



Baptist Memorial Hospital-Attala Community Health Improvement Plan

Baptist Memorial Health Care developed a community health improvement plan (CHIP) to guide community benefit and population health improvement activities across the Central Mississippi Service Area. Baptist's CHIP builds upon previous health improvement activities, while recognizing new health issues and concerns and a changing health care delivery environment, to address the region's most pressing community health needs. Below are specific activities that Baptist Memorial Hospital-Attala will carry out in support of this systemwide plan.

Health Priority: Behavioral Health

Goal: Increase behavioral health screenings to initiate early treatment and improved outcomes for residents at all stages of life.

Objectives:

- 1) Increase the number of residents who are screened for behavioral health conditions.
- 2) Develop or continue collaboration with community agencies that provide mental health and substance abuse support services to reduce suicide and drug-induced death rates.
- 3) Increase availability of services for patients with Alzheimer's disease and their caregivers.
- 4) Educate residents on the signs and symptoms of mental health conditions and substance abuse and where to get help.

Baptist Memorial Hospital-Attala Strategies:

- 1) Support initiatives to screen individuals for depression and mental health conditions.
- 2) Participate in and host educational forums and health fairs to increase awareness of behavioral health conditions and available services.
- 3) Sponsor community organizations that provide mental health and substance abuse support services.

Health Priority: Cancer

Goal: Provide early detection and treatment to reduce death from breast, colorectal and lung cancers, and improve quality of life for patients.

Objectives:

- 1) Increase awareness of benefits of genetic testing and early screenings for improved outcomes.
- 2) Increase physicians' participation in secondary screening protocols for lung cancer to increase early diagnosis of the disease.
- 3) Increase access to screenings in rural areas to reduce disparities among low-income, at-risk and minority populations.
- 4) Increase access to care close to home for rural residents.
- 5) Improve care coordination and caregiver support.



Baptist Memorial Hospital-Attala Strategies:

- 1) Partner with community organizations to increase public awareness of cancer risk, prevention and screening.
- 2) Sponsor community organizations that provide reduced-cost cancer screenings and care for uninsured and underinsured individuals.
- 3) Participate in and/or host educational forums to increase awareness of risk factors and prevention activities, including smoking cessation.
- 4) Provide mammography screenings for at-risk and low-income women through a mobile mammography unit.
- 5) Host support groups for cancer patients, survivors and caregivers.

Health Priority: Chronic Disease Management and Prevention

Goal: Promote health as a community priority and increase healthy lifestyle choices.

Objectives:

- 1) Increase residents' knowledge of their risk factors for disease.
- 2) Collaborate with community partners to encourage physical activity among residents.
- 3) Advocate for planning and policies that promote health as a community priority.
- 4) Reduce food insecurity and increase community options for healthy foods.

Baptist Memorial Hospital-Attala Strategies:

- 1) Participate in health fairs and community events to provide education for healthy lifestyles and prevention of chronic disease.
- 2) Provide free screenings for health risk factors related to chronic disease.
- 3) Collaborate with community partners to sponsor events promoting physical activity.
- 4) Participate in local coalitions to improve health and disease management for residents.
- 5) Partner with organizations who work to decrease food insecurity and increase access to healthy foods.

Health Priority: Maternal and Child Health

Goal: Improve birth outcomes for women and infants.

Objectives:

- 1) Increase the proportion of pregnant women in rural communities who receive early and adequate prenatal care.
- 2) Reduce smoking and related risk behaviors among pregnant women.
- 3) Provide early intervention for mothers who use substances known to cause neonatal abstinence syndrome (NAS).
- 4) Increase the proportion of infants who are breastfed during their first 6 months.
- 5) Reduce disparities in prenatal care and birth outcomes.

Baptist Memorial Hospital-Attala Strategies:

- 1) Support the initiatives of community partners to improve maternal and child health outcomes.