



Hailey B. Heinsberg, MEd



Director of Education

Center for Rural and Community Health

West Virginia School of Osteopathic Medicine

Mail: 400 Lee Street N Lewisburg, WV 24901

Email: hheinsberg@osteo.wvsom.edu • Office: 304-793-6574 • Fax: 304-793-6586

Hailey Heinsberg has a passion for life-long learning, rural health, and West Virginia. She has almost 30 years of experience in health education and promotion, public health, behavioral health, clinical/patient care, grants, and professional development and training. She has worked for various public and private organizations in Virginia, Pennsylvania, and West Virginia within diverse communities, including health care professionals, migrant and community health workers, Native American tribes, and medically underserved, vulnerable, and special needs populations. She creates and develops education tools, resources, continuing education and curricular programs, online courses, and related programming on opioid use disorder, health and wellness education, and community outreach programs and projects.

Education/Training

- MEd, American College of Education, Indianapolis, Indiana, Masters of Education, specialty in Health and Wellness, December 2018, Summa Cum Laude – Honors: Distinguished Scholar
- B.S., Slippery Rock University of Pennsylvania, Slippery Rock, Pennsylvania, Bachelor of Science in Education, May 1992, Cum Laude
Instructional I Teacher Certification, Health Education, K-12
- B.S., Slippery Rock University of Pennsylvania, Slippery Rock, Pennsylvania, Bachelor of Science in Business Administration (emphasis Marketing), December 1990

Awards

- Toolkit Committee Chair: First Place, Advertising Category: Prescription Opioid Education Campaign
Presented to: West Virginia School of Osteopathic Medicine – Center for Rural & Community Health, presented by the American Association of Colleges of Osteopathic Medicine (AACOM) Excellence in Communications Award, 2018
- Co-author: First Place, Health Index Score & Health Education Response (HIS & HER) Health Literacy Campaign,
Presented to: West Virginia School of Osteopathic Medicine – Center for Rural & Community Health, presented by American Association of Colleges of Osteopathic Medicine (AACOM) Excellence in Communications Award, 2012
- State Health Education Council of West Virginia, Karen R. King Distinguished Service Award, 2011
- Slippery Rock University, Allied School Health Education Award, 1992

Research and Scholarly Activity

Oral Presentations

- World Organization of National Colleges, Academies and Academic Associations of General Practitioners/Family Physicians-World Rural Health Association Conference, Symposium Presentation: *Preparing the Next Generation of Physicians to Address the Opioid Epidemic: A Pilot Program*, Albuquerque, New Mexico, October 2019
- National Rural Health Association Conference, Session Presentation: *Opioid Toolkit: A Rural Community Education Project*, New Orleans, Louisiana, May 2018
- West Virginia Rural Health Association, Annual Conference, Session Presentation: *An Opioid Toolkit: A Rural Community Education Project*, Davis, West Virginia, October 2017
- National Rural Health Association Annual Conference, Session: *Solving Community Health Worker Perplexities*, Louisville, Kentucky, May 2013
- National Rural Health Association Annual Conference, Session: *The Missing Piece to the Puzzle: Health Literacy Isn't Just Understanding Words, It's Understanding Health*, Denver, Colorado, April 2012



Poster Presentations

- Miller WC, Griffith BN, Rogalla D, Spencer D, Zia N, Heinsberg H. Rural Community Member Adaptations to a Recent Food Desert. American College of Sports Medicine Annual Meeting. Boston, Massachusetts, June 3, 2016.
- Spencer D, Rogalla D, Zia N, Miller WC, Griffith BN, Heinsberg H. Rural Families' Adaptations to an Impending Food Desert. National Rural Health Association Conference. Minneapolis, Minnesota, May 18, 2016.
- Zia N, Rogalla D, Spencer D, Miller WC, Griffith BN, Heinsberg H. Rural Businesses' Reactions to an Impending Food Desert. National Rural Health Association Conference. Minneapolis, Minnesota, May 18, 2016.
- Miller WC, Griffith BN, Leonard TO, Lovett GD, Cochran JD, Heinsberg HB. Relationships Between Perceived Health and Objective Health Status of Rural Appalachian Adults. American College of Sports Medicine Annual Conference, San Francisco, California, June 2012.
- Fritzius AM, Pence LD, Heinsberg HB, Crawford PA, Shires WE. An Interdisciplinary Approach to Preventing Pediatric Obesity in Wild and Wonderful West Virginia. National Rural Health Association Annual Conference, Anchorage, Alaska, May 2007.
- Pence LD, Heinsberg HB, Baker HH. Use of Resident-Led Community-Based Interdisciplinary Teams in Teaching Core Competencies. Association of Osteopathic Directors and Medical Educators Association for Hospital Medical Education Spring 2007 Educational Institute, Marco Island, Florida, May 2007.
- Redding DL, Pence LD, Crawford PA, Heinsberg HB, Shires WE. Improving Access to Quality Health Care in Summers County West Virginia Using the AHEC Model. National AHEC Organization Conference, Omaha, Nebraska, June 2006.

Publications

- Miller W, Patton J, Lally P, Cusick-Lewis J, Fitzpatrick K, Heinsberg H. (2017). Development and evaluation of a customizable electronic medical record for clinical outcomes research and patient engagement. *International Journal of Medicine*, 5 (1) (2017): 10-13. <https://doi.org/10.14419/ijm.v5i1.6958>
- Miller WC, Rogalla D, Spencer D, Zia N, Griffith BN, Heinsberg HB. (2016). Community adaptations to an impending food desert in rural Appalachia, USA. *Rural and Remote Health* 2016; 16: 3901. Available (Accessed 3 November 2016): <http://www.rrh.org.au/articles/subviewnew.asp?ArticleID=3901>
- Miller, W.C., Heinsberg, H.B. (2016). *Community Health Education Resource Person (CHERP) CHERP Level 3: Disease Prevention and Management*. WVSOM Community Center for Rural & Community Health. Central Printing, Beckley, West Virginia.
- Miller, W.C., Heinsberg, H.B. (2014). *Community Health Education Resource Person (CHERP) CHERP Level 2: Health Promotion*. WVSOM Community Center for Rural & Community Health. Central Printing, Beckley, West Virginia.
- Miller, W.C., Heinsberg, H.B. (2013). *Community Health Education Resource Person (CHERP) Level 1: Wellness*. WVSOM Community Center for Rural & Community Health. Central Printing, Beckley, West Virginia.

Affiliations

- National Rural Health Association, Member
- West Virginia Southeastern Area Health Education Center, Board Member
- West Virginia Rural Health Association, Member; Past Board Member
- Greenbrier County Care Coalition, Member
- Greenbrier Valley Medical Reserve Corps, Member
- Greenbrier Valley Citizen Corps, Member
- Greenbrier County Local Emergency Planning Committee, Member
- Greenbrier River Watershed Association. Member