



Baptist Memorial Hospital-Carroll 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 West Tennessee 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-Carroll 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-Carroll County Strategies:

- 1) Provide screenings for depression and other mental health conditions.
- 2) Partner with community organizations to increase awareness of behavioral health, suicide prevention and available services.
- 3) Sponsor community organizations that provide mental health and substance abuse support services.
- 4) Host grief share support groups for individuals coping with loss and bereavement.
- 5) Provide crisis intervention training for first responders.
- 6) Participate in and host educational forums and events to increase awareness and support for Alzheimer's disease.
- 7) Participate in the annual Teen Summit to provide education on substance use, teen pregnancy and suicide prevention.



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 screening 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-Carroll 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 health fairs to increase awareness of cancer risk factors and prevention activities.
- 3) Use media opportunities to increase awareness of cancer screenings and services.

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-Carroll 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) Collaborate with community partners to sponsor events promoting physical activity.
- 4) Provide diabetes prevention and management programs for newly diagnosed patients.
- 5) Provide smoking cessation classes and community education for adult smokers.



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-Carroll County Strategies:

- 1) Partner with the Carroll County Health Department and other community agencies to increase awareness of prenatal care services and provide breastfeeding education.
- 2) Provide smoking cessation classes for pregnant women and women planning for pregnancy.
- 3) Use media opportunities to increase education and prevention of teen pregnancy.