



Risks **U**nderlying **R**ural **A**reas **L**ongitudinal Study

RURAL STUDY SEEKS TO UNDERSTAND HEALTH CHALLENGES IN YOUR COMMUNITY!

Study will involve multiethnic participants from 10 rural counties in Kentucky, Alabama, Mississippi & Louisiana

4

STATES

10

COUNTIES

25-64

YEARS OLD



SELECTED PARTICIPANTS WILL RECEIVE :

- A detailed physical examination, including heart scan and blood work
- Loaner smartphone with App for questionnaires
- Wearable activity monitor for heart rate, physical activity and sleep



ABOUT THE MOBILE EXAM UNIT:

- Highly equipped unit that will be conveniently stationed in your community for approx 20 weeks
- Staffed with health professionals

GOAL: To study heart, lung and blood disorders in your community and identify potential solutions.

YOU CAN HELP US BY SPREADING THE WORD TO FAMILY AND FRIENDS!



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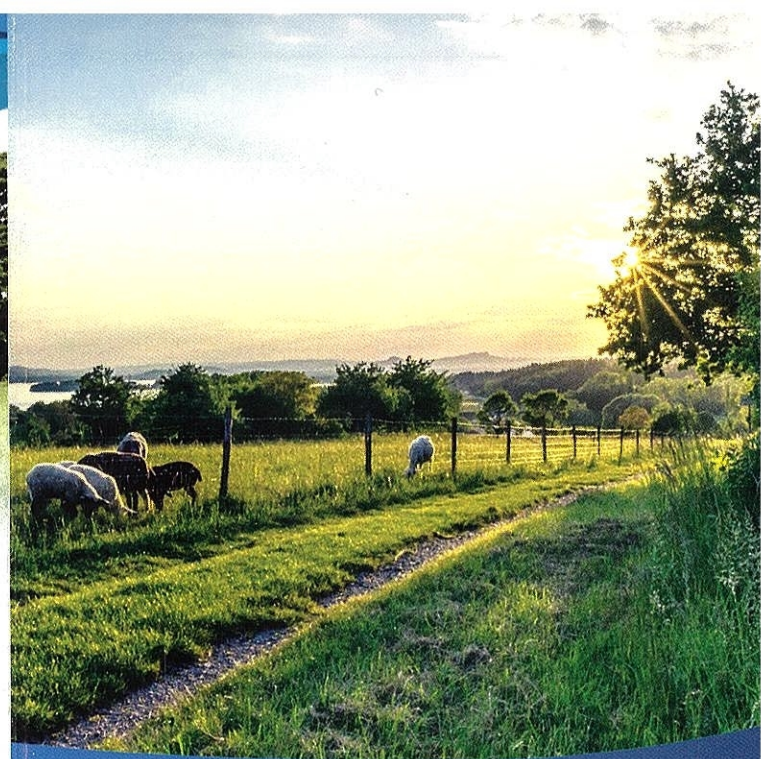


QUESTIONS?
VISIT:
WWW.THERURALSTUDY.ORG



Learn more online at
theruralstudy.org
or call 601.984.5697.

Principal Investigator of the Mississippi Core:
Ervin Fox, MD, MPH



Understanding heart, lung, blood,
and sleep disorders specific to
those living in rural areas



The **RURAL** Study is Coming to Mississippi

Looking for answers about rural health differences

Health Researchers want to understand heart, lung, blood and sleep disorders specific to rural communities.

The National Institutes of Health (NIH) is funding a six-year study that will examine the causes of heart, lung, blood, and sleep (HLBS) disorders in four states:

- Alabama
- Louisiana
- Kentucky
- Mississippi

The study, called Risk Underlying Rural Areas Longitudinal Study (RURAL), will recruit 4,000 participants, from all ethnic backgrounds, in ten counties within those four states. Oktibbeha and Panola counties are the designated locations in Mississippi. When the study opens, researchers will recruit between 500 and 600 people in each county to participate.

UMMC is leading the Mississippi effort

The University of Mississippi Medical Center is directing efforts in Mississippi, with leadership from Principal Investigator Ervin Fox, MD, MPH. Dr. Fox and his team are responsible for recruiting and examining participants in Mississippi.

A mobile unit will bring research into the community

To conduct the study, RURAL will bring its mobile research vehicle to each selected county. Inside

the vehicle, which is essentially a research center on wheels, participants will undergo specified health exams such as blood pressure, EKG, weight, blood work, urinalysis, and CT scans.

Researchers will record the medical history and social information for each participant.

Participants will then receive mobile phones and wearable activity monitors they will be required to use. These devices will provide ongoing data about participants' health and lifestyles.

Community leaders play a role

To make sure each county in the study gains valuable information, RURAL researchers will work with local community advisory boards. People who serve on the advisory boards will meet regularly and advise researchers. The goal is to make sure RURAL researchers fully understand the various concerns of people in these communities. The advisory board will also promote participation in the study.

Sharing results helps

individuals and communities

Study participants will receive their health exam results. Researchers will also provide county-specific results to community organizations such as leaders in health care, education, government, and clergy. These county reports will provide a picture of the community's health as a whole, but will not include participants' personal information.