



Ubuntu 2024 Workshop

Title:

Rural Stars Project: Developing a Practical Guide for Rural Health Promotion and Advocacy

Facilitators:

Dr Amber Wheatley Buckell

Dr Wheatley Buckell is a family physician working in the British Virgin Islands. She has always had a passion for rural and remote health and is one of the co-founders of Rural Seeds.



Dr Veronika Rasic

Dr Veronika Rasic is a Consultant for Rural Health Equity with the WHO Health Equity Unit. She is also the founder of Rural Health Compass, a social enterprise working at the intersection of rural health and policy and co-founder of Rural Seeds.



Ms Osama Anita Michael

Ms Nabila Ali

Ms Mared Thomas

Ms Angelus Cyrus

Ms Momina Iqbal

Synopsis

The Rural Stars Project was launched by Rural Seeds in 2024 to support rural healthcare workers in advocating for rural healthcare in their communities and to improve the longevity of the rural workforce. There is significant evidence that empowering young people in rural

communities to pursue healthcare careers leads to greater recruitment and retention. As many countries do not have dedicated training pathways for rural health careers, we are exploring what practical measures could be used at the local level in different contexts to promote rural health and rural health careers. The guidebook will be a freely accessible tool that can be used by students and early career clinicians. It will provide practical examples and links to useful information that can be adapted to their local context. The workshop outcomes will contribute to the development of the guidebook.

Learning Outcomes

- Use learned experience of colleagues in rural health to develop a practical guidebook to support young healthcare professionals in recruitment and retention activities
- Empower young healthcare professionals to participate in discussions on recruitment and retention strategies.

Workshop Outline

Time	Activities
5 minutes	Welcome by Dr Buckell and Dr Rasic
10 minutes	Explain objective of guide
20 minutes	Gather what information participants would have wanted to know about rural health promotion and advocacy
20 minutes	Discuss in small groups in person and online what strategies have been put in place in different parts of the world and their practicality
5 minutes	Wrap-Up by Dr Buckell and Dr Rasic