



Baptist Memorial Hospital-Union County 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 North 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-Union County 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-Union County Strategies:

- 1) Collaborate with community partners to identify opportunities to promote behavioral health education and screenings.
- 2) Partner with the New Albany Police Department and local schools to reduce drug and alcohol use among youth.
- 3) Participate in and host educational forums and health fairs to increase awareness of behavioral health conditions and available services.
- 4) Provide Alzheimer's disease education and support for seniors and caregivers.



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-Union County Strategies:

- 1) Partner with community organizations to increase public awareness of cancer risk, prevention and screening.
- 2) Participate in and host educational forums and special events to increase awareness of risk factors and prevention activities.
- 3) Provide free or reduced-cost cancer screenings for at-risk and uninsured adults.
- 4) Improve caregiver support through development of a community resource guide.

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-Union County 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) Provide free monthly diabetes management classes and pediatric nutrition classes, overseen by a registered dietician and/or community health nurse.
- 4) Provide free tobacco cessation classes.
- 5) Sponsor the local farmer's market and provide monthly health education to attendees.
- 6) Provide CPR and first aid training and certification to the community.
- 7) Sponsor community agencies and programs that encourage healthy, active lifestyles.
- 8) Host support groups for individuals with chronic disease.
- 9) Partner with community agencies to explore certification as a healthy community.



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-Union County Strategies:

- 1) Participate in community events to provide education and resources for prenatal care, breastfeeding and newborn education.
- 2) Provide childbirth education and parenting classes for new parents.
- 3) Provide breastfeeding classes and support to new mothers.
- 4) Partner with community organizations to reduce teen pregnancy.