

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 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 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-North Mississippi Strategies:

- 1) Work with community partners to identify opportunities to promote behavioral health education and screenings.
- 2) Continue participating with the Suicide Prevention Task Force.
- 3) Host National Association of Mental Illness support groups at Baptist Memorial Hospital-North Mississippi.
- 4) Collaborate with Clinic for Outreach and Personal Enrichment to identify and promote mental health resources for children and adolescents.
- 5) Participate in the Drug Free program with Boy Scouts of American and Girl Scouts of the USA.
- 6) Participate in the Collegiate Recovery Community at the University of Mississippi to provide a substance-free environment for students.
- 7) Provide education about Alzheimer's disease at local retirement communities.
- 8) Host Memory Maker's 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-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) 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-North Mississippi 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.

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-North Mississippi Strategies:

- 1) Collaborate with community partners to provide prenatal education.
- 2) Provide free childbirth education and parenting classes to new parents.
- 3) Support March of Dimes and other community partners to improve outcomes for mothers and babies.
- 4) Provide breastfeeding support and education to new mothers.
- 5) Partner with the Sav-A-Life Partnership to prevent teen pregnancy.