



## **Baptist Memorial Hospital-Golden Triangle 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-Golden Triangle 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-Golden Triangle Strategies:**

- 1) Provide screenings for behavioral health conditions at community events.
- 2) Host support groups for alcohol and substance abuse and for victims of domestic violence.
- 3) Sponsor community organizations that provide mental health and substance abuse support services.
- 4) Participate in and host educational forums and health fairs to increase awareness of behavioral health conditions and available services.
- 5) Provide information about Alzheimer's disease for patients, caregivers and families through speaking engagements and sponsorships of community events.
- 6) Use media opportunities to educate and inform the community about behavioral health.



### **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-Golden Triangle 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 individuals.
- 4) Host support groups for cancer survivors and their families.
- 5) Host a "Care for the Caregiver" seminar and panel discussion for 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-Golden Triangle Strategies:**

- 1) Participate in and host health fairs and community events to provide education about healthy lifestyles and prevention of chronic disease.
- 2) Provide free screenings for health risk factors related to chronic disease.
- 3) Participate in the Kick Butt Campaign, an afterschool program for tobacco prevention.
- 4) Provide free flu shots to increase vaccination rates.
- 5) Collaborate with community partners to sponsor events promoting physical activity.
- 6) Host support groups for individuals with chronic disease.
- 7) Identify opportunities to promote local farmer's markets and develop programs to encourage healthy eating.



### **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-Golden Triangle Strategies:**

- 1) Provide childbirth classes to new parents.
- 2) Provide breastfeeding classes and support to new mothers.
- 3) Host and participate in special events to educate the community on maternal and child health issues.
- 4) Provide education on the dangers of smoking and secondhand smoke to pregnant women and new moms.
- 5) Identify opportunities to increase access to prenatal care in rural and underserved communities.