# Social Determinants/Drivers of Health in Rural/Frontier NM

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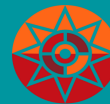
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# Financial Disclosure

I do not have any financial relationships to disclose.

# Learning Objectives

- Defining “rural”
- Rural New Mexico
  - Hispanics/Latines in rural NM
  - CRC in rural NM
- Social determinants/drivers of health (SDOH) in rural New Mexico
- New Mexico Rural Health Association

# New Mexico

- La Conquista (settler-colonialism)
  - Spain
  - Mexico
  - US
- NM statehood
  - Coloniality
    - 2<sup>nd</sup> class citizenship of non-whites
      - Still reflected in state policies



# What does “rural” mean?

- Depends on the purpose and who you ask
  - US federal agencies have different definitions of rural
  - Different rurality classifications



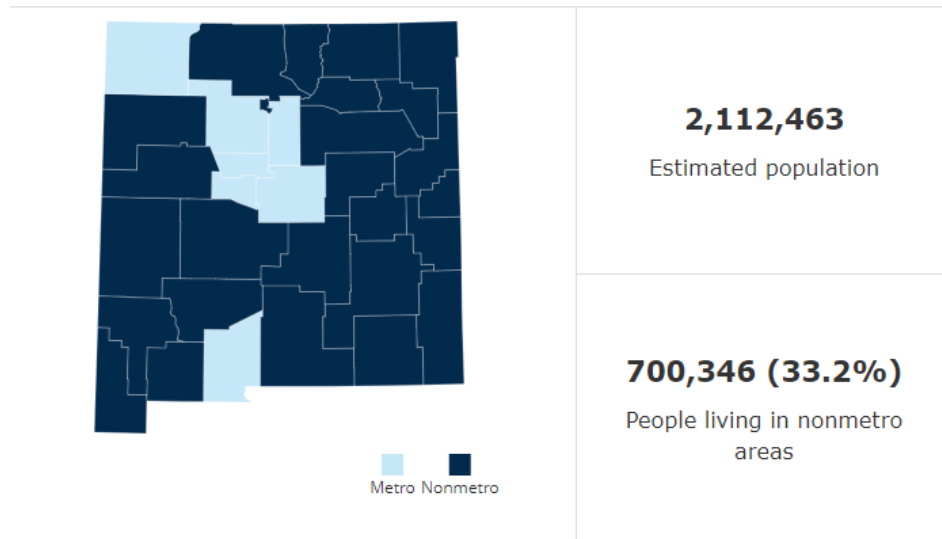
# What does “rural” mean?

- Colonias
  - HUD & USDA Rural Development
    - “Rural communities within the US-Mexico border region that lack adequate water, sewer, or decent housing, or a combination of all three.”



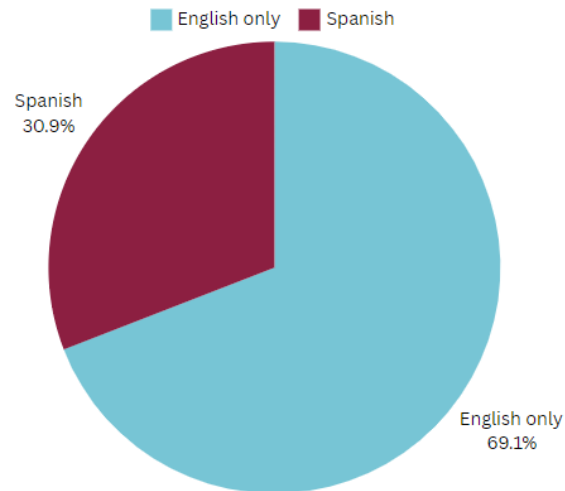
# Rural New Mexico

## New Mexico Nonmetro Population



Source: [U.S. Census ACS 2022 5-year estimate](#)

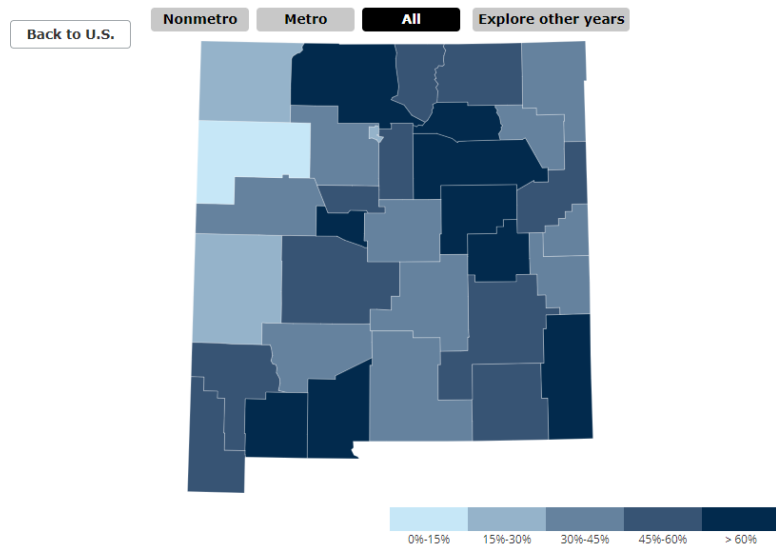
Source: [Rural Health Information Hub](#)



Source: [American Community Survey, 2022](#)

# Rural New Mexico - Hispanic

Hispanic Population, 2022 - New Mexico



Source: [U.S. Census ACS, 2012, 2017, and 2022 5-year estimates.](#)

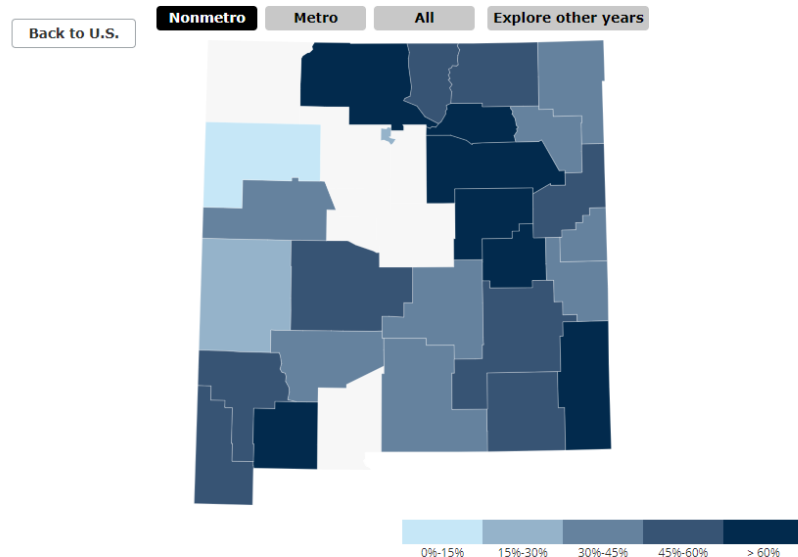
New Mexico  
New Mexico

Metro  
Nonmetro

50.5%  
48.3%



Hispanic Population, 2022 - New Mexico Nonmetropolitan



Source: [U.S. Census ACS, 2012, 2017, and 2022 5-year estimates.](#)

New Mexico

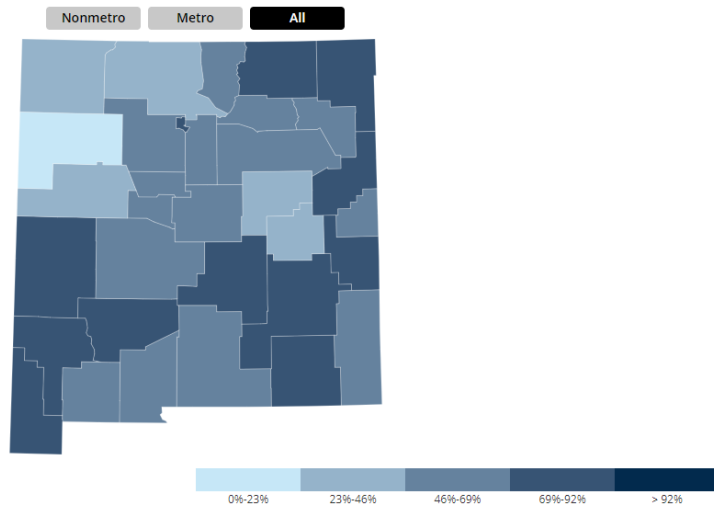
Nonmetro

48.3%



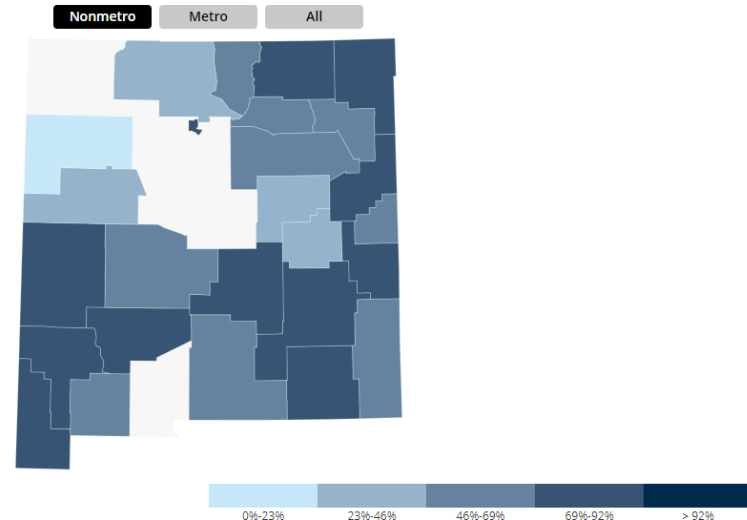


# Rural New Mexico - White



Note: Racial groups may include people of Hispanic origin.  
Source: [U.S. Census ACS, 2012, 2017, and 2022 5-year estimates.](#)

New Mexico Metro 59.7%  
New Mexico Nonmetro 58.2%



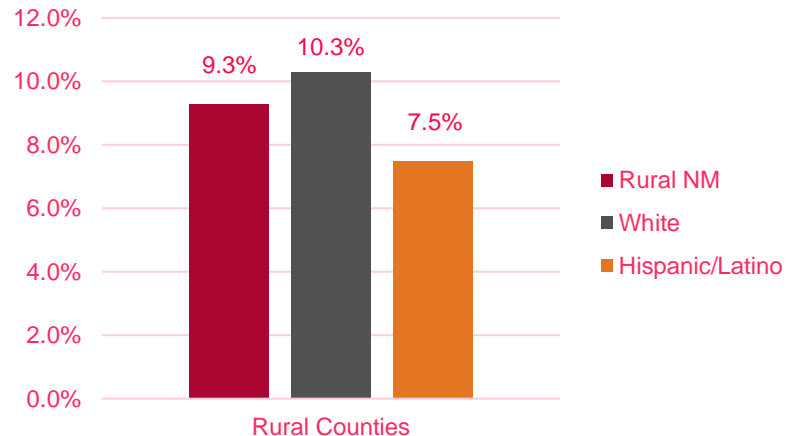
Note: Racial groups may include people of Hispanic origin.  
Source: [U.S. Census ACS, 2012, 2017, and 2022 5-year estimates.](#)

New Mexico Nonmetro 58.2%

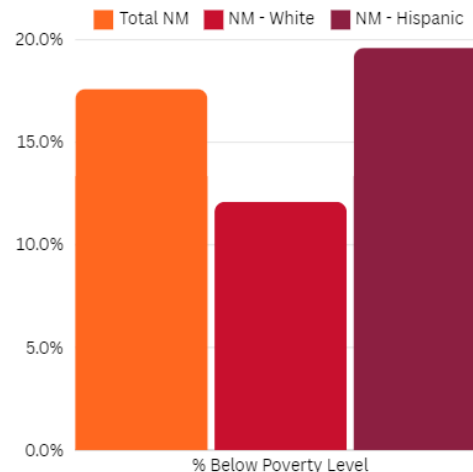
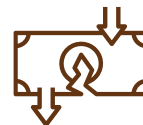
# Rurality and Social Determinants/Drivers of Health



No Health Coverage, BRFSS, 2021

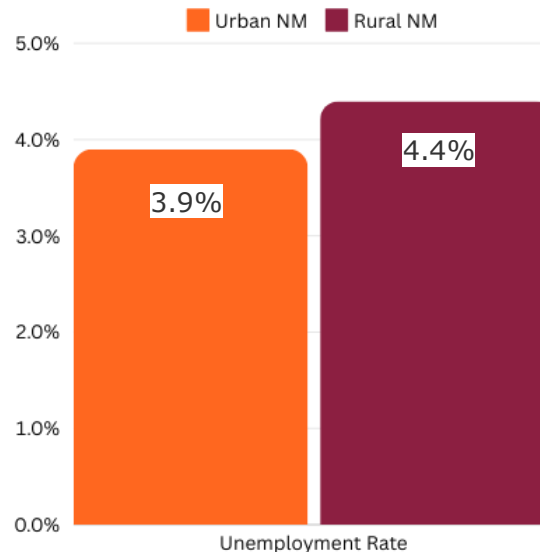
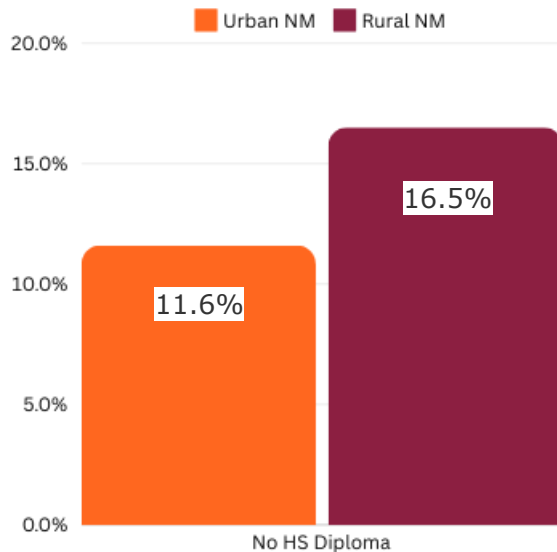


Source: [NM IBIS](#)



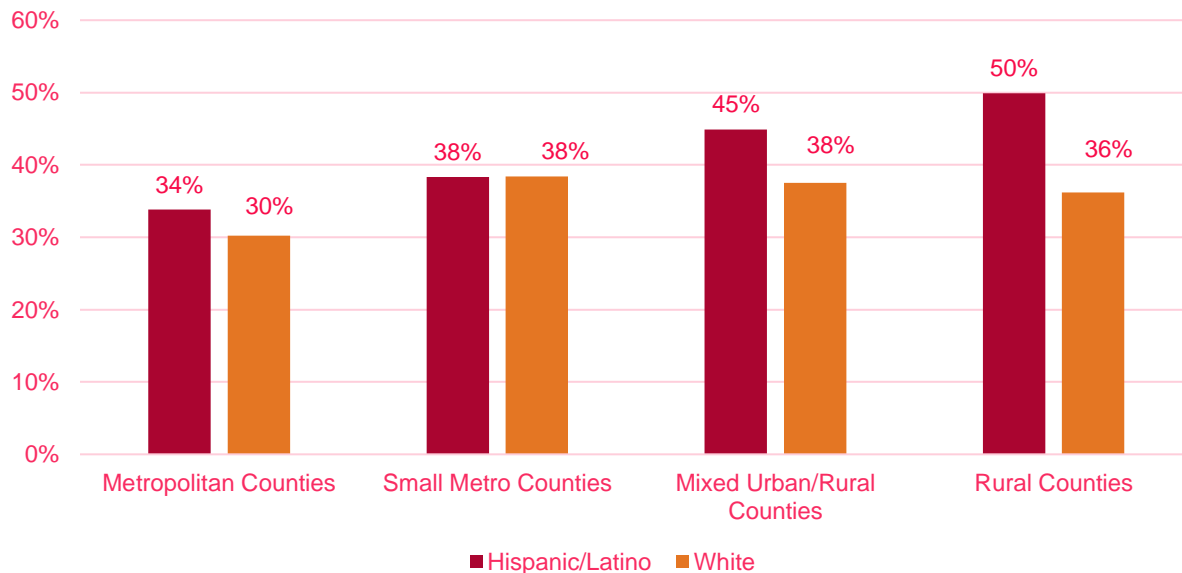
Source: [American Community Survey, 2022](#)

# Rurality and Social Determinants/Drivers of Health

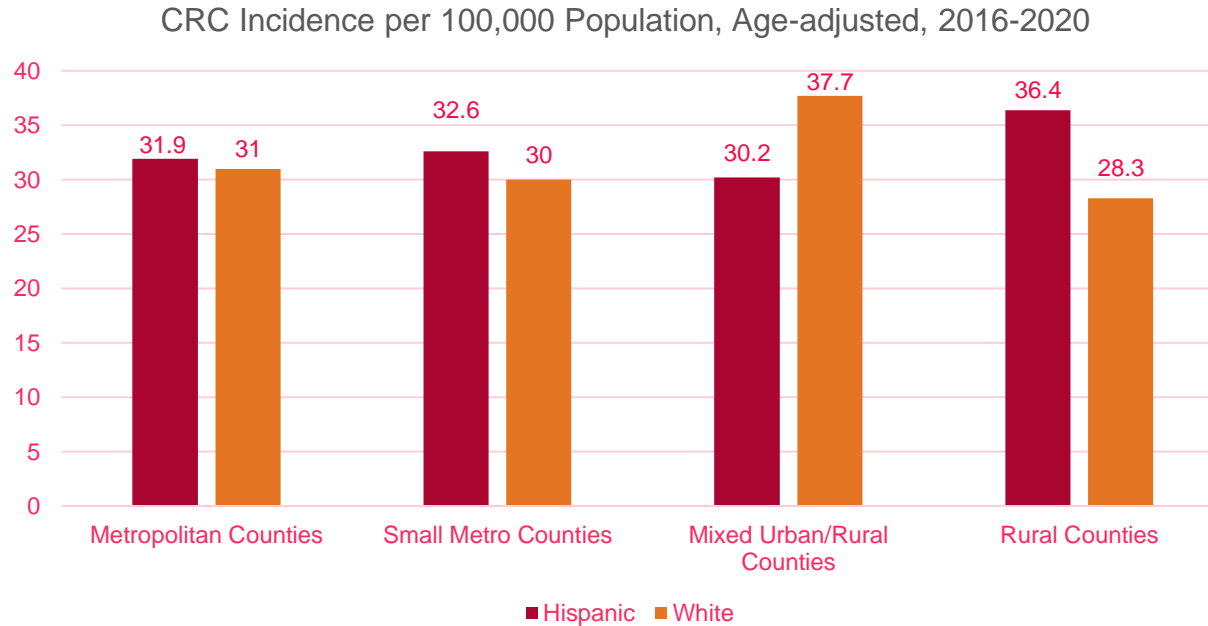


# New Mexico – CRC Screening

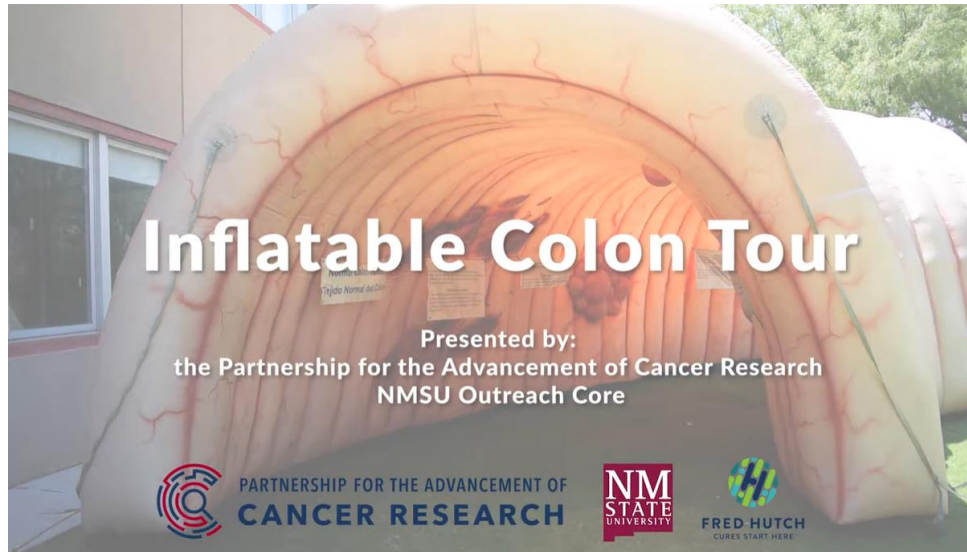
Colorectal Cancer Screening: **NOT** up to date (U.S. Preventive Services Task Force measure, Age 50-75), Age-adjusted, 2020



# New Mexico – CRC Incidence



# NMSU Cancer Outreach Core – CRC Screening Efforts



- Inflatable Colon Tour
  - English and Spanish
- Virtual Inflatable Colon Tour (VICTour)
  - English and Spanish
  - Short Version
  - Long Version
    - Full detailed IC tour
    - Includes FIT kit specimen collection demo

# New Mexico Rural Health Association

- The New Mexico Rural Health Association (NMRHA)
  - Established in June 2023
  - State affiliate of the National Rural Health Association (NRHA)
    - Only state affiliate based in the US-Mexico border region
- The NMRHA facilitates collaboration between organizations from all sectors and disciplines working in rural and frontier New Mexico
  - Guided by the CDC Global One Health Framework

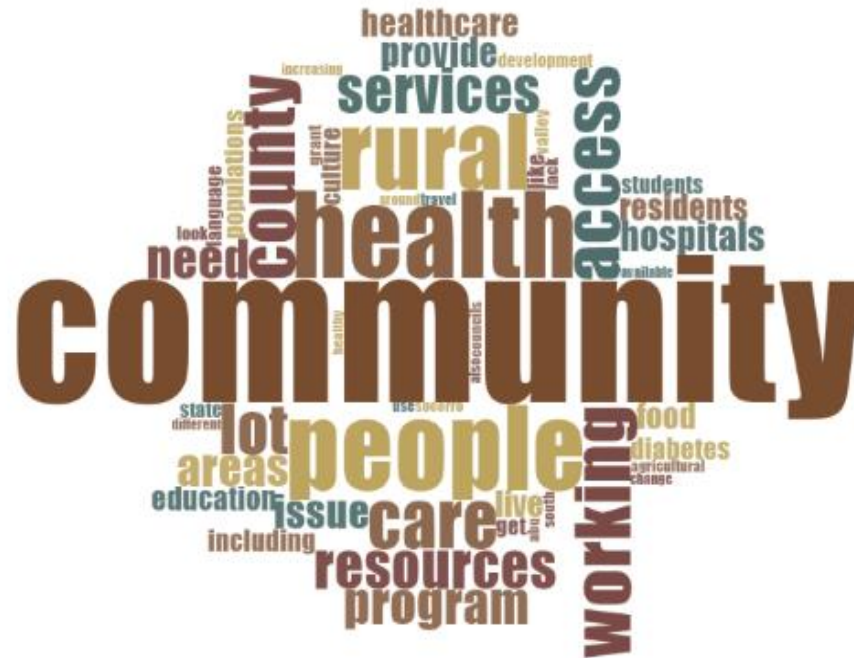
# NMRHA Listening Tour

- Stakeholder interviews during the Fall of 2023
  - NM Region
    - 38.7% Southwest
    - 21.3% Metro area
    - 20.0% Northeast
    - 18.7% Northwest
    - 13.3% Southeast
  - Sector
    - 20.0% healthcare
    - 29.3% community-based non-profit
    - 30.7% other (universities, extension offices, tribal organizations, school districts)





# New Mexicans on what Rural and Frontier Means to Them



# NM Rural Health Care Priorities

1

1. Behavioral Health
2. Primary & Acute Health + Other\*
3. Workforce & Labor

2

1. Primary & Acute
2. Behavioral Health
3. Funding Models

3

1. Primary & Acute Health/Specialty Care
2. Behavioral Health + Funding Models
3. Ancillary Care

# NM Key Advocacy Areas



# Contact Information

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THANK YOU



¡GRACIAS!



**NMRHA**

New Mexico Rural Health Association