**Key campaign messages**

The key aim of the Centre is to support the delivery of improved care for remote, rural and island communities across Scotland and reduce remote, rural and island health and wellbeing inequalities through focused work to improve the sustainability, capacity, and capability of remote, rural and island primary care and community-based workforce and service delivery.

* Supporting healthier lives and thriving rural communities.
* Researching, designing, and co-creating new service delivery models.
* Investigating new roles and careers for a sustainable workforce, contributing to local economies.
* Partnering with local communities and organisations.
* Contributing to the Rural and Island’s Workforce Recruitment Strategy (RIWRS) advisory group monthly meetings.