

# 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 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 the system-wide plan.

## Health Priority: Behavioral Health

**Baptist Goal:** Improve outcomes for residents with a mental health or substance abuse condition and their families.

### **Baptist Objectives:**

- 1) Increase the number of residents who are screened for depression and mental 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) Educate residents about warning signs for mental health conditions and substance abuse, including Alzheimer's disease.

### **Baptist Memorial Hospital-Union County Strategies:**

- 1) Work with community partners to identify opportunities to promote behavioral health education and screenings.
- 2) Work with New Albany Police Department and other partners to reduce drug and alcohol use among youth.
- 3) Provide education and support about Alzheimer's disease to individuals and caregivers.
- 4) Host support groups for Alzheimer's disease caregivers.

## Health Priority: Cancer

**Baptist Goal:** Provide early detection and treatment to reduce cancer mortality rates and improve quality of life for patients living with cancer.

### **Baptist Objectives:**

- 1) Provide free or reduced cost screenings and services, especially targeting low-income, at-risk, and minority populations.
- 2) Increase residents' awareness of the benefits of cancer prevention, screenings, and early treatment.

**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/or uninsured adults.

**Health Priority: Chronic Disease Management and Prevention**

**Baptist Goal:** Reduce risk factors for chronic disease and improve management of chronic disease through healthy lifestyle choices.

**Baptist Objectives:**

- 1) Provide education about healthy lifestyles and risk factors for disease.
- 2) Encourage physical activity among residents.

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

- 1) Participate in health fairs and other community events to provide education and screenings for health risk factors related to chronic disease.
- 2) Collaborate with community partners to promote physical activity.
- 3) Host support groups for chronic diseases.
- 4) Provide free diabetes education classes.

**Health Priority: Maternal and Child Health**

**Baptist Goal:** Improve birth outcomes for women and infants.

**Baptist Objectives:**

- 1) Increase the proportion of women who receive early and adequate prenatal care.
- 2) Increase the proportion of infants who are breastfed.

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

- 1) Collaborate with community partners to provide prenatal education.
- 2) Provide free childbirth education and parenting classes for new parents.
- 3) Support community partners to improve outcomes for mothers and babies.
- 4) Provide breastfeeding support and education to new mothers.
- 5) Partner with community organizations to provide education and financial support for pregnant teens.