UBERN & RURAL PARTNERSHIPS & EXCHANGES
Why Rural?

Evidence from the interviews and questionnaire in WP2 confirm the importance of training and education away from urban areas as a means for retention in rural areas.

It is roughly three times more likely that a person who has taken part of their training in a rural area works in a rural area, compared to health workers with no rural experience from their educational program.

There needs to be better links with Universities to improve the interest in the area from students.
The urban – rural divide
Academics in rural areas

Rural Fellowship Programme
Scotland Highland partner:
Specially aimed to provide work experience and vocational training places so that candidates can experience rural life at an early stage in their career
Programme has supported 80 Medical and 30 Dental Fellows to date
Retention rates are 70% in both disciplines
Links with universities

Academic project database –
Swedish partner
Medical and scientific project issues with a rural perspective
Aimed at spreading interest in rural medicine
Local supervision in Storuman (rural area)
Plans for implementing the database in the web tool
Rotation scheme - Greenlandic partner
Urban hospitals fill full time-positions in Greenland with three month shifts.
Accommodation is provided
Enables urban staff to gain interest in rural areas and rural medicine and become “ambassadors”
4 positions filled (intensive care and anaesthesia)
Professional exchanges

Exchange programme –
Sweden, Norway, Ireland, Canada
Aimed to recruit GP’s and to retain those who already work in rural areas
4 exchanges in 2013 between partners
Participants were inspired and were encouraged to stay in rural areas
Share ideas and experiences in medical practice
PROFESSIONAL, DOMESTIC & SOCIAL SUPPORT

PROFESSIONAL
- Buddying programmes
- Career framework
- Rural groups
- Clinical expertise remotely to peripheral facilities
- Technology guide
- ARA – protocol to develop training programmes
- Sign on fee

SOCIAL
- Couple recruitment:
- Relocation officer/recruitment consultant
- Social groups induction programme
- Broadband coverage in rural areas
PROFESSIONAL

- Buddying programmes
- Career framework
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- Clinical expertise remotely to peripheral facilities
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SOCIAL

- Couple recruitment
- Relocation officer/recruitment consultant
- Social group/induction programme
- Broadband coverage in rural areas
Wider public sector component
Recruit and Retain main project end date, 31st of December 2013

Recruit and Retain Strategic project end date, 30th June 2014

SMG, public sector wide solutions

Recruit and Retain Steering Group
Wider Public Sectors (WPS):

- Education
- Social Services
- Emergency and rescue services
- Local Government
- Other
MARKETING & PROMOTION

- Promotional films (Scot Hi, Scot WI, NI/Ire, Nor and Swe)
- Booklets/brochures (Scot Hi + WI, GL, Ice)
- Presentations/advertising of rural areas to students, interns and residents (Swe)
- Career awareness (Scot Hi + WI)
- Yearly wheel (Nor, GL)
- Job advertisement programme (Nor)
- Web tool (Swe, Ice)
- Website development (Nor, NI/Ire, GL, Scot HI,)
WPS's covered with planned pilots, related to marketing and promotion solutions:

- Education
- Social Services
- Emergency and rescue services
- Local Government
- Other
URBAN & RURAL PARTNERSHIPS & EXCHANGES

- Academic program for rural areas + Academic project database (Swe, Scot HI)
- Professional Exchange Programme (NI/Ire)
- Exchange of Education and Networking
- Rotation Scheme
WPS's to be offered pilots, related to urban rural partnership + exchange:

- Education
- Social Services
- Emergency and rescue services
- Local Government
- Other
EDUCATION & TRAINING

- Training for challenging disciplines
- Further education course in elderly care in rural areas (Ice, NI/Ire)
- Problem based Scenario Learning for Rural Acute Teams
- Practical procedures training to ensure patient safety in rural acute settings
- Academic programme for rural areas (NI/Ire) + Academic project database
- Increase GP Trainee placements in rural areas
WPS's piloted/to be offered pilots for solutions related to education and training:
Social Services
Local Government
PROFESSIONAL, DOMESTIC & SOCIAL SUPPORT

PROFESSIONAL
- Buddying programmes (GL, NL, Ire, Ice, Swe)
- Career framework (Scot II)
- Rural groups
- Clinical expertise remotely to peripheral facilities
- Technology guide (Scot III)
- ARA – protocol to develop training programmes
- Sign on fee

SOCIAL
- Couple recruitment (Ice, Nor, Swe)
- Relocation officer/recruitment consultant (Scot III)
- Social group induction programme (GL, NL, Ire, Ice, Swe)
- Broadband coverage in rural areas (N10x)
PROFESSIONAL

- Buddying programmes (GL, NI/Ire, Ice, Swe)
- Career framework (Scot WI)
- Rural groups
- Clinical expertise remotely to peripheral facilities
- Technology guide (Scot HI)
- ARA – protocol to develop training programmes
- Sign on fee
SOCIAL

- Couple recruitment (Ice, Nor, Swe)
- Relocation officer/recruitment consultant (Scot HI)
- Social group/induction programme (GL, NI, Ire, Ice, Swe)
- Broadband coverage in rural areas (NI/Ire)
WPS's covered with planned pilots, related to solutions for professional and social support:

- Education
- Social Services
- Emergency and rescue services
- Local Government
- Other
Wider public sector component
Products and Services