



# Enhancing access to health services in rural areas

**Patricia Martínez (Policy Analyst)**

Good Practice Webinar

30 November 2023



**#RuralPact**



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the European Union

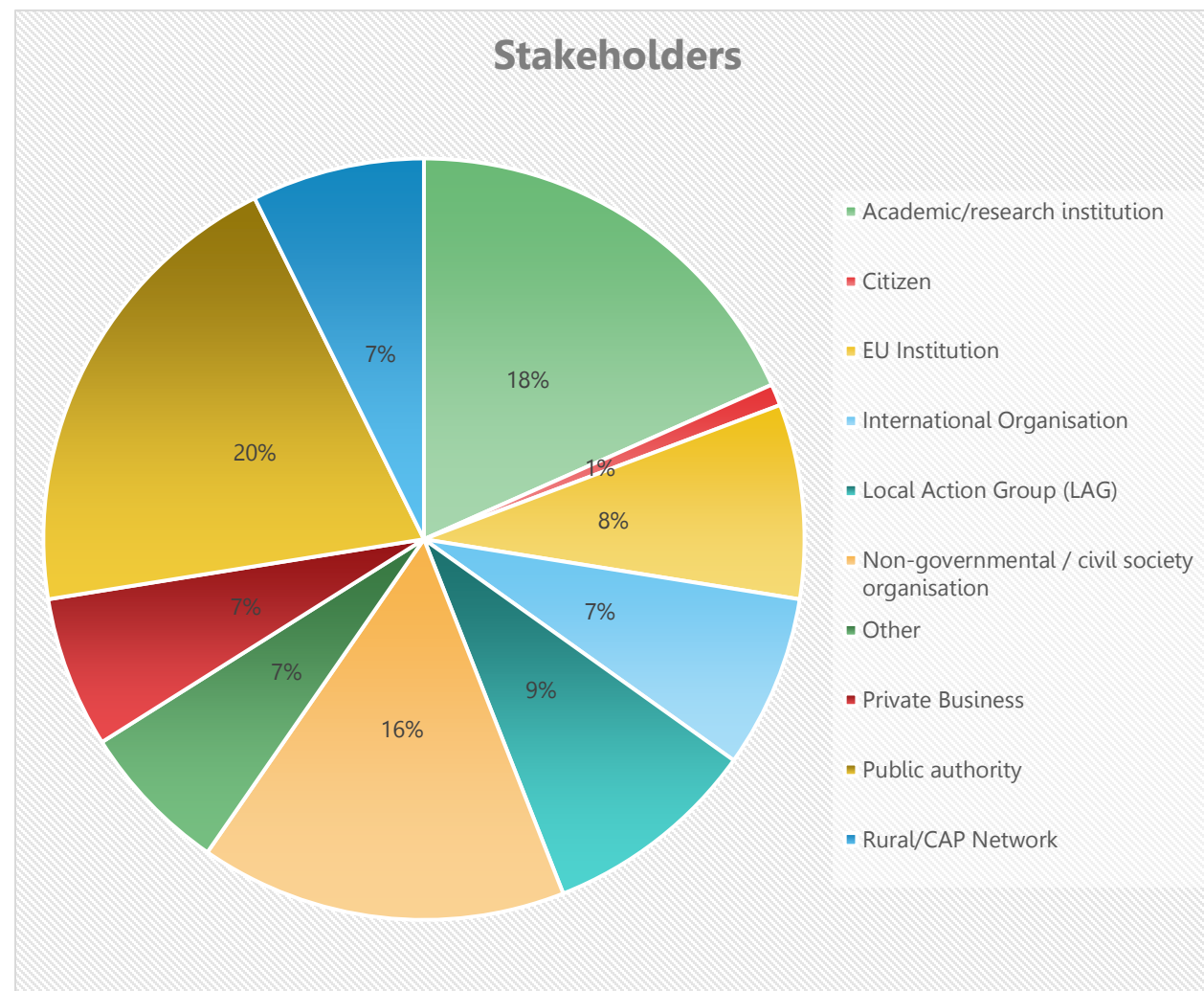


# Why are we here?

- ▶ Learning about policies and tools capable of improving access to health.
- ▶ Enabling exchanges and learning from local experiences and initiatives that facilitate access to health services in rural areas and create conditions to attract and retain healthcare workforce.
- ▶ Building the capacity of participants to promote solutions adapted to the specificities of rural practice, as well as mobile, digital, or community-based integrated health initiatives that overcome existing barriers and respond to rural needs.
- ▶ Encouraging and mobilising rural pact community members to commit to the pact and/or undertake actions related to access to health services in their specific contexts.

# Rich content and presence today

- ▶ **10 keynote speakers**
- ▶ Significant interest: over 110 registrations from 22 countries (EU and not EU)
- ▶ Participants involved in more than **25 initiatives** on health services
- ▶ Collaboration with DG SANTE, EURIPA, OECD and WHO



# Our agenda today



9:10 – 9:45

**Setting the scene: EU and international initiatives to improve the access to health services in rural areas**



9:45 – 10:30

**Learning from inspirational projects and practices (I)**



9:45 – 10:45

**Learning from inspirational projects and practices (II)**

- Alexia Rouby, DG AGRI
- Christoph Spegele, DG SANTE,
- John Wynn Jones, EURIPA
- Theadora Swift and Chris Brown, WHO

- Stefan Mandić-Rajčević, AHEAD project (SE)
- Vlad Berbecar, CARAVANA CU MEDICI (RO)
- Cristina García, ROSIA project (ES)

- Giovanni Baglio, OASES project (IT)
- Alban Davesne, HARBOR project (NO)
- Miriam Dolan, social prescribing (UK)

12:15 – 13:00  
**Reporting back**  
**Final discussion**  
**Closing remarks**



11:00 – 12:00

**Working Groups:**

- 1. Attraction and retention of health workers in rural areas**
- 2. Innovative ways to deliver general and specialist health services**
- 3. Integrated and community-based services**





# THANK YOU

**Rural Pact Community – Join us**  
<https://ec.europa.eu/eusurvey/runner/RuralPact>



<https://rural-vision.europa.eu/>

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# What is the Rural Pact and where does the health fit in the rural vision?

**Alexia Rouby (European Commission DG Agriculture and rural development**

Rural Pact good practice webinar

**“Enhancing access to health services in rural areas”**

30/10/2023



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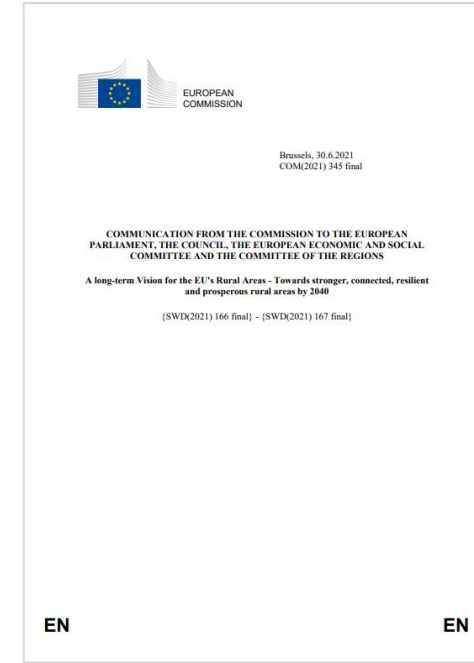
# The long-term vision for EU's rural areas



Vice-president of EC  
Demography & Democracy  
Dubravka Šuica



**Communication from the EC**  
**(June 2021)**

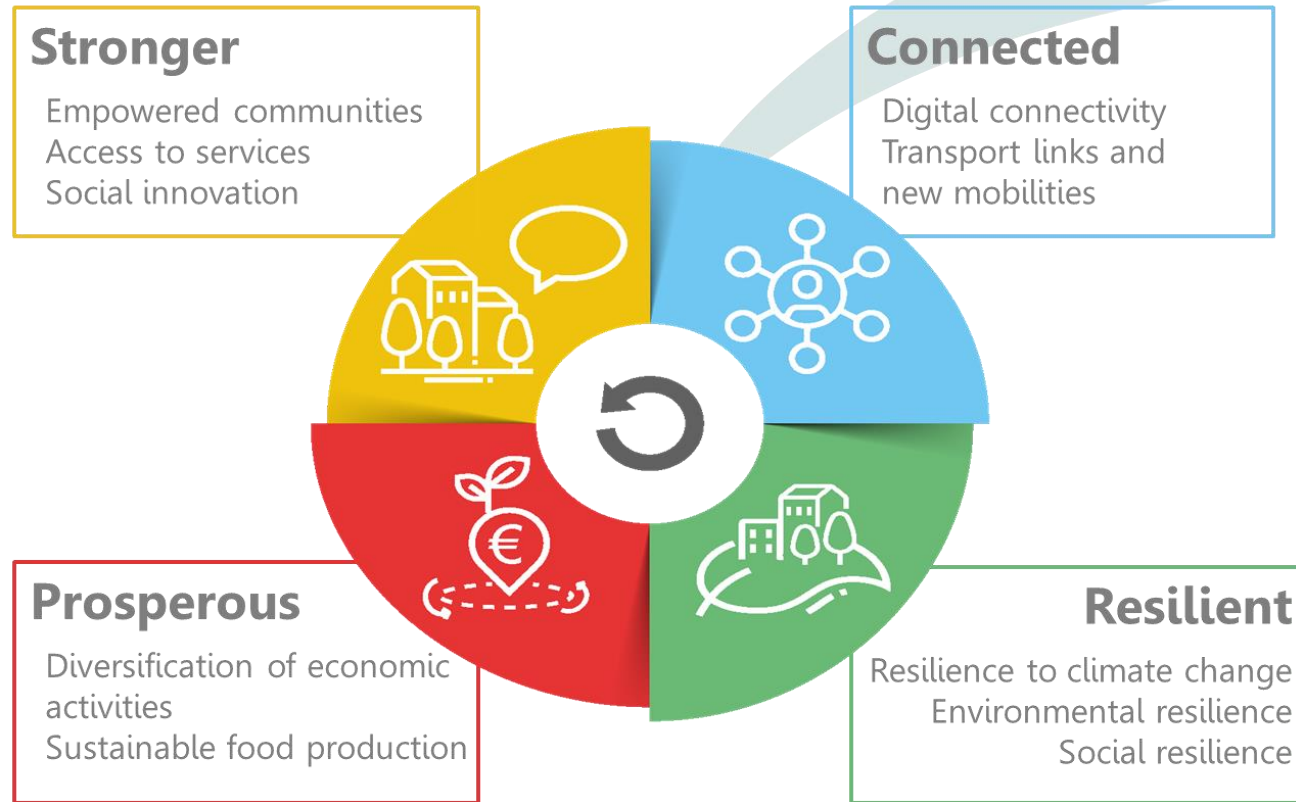


**Commissioner (Agriculture)**  
**Janusz Wojciechowski**

**Commissioner (Cohesion and reforms)**  
**Elisa Ferreira**

#RuralPact

# The rural vision by 2040



**Shared goals for 2040**



**Rural action plan (EC) & Rural Pact (everyone)**





# The long-term vision for the EU's rural areas



## LONG-TERM VISION FOR RURAL AREAS

### 10 SHARED GOALS FOR 2040

1. Attractive spaces, developed in **harmonious territorial development**
2. Engaged in multi-level and **place-based governance**
3. Providers of food security, economic opportunities, goods and services for wider society
4. Dynamic communities focusing on **well-being**
5. **Inclusive** communities of **intergenerational solidarity**, fairness and renewal
6. Flourishing sources of nature
7. Fully benefiting from **digital innovation**
8. Entrepreneurial, innovative and skilled people
9. **Lively places equipped with efficient, accessible and affordable public and private services**
10. Places of diversity

« **Goal 9:** Lively places equipped with **efficient, accessible and affordable public and private services**, including cross-border services, providing **tailored solutions** (such as transport, education, training, **health and care**, including long-term care, social life and retail business). »

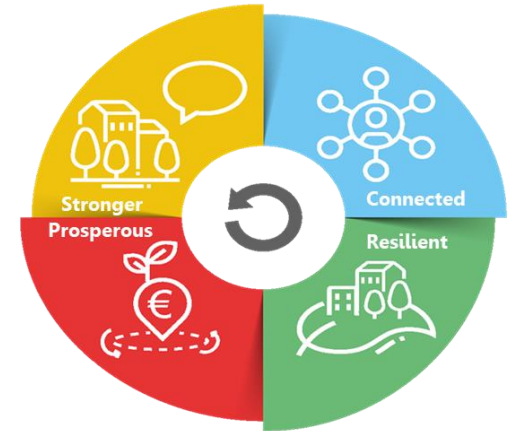
# The long-term vision for the EU's rural areas



## LONG-TERM VISION FOR RURAL AREAS

### 10 SHARED GOALS FOR 2040

### EU RURAL ACTION PLAN



### 9 Flagship initiatives

1. Rural revitalisation platform
2. Research and innovation for rural communities
3. Sustainable multimodal mobility best practices for rural areas
4. Rural digital futures
5. Support rural municipalities in energy transition and fighting climate change
6. Climate action in peatland through carbon farming
7. EU mission: a soil deal for Europe
8. **Social resilience and women in rural areas**
9. Entrepreneurship and social economy in rural areas

- **Social resilience and Women in rural areas**
  - European care strategy (2022)

# The rural action plan: 24 thematic actions

## Rural revitalisation platform

- Enabling factors, self-assessment tool
- Launch 29 June 2023

## Research and innovation for rural communities

- Horizon 2021-2024 launched (120 M€)
- Startup village forum
- EIP-AGRI, RIS3
- Horizon 2025-2027

## Education and youth

- Study on rural young people access to ERASMUS and ESCP

## Sustainable multimodal mobility best practices for rural areas

- SMARTA NET Networking for municipalities

## Urban mobility framework published

## Rural Digital Futures

- Horizon + DEP WP published
- EDIH
- Digital skills and jobs platform
- Pilots on digital education for children in remote areas
- 5G for smart com.
- Rural digital index

## Rural municipalities in energy transition & Climate change

- Rural energy communities advisory hub

## Climate action in peatland /carbon farming

- Comm "Sustainable C cycles"
- 3 LIFE projects
- Just transition fund
- CAP assessments
- Certif. C removals

## EU mission: A soil deal for Europe

- Calls published

## Entrepreneurship and social economy

- Clusters of social and ecologic innovation (rural focus) report published – study by RTD
- Euroclusters call
- European cluster collaboration platform
- Transition pathway for proximity and social economy

## Social resilience and Women in rural areas

- European care strategy (2022)

# The long-term vision for the EU's rural areas

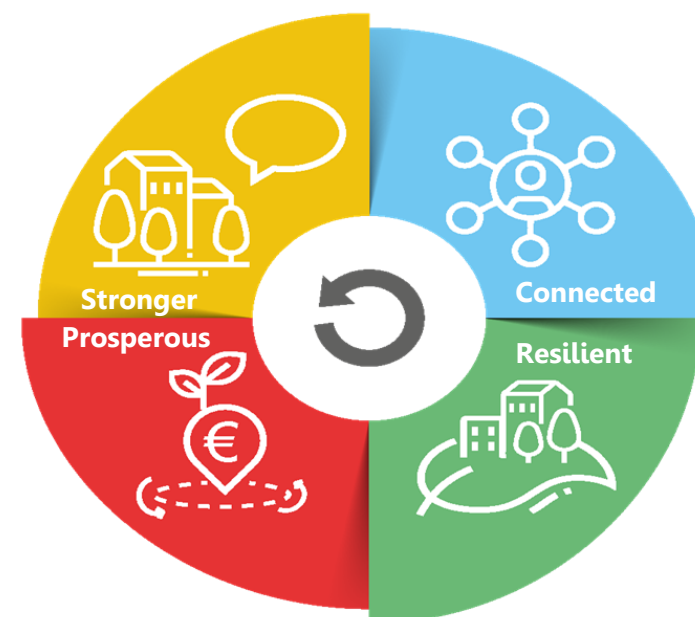
## LONG-TERM VISION FOR RURAL AREAS

10 SHARED GOALS FOR 2040

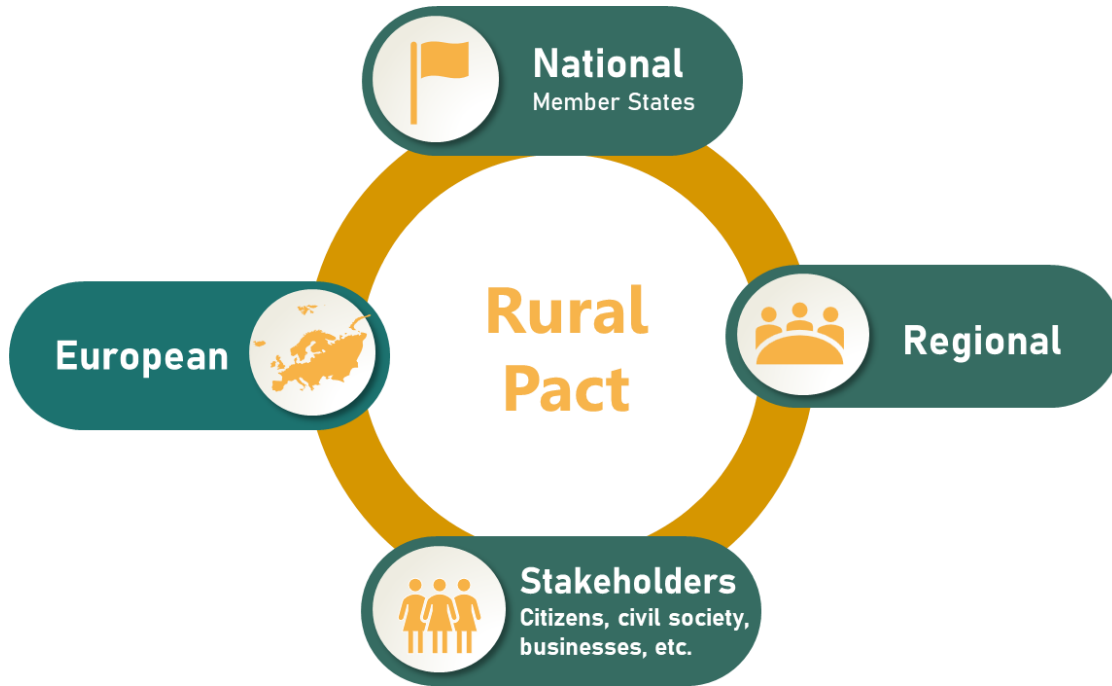
EU RURAL ACTION PLAN

6  
Horizontal  
actions

1. Rural Observatory
2. Functional Rural Areas
3. Improved Statistics
4. Rural Proofing
5. Toolkit on EU funding
6. **Rural Pact** ←



# The Rural Pact



## What is the Rural Pact ?

The Rural Pact is a formal space and framework to boost **cooperation** between national, regional and local governments, civil society organisations, businesses, academics and citizens to act towards the shared goals of the rural vision.

#RuralPact



## Participatory process

**Rural Pact**

*Proposals from the Rural Pact preparatory group for the Rural Pact conference on 15-16 June 2022*

**Introduction**

With the adoption of the Communication on a Long-term Vision for the EU's rural areas, the European Commission committed to setting-up a Rural Pact. This Pact will contribute to reaching the shared goals of the Long-term Vision for the EU's rural areas but also fits into the EU's broader commitment of implementing the United Nation's Sustainable Development Goals and ensuring balanced territorial development.

Following the launch of the Rural Pact Community, in December 2021, over 1000 individuals and organisations have endorsed the shared goals of the rural vision and want to work towards their achievement. This draft is the next step in the Rural Pact process. Drafted by EU institutions and rural stakeholders<sup>1</sup>, it outlines the main features of the Rural Pact. Rural Pact Community members were invited to express their views on this proposal in May through a survey. Their feedback was taken on board for the final proposal which was presented at the Rural Pact conference on 15 and 16 June 2022.

**Objectives**

The Rural Action Plan, which was adopted with the Long-term Vision for the EU's rural areas, represents the European Commission's commitment to acting for rural areas. One of its actions is to propose a Rural Pact, which aims to strengthen multi-level governance for the EU's rural areas. This means that the Pact will engage the European, national, regional and local level, all of which have a key role to play in the future of rural areas, to work together.

The activities of the Rural Pact could be classified as contributing to three broad objectives:

<sup>1</sup> Presidency of the Council of the EU, the European Committee of the Regions, the European Economic and Social Committee, ELARD, PREPARE and ERCA from the European Rural Parliament, as well as the European Parliament and the European network for Rural Development as observers.

**Proposal endorsed**  
**Rural Pact Conference (15-16 June 2022)**

# The Rural Pact - Objectives



**Amplifying the voice of rural areas and bringing them up in policy agendas**



**Networking, collaboration & mutual learning**



**Commitments to act**



Join the Rural Pact Community! [Become a member of the Rural Pact | Rural Pact Community Platform \(europa.eu\)](#)



Rural Pact Proposal: [https://agriculture.ec.europa.eu/system/files/2022-07/rural-pact-proposal\\_en.pdf](https://agriculture.ec.europa.eu/system/files/2022-07/rural-pact-proposal_en.pdf)

# The Rural Pact Community Members

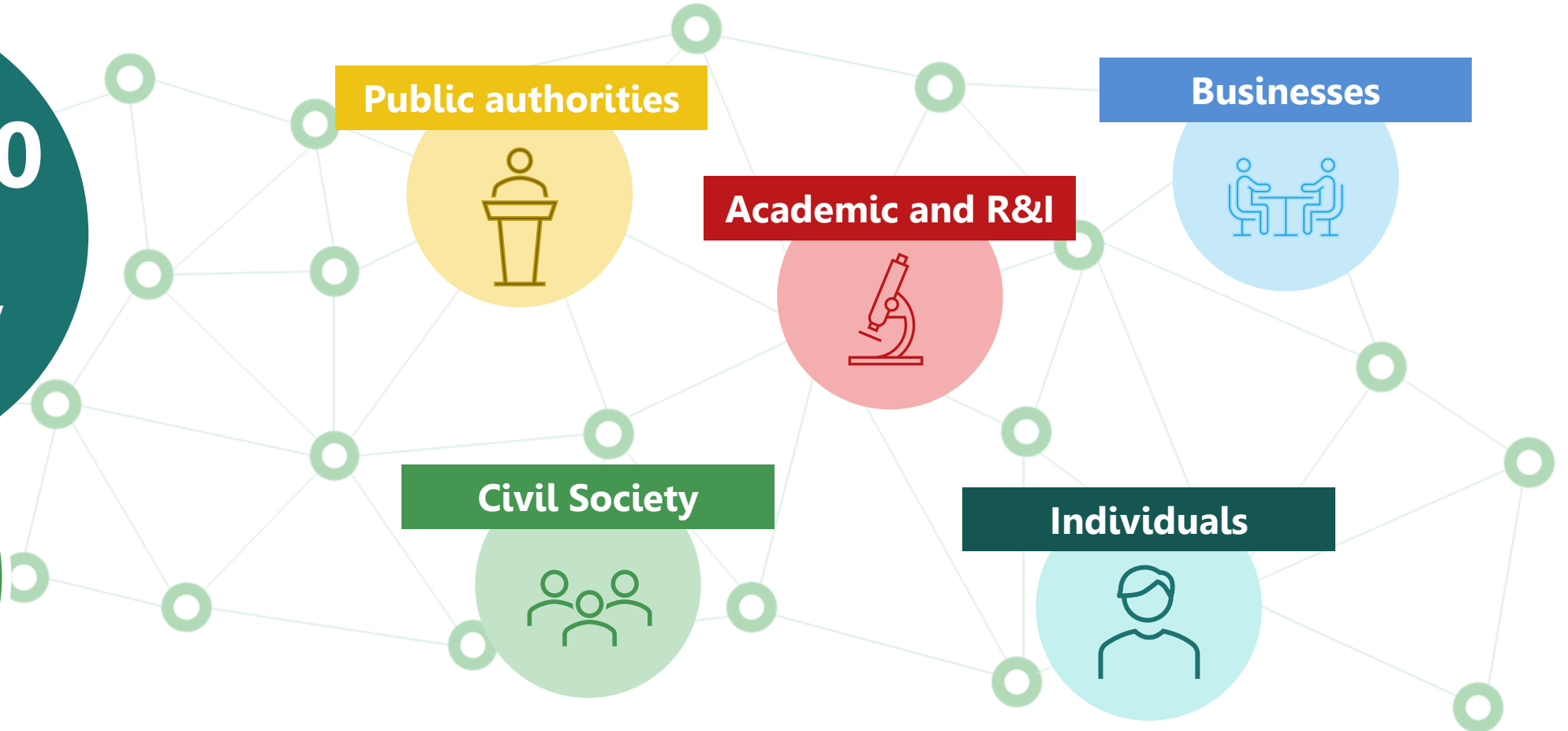


**+2150**

Rural Pact  
Community  
Members by  
Nov 2023

**+119**

Commitments to  
act



**Participating in the Pact = Committing to act for one or more of its objectives**

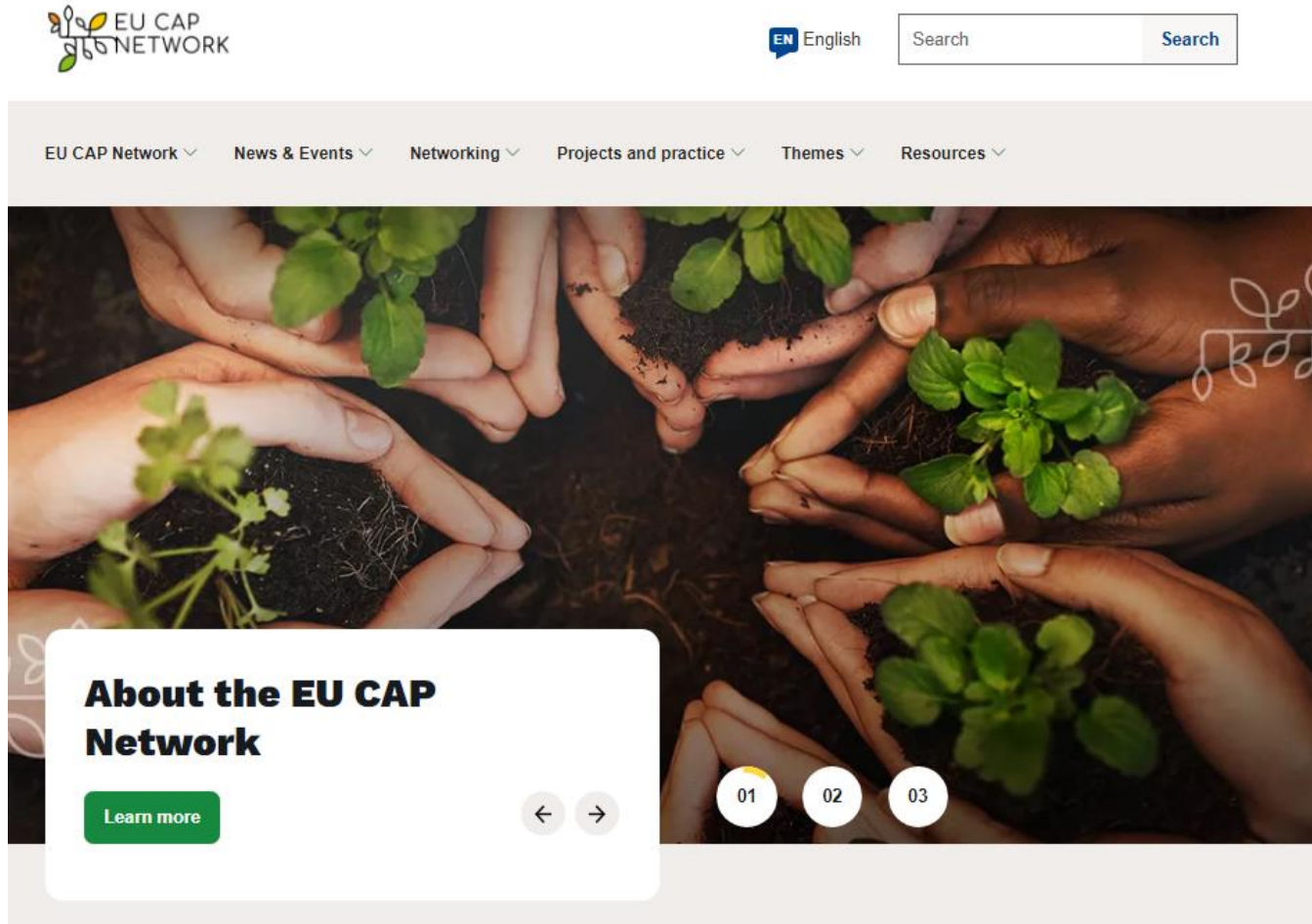


Join the Rural Pact Community! [Become a member of the Rural Pact | Rural Pact Community Platform \(europa.eu\)](https://european-council.europa.eu/media/en/press-operations/infographic-116396.attachments)

#RuralPact

# Health under the EU CAP\* network

\*Common agricultural policy



New thematic group  
« **Supporting mental health of farmers and farming communities** »  
21 Feb & 28 May 2024

Expression of interest  
opening next week

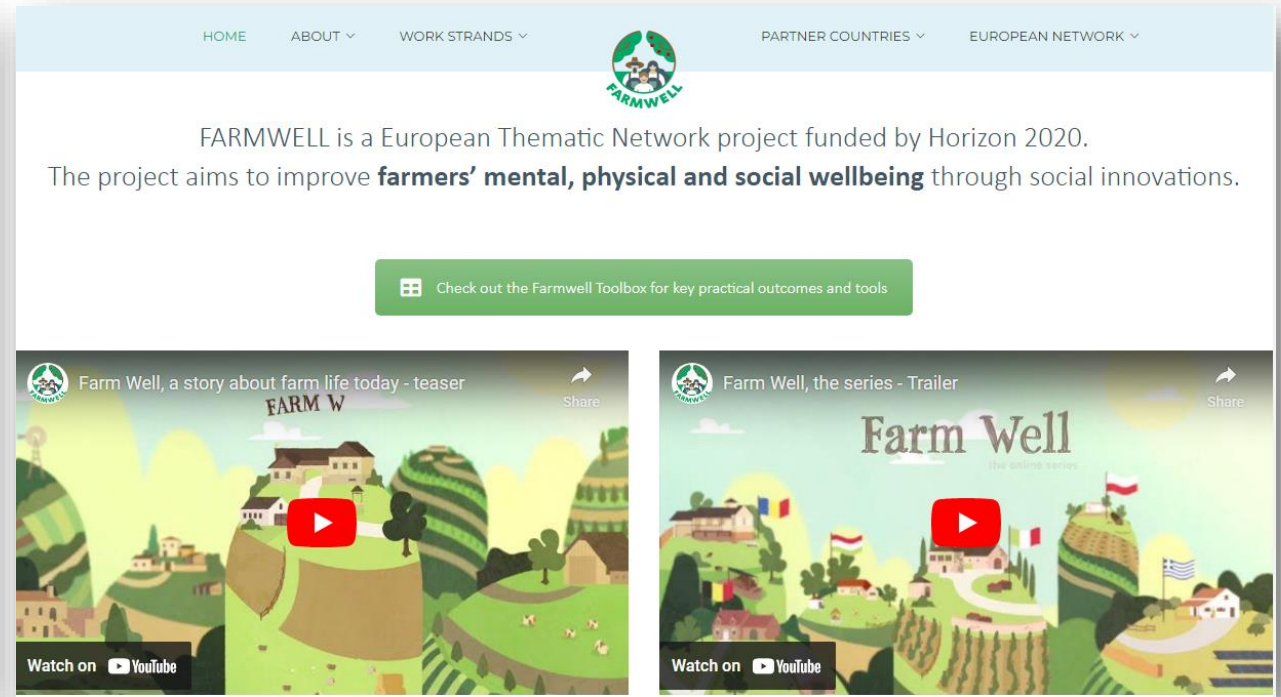




# Farmers health under Horizon Europe



[www.safehabitus.eu](http://www.safehabitus.eu)



[Farmwell – A H2020 project \(farmwell-h2020.eu\)](http://farmwell-h2020.eu)



# THANK YOU

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