

# NEA Baptist Memorial Hospital 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 Arkansas 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 NEA Baptist Memorial Hospital 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.

### **NEA Baptist Memorial Hospital Strategies:**

- 1) Educate primary care providers about available behavioral health services and signs and symptoms of behavioral health conditions.
- 2) Implement behavioral health screening tools in the primary care setting to identify at-risk patients.
- 3) Partner with local behavioral health providers to provide screenings and services within the community.
- 4) Provide educational information about mental health conditions among the senior population and their 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.

**NEA Baptist Memorial Hospital Strategies:**

- 1) Participate in and host educational forums to increase awareness of cancer risk factors and prevention activities.
- 2) Provide free or reduced cost cancer screenings, targeting at-risk and uninsured residents.

**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.

**NEA Baptist Memorial Hospital Strategies:**

- 1) Collaborate with community partners to increase awareness for health risk factors related to chronic disease and promote chronic disease screenings.
- 2) Host monthly support groups for individuals with diabetes and their families.
- 3) Host the NEA Baptist Farmers' Market to promote healthy lifestyles and increase access to healthy foods.
- 4) Partner with the Arkansas SAVES program to increase awareness of signs and symptoms of stroke.
- 5) Partner with the Community Health Education Foundation to offer chronic disease workshops and screenings for at-risk residents.
- 6) Support the Center for Healthy Children, a program promoting healthy lifestyles among overweight and obese children.

**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.

**NEA Baptist Memorial Hospital Strategies:**

- 1) Collaborate with community partners to provide prenatal education.
- 2) Host a free breastfeeding support group for new mothers, in partnership with the Arkansas Department of Health.
- 3) Provide free education and childbirth classes for new parents.
- 4) Provide free breastfeeding classes to new mothers.