



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

- 1) Identify opportunities to provide behavioral health education and screenings, targeting seniors.
- 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.
- 4) Partner with the Tennessee Suicide Prevention Network to provide suicide prevention training to health care providers and community members.



### **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 City Strategies:**

- 1) Collaborate with community partners to increase residents' awareness of the benefits of cancer prevention, screenings and early treatment.
- 2) Participate in and host educational forums and special events to increase awareness of cancer risk factors and prevention activities.
- 3) Partner with American Cancer Society to provide smoking cessation programs and counseling 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-Union City 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) Sponsor community agencies and programs that encourage healthy, active lifestyles.
- 4) Provide free diabetes and nutrition counseling classes.
- 5) Provide Fit Forever and Silver Sneakers programs to encourage physical activity among seniors.
- 6) Provide financial assistance for medications for low-income patients.



### **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 City Strategies:**

- 1) Participate in community events to provide education and resources for prenatal care, breastfeeding and newborn education.
- 2) Provide baby education and childbirth classes to new parents.
- 3) Provide breastfeeding classes and lactation counseling to new mothers.
- 4) Provide prenatal exercise classes to expectant mothers.
- 5) Support March of Dimes and other community partners to improve outcomes for mothers and babies.