

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 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 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-Golden Triangle Strategies:

- 1) Host and attend health fairs and special events to promote behavioral health education.
- 2) Provide screenings for behavioral health conditions at local events.
- 3) Host support groups for alcohol and substance abuse.
- 4) Provide education about Alzheimer's disease and behavioral health through speaking engagements and public service announcements.

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-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 mammogram screenings for at-risk and uninsured women.
- 4) Provide free or reduced cost prostate screening for at-risk and uninsured men.
- 5) Host support groups for cancer survivors and their families.

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-Golden Triangle Strategies:

- 1) Participate in health fairs and other community events to provide education and health screenings for risk factors related to chronic disease.
- 2) Collaborate with community partners to promote physical activity.
- 3) Host support groups for chronic diseases.
- 4) Partner with schools to prevent tobacco use among youth.

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-Golden Triangle Strategies:

- 1) Provide breastfeeding support and education to new mothers.
- 2) Host and participate in special events to educate the community about maternal and child health issues.