



Baptist Memorial Hospital-North Mississippi 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-North Mississippi 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-North Mississippi Strategies:

- 1) Participate in the Suicide Prevention Task Force and provide Question Persuade Refer (QPR) suicide prevention training workshops.
- 2) Host support groups for families coping with the loss of a loved one due to suicide, and for individuals with mental illness.
- 3) Collaborate with the University of Mississippi Collegiate Recovery Community to provide a substance-free environment for students in recovery.
- 4) Sponsor community organizations that provide mental health and substance abuse support services.
- 5) Participate in and host educational forums and health fairs to increase awareness of behavioral health conditions and available services.
- 6) Support initiatives to screen individuals for depression and mental health conditions.
- 7) Participate in the Drug Free Program to increase awareness of the dangers of drug use among adolescents.
- 8) Provide education about Alzheimer's disease at local retirement communities.
- 9) Host Memory Maker's support groups for Alzheimer's disease 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 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-North Mississippi 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) Host support groups for cancer patients, survivors and caregivers.
- 4) Provide free mammogram screenings for at-risk and/or uninsured women.
- 5) Provide free lab and radiology services for the detection of cancer for underserved community residents.
- 6) Provide cancer treatment transportation assistance through American Cancer Society grant funding.

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-North Mississippi 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) Collaborate with community partners to sponsor events promoting physical activity.
- 5) Host support groups for individuals with chronic disease.
- 6) Support the LovePacks Backpack program and More Than a Meal to provide healthy meal options for underserved children and adults.
- 7) Support the Oxford Community Market to increase access to healthy foods and nutrition education.



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-North Mississippi Strategies:

- 1) Participate in community events to provide education and resources for prenatal care, breastfeeding and new baby education.
- 2) Collaborate with United Way's Excel By 5 program to improve the well-being of children.
- 3) Partner with the Sav-A-Life to prevent teen pregnancy.
- 4) Provide childbirth education and parenting classes to new parents.
- 5) Provide breastfeeding classes and a support group to new mothers.
- 6) Support March of Dimes and other community partners to improve outcomes for mothers and babies.