



Rural Realities: Health Equity and Innovation

Collection of Case Studies for Rural Health Equity in the UK

Rural Health Compass is compiling a collection of case studies to help tell the story of rural realities in the United Kingdom. We are looking for examples that highlight the challenges, opportunities and solutions in rural, remote and coastal communities in the UK.

These case studies will be grouped under two main themes and each will have four subthemes:

1. Health and Care Access

- a) Maternal and child health
- b) Mental Health
- c) Elderly Care
- d) Social Care

2. Social Determinants of Health

- a) Access to education
- b) Local Infrastructure
- c) Employment Opportunities
- d) Poverty

Guidance for submitting a case study

Case studies can be submitted by NHS organizations, local councils, VCSE, public and private sector organizations.

Submission deadline: 15th August 2025

Length: 1500-2000 words

Please submit the case study in word document format, add links and photographs with credits and captions if applicable.

Submit the case study to the following email address: ruralhealthcompass@gmail.com
with the email subject heading: Rural Realities Case Study - "Sub-theme i.e. Elderly Care"

Guidance on the proposed format of the case study and guiding questions can be found attached below.

Online publication of the case studies collection is planned for December 2025.



Format:

Introduction (300 words)

What is the geographic location and context?
What is the challenge you were facing?
How does this issue compare to the national or regional averages?

The Challenge (450-500 words)

What is the challenge being faced?
How does the local context factor into this challenge?
What are the barriers for the community?
What demographic groups are affected?
Is there a lack of data or underreporting that impacts awareness of this issue?

Opportunities (400 words)

What are the existing community strengths or assets?
What are the key opportunities for addressing this challenge?
How have local or national policies or initiatives created pathways for improvement?
Are there other local factors that presented opportunities/facilitated change?
Are there partnerships that could be harnessed in the local area?

Solutions and Interventions (500 words)

What was the solution/intervention that was implemented?
How did it address the challenge?
Who initiated the intervention?
Who was important for the implementation and success of the solution/intervention?
What was the impact on the local community/group affected?

Lessons Learned and Recommendations (250-300 words)

What are the key takeaways from this case study?
What challenges remain unresolved and why?
How could this solution/intervention be scaled or adapted to other contexts?
What policy changes or further actions are needed to improve rural health equity in this area?