

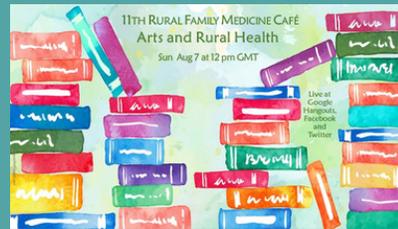
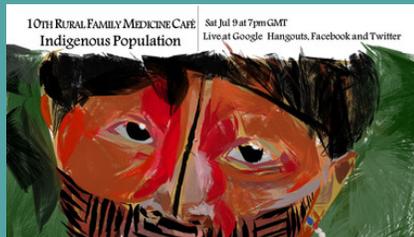
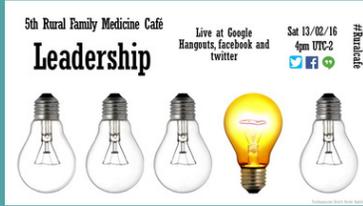
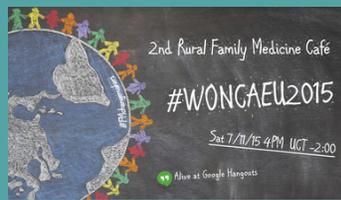
How to do a Rural Café

A short manual

BY MAYARA FLOSS

15 steps for a #RuralCafé

fast and short tips



A LITTLE BIT ABOUT

The **Rural Family Medicine Café** (“Rural Café”) is a project created originally on the Google Hangouts platform, in October 2015, to support and network doctors, students, professors and people from around the world, who are interested in rural family medicine. With time, the idea spread on Facebook and Twitter on the hashtag **#RuralCafe**. Now, it has spread to YouTubeLive and is still on Facebook and Twitter.

The Rural Café is a place where people can informally share ideas - as in a coffee shop - without distinguishing between academic doctors and professors, medical students, young family doctors and experienced family doctors. Every participant has the same power of voice during each discussion. The Rural Café is a place to share ideas, create awareness and get together.

These ideas led to the creation of the World Rural Medicine Student Network on google groups, providing a way to support other students and engage people with a rural background. In April 2016, a conversation between the Brazilian founder of the Rural Cafe and the Indian founder of WONCA Rural South Asia (WoRSA) created the “**Rural Health Success Stories**” (<http://ruralhealthsuccess.blogspot.com.br/>) and the hashtag **#RuralStories** with the aims to inspire, support and reduce isolation for family doctors and interested students, in rural areas. On May 8, 2016, the Rural Family Medicine Café discussed women in rural medicine and the hashtag **#RuralWomenGP** was created. During the conversation about women, it was noted that when you google ‘Rural doctor’ or ‘Rural GP’ or ‘Rural medicine’ you have more pictures of men than women. The hashtag supports women around the world to show their power and transcend gender stereotypes.

The Rural Cafés are organized monthly and always have one coordinator who chairs the discussion. Usually one person coordinates the Facebook discussion and another the Twitter discussion. The chair is generally responsible for making it happen - organizing and advertising the event, inviting people, and facilitating the discussion. Everybody is welcome!

Keep it going! Cheers!

Mayara Floss
Rural Café Creator

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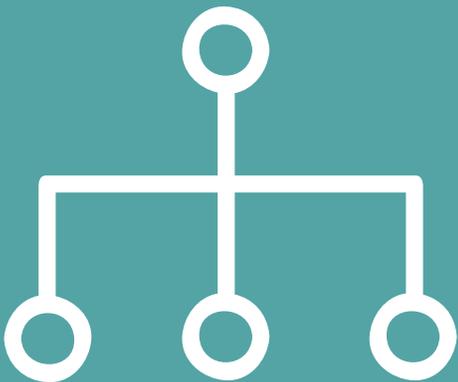
WHAT
DO YOU
NEED?



1. Minimum requirements for all participants are: a computer with a stable connection to the internet, headphones with a microphone, and ideally, a webcam.



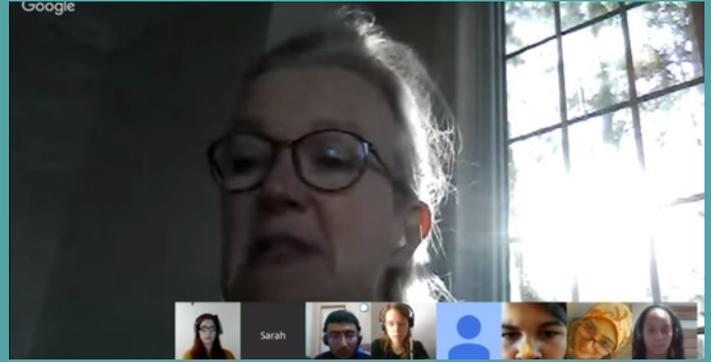
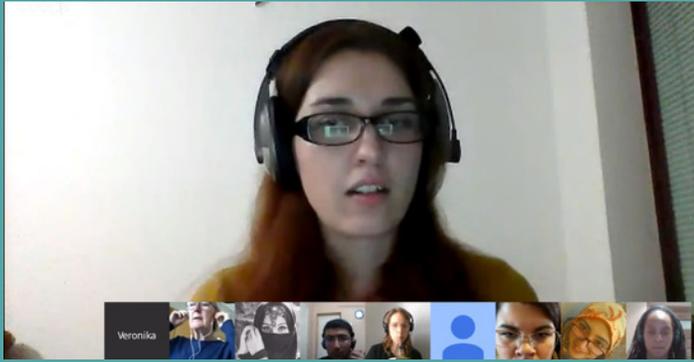
2. A bunch of people interested in participating and discussing as group without a hierarchy.



#Tip: If you are going to do it on multiple platforms (Facebook, YouTube and Twitter) you should keep in mind the need to have a coordinator for each platform, so that during the discussion they can come up with the ideas, questions and comments that are emerging on SoMe.

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STEP
BY
STEP



1. Choose a date and time, if you are going worldwide you should try for a time suitable for all timezones.

#Tips

- Use the Time Zone Converter (<http://www.timeanddate.com/worldclock/converter.html>)
- You can use Doodle Poll to try find a common time (<http://doodle.com/>)

2. You should create a theme or subject for your Rural Café, so people get interested in the café theme.

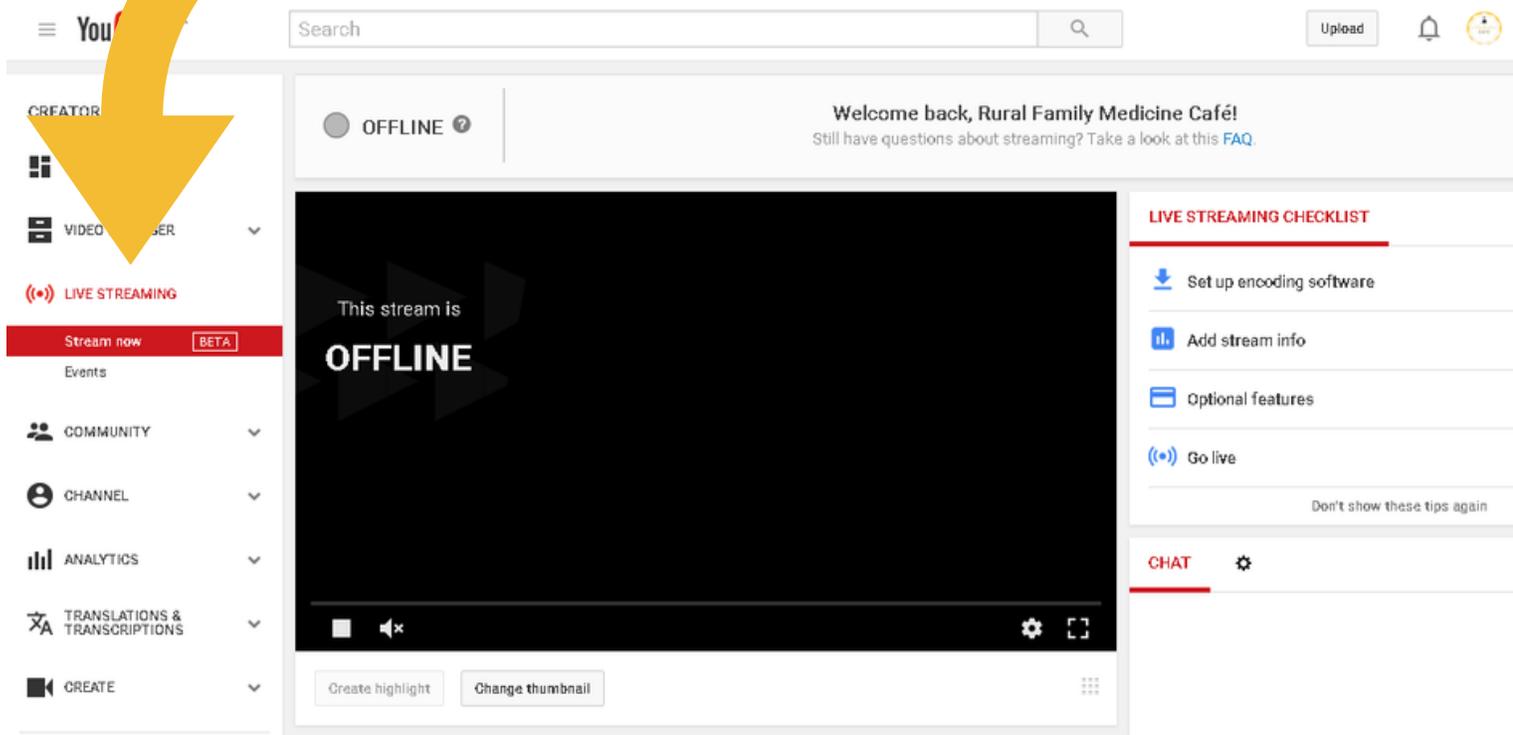
#Tips:

- You can use the free options at Canva (<https://www.canva.com/>). Observation: you need an account to use it, but it is really easy to set it up. You could use this model to start: <https://goo.gl/XBpTAc>
- Consider what should be included in the promotion for the meeting: name of the event, subject, date and time in UST (You can also create some interesting hashtags)

3. Create a Google account and login (if you already don't have one) and go to YouTube (<https://www.youtube.com/>).

4. Go to "My Videos" on the Youtube page (https://www.youtube.com/my_videos).

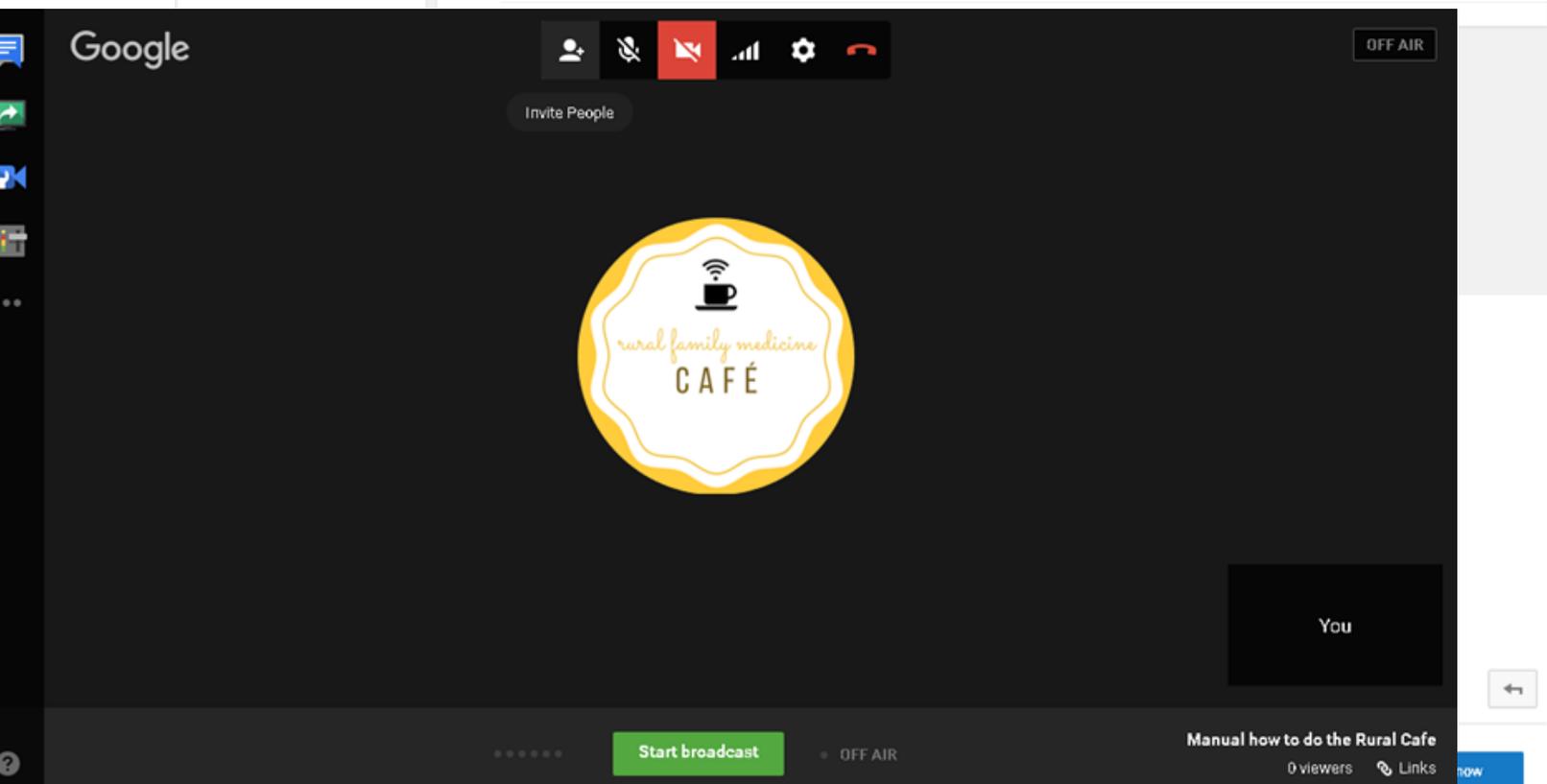
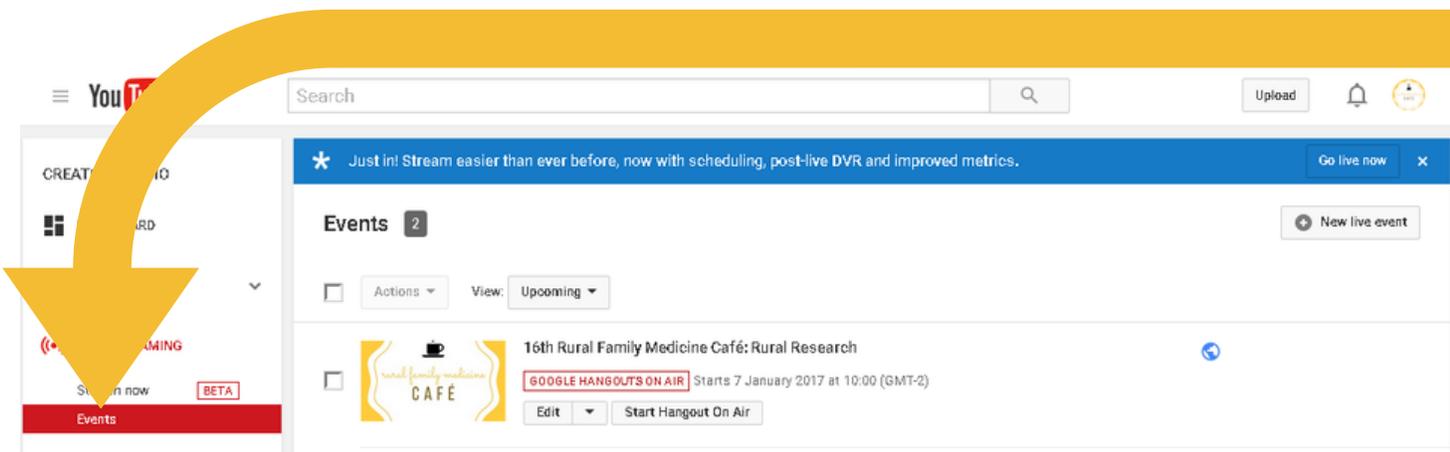
5. Select the "Live streaming" button.



#Tip

- Don't worry about all the information at this stage, just keep going.

6. Go to the "Events" button.



Basic info **Advanced settings**

Title

Today Now [Add end time](#)

Brazil (GMT -02:00) Noronha [Edit](#)

Description

Tags (e.g. Albert Einstein, flying pig, mashup)

Public

 Add a message to your video

Also share on   

Type

Quick (using Google Hangouts On Air) [?](#)

Custom (more encoding options) [?](#)

Reminder: You **have agreed** that you own the rights to, have properly licensed, or otherwise have the right to use, all content that you live stream (including any music content). [Learn more](#)



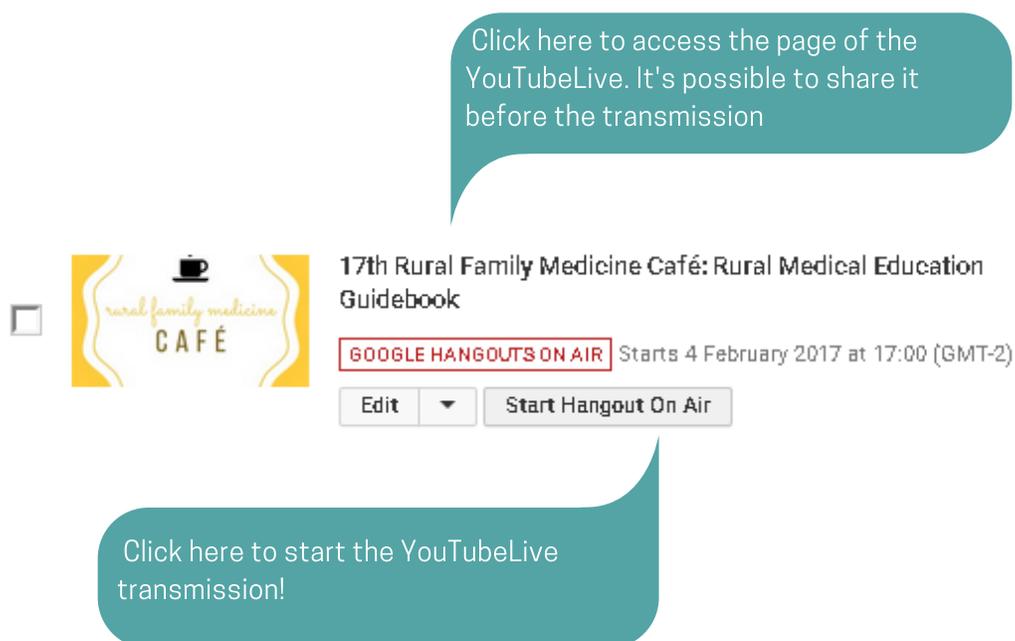
#Tips

- Think of a good title (so afterwards people can find it on a YouTube search) and keep your timezone in mind
 - Write a description (and make it a good one), so people have an idea of what is going on.
 - What do we usually write about the Rural Café?
“The Family Medicine Cafe is an informal meeting alive at google hangouts to chat about themes related to Family Medicine focusing in Rural Family Medicine. It is a space to discuss and spread ideas of global FM. The idea is put together practitioners, students and interested people from all around the world to talk about selected themes, at this time on: the theme that you will discuss. On Facebook (facebook link) and Twitter with the #RuralCafe.”
 - The tags are an important part, so add as much you can because when people search on the internet, the search machine essentially goes through these tags!
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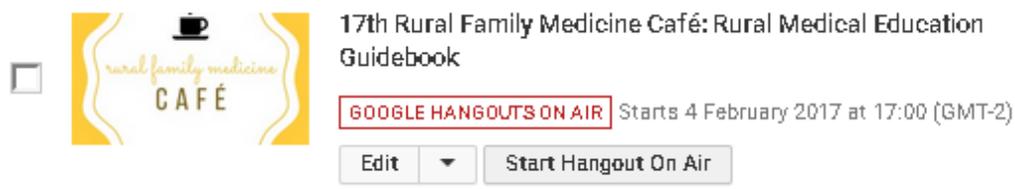
7. After you have created the event, you can also create a Facebook event, which is not the focus of this manual, but you can check the help FAQs of Facebook (<https://goo.gl/TpSlrz>). Also, you could create a hashtag to be used on Twitter during the video meeting.

8. Before the day of the meeting you should spread the idea and find out who might like to join and get their e-mails. You already have the YouTube link of the stream, just click on your stream title, in the example image “Manual how to do the Rural Cafe”. It will open a new page with the countdown to start the video transmission and that link page is the link for people watch the Rural Café!

9. On the day of the event come back to the My Videos YouTube > Live Streaming > Events, there you will find the event! Click on “**Start Hangout On Air**”!

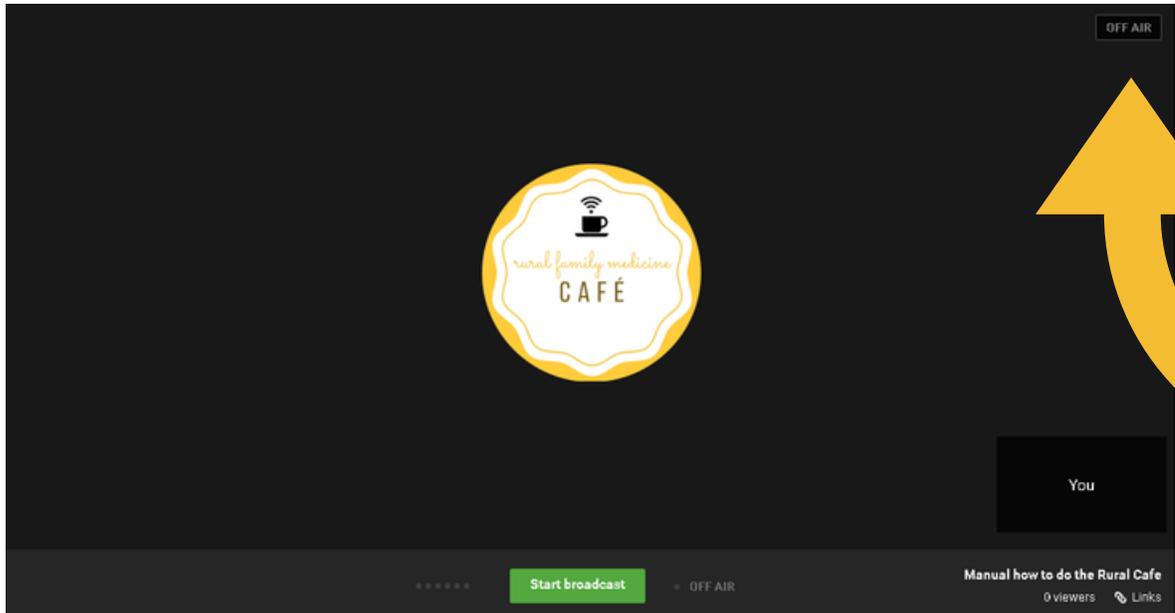


Click here to access the page of the YouTubeLive. It's possible to share it before the transmission

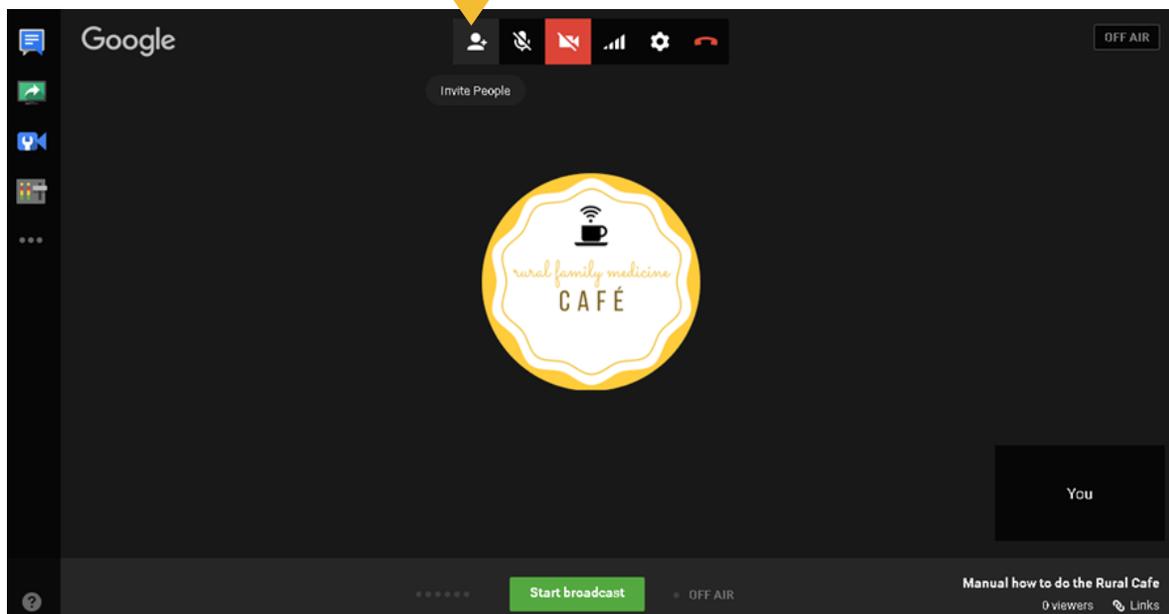


Click here to start the YouTubeLive transmission!

10. After you click on "Start Hangout On Air" it will open a new window with the Google Talk plugin (if you don't have it installed google will ask you to install it, it is usually an easy process). Keep in mind that you are not on air yet (see the top right corner "Off air"), and neither is the video recording.



11. Time to add everybody to the meeting! Click on the button "Invite people"



12. It will open a window with two options: "share the permanent link" and "add names or e-mail addresses". Here you add the e-mails that you have already collected.

Share the permanent link. Bookmark it and come back at any time.

Send invitation as Rural Family Medicine Café

Caution! Anyone who has the permanent link could enter into the meeting at any time!

#Tips

- Usually people need time to enter the call and setup everything. I recommend that you commence one hour before in order to setup and be ready sending e-mails and organizing everything.
- Everybody on the call needs to be using headphones (this is really essential, otherwise it creates an awful echo and nobody can understand anything).

13. After people have entered the call you can click "Start Broadcast"

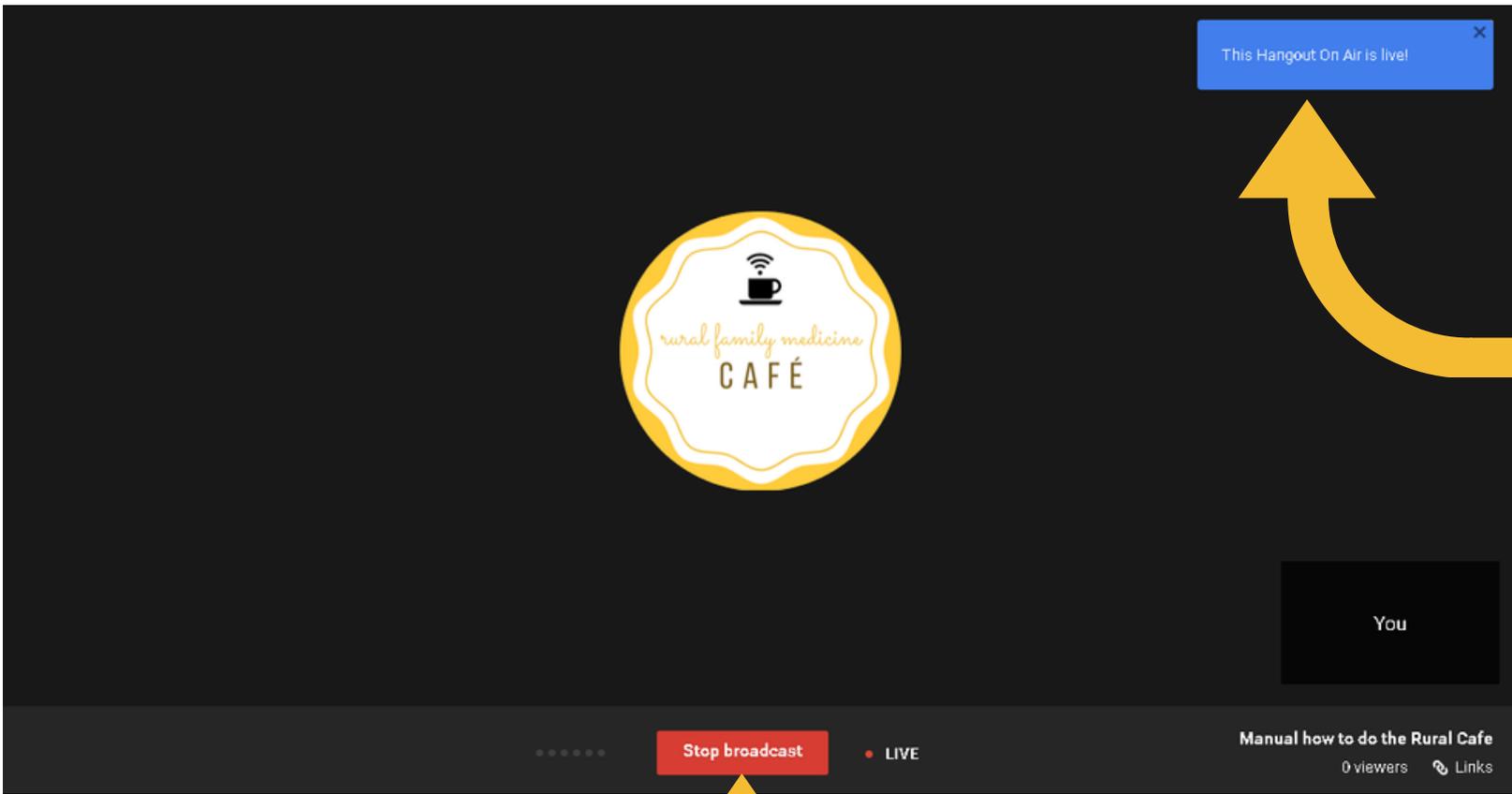
#Tip

- Sometimes people will be late, but you should start on time (because other people are waiting to be joined), and then manage the latecomers when they come to the meeting.

14. Ta-da! You are live!

#Tip

- You will receive a message that you are live in the top right hand corner. Now is time to start the conversation!



When you finish you should click on "Stop Broadcast" (red button).

15. After this your Rural Cafe is already online for anyone who wants to watch!

#Tip

-For those who will participate in the call (and have never used the YouTubeLive platform before) you should ask them to have a stable connection, at least a microphone (but better with webcam) and to use Google Chrome. It is good if they are early to install the plugin Google Talks to make sure it works. You will send the link for them, at least fifteen minutes early, so everybody can get ready on time.

- Follow us on Facebook: @ruralfamilymedicinecafe

- Subscribe on YouTube: goo.gl/sV0tyv



**CONGRATULATIONS!
YOU HAVE SET UP
YOUR FIRST RURAL
CAFE!
PLEASE SPREAD THIS
IDEA AND LET
EVERYBODY KNOW
ABOUT IT!**

